

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: **5WL7839** Parcel number(s):
2. Temporary resource no.: **N/A** **096108215011**
3. County: **Weld**
4. City: **Greeley**
5. Historic building name: **Safeway Store No. 247**
6. Current building name: **Bratton's Everything for the Office**
7. Building address: **1303 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
Eligible

II. GEOGRAPHIC INFORMATION

9. P.M. **6th** Township **5N** Range **65W**
SW ¼ of SW ¼ of NE ¼ of NW ¼ of section 8
10. UTM reference (Datum: NAD83)
Zone **13: 526195 mE 4474179 mN**
11. USGS quad name: **Greeley, Colorado**
Year: **1950; Photorevised 1980** Map scale: **7.5**
12. Lot(s): **1** Block: **104**
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): **L-Shaped Plan**
15. Dimensions in feet: **50' N-S by 135' E-W, plus a 96' N-S by 21' E-W addition to the original west (rear) elevation**
16. Number of stories: **One**
17. Primary external wall material(s): **Brick, Metal**
18. Roof configuration: **Flat Roof**
19. Primary external roof material: **Asphalt Roof / Composition Roof**
20. Special features: **N/A**
21. General architectural description:
This single-story commercial building consists of an original (1941) rectangular-shaped building (measuring 50' N-S by 135' E-W), and a (1973) addition to the original west elevation (measuring 96' N-S by 21' E-W). The building is one story; however, there is sufficient height for a second floor level in the rear half of the original building. Resting on a low concrete foundation, the building is covered by a roof which is flat toward the front, with flat parapets extending above the roof line on the east, north, and south sides. Toward the rear, however, the roof rises into a dome shape. The storefront which comprises the lower façade (facing 8th Avenue on the east elevation) contains a slightly recessed glass-in-silver-metal-frame door, and large expanses of nearly floor-to-ceiling display windows. The front entry door is offset toward the north end of the façade, with four large slightly angled display windows to the south, and one to the north. A transom light with the building's address "1303" is located over the entry door. The kick plate areas below the windows and a section of wall at the north end of the façade are clad with a veneer of red brick or simulated brick. A flat metal awning extends out over the sidewalk, visually dividing the upper and lower façade. Above the awning, the upper façade wall is clad with white metal panels. Brick columns at either end of the façade are also covered with white metal panels. The name of the building's current business "Bratton's" appears in lighted green letters spaced

across the upper façade wall. The north and south walls are made of red brick laid in common bond. Seven slightly projecting decorative brick buttresses are evenly spaced along the north wall. The north elevation wall contains a grey metal service door with a single window.

The 96' N-S by 21' E-W addition, completed in 1973, is entirely of concrete construction, with unpainted buttressed concrete walls and a flat roof. Metal service doors enter the addition's north and south ends. The south end also contains a vertically-oriented fixed-pane window.

There is one other very small addition. This is a 6' by 9' concrete block structure with a shed roof, and a grey metal door in its north side, located near the west end of the original north elevation.

22. Architectural style/building type: **Twentieth Century Commercial**

23. Landscaping or special setting features:

This one story commercial building is located near the north end of the 1300 block of 8th Avenue. The building's facade fronts directly onto a concrete sidewalk paralleling 8th Avenue. (A new sidewalk with red brick pavers along the curb line was being installed at the time of survey in November 2015.) A concrete parking lot extends behind the building to the west, as well as beside the building to the north, where the parking lot extends to the sidewalk along 13th Street. A smaller single-story commercial building at 1309 8th Avenue is adjacent to the south.

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

IV. ARCHITECTURAL HISTORY

25. Date of Construction: Estimate: Actual: **1940-41**
 Source of information: **"New Business Establishments Erected in Greeley." *Greeley Tribune (Booster Progress and Industrial Edition)*, February 28, 1941; Sanborn Insurance maps; Greeley city directories.**
26. Architect: **Unknown**
 Source of information: **N/A**
27. Builder/Contractor: **Unknown**
 Source of information: **N/A**
28. Original owner: **Unknown**
 Source of information: **N/A**

29. Construction history (include description and dates of major additions, alterations, or demolitions):
This building was erected in 1940-41 as a Safeway grocery store (designated Safeway Store No. 247). In the late 1950s, it was converted into an office supply and furniture store named Bachman's Inc., originally owned and operated by Albert J. Bachman. The façade was modified at that time to accommodate the building's new retail use. The concrete addition at the rear of the building (described above in section 21) was erected in 1972-73. A building permit application dated October 5, 1972 indicates that the addition's plans were prepared by Prestressed Concrete of Colorado Inc., and that it was erected by Dave Fenton as the general contractor. In July 1975, another building permit was issued to "cut in new door for access to cleaning area." Another permit dating from the late 1970s was issued to: "Remodel existing business increasing area of second story and adding second staircase." This permit lists Bachman's Inc. as the owner and Glen Harper as the contractor. Yet another permit, to erect the 6' by 9' concrete block storage shed near the west end of the original north elevation, also lists Glen Harper as the contractor.
30. Original Location: **Yes** Date of move(s): **N/A**

V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Commerce/Trade / Department Store (Safeway grocery store)**
32. Intermediate use(s): **Commerce/Trade / Department Store (Safeway grocery store)**
Commerce/Trade / Specialty Store (office supply store)
33. Current use(s): **Commerce/Trade / Specialty Store (office supply store)**
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.
- This building was erected in 1940-1941, and served as a Safeway grocery store until circa 1958. Designated as "Safeway Store No. 247," the new grocery opened for business on January 24, 1941. It was hailed as the "New Deluxe Safeway Drive-In," with the "Drive-in" tagline apparently a reference to the fact that customers could drive right in and park in the parking lots adjacent to either side of the building. Two earlier Safeway stores are known to have existed in Greeley, both of which opened in 1938. One of these was located in the 700 block of 10th Street, while the other was located at the corner of 10th Street and 10th Avenue.**

The Safeway Stores grocery empire traces its roots to two independent grocery store chains, both of which were founded in the early 1910s. One of these was founded by Sam Seelig in Los Angeles. Mr. Seelig opened his first grocery in 1911, at 1307 S. Figueroa Street, in Los Angeles. By 1916, there were fifteen Sam Seelig grocery stores, and by 1922, the Seelig chain had grown to over one hundred stores throughout southern California.

The other independent grocery store chain was founded by Marion B. Skaggs in American Falls, Idaho. Mr. Skaggs opened his first store there in 1915, and by 1921 the small chain boasted fifteen "Skaggs Cash and Carry" stores. Mr. Skaggs soon relocated the company headquarters in Portland, Oregon, and by 1925 the chain had grown to over three hundred stores located in Oregon, Montana, Idaho, Nevada, and northern California. More than one hundred stores were added over the course of the next year, some with the "Skaggs Cash and Carry" name, while others were known as "Skaggs United" stores.

In the meantime, by the mid-1920s, Sam Seelig had ceded control of his southern California grocery store chain to W. R. H. Weldon. In March 1925, Mr. Weldon changed the company's name to "Safeway Stores Incorporated." In November 1926, the Skaggs and Safeway grocery store chains merged, with Marion B. Skaggs named as the newly-formed company's Chief Executive Officer. Also at that time, the company's headquarters were moved to Oakland, California. Stores that had been part of the Safeway chain continued with that name, while the former Skaggs Cash and Carry, and Skaggs United stores were renamed as "Skaggs-Safeway" stores. New stores carried only the Safeway name, however, and in time the Skaggs name was dropped entirely. Following the merger, in the late 1920s, Safeway Stores Inc. reportedly boasted 750 grocery stores, 114 meat markets, and five bakeries, with annual gross sales approaching \$50 million.

Following the closure of the Safeway store at this location in Greeley in the late 1950s, this building was retrofitted for a new retail use as an office supply and furniture store. Originally named "Bachman's Incorporated," this business was owned and operated by Albert J. Bachman, and his wife, Veda Bachman. Known as "Al," Mr. Bachman had been born in December 14, 1910 on a farm near the small town of Nashville, in Kingman County, Kansas. On June 16, 1932, he was married to Miss Veda Buchheister in Plainview, Kansas. Also a Kansas native, she had been born on June 23, 1911. Mr. and Mrs. Bachman farmed in their native Kansas, while also starting a family. By 1940, the Bachman family included two daughters, Dorothy, age six, and Audrey, age five.

In time, Mr. Bachman gained employment as an inspector with the Burroughs Adding Machine Company, and it was in this capacity that he gained experience with the office supply business. Mr. and Mrs. Bachman moved their family to Greeley in the late 1950s, and opened Bachman's Inc. at this location in 1961 or 1962. The store was a success, and Mr. Bachman soon established himself as a pillar of the Greeley business community. He served as president of the Greeley Chamber of Commerce, as governor of the four-state region of the National Office Products Association, and as president of the National Office Management Association. Mr. Bachman was also active as a member of the Knights of Columbus, the Benevolent and Protective Order of Elks, and the Noon Lions Club. Mr. and Mrs. Bachman were also members of St. Peter's Catholic Church.

Mr. Bachman retired in 1975, and at that time he sold the business to Roy E. Bratton. Mr. and Mrs. Bachman continued to live in Greeley until their deaths which respectively occurred on February 17, 2003 and on September 22, 2004.

Roy Eugene Bratton was born in Montgomery County, Indiana on July 27, 1919. He graduated from Central Business College in that state in 1938, and from Indiana University in 1944. He served with the U. S. Navy Air Corps during World War II. On July 15, 1944 he was married to Miss Bessie Barich in Gary, Indiana. In the ensuing years, four children were born to the couple (Robert "Bob," Marilyn, Janet, and John). Mr. Bratton owned and operated two previous office supply stores before acquiring Bachman's Inc. in Greeley in 1975. These were Beckley Office Equipment, in Kokomo, Indiana, and Campbell Office Machines and Furniture, in Campbell, California. After purchasing this store in Greeley in 1975, Mr. Bratton retained the Bachman's Inc. name until the mid-1980s when the store's name was changed to "Bratton's Office Equipment Incorporated." Bessie Bratton passed away on May 16, 1994, while Roy Bratton passed away on March 9, 2009 at the age of 89. Now owned by their son Robert, Bratton's remains a well-established, successful business along Greeley's 8th Avenue corridor.

36. Sources of information:

"Albert Bachman." (obituary) *Greeley Tribune*, February 20, 2003. Accessed online at www.greeleytribune.com.

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.)

"New Business Establishments Erected in Greeley." *Greeley Tribune (Booster Progress and Industrial Edition)*, February 28, 1941. Located in "Businesses-Grocery-Safeway" vertical file at the Greeley Museum Archives.

"Roy "Gene" Bratton (obituary) March 9, 2009. Accessed online at www.adamsonchapels.com.

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).

"Safeway History." Accessed online at www.groceteria.com.

"Safeway Our Story." Accessed online at www.safeway.com.

"Veda Bachman." (obituary) *Greeley Tribune*, September 22, 2004. Accessed online at www.greeleytribune.com.

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>

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: **1940-1941 (architectural), 1940-1966 (historical)**

41. Level of significance: **Local**

42. Statement of significance:

This building is historically significant for its association with commercial development along 8th Avenue in Greeley dating from the time of its construction in 1940-1941. Originally a Safeway grocery store, the building has housed an office supply store from the late 1950s to the present (2015). The building is historically notable in this regard because it was at the forefront of a trend whereby Greeley's 8th Avenue commercial corridor transitioned from predominantly auto-related businesses, into a variety of retail stores and businesses. Many such businesses set up shop in older remodeled auto repair garages and dealership buildings, while others, such as this building, were newly constructed. This building is architecturally significant because it is an excellent local example of twentieth century commercial architecture dating from the dawn of the World War II era (a time period that did not see a lot of commercial construction), and because it was erected by Safeway in accordance with company designed plans. The building's level of significance is not to the extent that it qualifies for individual listing in the National or State Registers; however, it does qualify for listing in the Greeley Historic Register.

43. Assessment of historic physical integrity related to significance:

This property displays a reasonably high 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. A 1973 addition to the rear of the original building is not visible from the street, and detracts minimally from the building's overall integrity. Modifications to the façade, when the building was converted from a grocery to an office supply store include the white metal panels, the flat canopy, and a modified entry door. With the original façade presumably intact under the metal panels, sufficient integrity remains so that the building's original use as a Safeway grocery store remains discernable. Moreover, the building's current use as an office supply store has been ongoing for over fifty years, thus elements of the façade associated with that business have achieved a level of historic significance in their own right.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

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

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

Local Landmark eligibility assessment: **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 62-67**

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**

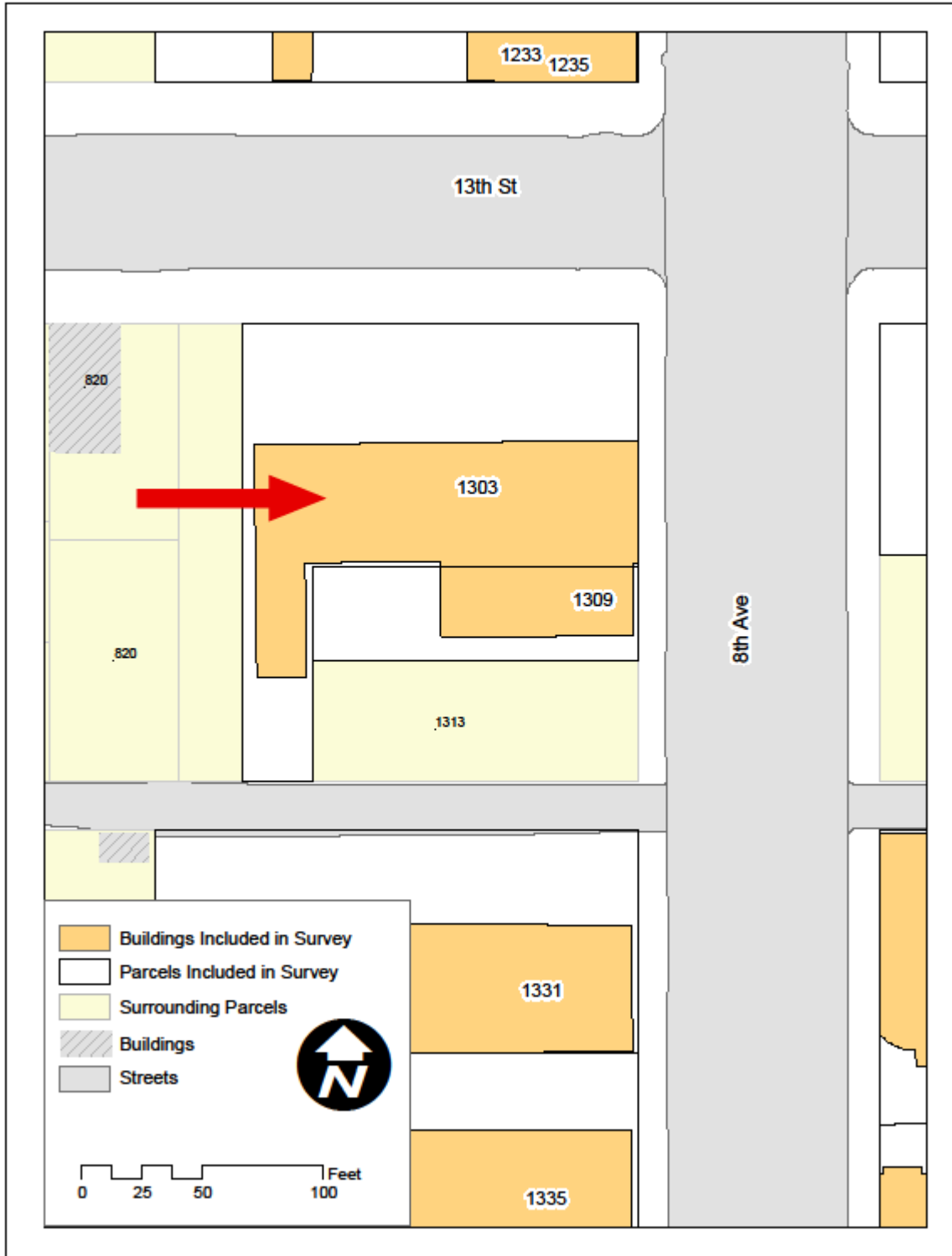
50. Recorder(s): **Carl McWilliams**

51. Organization: **Cultural Resource Historians**

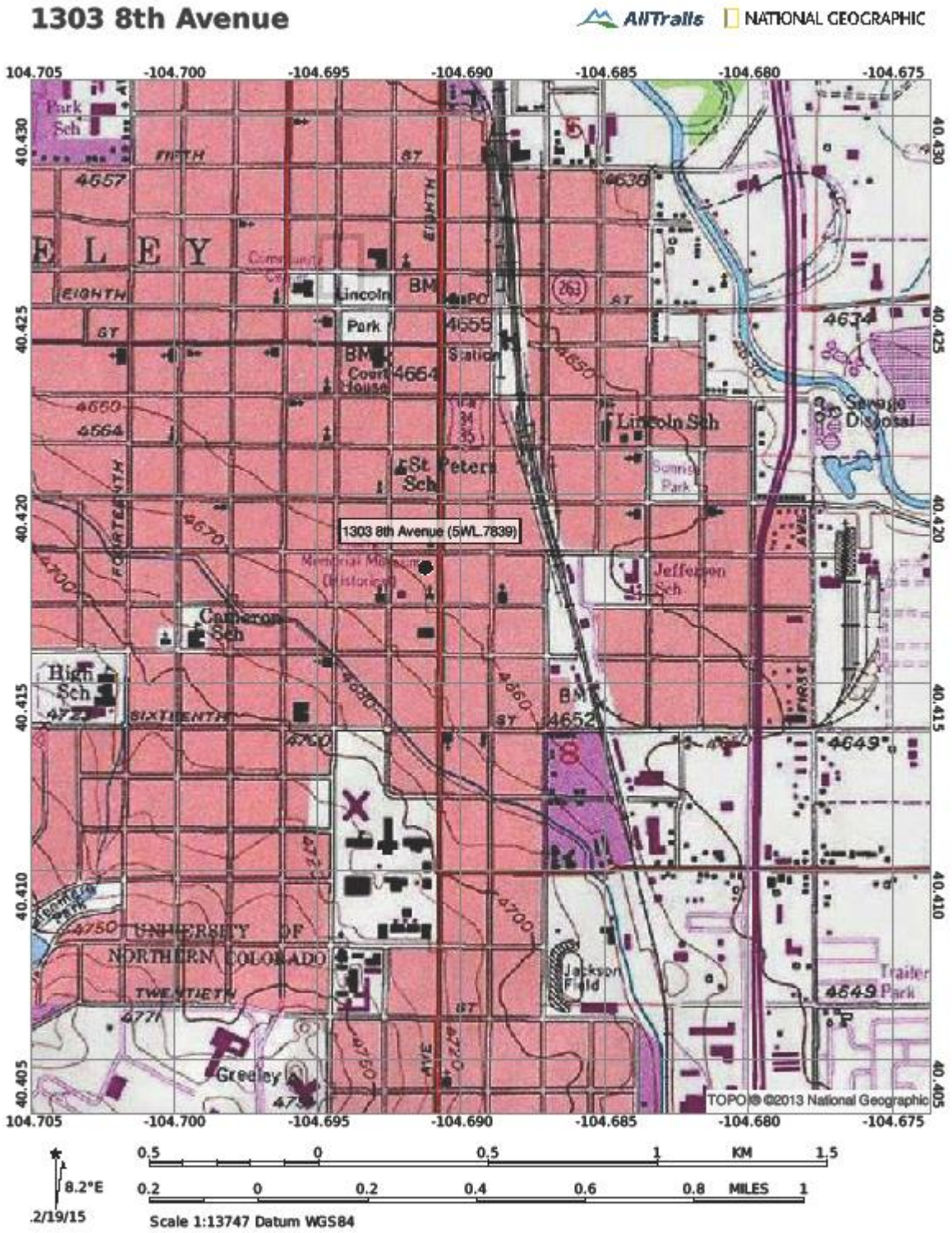
52. Address: **1607 Dogwood Court, Fort Collins, CO 80525**

53. Phone number(s): **(970) 493-5270**

Sketch Map



Location Map





CD 1, Image 62, View to NW of façade (east)



CD 1, Image 63, View to SW of façade (east) and north side



CD 1, Image 64, View to NW of lower façade (east)



CD 1, Image 65, View to SE of north side and north and west sides of the addition



CD 1, Image 66, View to NE of south side and south and west sides of the addition



CD 1, Image 67, View to north of south side, and east side of the addition