



## City of Loveland

Long Range Planning Division

Civic Center • 500 East 3<sup>rd</sup> Street • Loveland, Colorado 80537

970-962-2577 • Fax 970-962-2900

### Loveland City Council Staff Report

From: Matt Robenalt, Long Range Planning Division  
Meeting Date: December 16, 2003  
Re: Application for Designation as a Historic Landmark Property

---

#### **SITE DATA**

**Address:** 141 E. 4<sup>th</sup> Street, Loveland, Colorado

**Request:** Application for Designation as a Landmark Property

**Historic Name:** Herzinger & Harter/El Centro Building

**Architectural Style:** Late 19<sup>th</sup> and Early 20<sup>th</sup> Century Commercial with Mission Revival Renovation

**Current Building Sq. Ft.:** 10,750 sq. ft.  
(measurements by Larimer County Assessor)

**Construction Date:** 1877-78

**Legal Description:** East 5 Feet of North 70 Feet of Lot 22, All of Lots 23 & 24, Block 14, City of Loveland, County of Larimer, State of Colorado

**Owners:** Barry J. and Susan W. Floyd  
P.O. Box 7125  
Loveland, CO 80537-7125

**Applicant:** Barry and Susan Floyd, represented by Carl McWilliams of Cultural Resource Historians

**Application Summary:**

On November 17, 2003, the Loveland Historic Preservation Commission (HPC) voted unanimously to recommend that the City Council designate the property at 141 E. 4<sup>th</sup> Street as a Loveland Historic Register Landmark. Approved HPC Resolution No. 03-09 is provided as an attachment.

The nomination application includes one building: Herzinger & Harter/El Centro Building. Larimer County Assessor records identify the building and parcel by the following address: 141 E. 4<sup>th</sup> Street, Loveland, Colorado.

**History:**

The Herzinger & Harter/El Centro Building is associated with the historical context of Commerce/Industry in Loveland according to the "Historical Contexts" document prepared in 1997 for the Loveland Museum/Gallery by Jennifer H. Strand, Ph.D. According to the Colorado Historic Building Inventory Site No. 5LR1054, the Herzinger & Harter/El Centro Building is among Loveland's most historically and architecturally significant buildings. It is located on the key downtown corner of 4<sup>th</sup> St. and Cleveland Avenue, and has been in sustained use as a commercial structure since its construction in 1877.

According to the 1997 Historical Contexts document, shortly after Mr. David Barnes laid out the town in the middle of his field, and the Colorado Central Railroad completed a new brick depot in 1887, the first lots in the new town began to develop. On the north Side of 4<sup>th</sup> St. in the block closest to the railroad, Mr. J. Lewis Herzinger and Samuel B. Harter purchased three lots for \$350 each and constructed a two-story brick building. They opened a mercantile business on the first floor and sold the second floor to the Grangers for use as a meeting hall.

J. Lewis Herzinger and Samuel B. Harter were Colorado pioneers and entrepreneurs. Herzinger, a German immigrant who lived in West Virginia, California, and Missouri, eventually met his business partner, Samuel Harter, while traveling in Denver. Samuel Harter, who began living in the Colorado Territory in the 1860's, became Herzinger's partner in the mercantile business in Caribou, a mining camp west of Nederland. The two moved from the Caribou mining camp in 1877 and relocated to Loveland, where they built the Herzinger & Harter building.

The Herzinger & Harter Mercantile store opened in the spring of 1878, and in 1893 they sold the business to wholesale grocers Beckfield and Galligan. By 1907 this business was known as the W.J. Galligan and Company, and they sold items such as buggies, wagons, and farm implements. Other tenants of the Herzinger & Harter Building included retail businesses including Swan and Hill Grocery (1908), Loveland National Bank (1908 – 1926) and Bengough Grocery (1921-1926).

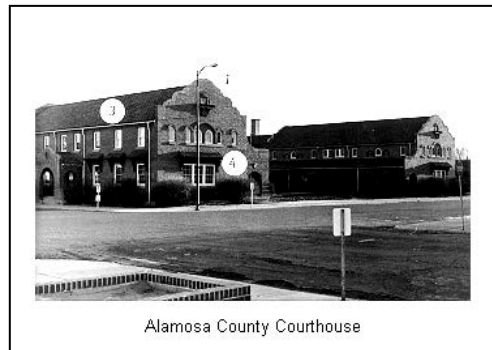
After an extensive remodel in 1930 by renowned Colorado architect Robert K. Fuller, the building tenants included Thedes Women's Furnishings (1927-1932), Rose Brothers Sporting Goods (1936-1941), McConnel Hardware (mid 1940's), Jacobsons Hardware, Ellis Hardware, and Vieth Hardware, Mocks Shoe Store (early 1950's – 1968). Post 1970 tenants have included Loom & Leather, C&L Bootery, The Shoe Tree, and Larry's Fourth Street Antiques. Today the Herzinger & Harter/El Centro building houses three (3) ground floor retail spaces, and current tenants include Diamonds and Toads Collectables, and Angelo's Brooklyn Italian Deli/Restaurant, and Daniel's Hair Design.

**Architectural Description:**

The Herzinger & Harter building was originally constructed as a two-story, late 19<sup>th</sup> Century Victorian-era commercial structure, but underwent a major renovation in 1930, and was transformed into a Mission Revival style structure. The Colorado Historical Society Guide to Colorado’s Historic Architecture and Engineering identifies the Mission Revival style of architecture as new architectural style that emerged at the end of the 19th century, and was influenced by Spanish missions constructed throughout California between 1769 an 1823. The "California Building," designed in 1893 for the World's Columbian Exposition in Chicago, popularized the Mission style. By 1900 the Mission style was rapidly spreading eastward from California. The Santa Fe and Southern Pacific railroads adopted the style for their depots and hotels, fueling its popularity across the region.

While a few early examples appeared in the 1890s, most Mission buildings in Colorado were constructed between 1900 and 1930. This style was so popular that many structures constructed much earlier were remodeled with Mission elements.

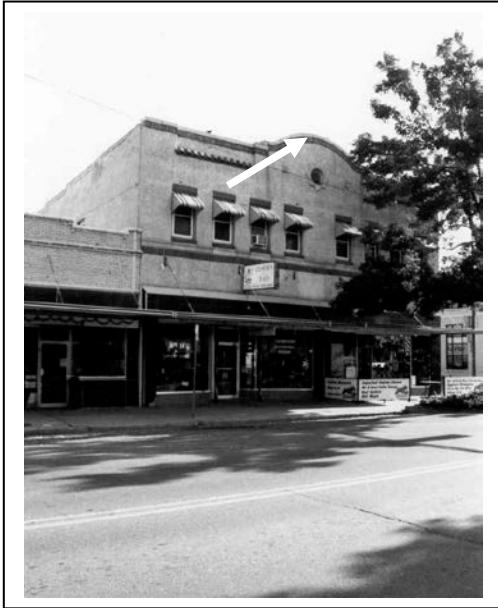
The Mission style is easily recognized by the curvilinear-shaped gable wall or the low parapet wall that rises above the roofline. The style is characterized by its simplicity, with smooth stucco or plaster walls devoid of ornamentation. The roof is usually tile, and semicircular arched openings are used in windows and arcades. A small round window or ornament may appear in the center of the gable. Roofs may have overhanging eaves with exposed rafters. Towers and iron balconies are found on larger buildings. See Photos #1 and #2 for Colorado examples of Mission Revival architecture.



**Photo #1 & #2.** Colorado examples of Mission Revival architecture. Source: Colorado Historical Society Guide to Colorado Architecture

The Herzinger & Harter/El Centro building is a two-story structure with a concrete foundation, stuccoed masonry walls, and flat roof. On the north and west, the building is adjacent to two (2) single story commercial structures under different ownership. The Herzinger & Harter/El Centro building’s predominant architectural features result from the 1930 renovation by architect Robert K. Fuller, and it was at the time of this renovation when the building was renamed El Centro.

The south elevation of the Herzinger & Harter/El Centro building's dominant features include a Mission Revival parapet wall, with an oculus (circular) window outlined by an 8-point terracotta star motif. See Photos #3 & #4.

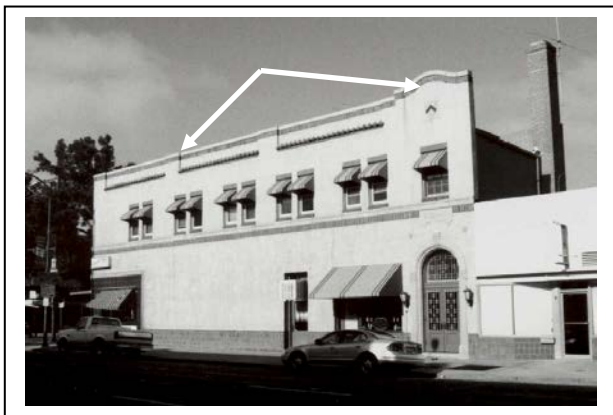


**Photo #3.** Mission Revival parapet wall of main façade.

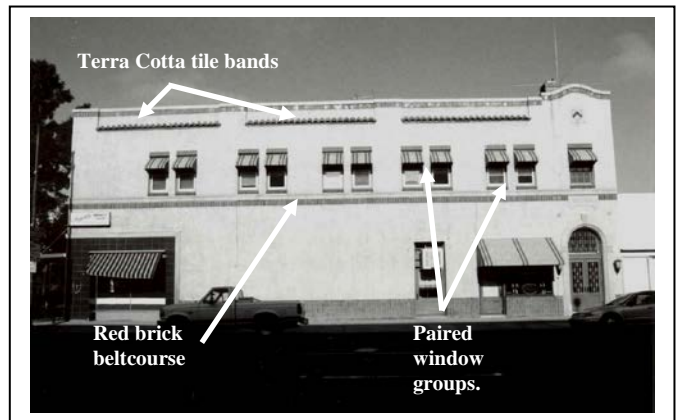


**Photo #4.** Oculus (circular) window with 8-point terra cotta star motif located on the gable of main façade.

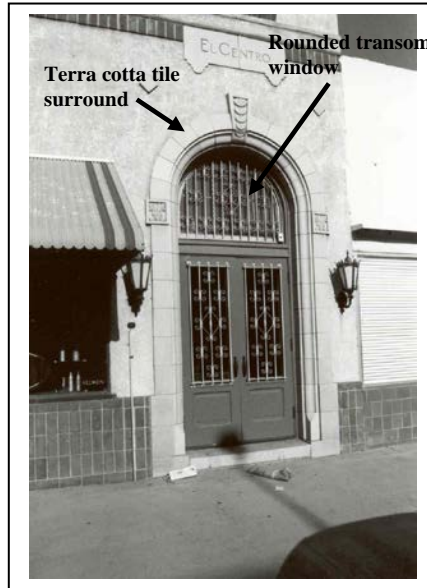
The Mission Revival style parapet wall reappears again on the north end of the east elevation. On the east elevation, a beltcourse, comprised of a red bricks, visually divides the building's 1<sup>st</sup> and 2<sup>nd</sup> floors. Just above the red brick beltcourse on the east elevation there are five sets of paired, single hung sash windows, and a single window unit above a rounded arched doorway. Above the second floor windows are three thin bands of projecting terra cotta tiles. The rounded arched doorway on the east elevation, outlined with terra cotta tiles, features paired wood-panel doors with a distinctive transom light. See Photos #5, #6 and #7.



**Photo #5.** Continued Mission Revival parapet wall on east elevation

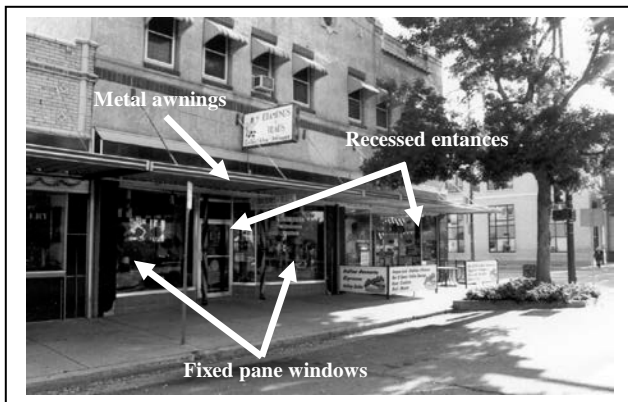


**Photo #6.** East elevation features include red brick beltcourse, projecting terra cotta tile bands, and five groupings of paired-windows.

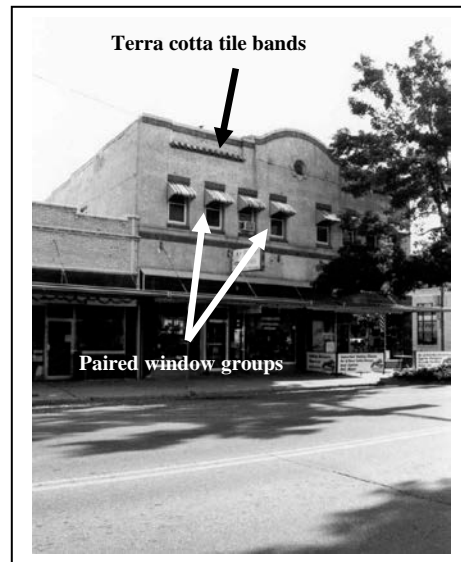


**Photo #7.** Arched doorway with wood panel doors, terra cotta tile surround, and transom window.

The ground level storefronts located on the façade (south elevation) feature two glass-in-steel entry doors set in recesses. Fixed-pane storefront windows flank the entry doors, and a flat metal awning projects over the sidewalk. The façade features the same red brick coursework found on the east elevation, and also contains four sets of paired single-hung sash windows. Above the windows are projecting bands of terra cotta tiles. See Photos #8 and #9.



**Photo #8.** Fixed pane storefront windows, and recessed entrances covered by flat metal awnings.



**Photo #9.** Main façade features include Paired window groupings, terra cotta tile bands, and brick beltcourse.

The Mission Revival architectural features that dominate the exterior of the Herzinger & Harter/El Centro building were the result of a building remodel designed by architect Robert K. Fuller in 1930. Robert K. Fuller was born in Fort Collins in 1886. Fuller earned a degree in mechanical engineering from Colorado A&M, and obtained a degree in architecture from Cornell University in 1908. He returned from the east coast to practice with his father, architect Montezuma W. Fuller for two years before moving to Denver. In Denver, Robert joined the prestigious architectural firm of Rober S. Roeschlaub and Son. Roeschlaub is considered to be one of Denver's most influential architects during the late 1800's and early 1900's. Robert Fuller served as chief draftsman until 1914, and then Roeschlaub promoted him to partner and the firm was renamed Roeschlaub and Fuller. By 1919, the firm carried only Fuller's name in the title.

Fuller is remembered for the design of many notable buildings including several Colorado courthouses and schools. He is particularly noted for his courthouses in places such as Glenwood Springs, Steamboat Springs, Lamar and Hot Sulphur Springs, and for his school buildings in Berthoud, Boulder, Brighton, Carbondale, Denver, Littleton, Loveland and Meeker. Fuller also designed other public and private buildings such as the Boettcher Center at the University of Denver, the Grand Junction Public Library, the First National Bank Building in Greeley, the Rialto Theater and Harter-Borland House in Loveland, and a dozen structures at the School of Mines in Golden.

#### **Determination of Significance and Integrity**

*Significance* should be used as the starting point in determining eligibility for placement on a historic register. Significance has two distinct attributes – the “area of significance” which answers the question of context, or what is significant about a resource in terms of its association to agriculture, architecture, commerce and industry, education, politics and government, and transportation. As noted in a previous section of this staff report, the Herzinger & Harter/El Centro building exhibits historic significance in terms of its association with the context of Loveland's “Commerce and Industry.”

The second attribute of the *significance* of a structure is its “period of significance” which places the resource on a historic timeline and answers the question of when a resource was significant. Also noted in a previous section of this staff report, the Herzinger & Harter/El Centro building is greater than 50 years old. It also represents a unique example of a Mission Revival renovation, and having been designed by one of Colorado's most notable architects, Robert K. Fuller, adds additional credence to the significance of this historic resource.

*Integrity* refers to the ability of a structure to convey its original design or some later period of significance through the intactness of its historic form, original or historic use of materials, setting and site. Integrity has seven (7) particular aspects: location, setting, feeling, design, materials, workmanship, and association with some attribute of historic significance.

A historic building, for example, that retains its original or historically significant setting with little or no visible modifications that diminish the ability to relate its historic association demonstrates greater integrity than a building that has lost many of physical historical elements. A building with high physical integrity retains the following original or historically significant elements: massing; architectural detail; surface treatment; and windows and doors.

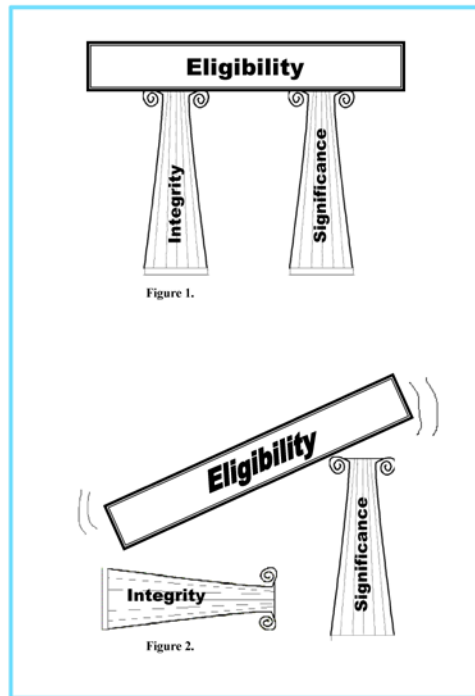
A review of current photographs, combined with the applicant's description of the building's present architectural features, indicate that the building exhibits many of the original elements that define it as an example the Mission Revival style of architecture typically found in Colorado. As a result of Robert K. Fuller's association with the remodel, and due to its high integrity, this building is considered to be a historically significant remodel.

### **Historic Preservation Commission Recommendation**

To be considered eligible for designation as a historic landmark on the Loveland Historic Register, a property must be at least fifty (50) years old and must meet one (1) or more of the criteria for architectural, social cultural, or geographic/environmental significance as identified in Loveland Municipal Code 15.56.090. The Herzinger & Harter/El Centro building satisfies the age requirement and meets the following significant criteria for designation as a Loveland Historic Register landmark of property:

- a) Architectural
  - 1. Exemplifies specific elements of an architectural style or period.
  - 2. Is an example of the work of an architect or builder who is recognized for expertise nationally, statewide or locally.
  - 3. Demonstrates superior craftsmanship, or high artistic value.
  - 4. Represents innovation in construction, materials, or design.
  - 5. Is a significant historic remodel.
- b) Social/Cultural
  - 1. Exemplifies the cultural, political, economic or social heritage of the community.
  - 2. Is associated with a notable person(s) or the work of notable persons(s).
- c) Physical Integrity
  - 1. Shows character, interest, or value as part of the development, heritage or cultural characteristics of the community, region, state or nation.
  - 2. Retains original design features, materials, and/or character.
  - 3. Is in the original location or same historic context if it has been moved.

Given available information for the property at 141 E. 4<sup>th</sup> Street, the Herzinger & Harter/El Centro building exhibits both adequate *integrity* and *significance* to support its eligibility for designation as a Loveland historic landmark. This determination is based on the Colorado Historical Society's accepted guidelines for determining landmark eligibility (see Figure 1 and Figure 2, below). The Historic Preservation Commission recommends City Council approval of this request for designation of the Herzinger & Harter/El Centro building, located at 141 E. 4<sup>th</sup> Street, as a Loveland Historic Register landmark property.



**Attachments:**

- A. HPC Resolution No. 03-09
- B. Site Map, prepared by Staff
- C. Colorado Historical Society Building Inventory Site No. 5LR10541
- D. Nomination Application submitted by owner