

COLORADO CULTURAL RESOURCE SURVEY

Architectural Inventory Form

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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: **5LR.2293**
2. Temporary resource number: **SHF-11**
3. County: **Larimer**
4. City: **Fort Collins**
5. Historic building name: **Batson Drug**
6. Current building name: **Rock 'n' Robins Building**
7. Building address: **804 South College Avenue**
8. Owner name: **Rock N Robins, LLC**
- Owner organization:
- Owner address: **804 S College Ave
Fort Collins, CO 80524**

Parcel number: **97132-20-003**

- | | | | | |
|---|---|--|-------------------------------------|--|
| 44. National Register eligibility field assessment: | <input type="checkbox"/> Individually eligible | <input checked="" type="checkbox"/> Not eligible | <input type="checkbox"/> Needs data | <input type="checkbox"/> Previously listed |
| State Register eligibility field assessment: | <input checked="" type="checkbox"/> Individually eligible | <input type="checkbox"/> Not eligible | <input type="checkbox"/> Needs data | <input type="checkbox"/> Previously listed |
| Local landmark eligibility field assessment: | <input checked="" type="checkbox"/> Individually eligible | <input type="checkbox"/> Not eligible | <input type="checkbox"/> Needs data | <input type="checkbox"/> Previously listed |

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II. GEOGRAPHIC INFORMATION

9. P.M.: **6th** Township: **7N** Range: **69W**
SW 1/4 NW 1/4 SW 1/4 NW 1/4 of section **13** Grid aligned on **northwest** corner of section.
10. UTM Reference Zone: **13**
 Easting: **493517** Northing: **4491730**
11. USGS quad name: **Fort Collins** Scale: **7.5**
 Year: **1984**
12. Lot(s): **parts of Lots 3 and 4, Block 128**
 Addition: **Fort Collins Original Town** Year of addition: **1873**
13. Boundary description and justification: **The boundary, as described above, contains but does not exceed the land historically associated with the property.**
- ☐ Metes and bounds exist

III. ARCHITECTURAL DESCRIPTION

14. Building Plan (footprint, shape): **Rectangular Plan**
 Other building plan descriptions:
15. Dimensions in feet: **2,496 square feet**
16. Number of stories: **One**
17. Primary external wall material(s): **Concrete/Concrete Block**
 Other wall materials:
18. Roof configuration: **Flat Roof**
 Other roof configuration:
19. Primary external roof material: **Synthetic Roof**
 Other roof materials:
20. Special features: **None Applicable**
21. General architectural description:
Oriented to the west, this Modern Movements commercial building rests on a concrete foundation. The rectangular-shaped building features concrete block siding with stone details. The flat roof has overhanging eaves and a wide cornice painted dark brown. At the northwest corner of the façade there is a stone tower which extends above the plane of the roof. This design element continues across the façade and around the south corner of the building with two integrated planters of the same material. Tall metal support posts, painted the same color as the cornice, appear in the south end of the planter along the façade and at the southwest corner of the façade. A large plate glass display window dominates much of the façade. The primary entry, a glass door with glass transom and a large foundation-to-roofline glass window flanking, faces south and is slightly recessed under the overhanging eaves. An illuminated sign is anchored within the integrated stone planter at the southwest corner of the building.

The south elevation features a detailed painted mural featuring a number of musicians, including Bob Marley, Louis Armstrong, Jimi Hendrix, Bob

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Dylan, and many others; the mural is signed Terry McNerney and dated Summer 2001. The walls on the east (rear) elevation are painted off-white. There is a curved, recessed, rear entry stoop with a narrow band of decorative vertically oriented breezeblock screen at the southeast corner of the building. This secondary entry door is glass with a glass transom and what appears to be a metal security door (which was open at the time when the fieldwork was completed). The remainder of the rear elevation is solid concrete block with the exception of a single window opening behind the dumpster. The partially obscured opening appears to be a double-hung aluminum window. The air conditioning unit is perched on an elevated platform on this side of the building. On the northern elevation a solid wall of painted concrete block and the side of the large stone tower are visible.

Character-defining features of this Modern Movements commercial building include its large display window, flat roof with overhanging eaves and wide cornice, integrated stone details, and adjacent parking lot.

22. Architectural style: **Modern Movements**

Other architectural style:

Building type: **Commercial**

23. Landscape or special setting features:

This building is located on a compact rectangular lot along South College Avenue. There is a single bush in the integrated planter along the façade and a young street tree in the grass parking strip. There is a small parking lot in the rear. The property is sited on a lot with an elevation of 4993 feet above mean sea level.

24. Associated building, features or objects:

None.

IV. ARCHITECTURAL HISTORY

25. Date of Construction: **1957** ☒ Actual ☐ Estimate

Source of Information: **Larimer County Tax Assessor.**

26. Architect: **Unknown**

Source of Information:

27. Builder: **Unknown**

Source of Information:

28. Original Owner: **John P. and Margaret J. Batson**

Source of Information: **Local History Archive: Buildings- Old Town Survey**

29. Construction history:

According to Larimer County assessor records, this building was constructed in 1957. An analysis of the style, building materials, and other historical records corroborate this date of construction. The decorative mural was added in 2001.

30. Location: **Original Location** Date of move(s):

V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Commerce and Trade/Specialty Store**

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32. Intermediate uses(s): Commerce and Trade/Specialty Store

33. Current uses(s): Commerce and Trade/Specialty Store

34. Site type(s): Modern Movements commercial building

35. Historical background:

The building at 804 S. College Avenue, constructed in 1957, was originally the Batson's Rexall Drug Store. The original owners were John P. and Margaret J. Batson. John P. "Perry" Batson was born on March 13, 1918. During World War II he was a lieutenant in the Army Air Force and was stationed at Camp Gruber, in Muskogee, Oklahoma. Margaret June "Margie" McCoy was born on June 6, 1921, in Pueblo. She frequently visited her Aunt Peg Sheely who helped her enroll in the Colorado Agricultural & Mechanical College. While this building was under construction, the couple operated the store out of their existing drugstore at 814 South College, just two doors down the block. The longtime pharmacist at the Batson drugstore was John P. Taylor, who worked there from the late-1940s to the late-1960s (He and his wife lived in another surveyed property: 510 Wayne Street- 5LR.857). In 1994 John Batson sold the building to Cara and Raymond Gile and Veronica M. Misco. In 1998 the store here was called GB's Second Chance. Giles and Misco were involved with the property until 2009 when it transferred to current owners Rock N Robins, LLC who operate a music store. A medical marijuana dispensary is also housed in this building.

36. Sources of information:

Larimer County tax assessor property records (online).

Fort Collins City Directory. Fort Collins: Mauer & Mauer; Omaha: R.L. Polk & Co.; Colorado Springs and Loveland: Rocky Mountain Directory Co.;

Loveland: Johnson Publishing Co.; and others, consulted 1957.

"Remember When?" *Fort Collins Coloradoan*, 1 November 1963, p. 3.

Local History Archives: Buildings—Old Town Survey.

Architectural Inventory form for 510 Wayne Street, Fort Collins, CO. 2011.

VI. SIGNIFICANCE

37. Local landmark designation: ☐ Yes ☒ No

Designation authority:

Date of designation:

38. Applicable National Register criteria:

☐ A. Associated with events that have made a significant contribution to the broad patterns 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 that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.

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

☐ Qualifies under Criteria Considerations A through G (see manual).

☐ Does not meet any of the above National Register criteria.

Applicable Colorado State Register criteria:

☐ A. Associated with events that have made a significant contribution to history.

☐ B. Connected with persons significant in history.

☒ C. Has distinctive characteristics of a type, period, method of construction or artisan.

☐ D. Is of geographic importance.

☐ E. Contains the possibility of important discoveries related to prehistory or history.

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☐ Does not meet any of the above Colorado State Register criteria.

Applicable City of Fort Collins landmark criteria:

- ☐ 1. The property is associated with events that have made a significant contribution to the broad patterns of history; or
- ☐ 2. The property is associated with the lives of persons significant in history; or
- ☒ 3. The property embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- ☐ 4. The property has yielded, or may be likely to yield, information important in prehistory or history.

39. Areas of significance: **Architecture**

40. Period(s) of Significance: **1957**

41. Level of Significance: ☐ National ☐ State ☒ Local ☐ Not Applicable

42. Statement of Significance:

This building was originally Batson's Rexall Drugstore. Architecturally, it represents a Modern Movements style commercial building. Character-defining features include the large display window, flat roof with overhanging eaves and wide cornice, integrated stone details, and adjacent parking lot (particularly important for location outside of more pedestrianized downtown shopping district).

The level of architectural significance for this resource is not sufficient for this property to qualify for individual listing in the National Register of Historic Places. According to the Colorado Office of Archaeology and Historic Preservation, this resource is eligible to the Colorado State Register of Historic Properties under Criterion C: Architecture. This resource also qualifies for listing as a Fort Collins Landmark.

43. Assessment of historic physical integrity related to significance:

Constructed in 1957, this Modern Movements commercial building exhibits a high level of physical integrity relative to the seven aspects of integrity as defined by the National Park Service and the Colorado Historical Society: location, setting, design, materials, workmanship, association, and feeling. The painted mural on the side of the building has a minimal effect upon the aspect of feeling. However, the building retains sufficient physical integrity to convey its architectural significance for listing on the Colorado State Register of Historic Places and as a Fort Collins Landmark.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

44. National Register eligibility field assessment: ☐ Individually eligible ☒ Not eligible ☐ Needs data ☐ Previously listed
- State Register eligibility field assessment: ☒ Individually eligible ☐ Not eligible ☐ Needs data ☐ Previously listed
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45. Is there National Register district potential: ☐ Yes ☒ No ☐ Needs Data

Discuss: **This inventory was conducted as an intensive-level selective survey and, therefore, lacks the continuity of resource data necessary to recommend the creation of an historic district.**

If there is National Register district potential, is this building contributing: ☐ Yes ☐ No ☒ N/A

46. If the building is in existing National Register district, is it contributing: ☐ Yes ☐ No ☒ N/A

VIII. RECORDING INFORMATION

47. Digital photograph file name(s): **collegeaves0804 - 1.tif through collegeaves0804 - 4.tif**
Digital photographs filed at: **Historic Preservation Program, City of Fort Collins**
281 N. College Avenue
Fort Collins, CO 80522

48. Report title: **Fort Collins Post-War Survey**

49. Date(s): **07/02/2010**

50. Recorder(s): **Adam Thomas**

51. Organization: **Historitecture, LLC**

52. Address: **PO Box 181095**
Denver, CO 80218-8822

53. Phone number(s): **(303) 390-1638**

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SKETCH MAP



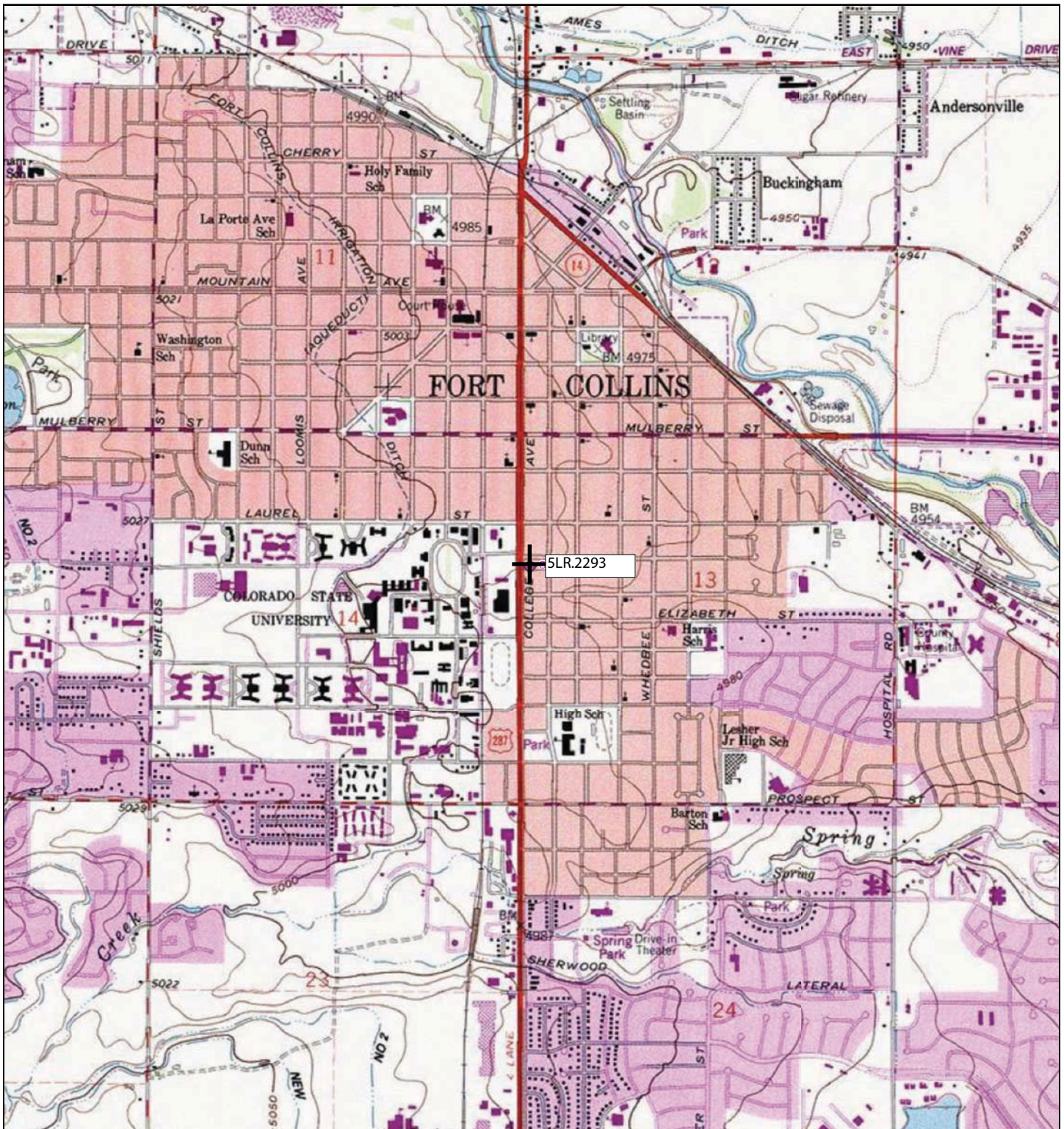
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LOCATION MAP



Source: U.S. Geological Survey 7.5' Fort Collins - 1984

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