

COLORADO CULTURAL RESOURCE SURVEY

Architectural Inventory Form

Official eligibility determination
(OAHP use only)

- Date _____ Initials _____
- _____ Determined Eligible- NR
 - _____ Determined Not Eligible- NR
 - _____ Determined Eligible- SR
 - _____ Determined Not Eligible- SR
 - _____ Need Data
 - _____ Contributes to eligible NR District
 - _____ Noncontributing to eligible NR District

I. IDENTIFICATION

- | | | | |
|----------------------------|-----------------------------------|-------------------|---------------------|
| 1. Resource number: | 5WL.7844 | Parcel number(s): | |
| 2. Temporary resource no.: | N/A | | 096108221008 |
| 3. County: | Weld | | |
| 4. City: | Greeley | | |
| 5. Historic building name: | Sambo's Restaurant | | |
| 6. Current building name: | The Country Inn Restaurant | | |
| 7. Building address: | 1415 8th Avenue | | |
| 8. Owner name and address: | | | |



National Register eligibility assessment:
State Register eligibility assessment:
Greeley Historic Register eligibility assessment:

Not Individually Eligible
Not Individually Eligible
Not Eligible

II. GEOGRAPHIC INFORMATION

9. P.M. **6th** Township **5N** Range **65W**
SW ¼ of NW ¼ of SE ¼ of NW ¼ of section 8
10. UTM reference (Datum: NAD83)
Zone **13: 526197 mE 4473984 mN**
11. USGS quad name: **Greeley, Colorado**
Year: **1950; Photorevised 1980** Map scale: **7.5**
12. Lot(s): **N/A** Block: **153**
Addition: **Greeley Original Townsite** Year of Addition: **1870**
13. Boundary Description and Justification: **This legally defined parcel encompasses, but does not exceed, the land historically associated with this property.**

III. ARCHITECTURAL DESCRIPTION

14. Building plan (footprint, shape): **Rectangular Plan**
15. Dimensions in feet: **66' N-S by 62' E-W**
16. Number of stories: **One**
17. Primary external wall material(s): **Stucco, Concrete / Concrete Block**
18. Roof configuration: **Flat Roof**
19. Primary external roof material: **Asphalt Roof / Composition Roof**
20. Special features: **N/A**

21. General architectural description:

This free-standing commercial building has served as a restaurant throughout its history. It is supported by a concrete foundation, and concrete block wall construction with a pale beige color stuccoed exterior. The roof is primarily flat; however, there is a low-pitched shed-roofed section on the west elevation. A distinctive sloped parapet, encircled with a red speed line, form the edges of the main roof line. A slightly lower flat-roofed section, which forms the south (side) elevation, features a flat parapet with a teal color speed line. A distinctive canopy projects from the upper wall surface along the east elevation, and wraps around to cover the main entryway at the east end of the north elevation. This distinctive canopy consists of a series of three cream color stuccoed chevron-shaped elements along the upper east elevation wall, and one additional chevron-shaped element above the main entryway at the east end of the north elevation. A painted teal color speed line extends along the upper edges of the canopy. The lower east-facing wall (facing 8th Avenue), is clad with small pale beige color tiles. A large projecting section of the north-facing wall (adjacent to the main entry and facing the parking lot), is clad with a stone veneer. Fastened to the stone veneer, is a sign, with painted black letters on a pale blue background informing customers and passersby that the restaurant serves: "BREAKFAST LUNCH DINNER." A set of paired pale beige color paneled doors near the east end of the north elevation serve as the customer service entry into the restaurant. A white metal-paneled door is located near the west

end of the north elevation. The east elevation wall contains ten large single-light fixed-pane windows (facing 8th Avenue below the chevron canopy). Three single-light fixed-pane windows are to the east of this door, and one single-light fixed-pane window is to the west of this door. A beige color paneled door enters the south end of the east elevation from a 3-step concrete sidewalk and stoop. The west elevation contains a grey metal utility door with an upper sash light, a metal rollaway garage door, and two other metal doors which access a refrigeration unit. The west elevation also contains two sets of paired horizontally-oriented windows covered with black metal security bars.

22. Architectural style/building type: **Modern Movements / Googie**

23. Landscaping or special setting features:

This property is located on the west side of the 1400 block of 8th Avenue. A concrete sidewalk is in front of the building to the east. A large asphalt parking lot is adjacent to the north and behind the building to the west. A narrow asphalt alley parallels the south side of the building. The historic Greeley Junior High School building (now the Madison Avenue Apartments) is to the southwest.

24. Associated buildings, features, or objects: **N/A**

IV. ARCHITECTURAL HISTORY

25. Date of Construction: Estimate: Actual: **1969-70**
 Source of information: **Greeley city directories, Sanborn Insurance maps, Weld County Assessor records, City of Greeley Building Permit "Inspection Record" files.**

26. Architect: **William E. Burk Jr.**
 Source of information: **City of Greeley Building Permit "Inspection Record" files.**

27. Builder/Contractor: **Hensel Phelps Construction Company**
 Source of information: **City of Greeley Building Permit "Inspection Record" files.**

28. Original owner: **Sambo's Restaurants**
 Source of information: **N/A**

29. Construction history (include description and dates of major additions, alterations, or demolitions):
This building was erected as a Sambo's restaurant in 1969-70. A building permit to erect the building was issued by the City of Greeley on September 23, 1969. The permit lists Sambo's Restaurants, of Santa Barbara, California, as the owner, William E. Burk Jr., of Albuquerque, New Mexico, as the architect, and Hensel Phelps Construction Company of Greeley as the contractor. A certificate of occupancy for the newly erected building was issued on February 10, 1970. On April 5, 1978, another building permit was issued for unspecified "general remodeling" work. Between 1984 and 1987, the building was more substantially remodeled as its occupancy changed from a Sambo's Restaurant to a

locally-owned Country Inn Restaurant. In addition to interior work, windows on the east side of the building (facing 8th Avenue), and the entry and windows at the east end of the north side (facing the parking lot), were substantially altered at that time. A building permit for this work was issued on February 21, 1984. It lists George Gatchis as the property owner, and Erickson Construction as the general contractor. The work was completed in July 1987.

30. Original Location: **Yes** Date of move(s): **N/A**

V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Commerce/Trade / Restaurant**
32. Intermediate use(s): **Commerce/Trade / Restaurant**
33. Current use(s): **Commerce/Trade / Restaurant**
35. Historical background:

Greeley's 8th Avenue corridor developed originally as a residential neighborhood between the 1880s and circa 1910. Located south of the downtown business district, 8th Avenue between 10th and 16th Streets, saw the construction of numerous residences and a small number of churches during those three decades. The 8th Avenue corridor then underwent a dramatic transformation during the 1910s and 1920s, as dozens of houses were razed to pave the way for the construction of new automobile-related businesses. By 1927, the corridor had become known as "Motor Row," lined with all manner of auto dealerships, repair shops, parts stores, and gas stations. Beginning in the late-1940s, the corridor began to diversify. Automobile-related businesses remained dominant, but were increasingly joined by a variety of other commercial enterprises, including regional and national chain retailers.

The west side of the 1400 block of 8th Avenue was the one exception to this pattern of development. Known as "Meeker Field," Block 153 (between 14th and 15th Streets on the north and south, and 8th and 9th Avenues on the east and west) remained undeveloped until 1912. In that year a new Greeley High School was constructed on the land. The impressive new Neo-Classical style high school was designed by Robert S. Roeschlaub and Son, a highly-prominent Denver architectural firm. In 1926, a gymnasium was constructed nearby, at the approximate location or slightly south of the site of the extant restaurant building at 1415 8th Avenue.

In 1927, a new high school was constructed at a different location, on the west side of 14th Avenue in the block between 15th and 16th Streets. At that time, the 1912 Roeschlaub-designed school at this site became the Greeley Junior High School. In 1938, Meeker Field saw the construction of a new Junior High School facing toward 15th Street to the south. Designed by prominent Greeley architect Sidney Frazier, the 1938 school building still stands. It was listed in the National Register of Historic Places in 2003 (5WL.2572). In the years following 1938, thus, the Greeley Junior High School complex at Meeker Field consisted of the 1938 junior high school building, the 1926 gymnasium building, and the original 1912 high school building. The buildings served their original purposes until 1965, when they were converted into administrative offices for the school district. Land in Block 153 north of the 1938 high

school building was sold off in 1968, and the original 1912 high school building and the 1926 gymnasium were subsequently razed.

The extant commercial building at 1415 8th Avenue was constructed in 1969, and was a Sambo's restaurant until 1982 or 1983. The Sambo's restaurant chain was founded in California, in 1957, by Sam Battistone Sr. and Newell Bohnett. The name Sambo's was primarily derived from the founders' names; however, they decided to also promote a connection with the widely-read children's story *Little Black Sambo*. As part of a family-friendly business plan, the walls of Sambo's restaurants were brightly decorated with scenes adapted from the book. Menu items and illustrations were also tailored to promote a connection with the book. By the 1970s, there were a reported 1117 Sambo's restaurants across the United States, including the one on 8th Avenue in Greeley.

By the late 1970s, though, the restaurant chain was in decline, in part due to increased controversy regarding the term "Sambo" which became widely viewed as pejorative toward African Americans. *Little Black Sambo* was first published in 1899. It was written by Scottish author Helen Bannerman, originally as a story for her own children. With a fictional setting reminiscent of India (where Bannerman had lived for a time), the book tells the story of a young black boy who avoids being eaten by tigers, by instead giving them his new coat, trousers, shoes and umbrella. He regains his belongings, however, when the tigers fight among themselves each claiming to be the "grandest tiger in the jungle." The book was highly-acclaimed for instilling positive values regarding how to negotiate in a calm and reasonable manner when confronted with bullying and greed. The book was also touted during the early twentieth century because it was among the only children's books with a black child as the protagonist. Perceptions would later change, however.

The issue of how African Americans are depicted in literature and other media gradually came to the forefront of the nation's consciousness. In the 1960s, the U. S. House of Representatives Committee on Education and Labor convened to examine the depiction of African Americans in literature. Several works came under scrutiny, including *Little Black Sambo*, which was criticized for promoting unfavorable stereotypes in both its text and illustrations. The term "Sambo" in particular was perceived as conveying negative connotations. The formerly beloved book was subsequently removed from the shelves of almost all libraries and bookstores, and by the 1970s it was no longer in print.

With dwindling sales, due only in part to the controversy surrounding its name, the Sambo's restaurant chain sought to distance itself from the Sambo's label. Several restaurants were renamed "The Jolly Tiger." Other outlets were later renamed "No Place Like Sam's." or "Seasons Friendly Eating." The company's fortunes continued to decline, however. In 1983, several former Sambo's were sold off and incorporated into the Denny's restaurant chain, while numerous others closed or were acquired by independent operators. The Sambo's restaurant at 1415 8th Avenue in Greeley closed in 1982 or 1983. The building then sat vacant until it reopened as a new locally owned restaurant named the Country Inn. A popular diner, the Country Inn remains in business as of 2016. A historic photo of the building appears below. The photo was obtained online at

www.sambosphotos.com/photocart/products/Greeley_318-23-13.html.



36. Sources of information:

Akers, Howard John. "A History of Greeley High School." Master of Arts Thesis, Department of History and Political Science, Colorado State Teachers College, August 1934.

"Banned From American Bookshelves: The Story of Little Black Sambo."

<http://longislandbookcollectors.com/2013/%EF%BB%BFbanned-from-american-bookshelves-the-story-of-little-black-sambo>.

City of Greeley Building Permit "Inspection Record" files.

The Greeley City and Rural Route Directory. (Generally published annually by *the Greeley Tribune-Republican* Publishing Company.)

"Sambo's." <https://en.wikipedia.org/wiki/Sambo%27s>

"Sambo's Restaurant." (historic photograph)

www.sambosphotos.com/photocart/products/Greeley_318-23-13.html

Sanborn Insurance Company maps for Greeley, Colorado dated June 1886, December 1887, January 1891, October 1895, January 1901, January 1906, October 1909, January 1918, April 1927, September 1946 (as an update of the April 1927 Sanborn maps), August 1968 (also as an update of the April 1927 Sanborn maps).

Weld County Assessor Property Information Map. <http://www.co.weld.co.us/maps/propertyinformation>

Weld County Assessor Property reports. <https://propertyreport.co.weld.co.us>

Wray, Diane. "Greeley Junior High School." National Register of Historic Places Registration Form. May 30, 2003.

VI. SIGNIFICANCE

37. Local landmark designation: **No** Date of designation: **N/A**

Designating authority: **N/A**

38. Applicable National Register Criteria:

A. Associated with events that have made a significant contribution to the broad pattern of our history;

B. Associated with the lives of persons significant in our past;

C. Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possess high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or

D. Has yielded, or may be likely to yield, information important in history or prehistory.

Qualifies under Criteria Considerations A through G (see Manual)

✓ Does not meet any of the above National Register criteria

38A. Standards for Listing in the Colorado State Register of Historic Properties: Criteria for consideration of properties for nomination and inclusion in the Colorado State Register includes the following:

A. The association of the property with events that have made a significant contribution to history;

B. The connection of the property with persons significant in history;

C. The apparent distinctive characteristics of a type, period, method of construction, or artisan;

D. The geographic importance of the property;

E. The possibility of important discoveries related to prehistory or history.

✓ Does not meet any of the above State Register criteria

38B. Standards for Listing in the Greeley Historic Register: A property shall be eligible for designation for historic preservation and eligible for economic incentives if it meets at least one (1) criterion in two (2) or more of the following categories:

1 (a) Historical Significance: Has character, interest and integrity and reflects the heritage and cultural development of the City, State or Nation;

1 (b) Historical Significance: Is associated with an important historical event;

1 (c) Historical Significance: Is associated with an important individual or group who contributed in a significant way to the political, social and/or cultural life of the community.

2 (a) Architectural Significance: Characterizes an architectural style associated with a particular era and/or ethnic group;

2 (b) Architectural Significance: Is identified with a particular architect, master builder or craftsman;

2 (c) Architectural Significance: Is architecturally unique or innovative;

2 (d) Architectural Significance: Has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance;

2 (e) Architectural Significance: Has visual symbolic meaning or appeal for the community.

3 (a) Geographic Significance: Has proximity to a square, park or unique area deserving of preservation;

3 (b) Geographic Significance: Is a visual feature identifying an area or neighborhood or consists of utilitarian and commercial structures historically and geographically associated with an area.

39. Area(s) of significance: **Architecture, Commerce**

40. Period of significance: **1969**

41. Level of significance: **Local**

42. Statement of significance:

This building is historically significant for its association with commercial development along Greeley's 8th Avenue corridor dating from the time of its construction in 1969. It is also historically notable for its associations with the social issues surrounding the term Sambo's. The building is architecturally significant as well, as an example of a retail building designed and built for a specific retail chain (Sambo's Restaurants). The building is also architecturally notable for its Googie style of architecture, albeit with diminished integrity. Because it was constructed in 1969, and is less than fifty years old, the building is ineligible for inclusion in the National and State Registers. Due to some loss integrity (discussed below in section 43) the building may also be considered ineligible for listing in the Greeley Historic Register.

43. Assessment of historic physical integrity related to significance:

This property displays a less than ideal level of physical integrity, relative to the seven aspects of integrity as defined by the National Park Service and History Colorado - setting, location, design, materials, workmanship, feeling and association. There are no additions to the original building; however, window openings on the east side of the building (facing 8th Avenue), and the entry and windows at the east end of the north side (facing the parking lot), were substantially altered when the building was converted for use as the Country Inn Restaurant in the late 1980s.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

44. National Register eligibility assessment: **Not Individually Eligible**

State Register eligibility assessment: **Not Individually Eligible**

Local Landmark eligibility assessment: **Not Eligible**

45. Is there National Register district potential? **No**

Discuss: **Buildings along 8th Avenue, between 10th Street and 16th Street, do not collectively possess the significance or the integrity to comprise a National Register eligible district.**

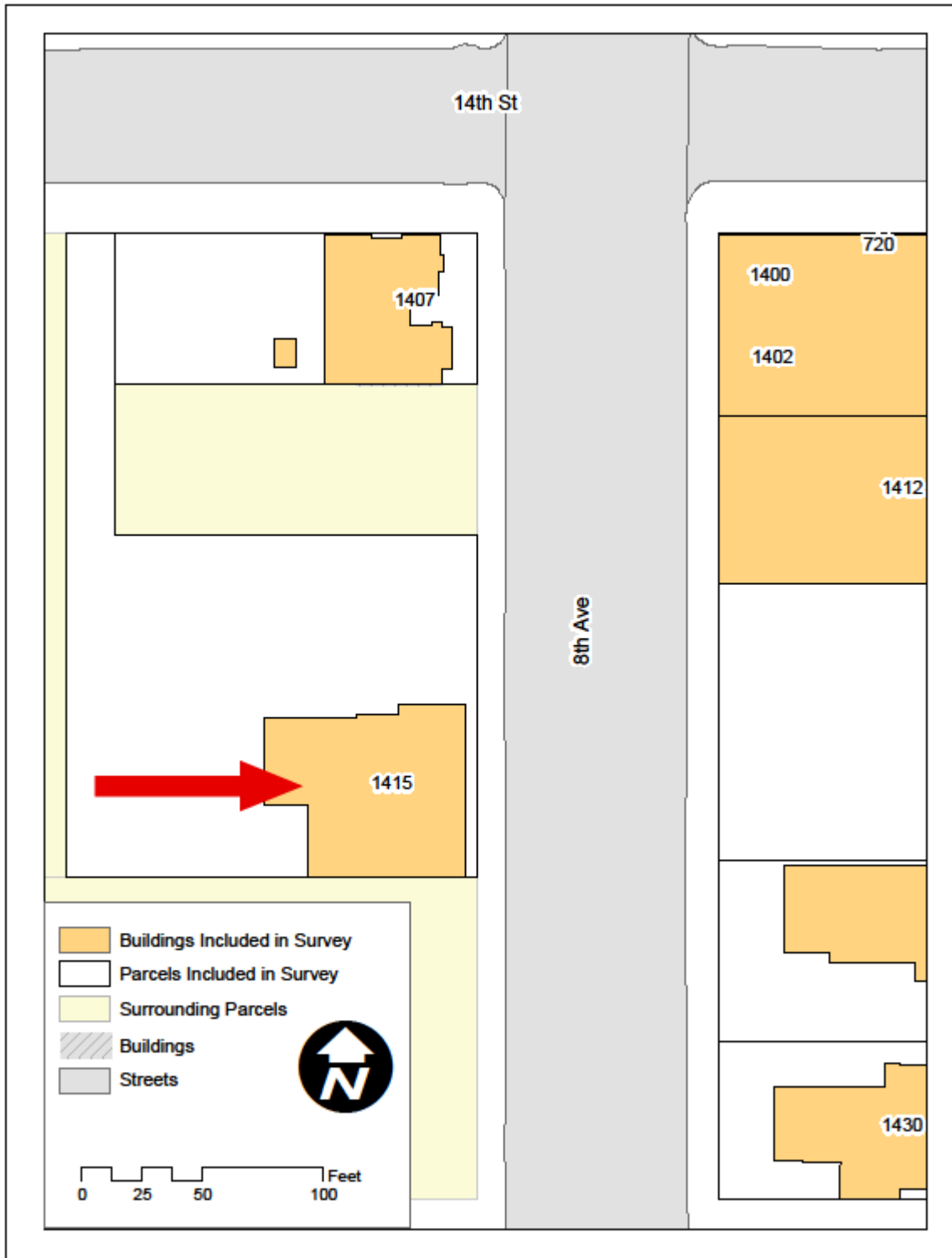
If there is N.R. district potential, is this building contributing or noncontributing? **N/A**

46. If the building is in an existing N.R. district, is it contributing or noncontributing? **N/A**

VIII. RECORDING INFORMATION

47. Photograph numbers: **CD #1, Images 88-92**
CD filed at: City of Greeley Historic Preservation Office
1100 10th Street, No. 201
Greeley, CO 80631
48. Report title: **Greeley 8th Avenue Comprehensive Historic Resource Survey**
49. Date(s): **October 1, 2015**
50. Recorder(s): **Carl McWilliams**
51. Organization: **Cultural Resource Historians**
52. Address: **1607 Dogwood Court, Fort Collins, CO 80525**
53. Phone number(s): **(970) 493-5270**

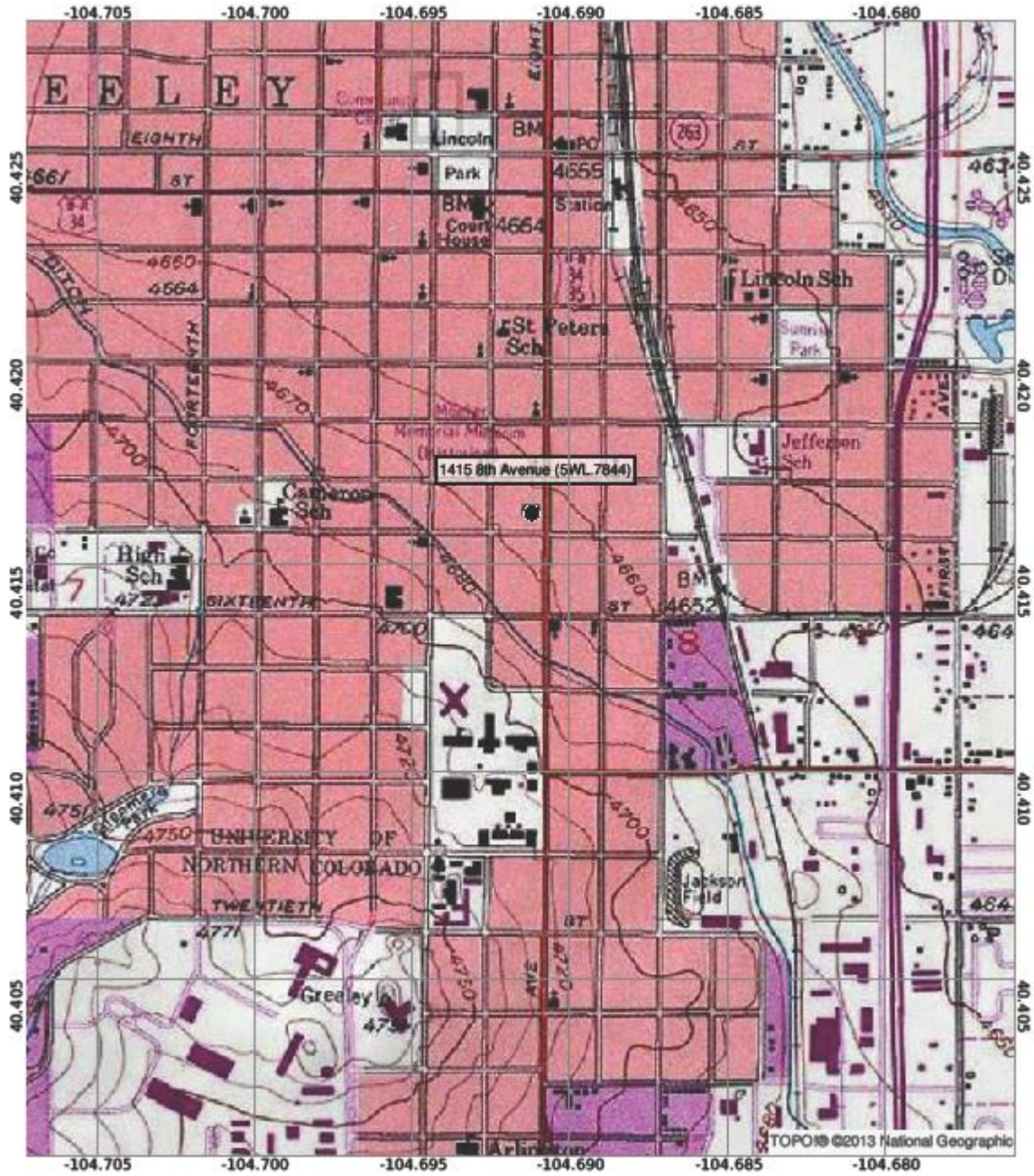
Sketch Map



Location Map

1415 8th Avenue

AllTrails NATIONAL GEOGRAPHIC





CD 1, Image 88 View to SW of east and north sides



CD 1, Image 89, View to NW of east and south sides



CD 1, Image 90, View to NE of west and south sides



CD 1, Image 91, View to SE of north and west sides



CD 1, Image 92, View to south of north side