# HISTORY COLORADO

## COLORADO STATE REGISTER OF HISTORIC PROPERTIES NOMINATION FORM

**SECTION I**

**Name of Property**

Historic Name Greeley Ice and Storage Company

Other Names N/A

**Address of Property** [ N/A ] address not for publication

Street Address 1120 6th Avenue

City Greeley County Weld Zip 80631

**Present Owner of Property**
(for multiple ownership, list the names and addresses of each owner on one or more continuation sheets)

Name Greeley Ice House, Inc. (Hollis Susan Revard, President)

Address 31099 County Road 41 Phone 970-378-8959

City Greeley State Colorado Zip 80631

**Owner Consent for Nomination**
(attach signed consent from each owner of property - see attached form)

**Preparer of Nomination**

Name Thomas H. Simmons and R. Laurie Simmons (for property owner) Date 5 June 2015 (revised)

Organization Front Range Research Associates, Inc.

Address 3635 W. 46th Ave. Phone 303-477-7597, frraden@msn.com

City Denver State Colorado Zip 80211

**FOR OFFICIAL USE:** Site Number 5WL.7373

6-5-2015 Nomination Received

9-18-2015 Review Board Recommendation ☒ Approval ☐ Denial

9-24-2015 HC Board State Register Listing ☒ Approved ☐ Denied

Listing Criteria ☒ A ☐ B ☒ C ☐ D ☐ E

**Certification of Listing:** Vice President, HISTORY COLORADO 9/28/15 Date

**COLORADO STATE REGISTER OF HISTORIC PROPERTIES**

Property Name Greeley Ice and Storage Company

**SECTION II**

**Local Historic Designation**

Has the property received local historic designation?

[ X ] no

[ ] yes --- [ ]individually designated [ ] designated as part of a historic district

Date designated _____

Designated by _____ (Name of municipality or county)

**Use of Property**

Historic Industry/Manufacturing Facility; Commerce/Warehouse

Current Commerce/Warehouse

**Original Owner** Greeley Ice and Storage Company

Source of Information *Greeley Tribune*, 11 October 1930

**Year of Construction** 1930 (north), 1939 (south)

Source of Information *Greeley Tribune*, 11 October 1930; Sanborn Map Company, City of Greeley, fire insurance map, 1946

**Architect, Builder, Engineer, Artist or Designer** Unknown

Source of Information _____

**Locational Status**

[ X ] Original location of structure(s)

[ ] Structure(s) moved to current location

Date of move _____

**SECTION III**

**Description and Alterations**
(describe the current and original appearance of the property and any alterations on one or more continuation sheets)

**COLORADO STATE REGISTER OF HISTORIC PROPERTIES**

Property Name Greeley Ice and Storage Company

**SECTION IV**

**Significance of Property**

**Nomination Criteria**

[X] **A** - property is associated with events that have made a significant contribution to history

[ ] **B** - property is connected with persons significant in history

[X] **C** - property has distinctive characteristics of a type, period, method of construction or artisan

[ ] **D** - property is of geographic importance

[ ] **E** - property contains the possibility of important discoveries related to prehistory or history

**Areas of Significance**

[ ] Agriculture
[X] Architecture
[ ] Archaeology – prehistoric
[ ] Archaeology – historic
[ ] Art
[ ] Commerce
[ ] Communications
[ ] Community Planning and Development
[ ] Conservation
[ ] Economics
[ ] Education
[ ] Engineering
[ ] Entertainment/ Recreation
[ ] Ethnic Heritage
[ ] Exploration/ Settlement
[ ] Geography/ Community Identity
[ ] Health/Medicine
[X] Industry
[ ] Invention
[ ] Landscape Architecture
[ ] Law
[ ] Literature
[ ] Military
[ ] Performing Arts
[ ] Politics/ Government
[ ] Religion
[ ] Science
[ ] Social History
[ ] Transportation

**Significance Statement**
(explain the significance of the property on one or more continuation sheets)

**Bibliography**
(cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

**SECTION V**

**Locational Information**

Lot(s) 5, 6 ( west part) Block 81 Addition Greeley

USGS Topographic Quad Map Greeley, Colorado (2013)

**Verbal Boundary Description of Nominated Property**
(describe the boundaries of the nominated property on a continuation sheet)

**COLORADO STATE REGISTER OF HISTORIC PROPERTIES**

Property Name Greeley Ice and Storage Company

**SECTION VI**

**Photograph Log for Black and White Photographs**
(prepare a photograph log on one or more continuation sheets)

**SECTION VII**

**ADDITIONAL MATERIALS TO ACCOMPANY NOMINATION**

**Owner Consent Form**

**Black and White Photographs**

**Color Prints or Digital Images**

**Sketch Map(s)**

**Photocopy of USGS Map Section**

**Optional Materials**

**Use of Nomination Materials**
Upon submission to the Office of Archaeology and Historic Preservation, all nomination forms and supporting materials become public records pursuant to CRS Title 24, and may be accessed, copied, and used for personal or commercial purposes in accordance with state law unless otherwise specifically exempted. History Colorado may reproduce, publish, display, perform, prepare derivative works or otherwise use the nomination materials for History Colorado and/or State Register purposes.

**For Office Use Only**

Property Type: [ X ] building(s) [ ] district [ ] site [ ] structure [ ] object [ ] area

Architectural Style/Engineering Type: Other/Factory

Period of Significance: 1930-ca. 1977-78

Level of Significance: [ X ] Local [ ] State [ ] National

Multiple Property Submission: N/A

Acreage 0.6

P.M. 6th Township 5 N Range 65 W Section 8 Quarter Sections NW NW NW NE

UTM Reference: Zone 12 Easting 526567 Northing 6474438 NAD83

## DESCRIPTION and ALTERATIONS

### Overview, Location, and Setting

The Greeley Ice and Storage Company is a massive L-shaped factory building exhibiting two periods of construction: a 1930 long three-story north-south component and a shorter 1939 two-story east-west wing (Photograph 1). The building displays a strongly defined exterior grid of reinforced concrete piers and floor slabs dividing a brick curtain wall. From the poured concrete foundation, the walls rise in variegated shades of red brick on public street and alley walls, while concrete block/cinderblock is used on the rear. All of the windows are altered or replaced and all the doors are metal and nonhistoric. The flat roof is crowned by a brick parapet with concrete coping. The roof deck of the older part of the building is concrete, while the deck of the newer part is wood. An elevator tower at the southwest corner of the 1930 component displays the word "ICE" in large metal letters; there is a second elevator tower projection at the southwest corner of the later wing.[1]

The building is located in the northeastern Colorado city of Greeley, the Weld county seat, at the northeast corner of 6th Avenue and 12th Street. The 0.6-acre nominated area consists of the west 136' of the County Assessor parcel; the remainder of the parcel is presently used for open storage. The main line of the Union Pacific Railroad lies immediately to the west, with a siding track (no longer in use) paralleling the west side of the building, both outside the nomination boundary. To the north a concrete alley is bordered by a chainlink fence topped with barbed wire marking the property line. On the east a concrete driveway installed in 2006 extends from 12th Street to the rear of the building, where it broadens into a parking area. The remaining area to the east consists of bare earth with scattered grass and forbs and is used for parking and open storage. On the south a narrow concrete sidewalk extends the full width of the foundation. The area between the sidewalk and 12th Street is landscaped with grass and has a small deciduous tree near the center; a utility pole and fire plug are found farther west.

Other historic industrial buildings flank the nominated property to the north and south, and more lie across the railroad tracks to the west. Single-family residential areas are present to the northwest, east, and southeast. The center of downtown Greeley is one-third mile northwest of Greeley Ice and Storage Company.

### Front (West Wall)

The building faces west, presenting a 175' 7"-long west wall (including both periods of construction) toward the railroad tracks (Photographs 1, 2, and 5).[2] The wall is divided into a grid with nine bays by projecting concrete piers and floor plates painted white. The two-story south component displays three bays with variegated brick laid in running bond. On the first story the south bay contains an off-center bricked-in entrance with a metal frame and a small square bricked-in opening; the center bay holds a horizontal metal louver with a grille; and the north bay has an off-center flush pedestrian door in a reduced entrance accessing a loading dock with a concrete deck, cinderblock walls, and steps to the north and south. The second-story bays are blank. Above the second story the brick parapet features

[1] The exact date of the ICE sign is not known. Based on historic photographs it appears to date to ca. 1950s-1960s. Judy Ziller states the sign was on the building long before her father, Morris Stehman, bought it in 1973. Judy Ziller, Greeley, Colorado, Telephone Interview by Thomas H. Simmons, 7 July 2015.

[2] Ebersoldt + Associates, Ice House Building, Greeley, Colorado, floorplan drawings, St, Louis, Missouri: Ebersoldt + Associates, 14 April 2015. Dimensions were calculated from measurements on the drawings.

brick pilasters and concrete coping. At the southwest corner of the building a projecting elevator tower has a flat roof and concrete coping.

The west wall of the three-story older portion of the building is divided into a grid with six bays; the southern three bays are wider and the northern three narrower. The variegated brick is laid in common bond with headers every seventh course. From south to north the bays of the first story contain: 1) an off-center flush pedestrian door in a reduced opening facing a concrete stoop with stairs to the south; 2) blank brick 3) a wide horizontal opening with a window with a security grille at its top and a bricked-in lower portion; 4) a wide off-center bricked-in entrance extending to ground level; and 5) and 6) wide horizontal openings with horizontal windows with security grilles at the top and bricked-in lower portions.

The bays of the second story from south to north contain: an off-center opening with double metal doors; a center bricked-in rectangular window opening; a center bricked-in rectangular window opening with a slanted brick sill; a center rectangular opening with a two-part sliding window at the top, bricked-in below, and a slanted brick sill; a center rectangular window opening with a two-part sliding window at the bottom, bricked-in above, and a slanted brick sill; and a wide center boarded-up window with a slanted brick sill. The fenestration of the third story from south to north includes: three south bays with a center, bricked-in window with a slanting brick sill; a center rectangular opening with a two-part sliding window at the top, bricked-in below, and a slanted brick sill; a center rectangular opening with a two-part sliding window at the bottom, bricked-in above, and a slanted brick sill; and a center bricked-in rectangular window opening with a slanted brick sill.

The roof parapet is ornamented with brick pilasters, dentils, diapered brickwork with vitrified brick diamonds in each bay, and concrete aggregate coping.[3] At the southwest corner is a projecting elevator tower with a shaped parapet with concrete aggregate coping, dentils, a metal flagpole, diapered brickwork on its west and south walls, and the word “ICE” in large white metal letters on its west wall (Photographs 3 and 4).

**North Wall**

The west part of the north wall contains two bays with a similar grid of brick and reinforced concrete as the building’s front (Photograph 6). The concrete piers of the first story are faced with different brick than the walls. The two first-story bays each contain a wide horizontal opening holding a window with a security grille at its top and a bricked-in lower portion. The second-story bays each hold a wide center boarded-up opening with a slanted brick sill; the west opening contains an off-center one-over-one-light metal window. The third-story bays contain a center bricked-in rectangular opening with a slanted brick sill. The roof parapet features brick pilasters, dentils, contrasting glazed diapered brickwork in each bay, and concrete aggregate coping.

The northeast corner of the building is notched, with the north wall set back at that point (Photograph 7). The one-bay east wall of the inset continues the established grid. Its first story bay contains an off-center flush door opening onto a concrete stoop with stairs to the north. The second story holds a wide center boarded-up opening with a slanted brick sill, while the third story is blank. The roof parapet is elaborated with concrete aggregate coping but does not feature diapered brickwork. The wall steps out after the first bay, and the north wall features white-painted concrete piers and floor plates and blank walls composed of painted concrete block.

[3] Diapered brickwork (or brick diaperwork) consists of a repeated pattern of contrasting brick, such as vitrified headers, to produce decorative designs.

### Rear (East Wall)

The three-story rear (east wall) displays a grid of white-painted piers and floor plates (Photographs 8 through 10). The east wall of the 1930 component is approximately 107' long and divided by concrete piers into five full bays with a very narrow bay at the north end (Photograph 9). The first-story walls are composed of painted concrete blocks and the piers and floor plate are painted white. The narrow partial bay is blank, while the first full bay to the south contains an off-center flush pedestrian door, followed by three bays holding center, metal overhead garage doors; the south bay is blank. There are no openings on the second story, which has walls composed of both painted concrete block and brick. The walls of the third story consist of unpainted orange brick; the three center bays have a small bricked-in or boarded-up window with a slanted brick sill, while the end bays are blank. The piers and floor plates are unpainted concrete on the upper stories.

### The 1939 Wing

The south end of the 1930 component is intersected by the 1939 two-story projecting wing. The north wall of the wing is 59'-10"-long and divided into a grid with four bays by concrete piers and floor plates (Photograph 10). The walls of the first story are composed of painted cinderblocks and white-painted piers. The west bay contains an off-center flush pedestrian door. The next bay to the east holds a center metal overhead garage door, which is followed by two blank bays. The second story displays an unpainted concrete grid and orange brick walls with no openings. The brick roof parapet has brick pilasters and concrete coping; the end bays of the parapet contain small openings with metal louvered vents, while the center bays are blank. Lines of tar or roofing cement on the walls show roof outlines where additions were once attached to the building.

The 56'-2"-long east wall of the 1939 component faces the concrete driveway providing access to the rear of the building (Photograph 11). The wall is divided into a grid with three bays defined by unpainted concrete piers and floor plates. The wall displays the same variety of brick as the front of the building. A concrete loading dock extends across the full width of the wall. The north bay of the first story displays a bricked-in off-center entrance with a metal frame. The center bay contains a center bricked-in entrance with a brick lintel and a transom; a metal vent pipe extends to the roof. The south bay holds an off-center flush metal door in a wider metal-framed opening reduced in size with brick infill. The door opens onto a wood deck with a wood balustrade and stairs to the south. The second story is blank, and there is a brick parapet with pilasters and concrete coping.

The 107'-7"-long south wall, adjacent to 12th Street, is divided into a grid with seven bays by projecting concrete piers and floor plates (Photographs 1 and 11). All bays are composed of the same type of brick as the front of the building and are blank on this wall, with the following exceptions on the first story: the second bay from the east displays a one-story shed-roofed corrugated metal-clad projection with a flush door on its west wall that provides access to the basement stairs, and the two western bays have bricked-in entrances once used for loading/unloading trucks.

### Interior

The first story of the building at the north end now contains a small office area and restrooms. To the south the first story has been divided by post-2003 partitions into three areas accessed by overhead garage doors that are rented to small businesses. The first story of the east-west component comprises a large rentable space reached by a garage door and a pedestrian door on the north wall, as well as two separate office spaces with exterior entrances. The freight elevator in the southwest corner of the building, a three-thousand-pound capacity Otis model, is operable (Photograph 12). The upper stories

are generally unpartitioned and display square concrete columns (Photograph 13). The basement under the 1939 east-west section of the building features a poured concrete floor and square concrete columns (Photograph 14). Current floorplans are included as Figures 1 through 4.

### Alterations

A long loading dock along the west wall was removed; a shorter concrete block loading dock and a stoop are now in that location (dates unknown). Part of the east loading dock has been removed (date unknown). In 1993, a roughly L-shaped one-story addition was constructed on the rear of the building, replacing the one-story ice house and cold storage components. The metal-clad basement stair access projection on the south wall pre-dates 2003. The current owner, Greeley Ice House, Inc., acquired the building in 2003 and removed all machinery used in the manufacture of ice. They steam-cleaned the interior, painted the walls and columns white, removed the unsafe elevator from the 1930 part of the building, and installed two restrooms at the north end of the first floor. In 2004 they removed the 1993 one-story addition from the rear and installed four entrances with overhead garage doors opening onto newly-partitioned business spaces. In about 2005 entrances and window openings were boarded-up, bricked-in, or reduced in size; flush metal pedestrian doors were installed. Historic photographs show multi-light factory-style windows with movable awning sections (see Figure 7). The flush metal pedestrian door and concrete steps at the northeast corner of the building were added in 2005. The curving concrete driveway accessing the building from 12th Street was constructed in 2006. A tenant constructed the wood deck atop the east loading dock in 2008.[4]

### Integrity

The Greeley Ice and Storage Company building possesses excellent integrity of *location*, remaining where it was originally erected. Its *setting* is undisturbed, as fellow industrial buildings stand nearby (although they are also converted to new uses) and trains still pass on the Union Pacific Railroad tracks to the west.

The building retains good integrity of *design*, reflecting its original industrial function, structural grid, combination of brick and reinforced concrete, and minimal ornamentation emblematic of this type of construction. It displays features typical of its era, including a loading platform and projecting elevator towers. Some doors and windows have been filled in or shortened and entrances with overhead garage doors added on the rear. A wood deck and stairs were constructed at the southeast corner of the building and concrete piers on the north wall have been faced with brick.

The building possesses a high level of integrity of *materials*, maintaining its original brick, concrete, and concrete block. Later alterations continued to use brick and concrete block for such purposes as filling-in or reducing the size of window and door openings. Integrity of *workmanship* is evidenced in the skilled diapered brickwork and dentils along the front and side walls of the building, the masonry walls, the structural skeleton, the shaped parapet of the west elevator tower, and the concrete aggregate coping.

While its days of ice production ended decades ago, the building maintains integrity of *association* by providing some storage and work space for area businesses. The building still conveys the *feeling* of its original role as a major 1930s controlled condition Greeley industry, as evidenced by its massive size, pragmatic design, limited fenestration, and solid masonry construction elements.

[4] Hollis Susan Revard, Greeley, Colorado, Interview by Thomas H. Simmons, 23 April 2015; Sanborn Map Company, Greeley, Colorado, fire insurance map, 1962, in the files of the City Greeley Museum, Greeley, Colorado; Weld County Assessor, real property appraisal cards, Weld County Assessor, Greeley, Colorado.

## SIGNIFICANCE STATEMENT

The 1930/1939 Greeley Ice and Storage Building is locally significant under Criterion A in the area of Industry as an early-twentieth century ice manufacturing and storage facility for providing the city of Greeley and surrounding areas with manufactured ice and cold storage for meat, poultry, and beverages, as well as storage for furniture, furs, and other items. The company also supported area agricultural interests by supplying ice for railroad and truck transport of meat and produce. The period of significance for Industry extends from 1930, when the company erected the first part of the building, until ca. 1977-78, when ice manufacturing ended.

The building is also significant under Criterion C in the area of Architecture as a good example of a 1930s ice manufacturing and cold storage facility, as reflected in its immense size, external framework of piers and floorplates dividing brick curtain walls, few window openings, loading docks, flat roof with parapet, concrete internal columns, and limited ornamentation. The utilization of brick walls within an exposed concrete structural grid is a design frequently seen in industrial buildings of the era. A 2011 historic context report on the neighborhood deemed the ice plant "the sentinel brick building of the Sunrise district."[5] Only one large-scale urban ice and cold storage building is presently designated within Colorado, the National Register-listed Littleton Creamery/Beatrice Foods Cold Storage Warehouse in Denver (5DV.878, NRIS number 85001952, listed 1985).[6]

### The Ice Industry[7]

For hundreds of years people used natural evaporation, harvested ice, and gathered snow to create cooler temperatures for producing and storing food. Most ice was harvested from local bodies of water by individuals or small businesses. Experiments in several countries during the mid-eighteenth century using evaporation to make ice initiated the slow transition from natural to artificial refrigeration. During the nineteenth century practical application of scientific discoveries in the United States and abroad led to mechanical refrigeration employed to manufacture ice and store products on a commercial scale.

Prior to the 1870s, limited commercial attempts at mechanical refrigeration in America centered on ice-making. In the 1840s physician John Gorrie investigated the possibility of cooling large cities to alleviate harmful effects of heat and humidity on their residents; he promoted air-cycle refrigeration systems and designed a machine for commercial manufacture of ice. Civil engineer and professor Alexander Catlin Twining conceived of an ice-manufacturing plant that would produce commercial quantities in the 1850s, although the outbreak of the Civil War diverted the attention of potential investors and delayed American progress in refrigeration. French inventor Ferdinand Carré's aqua-ammonia absorption refrigerating system was smuggled into the South during the Civil War, and in 1866 Daniel Holden of New Orleans became the first American to pursue commercial refrigeration.

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[5] Humphries Poli Architects and Laureen Schaffer, "Sunrise Neighborhood Historical & Architectural Context Report," Denver: Humphries Poli Architects, December 2011).

[6] Other much smaller and less comparable ice houses documented in Colorado include: the 430-square-foot G&M Cabin ice, storage, and laundry building (5HN.68.111); a 1948 log structure associated with a tourist cottage camp in Lake City (5JF.4138); a ca. 1880 192-square-foot frame building reportedly built as a railroad ice house in the community of Pine Grove; and a small 1906 cinderblock ice house erected in association with the Cokedale Coal Camp (5LA.5782.105). All of these buildings are contributing elements of National Register historic districts.

[7] The source for information in this section is Barry Donaldson and Bernard Nagengast, *Heat & Cold: Mastering the Great Indoors* (Atlanta, Georgia: American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc., 1994).

Holden modified Carré's device with steam coils for power and used distilled water to produce clean, nonmineralized ice. He remained a prominent figure in refrigeration systems for many years. David Boyle, a Scottish immigrant, described as "the best known of the early US refrigeration entrepreneurs," began his work in 1865 in Alabama, where he had a store selling ice cream and lemonade to Union troops and realized ice could make money.[8] He built a one-ton machine that successfully produced ice by 1874 and contracted with Crane Brothers of Chicago to manufacture his ammonia vapor-compressor system.

Requirements of the growing beer-brewing industry led to significant expansion of refrigeration in the later nineteenth century. Waves of German immigrants brought with them a fondness for lager beer, which required cool temperatures for fermentation. Beer breweries, which needed refrigeration of fermentation and storage areas year-round, comprised the largest early market for refrigeration. With development of small refrigerators, or iceboxes, ice companies also sold to individual homes, increasing a demand for refrigerated meats, dairy products, and produce.

Natural ice companies were still the largest producers of the product. However, climatic and environmental conditions made natural ice formation unreliable and began to impact its success. In 1890 an "ice famine" hit the nation, causing purchasers to consider alternative sources. In addition, the growth of cities resulted in increasing pollution of rivers and lakes whose water created unhealthy and unattractive ice, requiring producers to transport it from farther away at added expense. At the same time, advances in automated ice making made that product more cost-effective and its manufacturers strived for a crystal-clear product. Natural ice companies initiated a publicity campaign extolling the virtues of their home-grown offering over "artificial" ice, but were unable to best the manmade variety. Although the total use of ice increased in the early-twentieth century, less of it was of the natural product.

In the 1890s cold storage warehouses refrigerated with mechanical equipment became popular in America. Some of the large buildings represented elaborate designs, such as Frank Burnham's example for the 1893 Columbian Exposition. Americans came to view the new cold storage industry and its mechanical equipment as holding the country's food supply safe from the vagaries of nature and human mishandling. During the early-twentieth century, frozen food expanded in popularity as entrepreneurs such as Clarence Birdseye experimented with quick-freezing and cardboard packaging to develop products introducing frozen food to millions of Americans. Refrigerated warehouses proliferated to keep up with the growing demand for ice and frozen food throughout the country.

**Establishment of the Greeley Ice and Storage Company**

Greeley's history of the ice industry mirrored that of the nation. From the 1870s to the 1890s the town satisfied its demand with ice harvested from nearby water bodies, including Windsor Lake and Seeley's Lake.[9] In 1897, the Greeley Ice and Storage Company organized; its incorporators included E.M. Gale, U.M. Henderson, C.N. Jackson, and W.H. Edwards, with the latter serving as manager.[10] The *Greeley Tribune* weighed in on the side of manufactured ice, opining that "water first distilled, then boiled and made into ice is absolutely pure. Such being the case, artificial ice must of necessity be the healthiest

[8] Donaldson and Nagengast, *Heat & Cold,* 134.
[9] Peggy Ford, "Harvesting Ice Once Was Big Business," *Greeley Tribune*, 9 January 2009.
[10] *Ice and Refrigeration* (March 1898), 194.

and best for household and drinking purposes, as it is impossible for any impurities to enter it during its manufacture."[11]

In early 1898 Greeley Ice and Storage secured a location in the north part of the Strong Produce and Grain warehouse at the northeast corner of 6th Avenue and 12th Street (this location).[12] The equipment, shipped from a foundry in Reading, Pennsylvania, had a daily capacity of ten tons of ice, with a well on the property providing water. The plant began operating in the spring of 1898, using a process where well water was boiled, condensed, filtered through charcoal and sand, and then placed in cans in a pool of strong salt brine. Metal coils in the pool filled with vaporized ammonia extracted heat from the brine causing the water in the cans to freeze. The company also sold distilled water, with both the water and ice delivered by wagon to customers.[13]

The firm organized as a corporation under Colorado law in September 1901.[14] At the turn of the century the company's prices for ice varied from $5 per ton for hotels, restaurants, and saloons to $8 to $10 for households.[15] Aside from its principal product, throughout its history the Greeley Ice and Storage Company looked to add other revenue streams to its operations. In 1905 the firm installed equipment to extract starch from cull potatoes purchased from area farmers. By 1906 Greeley Ice and Storage had displaced the produce company and occupied the entire building, with the ice plant on the north and the starch plant and a potato warehouse taking up the southern two-thirds. The Sanborn fire insurance map for 1906 reported the ten-ton capacity ice factory operated in summer and the starch factory in winter.[16]

A fire destroyed the building in 1907, but the company rebuilt an artificial ice plant in the same location. The 1909 Sanborn map showed a one-story L-shaped masonry building with a daily capacity of eighteen tons.[17] The firm added a $5,000 cold storage room on the east in 1910.[18] In 1919 the company erected a one-story ice storage house at the southeast corner.[19]

W.H. Edwards, the company manager, took a lead in organizing the region's manufactured ice firms. In 1913 the Mountain States Ice Manufacturers' Association formed in Denver. Comprising producers in

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[11] *Greeley Tribune*, 20 January 1898, 8.
[12] *Greeley Tribune*, 20 January 1898, 8; and Sanborn Map Company, Greeley, Colorado, fire insurance map, (New York: Sanborn Map Company, 1901).
[13] *Greeley Tribune*, 28 April 1898, 8 and 16 March 1899, 1. Ironically, the plant's opening was delayed when water in the metal pipes shipped to Greeley from the foundry froze in transit causing them to burst.
[14] In the Matter of the Greeley Ice & Storage Company and International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of American, Produce Drivers, Helpers and Warehousemen, Local No. 452, and International Union of Operating Engineers, Local No. 1, Case No. C-1945, National Labor Relations Board, 13 September 1941, 400 (hereafter NLRB Decision).
[15] *Ice and Refrigeration* (April 1900), 339.
[16] *Denver Post*, 14 October 1905, 12 and 13 November 1905, 8; Sanborn Map Company, Greeley, Colorado, fire insurance map, (Pelham, New York: Sanborn Map Company, 1906); *Refrigerating World* (April 1916): 51. Taking advantage of its technology, in 1916 the company announced plans to build a 70' x 112' ice skating rink; the facility does not appear at this location on historic maps and it is not known if the project was realized.
[17] *The National Provisioner*, 17 August 1907, 22; Sanborn Map Company, Greeley, Colorado, fire insurance map, (Pelham, New York: Sanborn Map Company, 1909). The firm did not rebuild the starch plant.
[18] *Greeley Republican*, 14 December 1910, 10.
[19] *Rocky Mountain News*, 18 October 1919, 4; In the Matter of the Application for Water Rights of the Greeley Ice & Storage Company, Findings and Ruling of the Referee and Decree of the Water Court, Case No. W-5331, Colorado Water Court, Division 1, 18 September 1975. The addition is shown on the 1927 Sanborn fire insurance map. Two wells, Greeley Ice and Storage Company Well No. 1 and No. 2, were drilled in 1920 to provide water for the plant. At an unknown date, the plant began using city water, and the wells have been abandoned for decades. Neither well appears in the Colorado Division of Water Resources database.

Colorado and Wyoming, the group selected Edwards as its first president.[20] Colorado had approximately fifteen ice manufacturing facilities by 1921. Denver encompassed four plants and Colorado Springs and La Junta two each. Other communities with facilities included Akron, Brighton, Fort Collins, Greeley, Leadville, Pueblo, Sterling, Windsor, and Yuma.[21]

**Construction of a New Ice Plant**

In 1929 under manager W.M. Kelly, the Greeley Ice and Storage Company formulated plans to expand its operations at this site. In late October the firm obtained a building permit for $10,000 to erect an additional 34' x 107' cold storage warehouse of concrete and brick construction.[22] The value of the permit was the fourth most expensive in the city in 1929 after two department stores and an automobile dealership, and represented a major investment by the company entering the Great Depression.[23] Apparently the scope of the project grew. The company razed the western part of the old plant and began construction a three-story brick and concrete ice plant and cold storage facility (the north part of the current building). Newspaper articles did not identify an architect or engineer for the project. The 1946 Sanborn fire insurance map indicates a 1930 construction year for the building and describes it as being of fireproof construction with a reinforced concrete frame, floors, and roof and brick curtain walls.[24]

Greeley Ice and Storage Company ran a large display advertisement in the *Greeley Tribune* in October 1930 describing the completed building and the scope of the firm's operations. The new plant could manufacture thirty-two tons of ice daily and store fifteen hundred tons (see Figure 5). The company's cold storage space equaled three railroad carloads:

> The insulation on the cold storage rooms is of four-inch cork, top, bottom and sides. Potatoes, onions, beans, eggs and vegetables of all kinds are kept indefinitely in this up-to-date storage plant. . . . The whole third floor is arranged with steel clad lockers for individual furniture storage. Owing to the fireproof construction of the building the insurance rate is exceptionally low.[25]

The firm boasted that a fur storage department, "second to none in the west," would open in the building in the spring of 1931. In addition to the main plant at 6th Avenue and 12th Street the company operated drive-in "serv-ice" stations in Greeley and Eaton. A fleet of trucks delivered ice on retail routes to most of Weld County, with some itineraries as long as 145 miles. The firm employed twenty-eight to thirty people with $40,000 in operating moneys spent locally every year.[26]

Greeley Ice and Storage Company's new building reflected broad design trends for 1930s industrial buildings. Construction of reinforced concrete buildings during the early-twentieth century presented architects with design choices, according to historian Betsy Hunter Bradley, author of *The Works: The Industrial Architecture of the United States*. Concrete was praised for its ease of shaping with formwork, but its raw surface could appear cold and uninteresting. Standardized dimensions, story heights, and building widths of industrial buildings limited possibilities for exterior architectural

[20] *Cold Storage and Ice Trade*, April 1913, 51-52.
[21] *Fort Collins Courier*, 22 October 1921, 13.
[22] *Greeley Tribune-Republican*, 30 October 1929, 6.
[23] *Greeley Tribune*, 4 January 1930.
[24] Sanborn Map Company, Greeley, Colorado, fire insurance map, (New York: Sanborn Map Company, 1946).
[25] *Greeley Tribune*, 10 October 1930, 4:7.
[26] *Greeley Tribune*, 15 October 1930, 1 and 10 October 1930, 4:7.

expression, which often focused on "articulation of the façade grid."[27] Designing formwork to resemble familiar architectural elements, such as columns, arches, and pediments, was a solution that may have led to greater acceptance of concrete buildings. Working with the property owner's preferences, an architect could design a building exterior of all concrete, a combination of brick and concrete, or completely clad with brick veneer. Buildings utilizing both materials on the exterior generally featured an exposed concrete skeleton and brick spandrel walls creating a grid. Ornamentation, such as decorative brickwork, colored tile, or terra cotta in emblem-like forms, could be applied in places such as along the frieze or topping pilasters to add visual relief to the grid. Monotony could also be mitigated with custom-tinted brick, elaboration of corners, pediments, and recessed spandrels.

During the 1930s, "controlled conditions factories" began to gain favor in industrial architecture, limiting or eliminating windows providing natural illumination and ventilation. Bradley indicated that "the new model was based on the utilization of artificial lighting, air conditioning, and forced air circulation to optimize working conditions and eliminate the uncertainty of natural conditions…."[28] These plants reflected the increasing involvement of industrial engineers in design, with a smoothly running factory encompassing both human labor and machines becoming a primary goal. Simplicity and solidity of construction, as conveyed in utilitarian designs with repetition of bays, rectangular forms, and framed structural systems, were emphasized on the exterior through articulated grids. Projecting piers increased rigidity of the walls, which were often terminated by a parapet. Other common features included loading platforms, large openings filled with doors, and ornamented towers on roofs containing water tanks or elevators. Bradley concluded, "The articulation and limited, rationalized ornamentation of factory buildings often accented the monumentality inherent in such structures."[29]

**Construction of the Southern Addition**

While generally bad economic times and high levels of unemployment persisted through the 1930s, business appears to have been relatively good for Greeley Ice and Storage. After the end of Prohibition in 1933, the company became a large wholesale distributor of beer in northern Colorado. City directory advertisements for the company in the 1930s promoted the building's "washed air circulation," claiming it was "moist enough, dry enough, and cold enough" and noted it used Coolerators, "the only air-conditioned refrigeration"[30] (see Figure 6). Sometime in the 1930s the firm erected a turkey processing facility east of the ice plant, and ice was used to ship processed turkeys by railroad. The ice factory's location on a railroad siding facilitated the icing of produce shipped by Greeley's many produce warehouses located along the tracks. The facility had machines for shaving or flaking ice blown into railroad cars and for cutting 200-pound blocks of ice into smaller sizes.[31]

In 1939 the company completed the two-story southern portion of the building (see Figures 7 and 8). The fireproof addition featured a reinforced concrete frame and floors and brick-faced cinderblock curtain

[27] Betsy Hunter Bradley, *The Works: The Industrial Architecture of the United States* (New York: Oxford University Press, 1999), 240.
[28] Bradley, *The Works*, 4.
[29] Bradley, *The Works*, 232.
[30] Greeley city directories, 1931 and 1938.
[31] City of Greeley Museums, Harvesting Ice and the Greeley Ice and Storage Company, FAQs About Greeley's P.A.S.T. (People, Activities, Sites, Treasures), Subject Document Files: Ice Related Business, City of Greeley Museums, Greeley, Colorado.

walls on the west, south, and east and concrete and cinderblock on the north. The new component included additional storage, a full basement, a second freight elevator at the southwest corner, and two loading doors on the south wall, one of which opened into the freight elevator. Less ornamented than the original building, the addition lacked decorative brickwork, featured plain concrete coping, and employed running bond.[32] In 1940 the company produced 4,464 tons of ice.[33]

The ice company became the target of the first picket line in Greeley's history in January 1941, organized by members of the International Brotherhood of Teamsters (Local No. 452) and the International Union of Operating Engineers (Local No. 1). The unions argued the company had refused to engage in collective bargaining with workers over wage rates and required hours of work.[34] Manager William Kelly claimed the plant was running as usual in the face of the strike: "Up to today we had been operating with about 16 men when we could have gotten along with six. We were carrying the rest thru the slack season mostly just to give them jobs."[35] Filing a complaint with the National Labor Relations Board (NLRB), the unions further alleged the company refused to reinstate workers who went on strike and interfered with the rights of its employees as guaranteed by the National Labor Relations Act. The NLRB sided with the unions, and the company agreed to recognize them as collective bargaining units, reinstate fired workers, and provide compensation for lost wages.[36]

In March 1942 William Kelly ended nearly twenty-five years of service as the plant's manager and resigned from its board of directors, reportedly due to poor health and to devote time to other business interests. D.B. Bier, a director and vice president of the company, succeeded Kelly. The *Greeley Tribune* described Bier as a prominent Greeley businessman who founded the Greeley Creamery twenty-seven years earlier. In 1942 Greeley Ice and Storage included cooler storage for approximately forty-five railroad carloads and freezing capacity for ten carloads, as well as a large amount of private locker space.[37]

### The Post World War II Era

In the postwar era Greeley Ice and Storage placed greater emphasis on individual meat and frozen food storage lockers (see Figure 9). Home freezers were relatively rare during the period, and the plant had hundreds of small frozen food lockers for consumer rental.[38] The company installed a butcher and meat department to attract customers: "You may buy your meat (the best!—Federally Graded or Local Kill) from us . . . have it cut as you wish. Then it is carefully packaged and stored in your personal frozen-food locker. You hang onto the key and drop by to select whatever meat you need—It's as simple as that."[39] Lockers for the storage of fruits and vegetables were also available.

D.B. Bier still served as Greeley Ice and Storage Company's manager in 1950. By 1956 Joseph T. Hughey oversaw day-to-day operations at the plant with Russell F. Billings serving as the firm's president. The company's 1960 city directory listing advertised frozen food lockers, refrigerated cold storage, crystal clear ice, and blow and bunker ice for trucks. In the 1960s the basement of the building

[32] Sanborn Map Company, Greeley, Colorado, fire insurance map, (New York: Sanborn Map Company, 1946).
[33] NLRB Decision, 400.
[34] *Greeley Tribune*, 6 January 1941, 1.
[35] *Greeley Tribune*, 6 January 1941, 1.
[36] NLRB Decision, 401-02.
[37] *Greeley Tribune*, 17 March 1942, 1.
[38] City of Greeley Museums, Harvesting Ice and the Greeley Ice and Storage Company.
[39] *Greeley Tribune*, 24 August 1950, 19.

received designation as a Civil Defense fallout shelter.[40] By 1972 most railroad refrigerator cars and icing stations were retired, due to the rise of frozen food (which required mechanical refrigeration) and competition from the trucking industry.[41]

Morris Stehman purchased the property in 1973. Stehman, who previously had rented space in the building, became so intrigued with the cooling machinery that he purchased the building, although "he had no experience with compressors, condensers or motors. Now he checks the equipment several times a day, 365 days a year to ensure against a malfunction."[42] Ice manufacturing ceased ca. 1977-78, but cold storage continued to be offered.[43] In 1983 the plant offered 25,000 square feet of rentable storage space cooled between zero and thirty-two degrees Fahrenheit. Stehman closed the last of the small meat storage lockers in the late 1980s but continued to own the building until 1999.

### Post Ice-Manufacturing Uses

A company engaged in pet food manufacturing occupied the building in the 1990s, producing such items as cattle and pig ears for dogs.[44] John and Hollis Susan Revard purchased the property in 2003 through their company, Greeley Ice House, Inc., with plans of converting the building to residential lofts. The Revards removed all of the ice production machinery from the interior, steam-cleaned and painted the interior white, and demolished a rear addition and two smaller freestanding buildings to the east. Following her husband's death in 2011, Hollis rented space in the building to small businesses for storage and workshops. In 2013 Kansas City developer Gary Hassenflu revived the concept of installing apartment lofts in the building. Work is underway to obtain appropriate zoning and project financing for the residential project.[45]

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[40] Revard, Interview.
[41] Linda Danes-Wingett, "The Ice Man Cometh: A History of the Railroad Refrigerator Car," *San Joaquin Historian* 10 (Winter 1996): 5.
[42] *Greeley Tribune*, 26 September 1983.
[43] Judy Ziller, Greeley, Colorado, Telephone Interview by Thomas H. Simmons, 15 June 2015.
[44] Dave Shannon, Greeley, Colorado, Interview by Thomas H. Simmons, 23 April 2015.
[45] *Greeley Tribune*, 3 June 2013; Gary Hassenflu, Garrison Companies, Kansas City, Missouri, Email to Thomas H. Simmons, 15 July 2015. Specific details of the project design are not yet developed; it is likely some filled-in window openings will be reopened and some new windows will be added. Work will follow the Secretary of the Interior's Standards for Rehabilitation.

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**Property Name** Greeley Ice and Storage Company

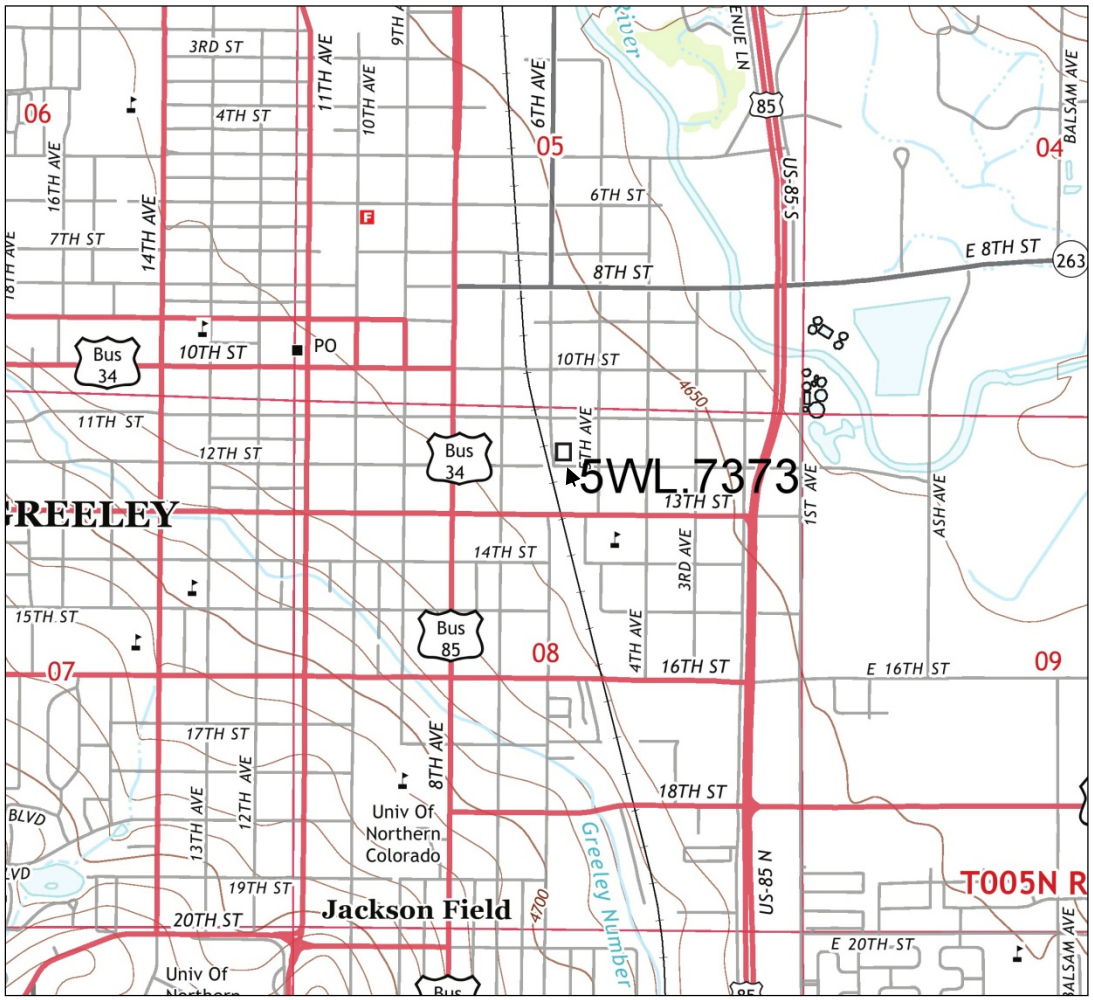
## GEOGRAPHICAL DATA

### VERBAL BOUNDARY DESCRIPTION

The nominated area consists of Lot 5 and the western part of Lot 6, Block 81, Greeley Original Town (the west 136' of Weld County assessor parcel 096108105002). This includes the building and the concrete driveway accessing the rear of the building; the part of the parcel to the east is used for open storage and lacks integrity dating to the period of significance.

### USGS TOPOGRAPHIC MAP

Greeley, Colorado, 7.5 Minute Series, 2013




Extract of Greeley, Colorado, USGS digital quadrangle map, 2013. The square labeled with the state identification number is the nominated resource. One inch equals 2000'. North is to the top.

**Property Name** Greeley Ice and Storage Company

## PHOTOGRAPH LOG

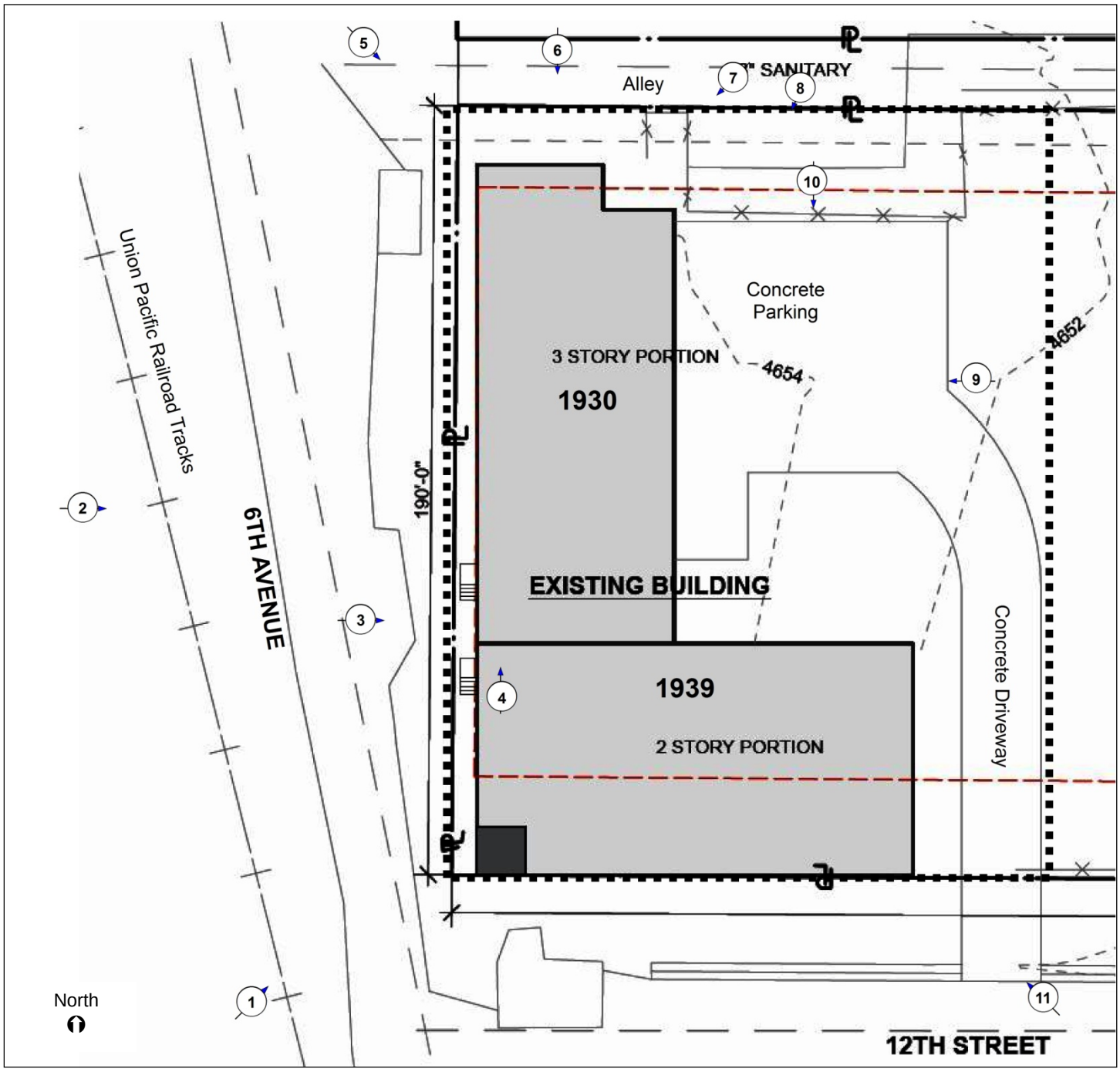
The following information pertains to photograph numbers 1-14 except as noted:

Name of Property: Greeley Ice and Storage Company
Location: Greeley, Colorado
Photographer: Thomas H. Simmons
Date of Photographs: 23 April 2015
Digital Images: Archival CD with TIFF images on file at History Colorado

| Photo No. | Photographic Information (Description and Camera Direction) |
|---|---|
| 1 | Overview from railroad tracks showing the front (west and south walls of the building, with 1930 original part to left and 1939 addition to right; view northeast |
| 2 | Front from west side of railroad tracks; view east |
| 3 | Detail of west wall of elevator tower and “ICE” sign; view east |
| 4 | Detail of south wall of elevator tower showing diapered brickwork; view north |
| 5 | Front (west) and north wall; view southeast |
| 6 | North wall with alley in foreground; view south |
| 7 | Notched northeast corner of the building, showing the north wall to the right and the east wall to the left; view southwest |
| 8 | Rear (east and north walls of the interior of the L); view south-southwest |
| 9 | East wall of the 1930 original building; view west |
| 10 | North wall of the 1939 addition; view south |
| 11 | South and east walls of the 1939 addition with 12th Street in the foreground; view northwest |
| 12 | Interior view of elevator at the southwest corner of the building (second story); view south |
| 13 | Interior view of the second story of the 1930 component; view southeast |
| 14 | Interior view of the basement of the 1939 addition; view east-northeast |

**Property Name** Greeley Ice and Storage Company

## SKETCH MAP




Sketch Map. The thick dashed line is the boundary of the nominated area. The thin (red) dashed line indicates the required setback for buildings per current zoning. Numbers in circles with arrows are locations of photographs and camera directions. One inch equals approximately 37'. Base drawing courtesy of Ebersoldt + Associates, 2015.

**Property Name** Greeley Ice and Storage Company

## HISTORIC FIGURE LOG

| Figure Number | Figure Description |
|---|---|
| 1 | Basement, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015. |
| 2 | First Story, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015. |
| 3 | Second Story, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015. |
| 4 | Third Story, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015 |
| 5 | The northern portion of the new building was in use by October 1930 when this view to the northeast showed the company's fleet of delivery trucks. The two inset photographs showed the company's drive-in "serv-ice" facilities in Greeley and Eaton. Courtesy of *Greeley Tribune*, 10 October 1930, 4:7. |
| 6 | The Greeley Ice and Storage Company ran frequent advertisements in the local newspaper extolling the virtues of manufactured ice for refrigeration. Courtesy of *Greeley Tribune*, 1 August 1930, 7. |
| 7 | The three-story 1930 portion of the building is to the left with the 1939 two-story portion at the far right in this ca. 1940-50 view to the southeast. Note the factory-style windows with movable awning panels. The "ICE" sign on the elevator tower is not yet present. Courtesy of City of Greeley Museum, Greeley, Colorado, image number 1981.64.0002. |
| 8 | This 1946 Sanborn fire insurance map extract shows the current L-shaped Greeley Ice and Storage Company building at the northeast corner of 12th Street (along the bottom) and 6th Avenue (along the left side). North is to the top. The one-story ice storage house and cold storage additions were removed about 1993 and the turkey processing building to the east was demolished about 2004. Courtesy of Sanborn Map Company, Greeley, Colorado, fire insurance map (Pelham, New York, 1946). |
| 9 | After World War II, the Greeley Ice and Storage Company installed individual meat lockers for consumers. Courtesy of *Greeley Tribune*, 24 August 1950, 19. |

**Property Name** Greeley Ice and Storage Company

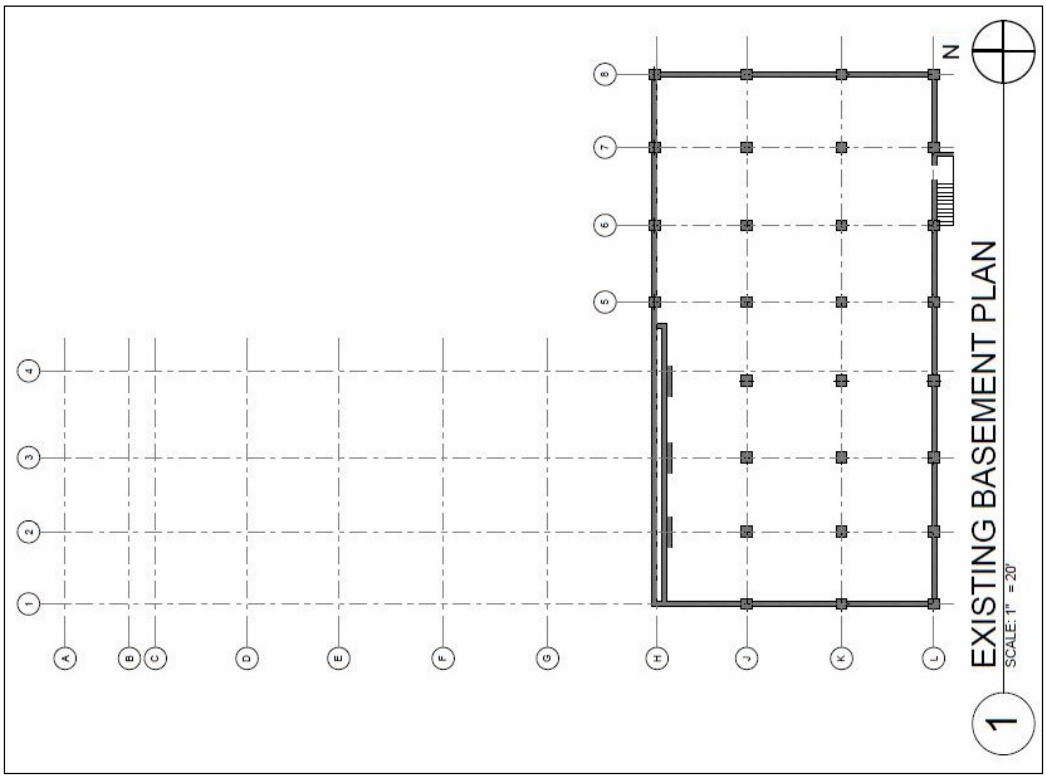



Figure 1. Basement, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015.

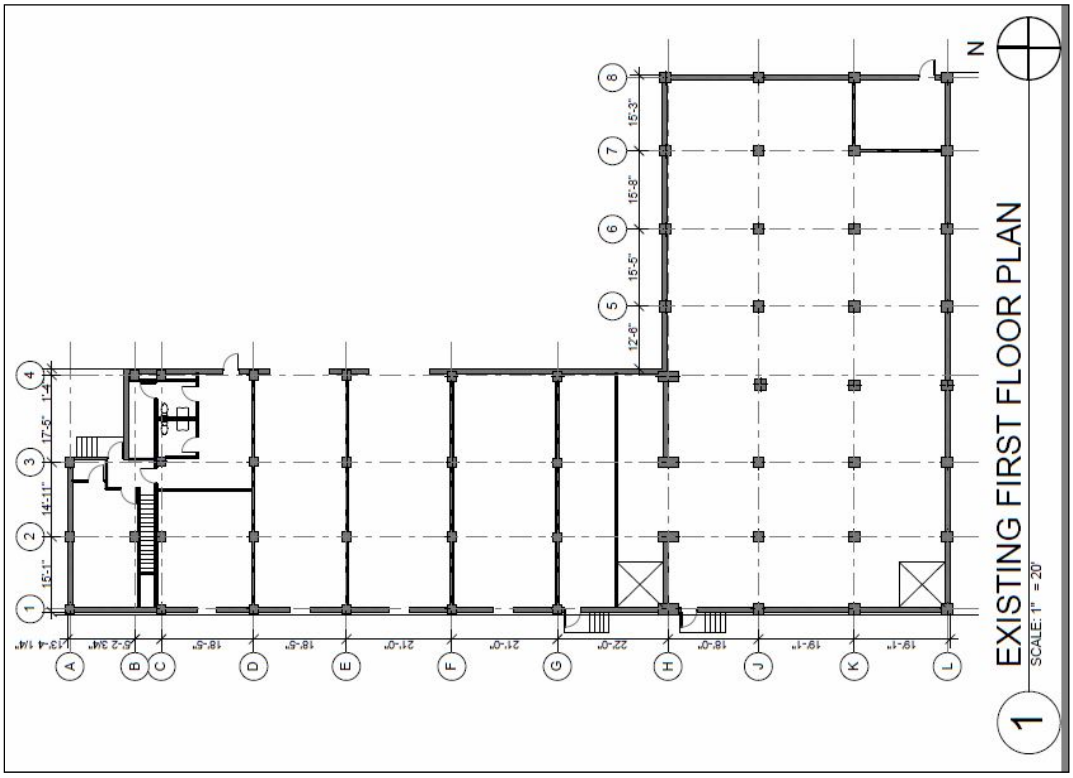



Figure 2. First Story, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015.

**Property Name** Greeley Ice and Storage Company

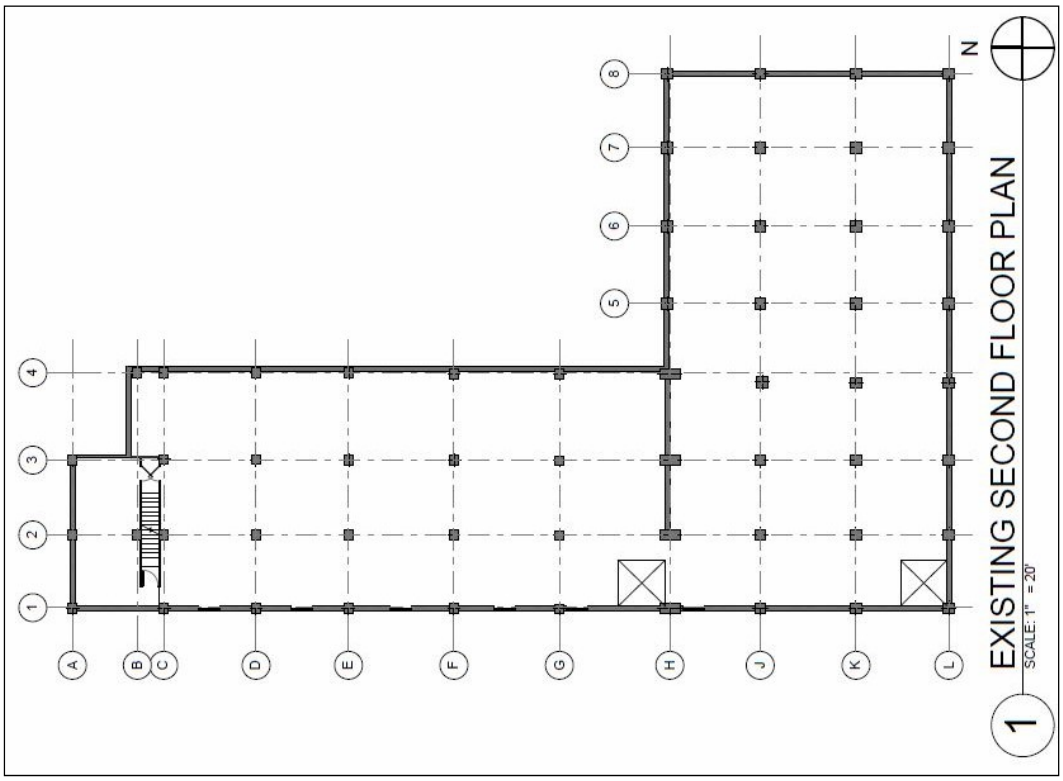



Figure 3. Second Story, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015.

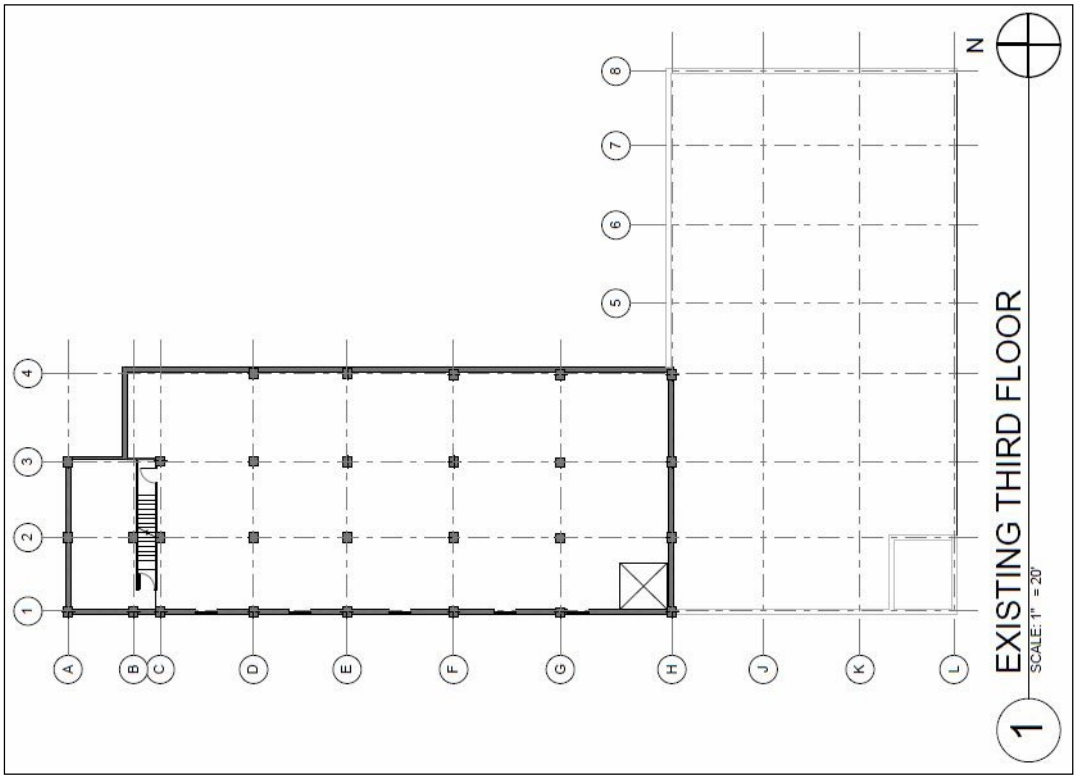



Figure 4. Third Story, Existing Floorplan. Courtesy of Ebersoldt + Associates, 2015.

**Property Name** Greeley Ice and Storage Company


Figure 5. The northern portion of the new building was in use by October 1930 when this view to the northeast showed the company's fleet of delivery trucks. The two inset photographs showed the company's drive-in "serv-ice" facilities in Greeley and Eaton. Courtesy of *Greeley Tribune*, 10 October 1930, 4:7.

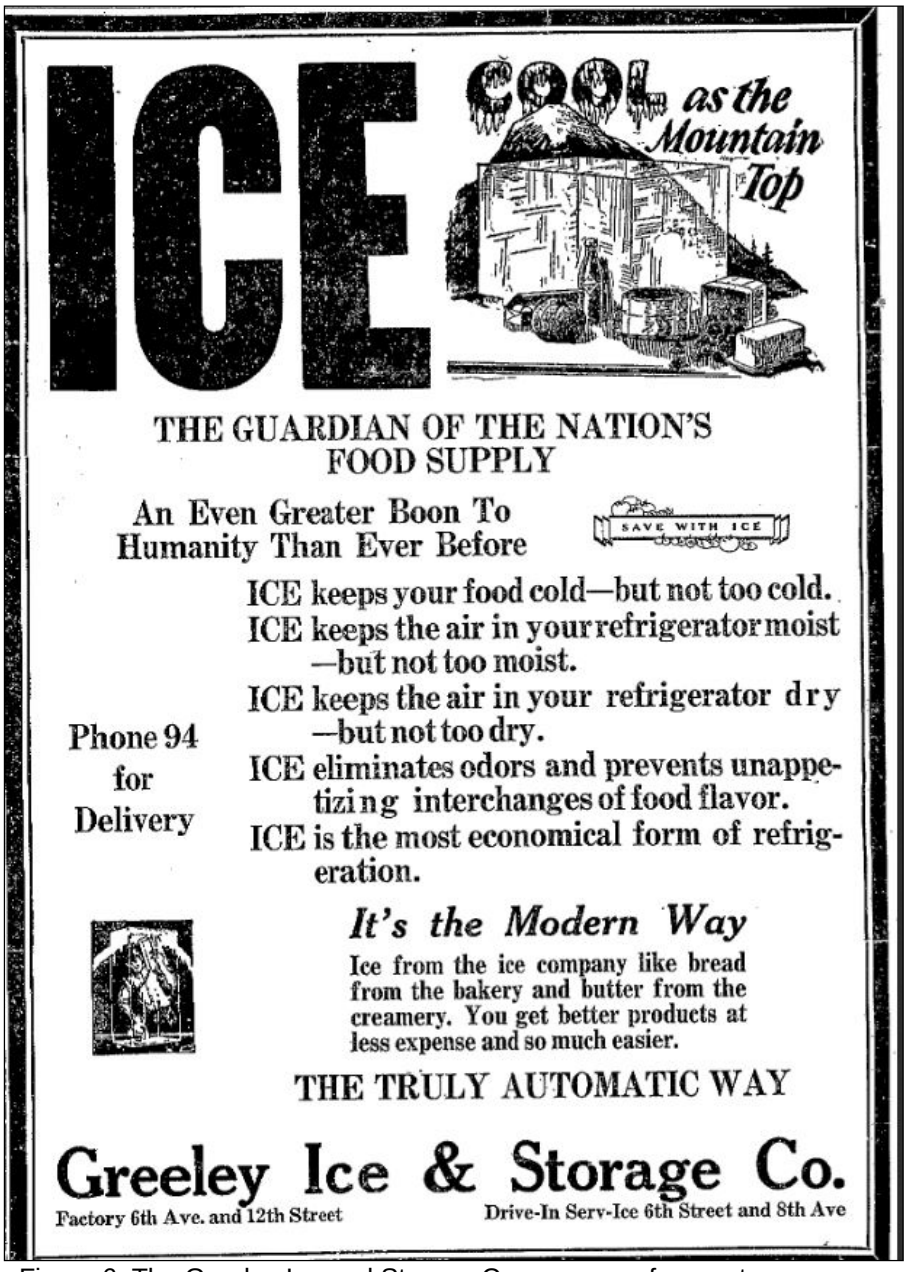



Figure 6. The Greeley Ice and Storage Company ran frequent advertisements in the local newspaper extolling the virtues of manufactured ice for refrigeration. Courtesy of *Greeley Tribune*, 1 August 1930, 7.


Figure 7. The three-story 1930 portion of the building is to the left with the 1939 two-story portion at the far right in this ca. 1940-50 view to the southeast. Note the factory-style windows with movable awning panels. The “ICE” sign on the elevator tower is not yet present. Courtesy of City of Greeley Museum, Greeley, Colorado, image number 1981.64.0002.

**Property Name** Greeley Ice and Storage Company

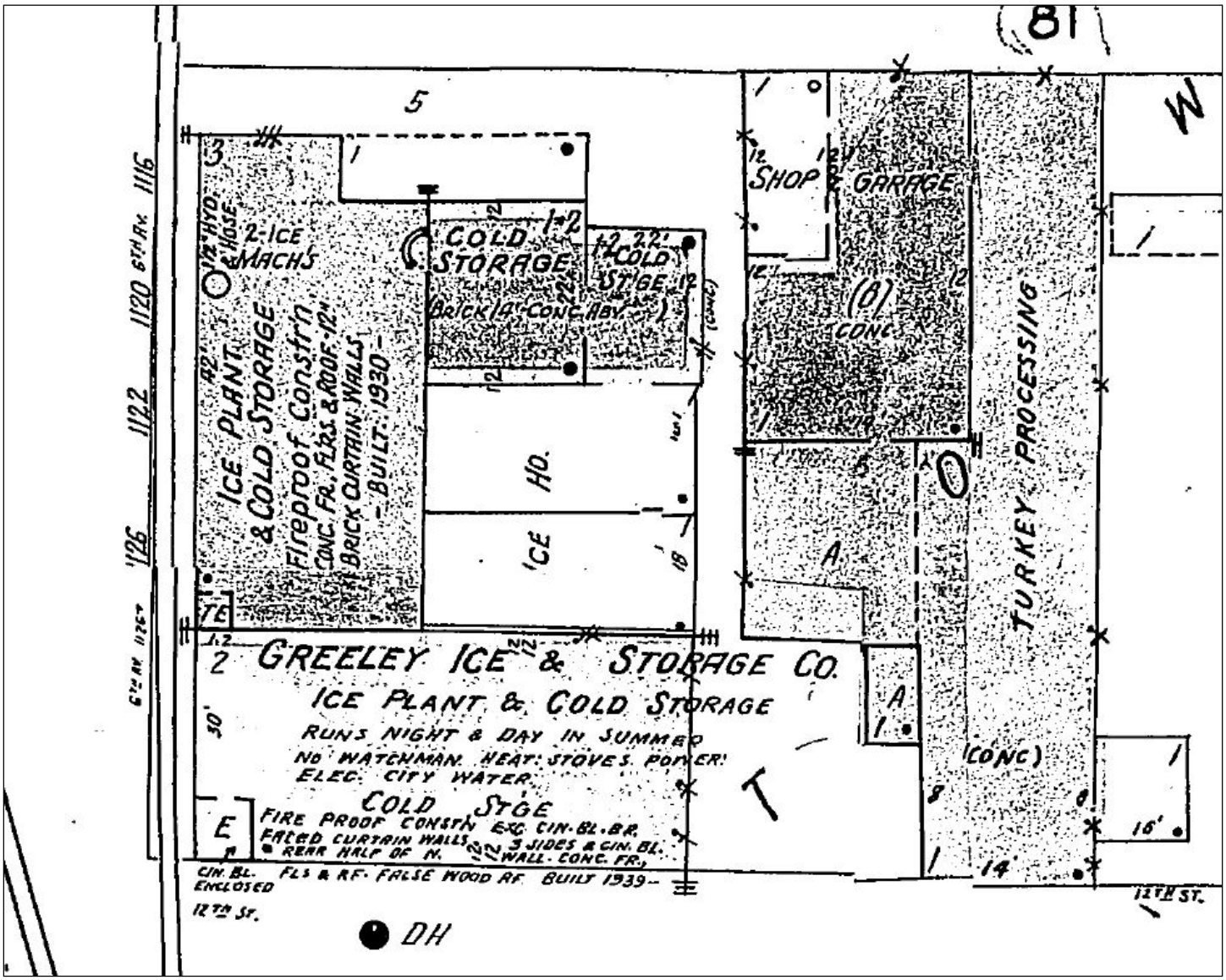
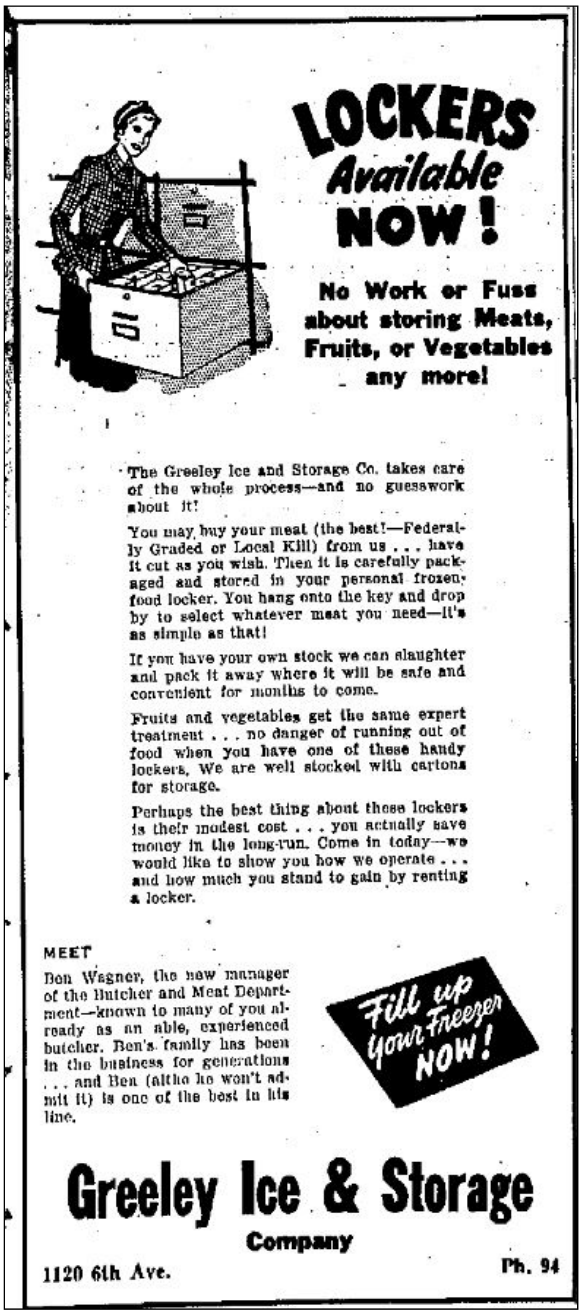



Figure 8. This 1946 Sanborn fire insurance map extract shows the current L-shaped Greeley Ice and Storage Company building at the northeast corner of 12th Street (along the bottom) and 6th Avenue (along the left side). North is to the top. The one-story ice storage house and cold storage additions were removed about 1993 and the turkey processing building to the east was demolished about 2004. Courtesy of Sanborn Map Company, Greeley, Colorado, fire insurance map (Pelham, New York, 1946).



LOCKERS Available NOW!

No Work or Fuss about storing Meats, Fruits, or Vegetables any more!

The Greeley Ice and Storage Co. takes care of the whole process—and no guesswork about it!

You may buy your meat (the best!—Federally Graded or Local Kill) from us . . . have it cut as you wish. Then it is carefully packaged and stored in your personal frozen-food locker. You hang onto the key and drop by to select whatever meat you need—it's as simple as that!

If you have your own stock we can slaughter and pack it away where it will be safe and convenient for months to come.

Fruits and vegetables get the same expert treatment . . . no danger of running out of food when you have one of these handy lockers. We are well stocked with cartons for storage.

Perhaps the best thing about these lockers is their modest cost . . . you actually save money in the long-run. Come in today—we would like to show you how we operate . . . and how much you stand to gain by renting a locker.

MEET

Ben Wagner, the new manager of the Butcher and Meat Department—known to many of you already as an able, experienced butcher. Ben's family has been in the business for generations . . . and Ben (altho he won't admit it) is one of the best in his line.

Fill up Your Freezer NOW!

Greeley Ice & Storage Company

1120 6th Ave. Ph. 94

Figure 9. After World War II, the Greeley Ice and Storage Company installed individual meat lockers for consumers. Courtesy of *Greeley Tribune*, 24 August 1950, 19.