

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic Name: Coronado Lodge
Other Names/Site Number: Coronado Motel/5PE.8488
Name of related multiple property listing: N/A

2. Location

Street & Number: 2130 Lake Avenue
City or town: Pueblo State: CO County: Pueblo
Not for Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:
 national state local

Applicable National Register Criteria: A B C D

Dr. Abby Kathryn Norton *10 February 2020*
Signature of certifying official/Title: Deputy State Historic Preservation Officer Date
History Colorado
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official:

Date

Title: State or Federal agency/bureau or Tribal Government

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4. National Park Certification

I hereby certify that the property is:
 entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register
 removed from the National Register
 other, explain: _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply.)

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public – Federal

Category of Property (Check only **one** box.)

<input checked="" type="checkbox"/>	Building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	Object

Number of Resources within Property (Do not include previously listed resources in the count)

Contributing	Non-contributing	
5	1	Buildings
0	0	Sites
0	1	Structures
0	3	Objects
5	5	Total

Number of contributing resources previously listed in the National Register: None

6. Function or Use

Historic Functions (Enter categories from instructions.):
Domestic/Hotel

Current Functions (Enter categories from instructions.):
Domestic/Hotel

7. Description

Architectural Classification (Enter categories from instructions.):
Late 19th and Early 20th Century Revivals/Pueblo

Materials: (enter categories from instructions.)

foundation: CONCRETE
 walls: ADOBE
 CONCRETE

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roof: ASPHALT
other:

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Coronado Lodge is located in the southern part of Pueblo, Colorado, a city of 111,750 population (2018) in the south-central part of the state. The Coronado is a 1.7-acre 1940s motel complex, including five contributing principal buildings: an office/owners' residence and four guestroom buildings. Also present are five small-scale noncontributing resources: a shed, vehicle shelter, two freestanding signs, and a horse sculpture. Four of the five contributing buildings display stuccoed adobe walls, composed of locally made adobe bricks. The use of the Pueblo Revival style, with stepped massing, smooth walls, *vigas*, and peeled log porch supports with oversized corbelled brackets (*zapatas*), provides the property with a unity of design. The property retains a high level of historic integrity, with small additions, garage enclosures, and some window and door replacements since its construction. The included Sketch Map shows the boundary of the nominated area, contributing status, and photograph locations.

Narrative Description

Setting

Located on a 1.7-acre trapezoidal parcel facing onto Lake Avenue, the Coronado Lodge (now the Coronado Motel) is located in the Pierson Subdivision in the southern part of the City of Pueblo. The surrounding area includes the Sunset Motel (1942, 1954) to the north; a mostly 1940s residential area to the east; a former automotive service building to the south; and a nonhistoric fire station and the former site of a private club to the west. Lake Minnequa (0.1 miles west) is a former entertainment and recreation resource that is now a city park. The Lake Avenue commercial corridor served as part of the route of US 85/87, which spanned the country from El Paso, Texas, to Canada until it was replaced by Interstate 25 in 1959. Within Pueblo the highway comprised a major commercial corridor, attracting such roadside businesses as motels, service stations, restaurants, and taverns.

The motel faces west onto Lake Avenue, with a historic curving driveway providing access via curb cuts near the north and south ends of the parcel (Photograph 1). The driveway in front of the office/owners' residence is surfaced with nonhistoric stamped concrete and is bordered by several nonhistoric wood posts. The motel employs a U-shaped layout popular for mid-century roadside lodging facilities. A central office/owner's residence (Resource 1) is located inside a U formed by three guestroom buildings (Resources 2 through 4) to the north, east, and south, with a smaller detached duplex guestroom building (Resource 5) farther to the south (see Sketch Map) (Photographs 2, 3, and 33). A 1994 courtyard east of the office/owner's residence is enclosed with 7' stucco walls and includes a small frame shed (Resource 6). An open vehicle shelter (Resource 7) is located at the east end of the north guestroom building. A stuccoed concrete block wall built by the current owners in about 1993 connects the south and east guestrooms, preventing vehicular access to the interior driveway from the south; at the center of the wall is an arched opening with a wrought iron gate. The property's original buildings are representative of the Pueblo Revival architectural style,

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featuring stuccoed adobe and concrete block walls, flat roofs with parapets, stepped massing, projecting *vigas*, flat-headed windows in splayed openings, and peeled log porch supports with corbelled brackets (*zapatas*).

The landscaping of the motel grounds mostly reflects the efforts of the current owners, who acquired the property in 1992. At the front of the property, a nonhistoric concrete public sidewalk parallels the street, with a parking lawn in grass with small trees. The area between the sidewalk and the driveway holds grass, shrubs, and several varieties of roses (Photographs 1 and 38). This area also features a 1988 plastic illuminated panel sign with the motel name (Resource 8), a metal horse sculpture (Resource 9) installed circa 2009, a historic farm/ranch wagon moved here in 1993, and a cedar tree at the north end. A tall, outdoor advertising sign (Resource 10) installed in 1985 stands at the southwest corner of the parcel and is unrelated to the motel operation.

The office/owners' residence (Resource 1) has an evergreen shrub at its southwest corner and planting areas along its south wall. A cedar tree stands at its northwest corner. A small shed (Resource 6) is located at the southeast corner of the building. To the east, between the courtyard and the driveway, is a picnic area with a barbecue grill, picnic table, and tall elm trees.

The north guestroom building (Resource 2) has two trees adjacent to its north wall and a small evergreen shrub near the center of the south wall. The northeast corner of the property is enclosed by a chainlink fence. A tall pine tree stands at the north end of the east guestroom building (Resource 3). The south guestroom building (Resource 4) features a cherry tree at its northwest corner and a blue spruce tree at its southwest corner. The duplex guestroom building to the south (Resource 5) is accessed by a gravel driveway from Aqua Avenue; a gravel parking area lies east of the building. A tall Ponderosa pine stands to the south and a fuchsia shrub to the west. The southeast corner of the parcel is covered with grass and forbs and holds a shallow detention pond and a large seedless olive tree.

The southwest portion of the parcel west of the duplex guestroom building has been extensively landscaped by Sharon and Atilano Perez, the current owners, with grass, shrubs, and trees, including varieties of pines and cherries. The Perezes also added a pathway of brick pavers that curves through a planting area with a metal arbor, lamppost, pole-mounted birdhouse, and a bench on a brick pad (Photograph 4). A tall pear tree (present in 1992) stands to the north next to the entrance driveway.

Contributing Resources

The five original buildings on the property, the office/owners' residence and guestrooms, are assessed as contributing. Four of the buildings feature stuccoed adobe walls, while the east guestroom building (Resource 3) displays stuccoed concrete block construction. The adobe bricks were locally made by José B. Garcia, a Hispano resident of Pueblo. The mountainous Beulah area west of Pueblo supplied trees for the *viga* beams and log porch supports. The buildings have poured concrete foundations, are one to two stories in height, and have flat roofs (most with parapets). The *portales* (open porches) of Resources 1, 2, and 4 feature peeled log supports with oversized, corbelled brackets (*zapatas*) (Photograph 5). Many of the exterior doors are original (composed of double vertical boards joined with a decorative pattern of square-headed bolts), original hardware, and a glazed rectangular panel, some of which are painted with Southwest scenes (Photograph 6). Windows are flat-headed with wood lintels and sills and splayed openings (Photograph 5). The original wood windows are both multi-light casements and one-over-one-lights. Replacement windows are noted in the description of individual buildings and, unless otherwise indicated, are nonhistoric vinyl windows. The interiors of most of the units display *viga* beams and board ceilings

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and plastered walls; the owner's residence and one other unit have stuccoed fireplaces (Photographs 12 and 13). The five buildings are described in more detail below.

Office/Owners' Residence (Resource 1, ca. 1940-41, Photographs 5 through 14). The one- and two-story building exhibits an irregular shape, a flat roof, stuccoed adobe brick walls, a tall stuccoed chimney, and projecting *vigas* on the front and south walls. The owners' residence occupies most of the first story of the building, which also houses the motel office at the southwest corner, an employee breakroom to its east, and the motel laundry on the north. The building faces west toward the driveway and Lake Avenue, with a full-width *portal* (lower in height than the rest of the building) extending across the west wall and wrapping onto the south wall. A two-story stuccoed concrete block component (a ca. mid- to late-1970s addition) forms the northeast section of the building; the first story houses the motel laundry while the second story is used for storage.

The front (west wall) holds two-sets of paired one-over-one-light wood windows facing onto the *portal* (Photograph 5). A nonhistoric neon "NO ROOMS" sign hangs from the *portal* lintel. The southwest corner of the building is notched, and the *portal* steps in to shelter two entrances: one to the office (to the east) and one to the owner's residence (to the north). Both doors are vertical board. The door to the owners' residence has a small painted-glass panel showing a southwest scene; paired, multi-light wood casement windows lie west of the door (Photograph 6).

The south wall of the office contains paired three-light wood casement windows. The wall steps out and a short length of west wall holds a wide one-over-one-light window. A longer stretch of south-facing wall then contains (from west to east): paired one-over-one-light wood windows; a vertical board door with a light and a metal grille; a stuccoed section with a wide wood lintel (probably a former open garage) holding a replacement vinyl sliding window; paired wood windows (one modified to hold an air conditioner and the other a three-light casement); and a vertical board door (Photograph 7).

The south segment of the rear (east) wall facing the courtyard has a small window. To the east the wall steps out into a two-story addition composed of stuccoed concrete blocks with a flat roof and a parapet (Photograph 8). Wood stairs on the south wall of the addition have a wood railing and an intermediate landing and access a door in the second story, which is used for storage. The east wall of the addition features an entry with a nonhistoric door and sliding window on the first story; the second story is unfenestrated.

The north wall of the two-story section is unfenestrated save for a faux six-panel door at the east end (Photograph 9). The one-story segment of wall to the west holds a small window opening filled with a metal louvered vent. The wall then steps in and the short west wall contains a vertical board door with a small light. Beyond, the wall steps in and holds a small two-light wood window with pebbled glass, paired vinyl casement windows with a narrow transom, and a metal security door (replacement). The wall steps in and features a short unfenestrated west wall followed by a section of north wall with paired one-over-one-light wood windows (the east one modified to hold an air conditioner) (Photograph 10).

Courtyard. The courtyard to the rear (east) has 7'-tall stuccoed concrete block walls with round arch gateways to the east and south; each gate contains double vertical board doors (Photograph 8). The inside surface of the east wall contains a post-1994 mural by McTavish, an eighty-three-year-old local artist, picturing his conception of the motel buildings (Photograph 14). The courtyard is surfaced with square concrete pavers and features lilac shrubs and blooming chestnut trees.

Interior. The small office at the southwest corner holds the original reception counter and wall-mounted pigeonhole mailboxes corresponding to guestrooms (Photograph 11). The owners' residence occupies the west, north, and east-central portions of the building and contains a living

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room in the northwest corner with exposed *vigas* and ceiling boards, plaster walls, and a wide, projecting stucco fireplace with an arched niche above (Photograph 12). East of the living room are a kitchen, pantry, bathroom, and bedroom. A guest bedroom with a bathroom (a former guestroom unit) is located at the southeast corner of the building east of the breakroom; it also has exposed *vigas* and ceiling boards (Photograph 13). The two-story addition at the northeast corner of the building contains the motel laundry on its first story. The second story is used for storage. A partial basement is located under the office section and holds a furnace, water heater, and storage areas.¹

Alterations. The two-story component noted earlier was added ca. mid- to late-1970s.² An open garage bay on the south wall has been filled in and a window added in its conversion to living space (likely pre-1974). Some windows have been modified to accommodate window air conditioners or have been replaced. A metal security door replaced a historic door on the north wall.

North Guestroom Building (Resource 2, ca. 1940-41, Photographs 15 through 22). The one- and two-story, irregularly-shaped north guestroom building contains ten units and faces south. It has a flat roof with parapets and smooth stuccoed adobe brick walls. The setback upper stories at the northwest and northeast corners are accessed by exterior stairs at the east and west ends. Crowning the north two-story section is an open bell tower with a shallow pyramidal stucco roof; the current owners have been told the bell came from a Pueblo hotel (location unknown). East of the bell tower is a short stucco chimney. The south walls of the two-story sections and the center part of the first story display projecting *vigas*. The front (south wall) has a symmetrical design with projecting one-story bays at each end and a slightly projecting one-story center bay. Flanking the center bay are former open garage spaces that have been filled in, clad with stucco, and converted to guestroom space.

The front (south) displays a one-story projection at its west end that holds an open concrete stairway (with wood handrail and stucco sidewall) on the west that leads to the second story (Photograph 15). The south wall of the projection contains paired one-over-one-light wood windows. Its east wall features an L-shaped *portal* with a wood lintel supported by log posts with *zapatas* and a concrete deck. Three guestrooms open onto the *portal*, and the wall features (from south to north) a vertical board door, a three-light wood window, and paired three-light windows. Facing the *portal* from the north is a vertical board door with a small light and paired three-light casement wood windows; a third unit opens onto the *portal* from the east via a faux-paneled replacement door.

At the northwest corner of the building a setback second story contains one guestroom (Photograph 16). The parapet wall of the one-story section is tall, forming a balcony adjacent to the two-story section. The entrance to the guestroom is at the center of the west wall of the two-story section and features a center vertical wood door with a small light flanked by a narrow one-over-one-light wood window to the north and a tall, two-part window to the south in a splayed opening. Unless otherwise noted all lintels are wood and sills are projecting concrete.

The open, stucco bell tower is situated at the southwest corner of the second story and contains a metal bell; the tower has a shallow pyramidal stucco roof. At the base of the bell tower on the south wall is a louvered opening; below on the second story is a replacement sliding window. The wall steps in with an unfenestrated west wall; to the east the wall holds a similar replacement window with two *vigas* above, a stucco chimney with rounded shoulders, a small one-over-one-light replacement

¹ Joyce Reimer, Phoenix, Arizona, interview by Thomas H. Simmons, October 31, 2019. The basement was present when the Perezes purchased the property. Joyce Reimer, whose parents owned the motel from 1946 to the 1960s, recalled the building sat "flat on the ground" with no basement.

² Coronado Motel Office and Owners' Residence, John Margolies, photographer, 1980, image 07921v, John Margolies Photograph Collection, Library of Congress, Washington, DC. The two-story section is shown in a 1980 photograph of the motel taken by John Margolies.

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window, and another replacement sliding window. A series of *vigas* project above the latter two windows.

The center portion of the first story contains former open garages converted to guestrooms flanking a slightly stepped out center section (Photograph 17). The west filled-in section is divided into two bays by peeled logs with corbelled brackets (*zapatas*) supporting a wood lintel with a hammered finish. The stucco wall is inset behind the log posts with a sliding window in the west bay and a wide window with an air conditioning unit in the east bay; the windows have faux lintels and faux sills executed in contrasting paint. The stepped out center section contains two guestrooms that are mirror images of one another. There are two center vertical board doors with small lights and a wood lintel opening onto a concrete stoop flanked by paired one-over-one-light wood windows in splayed openings. Each pair of windows has an air conditioning unit in a modified window opening. The windows have wood lintels and projecting concrete sills. East of the center section the filled-in former open garage area follows the same design as on the west side. The west bay contains a wide window with the lower part boarded-up, while the east bay contains a replacement sliding window.

To the east is a one-story projection to the south (like the one at the west end) with a *portal* with peeled log posts with corbelled brackets (*zapatas*) supporting a wood lintel; the *portal* has a concrete deck (Photograph 18). Three guestrooms open onto the *portal* and feature a replacement flush wood door facing south; facing west are a vertical board door with a small painted light, paired three-light wood casement windows, a single three-light casement window, and a vertical board door with a clear light. The south wall of the projection contains paired one-over-one-light wood windows with an air conditioning unit in a modified window opening. The east wall of the projection is unfenestrated and has an open concrete stairway to the second story with a vertical board and concrete block sidewall (the alterations to the sidewall took place pre-1992).

The second-story element on the east is L-shaped and contains one guestroom (Photograph 19). It has a flat roof with a parapet. The south wall has several projecting *vigas* and the east wall has one. The first story parapet is tall, forming a balcony for the second-story guestroom. The entrance to the guestroom is located on the south wall with a vertical board door with a small light and a two-part window with an air conditioning unit to the west. All windows in this second story section have splayed openings, wood lintels, and concrete sills. To the east, the building steps out, with an unfenestrated west wall and a south wall holding a two-part modified window (a single light to the west and a one-over-one light below a single-light to the east). The east wall of the second story is unfenestrated. The first story of the east wall north of the stairway contains two two-part windows with painted-over lights sheltered by a shed hood supported by projecting rafters. A projecting one-story section to the north holds a boarded-up door.

The rear (north) wall has a small number of single and paired window openings with projecting concrete sills (Photographs 20 and 21). The window at the east end of the first story contains a louvered vent. The wall then steps in and contains paired nonhistoric sliding windows with an air conditioning unit in one side. The east end of the second story is notched, with its north wall holding a small one-over-one-light wood window and its east wall unfenestrated. To the west the second story features paired three-light wood casement windows. The one-story section farther west is unfenestrated, then steps out with an unfenestrated east wall and a north wall containing a small, single window. The wall then steps out again with a narrow unfenestrated east wall, followed by a north wall section containing a set of paired windows. To the west the wall steps in with an unfenestrated west wall and a north wall containing a small, single window. The wall then steps in with an unfenestrated west wall followed by an unfenestrated section of north wall. The two-story element at the west holds a boarded-up window with an air conditioning unit on the first story and on the second story a modified window opening with a fixed light above and an air conditioning unit

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below. The wall steps out, with an unfenestrated east wall and a boarded-up window on the north wall.

The west wall of the building contains a vertical board door (no light) with a wood lintel at the north end that opens onto a concrete stoop (Photograph 22). To the south, the wall steps out and features a *portal* with peeled log posts with corbelled brackets (*zapatas*) supporting a wood lintel. Facing the porch are two small one-over-one-light wood windows with painted-over lights in splayed openings with projecting concrete sills.³ The remainder of the west wall was described above.

Alterations. The two sections flanking the front (south) center projection initially contained open garages, which are now enclosed and converted to additional guestroom space (likely prior to 1974); these areas display wide replacement windows and nonhistoric doors. Some historic windows have been replaced (especially on the second story) and others have been modified. Some *vigas* appear to have been cut flush with the wall face. The concrete block and vertical board sidewall of the east stairway appears to be a modification or repair.

East Guestroom Building (Resource 3, ca. 1946-48, Photographs 23 through 28). The long one-story L-shaped east guestroom building faces west and contains nine guest units and a guest laundry (Photograph 23). The public alley lies to the rear (east) of the building. The building has a flat roof with parapets and stuccoed concrete block walls. A narrow concrete sidewalk extends across the front of the building. Unlike the older guestroom buildings (Resources 2 and 4), the windows of the east guestroom building are flat-head but do not have wood lintels (contrasting paint mimics the presence of a lintel on doors and windows) or splayed openings; the windows have slightly projecting concrete sills.

Most of the windows on the front (west) are paired six-light wood casements; some windows have been modified to hold an air conditioning unit in one of the windows (Photographs 24 and 25). Doors are composed of vertical boards with a small light in the upper part. Three doors have shed hoods clad with corrugated metal panels supported by projecting log *vigas*. Near the center of the wall is a one-over-one-light vinyl window and a faux-paneled door (this section may have been an open garage later converted to a guestroom; likely pre-1974). The southern end of the wall steps slightly in and contains a one-light window and an air conditioning unit and a faux-paneled door (another possible enclosed garage area). Farther south the wall holds a vertical board door with a small light, a window opening containing a two-light wood window and a boarded-up area, and a vertical board door without a small light. The interiors of the guestrooms have plastered walls and ceilings (no *vigas* or ceiling boards).

Attached on the west is a one-story guestroom with stuccoed concrete block walls with a faux-paneled door on its east wall and a six-over-six-light aluminum window on its north wall (Photograph 26). The guest laundry abuts on the west (the wall steps out slightly) and has stuccoed adobe walls. It features a faux six-over-six-light vinyl window and a vertical board door on its north wall and paired single-light windows and a vertical board door on the west wall. The interior has *vigas* and ceiling boards; the floor is concrete. The south wall of the laundry is unfenestrated. The south wall of the guestroom to the east holds a small single-light window and a somewhat taller two-part window—both with slightly projecting concrete sills (Photograph 27).

The south wall of the north-south wing of Resource 3 contains a two-part replacement window with an air conditioning unit in the east part (Photograph 27). Farther east is a small one-light window. The rear (east wall) of the building contains several windows for the guestrooms including a set of wood sliders, five small single-light wood windows, three tall single-light wood windows, a small one-over-

³ This area does not appear to be used as a guestroom.

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one-light vinyl window, two altered six-light wood casement windows, and one boarded-up window opening (Photograph 28). The north wall of the wing holds an off-center window with paired casement windows (one six-light and one modified to three lights).

Alterations: The guestroom wing was connected to an older detached building to the west through construction of a new guestroom (likely mid- to late-1970s) (see Figure 6). One or two sections of the north-south wing may have contained an open garage that was later enclosed and converted to additional guestrooms prior to 1974. A ca. 1974 appraisal card sketch shows two long sections of open porch (Figure 6) on the front; they became deteriorated and were removed and replaced ca. 1995 by four small shed hoods with *viga* supports and corrugated metal roofing. Nearly all *vigas* have been cut flush with the wall and the openings stuccoed over. Some replacement faux-paneled doors and some nonoriginal windows (wide one-over-one-lights) are present on the front. The rear (east) includes more examples of replacement windows. The present owners converted the west section to a guest laundry; it had been used for storage.

South Guestroom Building (Resource 4, ca. 1940-41, Photographs 27 and 29 through 32). The one-story irregularly-shaped south guestroom building contains eleven units and faces north. It has a flat roof with parapets and stuccoed adobe brick walls. The façade is asymmetrical, with an inset center section (which formerly held open garages, now converted to additional guestrooms prior to 1974), flanked by projecting bays to the east and west; the west end of the west bay is stepped in and also originally contained open garages (now converted to guest units).

The west end of the front is divided into two bays by a peeled log post with decorative corbel brackets (*zapatas*) supporting a wide lintel beam with a hammered finish (Photograph 29). There are projecting *vigas* above the beam. Below the beam, the garage areas have been enclosed with slightly inset stucco walls and contain two guest units: the west unit contains a faux-paneled door and a two-part wood frame window holding an air conditioning unit, while the east unit features a flush wood door and a two-part metal sliding window. The wall then steps out and the front holds a faux-paneled door and paired six-light casement windows with a wood lintel and projecting concrete sill; the east wall of the bay holds the same type of windows.

The deeply inset center section of the building also originally held open garages that were filled in pre-1974 (Photograph 30). The area is divided into five bays by peeled log posts with corbelled brackets (*zapatas*) supporting a thick wood lintel with a hammered finish. *Vigas* project from the wall above the lintel. The end bays contain corridors providing access to guestrooms: two rooms in the west bay (one with a vertical board door with a small light and one with a replacement faux-paneled door) and three rooms on the east (two with vertical board doors with small lights, one featuring a painted scene, and the third a replacement faux-paneled door). Log beams and ceiling boards are exposed in each corridor. The three center bays have been enclosed with stucco and each contains a wide one-over-one-light window with an air conditioning unit in the lower sash; the center unit also holds a faux-paneled door.

To the east of the center section is a projecting bay. Its west wall holds paired windows (a six-light wood casement and a single light with an air conditioning unit below) (Photograph 31). The north wall contains two sets of paired six-light casement windows. The east wall features a window like that on the west wall and a replacement faux-paneled door to the south. All of the windows have splayed openings, wood lintels, and projecting concrete sills. The wall then steps out and contains a guestroom with a faux-paneled door on its north wall and a narrow window containing a single light above and an air conditioning unit below on its east wall.

The (south) wall features a combination of single and paired windows with wood lintels, splayed openings, and projecting concrete sills (Photographs 27 and 32). Some windows have been modified

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to hold air conditioning units and some are boarded-up. Near the east end is a narrow section (originally open) filled with horizontal boards that contains a flush plywood door; it has a shed roof with overhanging eaves and exposed rafter tails. There is a vertical board door near the west end. The west wall appears to contain a multi-light wood window (partially obscured by vines).

Alterations. The center section initially contained open garages which were enclosed likely prior to 1974 and converted to additional guestrooms. Some windows and doors are replacements.

South Guestroom Duplex (Resource 5, ca. 1946-48, Photographs 33 through 35). The farthest south duplex guestroom building is connected to the south guestroom building by a short section of stuccoed wall with an arched opening (Photograph 33). The one-story building faces south and has a flat roof with a low parapet and stuccoed adobe block walls. All windows have concrete lintels and sills unless otherwise noted. The building features an attached single-car garage at its southeast corner.

The front (south wall) contains a vertical board door with a small rectangular light at its west end with a concrete lintel, a concrete stoop, and a buttress at the southwest corner (Photograph 34). East of the entrance is a one-over-one-light wood window. The wall steps out to the south and features tall metal frame sliding windows in wood jambs with two-part transoms on its west and south walls. To the east the garage projects southward, with a boarded up window on its west wall and a metal faux-paneled sectional overhead garage door on its south wall. A large buttress is attached to the southwest corner of the garage and a shaped wing wall projects at the southeast corner.

The east wall of the garage is unfenestrated (Photograph 35). Farther north, the wall contains a paired window consisting of a single light above an air conditioning unit and a one-over-one-light window with a narrow transom. To the north is the entrance to the second unit with a replacement faux-paneled door with a concrete stoop and a corrugated metal hood supported by wood brackets. The rear (north) wall includes a small sliding window and a faux-paneled door to the east and another small sliding window to the west (all are nonhistoric). The west wall features an off-center, two-part flat-headed wood window shorter than the window opening; the wall then steps in and contains a two-part wood window. The wall again steps out and holds an off-center wood window with a single light above and an air conditioning unit below.

Alterations: The northwest corner of the building may be an addition (date unknown), since its south wall overlaps the edge of a window where it intersects the west wall. The original vigas have been cut off flush. The original wood tilt-up garage door was replaced in 2003. The tall sliding windows on the front were installed about 2007, the west wall contains a replacement window, and one window on the west wall of the garage is boarded-up.

Noncontributing Resources

Noncontributing resources generally are small in scale and are assessed as noncontributing due to construction or placement in the nominated area after the end of the period of significance.

Shed (Resource 6, 1994, building, Photograph 36). Current owner Atilano Perez built this small frame storage shed inside the courtyard adjacent to the southeast corner of the office/owners' residence (Resource 1). The shed-roof building faces east and measures about 8' x 6'. The walls are composed of painted plywood and are unfenestrated except for the east wall, which contains a vertical board door and has a parapet and projecting vigas.

Alterations. There are no apparent alterations. The shed is assessed as noncontributing due to its construction after the period of significance.

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Vehicle Shelter (Resource 7, 1996, structure, Photograph 37). This open, one-story vehicle shelter lies east of Resource 2. The rectangular (20' x 12') shelter faces south and is composed of a tubular steel framework with a front gabled, standing seam metal roof that wraps onto the upper part of the side walls.

Alterations. There are no apparent alterations. The shelter is assessed as noncontributing due to its erection after the period of significance.

Motel Sign (Resource 8, 1988, object, Photograph 38). The motel sign, located at the sidewalk west of the office/owners' quarters, faces north and south and consists of two steel posts holding two plastic, illuminated panels, the top one reading "CORONADO" with an image of a southwestern pot and the bottom one reading "MOTEL" in a larger font. Hanging below is a smaller sign advertising "KITCHENETTES." Ralph's sign company of Pueblo fabricated this sign to replace an earlier non-illuminated sign shown in historic postcards.

Alterations. The sign was installed in 1988, but the plastic panels of the sign were replaced about 2009. The sign is assessed as noncontributing due to its installation after the period of significance.⁴

Horse Sculpture (Resource 9, ca. 2009, object, Photograph 38). This metal sculpture of a rearing horse on a metal base was created by a New Mexico artist (name unknown). The Perezes installed it northeast of the motel sign about 2009. Mrs. Perez named the sculpture "Rose Lilly."

Alterations. There are no apparent alterations. The sculpture is assessed as noncontributing due to its installation after the period of significance.⁵

Outdoor Advertising Sign (Resource 10, 1985, object, Photograph 39). At the southwest corner of the property adjacent to Lake Avenue stands a tall outdoor advertising sign owned by the Lamar Outdoor Advertising Company. Mounted on a roughly 29' tall center steel post, the sign has two-panels measuring 10'6" x 22'9" facing north and south. A metal catwalk for worker access in replacing sign panels wraps the front, back, and one side of the sign. Lamar pays an annual lease fee to the motel owners.

Alterations. The advertising panels change frequently. The sign is assessed as noncontributing due to its installation after the period of significance and the fact that it is unrelated to the operation of the motel.⁶

Integrity

The Coronado Lodge retains a high level of historic integrity. The motel's *location* is unchanged since the building's construction in the 1940s. The *setting* along Lake Avenue has experienced some changes associated with the re-routing of most intercity traffic to Interstate 25 in 1959 within the period of significance. The street continues to carry a significant amount of traffic and other historic motels are still present, including the Sunset Motel (1942, 1954) to the north.

The motel possesses a high level of integrity of *design* through retention of its U-shaped multi-building layout with central office and owners' residence and through its Pueblo Revival-style elements, including stepped massing, bell tower, *zapatas*, projecting *vigas*, and peeled log *portal* supports. No additional large-scale buildings have been added to the complex since ca. 1946-48, and the U-shaped layout remains intact. Resources added to the property are small in scale compared to

⁴ Sharon Perez, Pueblo, Colorado, interview by R. Laurie Simmons and Thomas H. Simmons, August 28, 2019; City of Pueblo, Building Permits, Pueblo, Colorado; Sharon Perez, Pueblo, Colorado, email to Thomas H. Simmons, October 2, 2019.

⁵ Perez interview; Sharon Perez, email, October 2, 2019.

⁶ Lamar's internal number for the sign is 81141. The installation date is based on City of Pueblo building permits.

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the original buildings, including a shed and vehicle shelter (not visible from the public right-of-way) and a horse sculpture and two signs placed along Lake Avenue. The open garages in the north and south guestroom buildings (and likely the east guestroom building) have been enclosed and converted to additional guestrooms (prior to 1974). The Coronado was erected at a time when tourist courts were transitioning from open garages associated with each unit to unsheltered parking in front of units.⁷ Motel historian John Margolies noted such enclosures were a typical adaptation.⁸ The additions to buildings occurring after the period of significance have been relatively small in scale and placed on the rear or ends of buildings away from the public right-of-way. Some *vigas* have been removed (dates unknown), but the majority remain and the design intent remains clear. A majority of historic wood windows (multi-light casements and one-over-one-lights) appear to remain. Some portions of windows have been modified to hold air conditioning units. Most replacement windows and doors are located in the walls of enclosed garages and the rear walls of buildings. The original Rustic motel sign was replaced circa 1988.

The Coronado maintains a very high level of integrity of *materials*, including the adobe bricks and concrete blocks clad with stucco. The small additions to buildings occurring after the period of significance were executed in stucco, complementing the original design. Many of the original vertical board doors and wood multi-light casement and one-over-one-light windows are still in place. The motel's *workmanship* also displays a very high level of integrity, including the well-executed parapets, hammered wood lintels, finely crafted corbel brackets, nicely detailed vertical board doors (some with glass lights featuring painted Southwestern scenes), and the open the bell tower. The complex has excellent integrity of *association*, continuing to operate as a motel, accommodating both nightly and longer stays. The Coronado retains a very high level of integrity of *feeling* as an excellent example of a mid-twentieth-century motel executed in the Pueblo Revival style. The current owners recently changed the historic paint scheme of tan walls and darker brown trim to light gray walls with white paint applied to *vigas* and log porch supports. While reversible, the current paint colors are not those typically seen on Pueblo Revival style buildings.

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

X	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	B	Property is associated with the lives of persons significant in our past.
X	C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
	D	Property has yielded, or is likely to yield, information important in prehistory or history

Criteria Considerations:

	A	Owned by a religious institution or used for religious purposes
	B	Removed from its original location
	C	A birthplace or grave

⁷ Tom E. Lightfoot, "Planning a Tourist Court," in *Tourist Court Plan Book*, 2nd ed., ed. Tourist Court Journal (Temple, Texas: Tourist Court Journal, 1950), 17. Writing in 1950, Architect Tom Lightfoot recommended providing parking in open garages adjacent to rooms: "The locked garages are very, very seldom used and the opening and closing of the doors of the same are very disturbing to the occupant of the next unit."

⁸ John Margolies, *Home Away from Home: Motels in America* (Boston: Bulfinch Press, 1995), 93.

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D	A cemetery
E	A reconstructed building, object, or structure
F	A commemorative property
G	Less than 50 years old or achieving significance within the past 50 years

Areas of Significance (Enter categories from instructions.):

- Architecture
- Commerce
- Ethnic Heritage/Black

Period of Significance: ca. 1940-41 to 1969

Significant Dates: 1946, ca. 1946-48, 1957

Significant Person (Complete only if Criterion B is marked above): N/A

Cultural Affiliation (only if criterion D is marked above): N/A

Architect/Builder (last name, first name): Ferris, Ralph B.

Period of Significance (justification): The period of significance for Commerce is ca. 1940-41 to 1969, from the beginning of operations to a time fifty years before the present, in accord with National Register guidance. The period of significance for Ethnic Heritage/Black extends from 1946 through 1967, corresponding to the beginning of its ownership by the Copleys, when the motel began welcoming African American patrons, through the years the motel was listed in *The Negro Travelers' Green Book*. The period of significance for Architecture is ca. 1940-41 to ca. 1946-48 (from construction of the initial buildings to completion of all guestroom buildings). Significant dates include acquisition of the motel by the Copleys (1946); completion of the other principal buildings (ca. 1946-48); and the Coronado's first appearance in the *Green Book* (1957).

Criteria Considerations (explanation, if necessary): None

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Coronado Lodge is significant under Criterion A in the area of Commerce for its operation as a motel from ca. 1940-41 to the present, attracting travelers on US Highway 85/87 as well as longer-term visitors to the nearby greyhound racetrack, St. Mary-Corwin Hospital, and Colorado State Fair to the northwest. It is further significant under Criterion A in the area of Ethnic Heritage/Black as a facility whose second owners welcomed African American travelers and listed the motel during the era of segregation in *The Negro Travelers' Green Book*, a guidebook identifying facilities hospitable to black guests. The Coronado is also significant under Criterion C in the area of architecture as a well-preserved mid-century example of a Pueblo Revival-style motel, as reflected in its stucco walls (mostly over locally-produced adobe blocks), projecting *vigas*, parapets, flat roof, blocky massing, splayed window openings with timber lintels and sills, bell tower, and *portales* with peeled log posts and corbelled brackets (*zapatas*). The motel compares favorably with the El Colorado and El Manitou (5EP.1113) Pueblo Revival-style motels in Manitou Springs, forty-four miles north of Pueblo. The Coronado is significant at the local level for all areas of significance.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Criterion A, Commerce. The Coronado Lodge is associated with the history of Commerce in Pueblo, Colorado, serving as a motel on Lake Avenue (US Highway 85/87) from ca. 1940-41 to the present

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and playing a role in the local tourism and hospitality industry. Most of Pueblo's motels of the period were located along Lake Avenue, Santa Fe Drive, or Elizabeth Street, following the route of the highway. In the 1940s the Coronado was affiliated with the United Motor Courts referral chain and advertised in tourist publications. A 1954-55 brochure for Pueblo motels showed the motel with twenty-seven units, slightly larger than the twenty-five room 1951 national average for such facilities reported by motel historian John Margolies. After Interstate 25 opened in 1959, the Coronado continued to draw overnight travelers as well as offering some units for extended stays.

Criterion A, Ethnic Heritage/Black. The Coronado Lodge is associated with the history of African American travel and tourism during the era of segregation. The motel has offered accommodations to blacks since at least 1946 and advertised from 1957 to 1967 in *The Negro Travelers' Green Book*, the publication historian Gretchen Sullivan Sorin described as "the bible of every Negro highway traveler in the 1950s and early 1960s."⁹ Most Colorado *Green Book* lodging facilities were small "tourist homes" in existing residences. The Coronado in 1957 became the second Colorado motel to be listed in *The Green Book* under owners Arthur H. and Hattie L. Copley and remained one of only three motels listed in it through 1967. The facility was integrated, welcoming both whites and guests of color prior to the passage of the 1964 Civil Rights Act.

Criterion C, Architecture. The Coronado Lodge is an excellent example of a Pueblo Revival-style mid-century motel. The Coronado Lodge displays the distinguishing characteristics of the Pueblo Revival style described in History Colorado's online guide to the state's historic architecture, including projecting roof rafters (*vigas*), flat roofs behind low parapets, stuccoed adobe and concrete block walls, *portales* with corbelled brackets, stepped massing, and flat-headed windows.¹⁰ The Pueblo Revival style produced an eye-catching look designed to appeal to travelers by evoking the history and romance of the Southwest. John Jakle, Keith A. Sculle, and Jefferson S. Rogers in *The Motel in America* noted that in Albuquerque "the adoption of regional place and cultural names gave motels a southwestern identity. ... many of the city's motels featured Pueblo Revival stucco facades and were painted in the traditional earth tones to manifest images suggested by their names." Roadside architectural historian Lyle Miller deemed the Coronado Lodge "a classic" and opined that "other than the El Colorado and remaining parts of the El Manitou Lodge in Manitou Springs I'm not sure there are other pueblo-like motels left in Colorado."¹¹ The style is particularly appropriate for Pueblo, which has historically had a large Hispano population with ties to New Mexico. No other Pueblo Revival-style motels are known to remain in Pueblo.

Developmental History/Additional Historic Context Information

Pueblo and Lake Avenue

In 1940 Pueblo was Colorado's second most populous city with 52,162 inhabitants. Known as the Steel City, Pueblo was home to the Colorado Fuel & Iron Company's steel mill, the West's first integrated steel mill. Pueblo also served as an important transportation hub, accessed by several railroads and two major roadways: transcontinental US 50 (an east-west route) and north-south US 85/87 that stretched from El Paso, Texas, to the Canadian border. In Colorado, US 85/87 linked such Front Range cities as Trinidad, Pueblo, Colorado Springs, and Denver, using a route later generally followed by Interstate 25.

⁹ Brent Staples, "The Black History of the 'Green Book,'" *New York Times*, January 28, 2019, A22.

¹⁰ "Pueblo Revival," Colorado's Historic Architecture and Engineering Guide, History Colorado, Denver, Colorado.

¹¹ John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America* (Baltimore: Johns Hopkins University Press, 1996), 287; Lyle Miller, Lakewood, Colorado, email to Thomas H. Simmons, March 29, 2019. The Margolies photographic collection at the Library of Congress contains three images of the Coronado Lodge taken in 1980.

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Lake Avenue, the southern entry of US 85/87's route through Pueblo, exemplified an urban commercial portal that roadside architectural historian Chester Liebs termed an "approach strip": "Here merchants were assured of having a first crack at inbound trade as well as the final chance to flag down outgoing cars."¹² In a historic resource study of Pueblo covering the 1940-82 period, historians Mary Therese Anstey, Cheri Yost, and Adam Thomas found that a plurality of motels and auto courts were located on Lake Avenue, with smaller numbers situated along Elizabeth Street and Santa Fe Avenue.¹³ In addition to the Coronado, it appears that five other motels of the eleven present on Lake Avenue in 1950 still stand. They display various degrees of alterations, and only three appear to still function as motels, with the others converted to longer-stay apartments.¹⁴

The area containing the Coronado remained in unincorporated Pueblo County until annexation by the city in 1948. Lake Avenue evolved into a commercial strip in the 1940-60 era, including motels, nightclubs, restaurants, trailer courts, and taverns, with most oriented toward tourism and/or entertainment. Two large entertainment venues opened on Lake Avenue south of the Coronado in 1949: Pueblo Greyhound Park, featuring greyhound racing and betting, and the Lake Drive-In theater with a capacity of seven hundred vehicles. The 1940s and 1950s, an era the Pueblo Chieftain judged in 1991 as Lake Avenue's "golden age," saw the opening of the 85 Club and the Broken Dollar burlesque/strip clubs. The 85 Club featured Hotcha Hinton and her Las Vegas Revue. June Linford, a former stripper at the Broken Dollar and proprietor of the Flame Room, recalled the thoroughfare as "one rip-roaring strip. After-hours clubs everywhere, a whorehouse over there (northeast of the Silver Saddle), someone throwing a cat over the fence at the dog track, something always going on. It was fun, fun, fun."¹⁵

The Ferris Family and Construction of the Coronado Lodge

In September 1939 Fred Pierson acquired the block where the Coronado Lodge would be built from the Minnequa Town Company, the company that filed the original subdivision plat for the area in 1900.¹⁶ In March 1940 Pierson replatted the land as the Pierson Subdivision.¹⁷ The subdivision included one large lot with a frontage along Lake Avenue that would later house the core of the motel. The subdivision plat appears to have been readied in the fall of 1939, as its lots are referenced in a November 1939 sale agreement with Ralph B. and Anna E. Ferris. Pierson agreed to sell all of lots 11 through 19 to the Ferrises for \$2,200, with a \$100 down payment. Staged releases of titles to lots were to be made as subsequent payments were received. The document noted that the Ferrises planned construction on the property.¹⁸

¹² Chester Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston: Bulfinch Press, 1985), 27.

¹³ Mary Therese Anstey, Cheri Yost, and Adam Thomas, *Pursuit of the American Dream: Pueblo in the Modern Age, 1940-1982* (Denver: Historitecture, LLC, February 2012), 73-74.

¹⁴ Corinne Koehler, "Pueblo and the Green Book: 'The Negro Travelers' Guide to Travel and Vacations,'" *Pueblo Chieftain*, April 14, 2019, B1; Anstey, et al, *Pursuit of the American Dream*, 74; Google Street analysis of Lake Avenue, Pueblo, Colorado. The online survey examined Lake Avenue between Maryland and Indiana Streets.

¹⁵ Fred Morrow, "Lake Avenue Isn't What It Used to Be--and That's Good: Former Stripper Recalls 'One Rip-roaring Strip,'" *Pueblo Chieftain*, December 31, 1991, 5A.

¹⁶ Jeffrey DeHerrera, Cheri Yost, and Adam Thomas, *Forged Together in the Bessemer Neighborhood* (Denver: Historitecture, LLC, August 2012), 19. The still-functioning Sunset Motel at 2124 Lake Avenue (immediately north of the Coronado) appears to be the best preserved of the other motels.

¹⁷ Pierson Subdivision Plat, February 26, 1940, and Pierson Subdivision Plat Amended, May 14, 1940, in the files of the Pueblo County Clerk and Recorder, Pueblo, Colorado.

¹⁸ Fred L. Pierson to Ralph and Anna B. Ferris, sale agreement, Book 887, Page 564, November 16, 1939, in the files of the Pueblo County Clerk and Recorder, Pueblo, Colorado.

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The Ferris Family

Ralph B. Ferris (1884-1965), a native of Scotland, came to this country with his parents about 1888. In 1900 Ferris worked as an apprentice surveyor in Melrose, Massachusetts. By 1907, he lived in Pueblo, Colorado, where he was employed as a fireman for the Denver and Rio Grande Railroad. He married Anna E. Harrison (1883-1958) that year in the Steel City. Ferris later worked as a machinist for the American Smelting and Refining Company (1913) and then as an engineer who specialized in erecting ranch buildings and irrigation construction for such companies as Weilan Engineering (1925), the Ingersoll Company, and Cucharas Irrigation (1933). Anna Ferris, a native of Massachusetts, worked as a dressmaker and later as a public school teacher. The couple had one daughter, Ruth H., born in 1909. The 1941 city directory listed the Ferrises at this Lake Avenue address and showed Mr. Ferris's occupation as a contractor.¹⁹

Construction of the Coronado Lodge

The location selected for the Coronado appeared to meet many of the criteria judged suitable for an auto court in 1950 by *Tourist Court Journal*, the trade publication of the industry: a high average vehicle count, location on or close to a major highway, proximity to a city, distance from too many competitors, and cost.²⁰ Given Mr. Ferris's background in engineering and construction, he likely was the motel's general contractor.²¹ The Coronado's address does not appear in the Pueblo City Directory until 1941, supporting a ca. 1940-41 year of construction for the facility's earliest units—the office/owner's residence (Resource 1) and the guestroom buildings to the north and south (Resources 2 and 4).²² Resources 3 and 5 were likely erected between 1946 and 1948 by Arthur H. and Hattie L. Copley, who became owners in 1946. All five buildings are shown in a 1953 aerial photograph of Pueblo.²³ The Coronado was part of the national boom in motel construction between 1940 and 1960, when the numbers of such facilities in the US grew from 20,000 to 61,000, reflecting the nation's growing automobility and an increase in disposable income for leisure travel in the years following World War II.²⁴

The walls of four of the five principal buildings at the motel are composed of adobe bricks produced by Puebloan José B. Garcia (1901-69), a native of Velarde, New Mexico, and a full-time *adobero* (adobe brickmaker). A 1951 article described Garcia's adobe brickmaking technique at his property in eastern Pueblo: "Garcia, who makes the bricks upon order, digs the clay from his yard and mixes it with water and straw in a concrete mixer. He then pours the mud into a specially-constructed wheel barrow attached to a small motor scooter and put-puts to an adjacent lot where the mixture is shoveled into wood forms."²⁵ Two men working, with one mixing and the other filling forms, were capable of producing about four hundred bricks a day, which sold for \$75 to \$100 per thousand. All

¹⁹ US Census of Population, manuscript returns, 1910-40, marriage records, World War I and II draft registration records, city directories, and Potter/McCallum Family Tree, Ancestry.com.

²⁰ Tourist Court Journal, "Location for the Tourist Court," *Tourist Court Plan Book*, 2nd ed. (Temple, Texas: Tourist Court Journal, 1950, 9.

²¹ Given the decorative elements and attention to Pueblo Revival details, it seems possible that an architect was involved. Architects active in Pueblo in the late 1930s-early 1940s included John Gray, Walter DeMordaunt, and James M. Roc. Research could not establish their involvement with the Coronado.

²² Assessor construction dates do not appear to be reliable. The Pueblo County Assessor reports a 1930 year of construction for Resources 1, 2, and 4; 1940 for Resource 5; and 1950 for Resource 3. No building permits are available as the location was in unincorporated Pueblo County until its annexation to the City of Pueblo in 1948. No Sanborn fire insurance maps cover this location. The current owners were told by residents that the oldest buildings were started in 1937 and took three years to complete, but ownership data makes this sequence of events unlikely.

²³ Pueblo aerial photograph, number VV BE M11 AMS, 133, October 28, 1953, US Geological Survey historic aerial photograph collection.

²⁴ Margolies, *Home Away from Home*, 91.

²⁵ Bob Overton, "Clay and Straw Bricks Durable," *Pueblo Star-Journal*, May 7, 1951.

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locally made bricks were 4" thick, 8" wide, and 16" long. Garcia's son, José B. Garcia, Jr., recalled his father had a contract to supply adobe bricks for the Coronado Lodge. He helped his father make the bricks for the motel before he left in 1944 for service in World War II. The Garcias transported the bricks from their home at 1200 East Ash Street to the Coronado in a flatbed truck, which strained to climb the hill on Northern Avenue from Santa Fe Drive.²⁶

A number of cities in the Southwest, including Albuquerque and Tucson, feature Coronado Motels displaying the Pueblo Revival style. Margolies noted that "it's common to see old Spanish theme motels, especially in New Mexico."²⁷ Jakle et al observed that "through magnitude and packaging, the motels of Albuquerque provided their guests a special sense of place."²⁸ The popularity of the style in northern New Mexico and elsewhere in the early twentieth century may have been a romantic reaction to contemporary design trends: "Irregular adobe buildings were viewed as the antithesis of precise, industrial age architecture; hand- and rain-shaped adobe emerged as a symbol of the creative spirit and the relaxed mores of the Santa Fe and Taos colonies."²⁹

In Colorado the Pueblo Revival style was popular for motel construction in the Pikes Peak cities of Manitou Springs and Colorado Springs. Large numbers of tourists were drawn to both communities, which placed an emphasis on Native American and southwest themes and curios. Pueblo Revival-style motels include El Colorado Lodge, El Manitou, and El Taos Court in Manitou Springs and the Coronado Auto Court and Pikes Peak Motel in Colorado Springs. Most of these buildings were one-story with flat roofs, vigas, and stucco walls. The El Manitou featured one- and two-story buildings, stepped massing, and battered walls.³⁰

The motel's Coronado name honors Spanish explorer Francisco Vázquez de Coronado who led an expedition from Mexico through the Southwest and into Texas and Kansas in 1540-42.³¹ *Tourist Court Journal* noted that 1941 was the 400th anniversary of the Coronado expedition and that celebrations of this were planned in Kansas.³² These factors may have led the Ferrises to select the Coronado name for their motel.

Early Motel Advertising and Operations

The Coronado's owners employed many of the promotional techniques recommended by *Tourist Court Journal* for motel operators. The motel produced several postcards in its early years (see Figures 1 through 3). In 1941 the Coronado advertised in *Colorado Vacation Wonderland*, a tourist publication, and provided this description: "U.S. 85 south of Pueblo. Colo's newest and finest motor hotel. Completely furnished in Spanish-Indian style. Rms. and Apts. with electric kitchenettes and tile baths. Every modern convenience."³³ One ca. 1940s postcard showed that the Coronado was endorsed by the Rocky Mountain chapter of the American Automobile Association (AAA) and "Recommended by Duncan Hines" (see Figure 3).³⁴

²⁶ Jose B. Garcia, Jr., Pueblo, Colorado, interview by Corinne Koehler, June 19, 2019.

²⁷ Margolies, *Home Away from Home*, 91.

²⁸ Jakle, et al, *The Motel in America*, 287.

²⁹ Chris Wilson, "New Mexico in the Tradition of Romantic Reaction," in *Pueblo Style and Regional Architecture*, ed. by Nicholas C. Markovitch, Wolfgang F.E. Preiser, and Fred G. Sturm (New York: Van Nostrand Reinhold, 1990), 181.

³⁰ Lyle Miller, *Cool Colorado: Automobile Culture in the Rocky Mountain West, Manitou Springs & Colorado Springs, Colorado* (N.p.: Society for Commercial Archeology, 2000), 8-9; Colorado Springs and Manitou Springs, historic postcard images, Thomas H. Simmons and R. Laurie Simmons historic postcard image collection, Denver, Colorado; El Colorado Lodge, 5EP.1455 and El Manitou, 5EP.1113, Compass database search, History Colorado, Denver, Colorado.

³¹ "Francisco Vázquez de Coronado," June 7, 2019, www.history.com.

³² *Tourist Court Journal*, October 1941, 19.

³³ *Colorado Vacation Wonderland*, 1941.

³⁴ Now known for cake mixes, Duncan Hines published nationwide guides to restaurants and lodging establishments—

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In the 1940s the Coronado also affiliated with the United Motor Courts (UMC) referral chain, a countrywide organization formed in 1933. UMC published a guidebook listing member properties and “guaranteed tourists clean rooms, quality beds, and good service.”³⁵ In 1941, UMC distributed 300,000 guidebooks through travel agents, service stations, and its 235 members.³⁶ The following year UMC began a national advertising campaign in *Life* magazine, boasting that its members offered the “finest courts; coast-to-coast; look for trade mark. Safe accommodations for both tourist and car.”³⁷

The Ferris’s daughter Ruth H. Suckle (1909-83) assisted in the management of the hotel with her husband, Charles J. Suckle, who she married about 1941. A Pueblo native, she served as a supervisor with the National Youth Administration (NYA), a Depression-era New Deal agency. Born in Pueblo, Charles Suckle (1912-86) earlier worked as a truck driver (1940) and warehouseman (1942) for Safeway grocers. He served in the US Army by 1943. Ruth Suckle was listed as a co-owner when the Ferris family sold the motel in 1946.

While rationing of gasoline and tires impacted tourist travel and motel fortunes during the war, newspapers mentioned a few war-related guests at the Coronado. In 1943 Mrs. Myron Detmer and her sister-in-law stayed at the Coronado while visiting Detmer’s son, an Army corporal stationed in Pueblo.³⁸ Capt. Hubert H. Whitlock and his wife Louise lived at the Coronado in 1944, while he served as an instructor at the Pueblo Army Air Base.³⁹

The Ferris tenure was brief; they sold the motel in 1946. An advertisement for the Coronado appeared in a Texas newspaper in March, describing the facility as “this beautiful lucrative and fully equipped motor court ... : A Shangri-La to the tired motorist. Recommended by Duncan Hines and AAA. Price \$70,000.”⁴⁰ The Ferrises apparently left the Pueblo area after the sale; they and their daughter are buried in Barrytown, New York.

Expansion of the Motel Under the Copleys

In July 1946 Arthur H. and Hattie L. Copley purchased the motel for about \$64,500.⁴¹ The Copleys owned this property for approximately two decades until the 1960s. The Copleys were responsible for erection of the east guestroom building and the south duplex unit (Resources 3 and 5), which were likely built between 1946 and 1948.⁴² Born in Brighton, Illinois, in 1882, Mr. Copley was employed as a telegrapher-agent by the Chicago and Alton Railway. In 1901 he relocated to Denver, where he worked in the same position for the Denver and Rio Grande Railroad (D&RG). He married Colorado

Adventures in Good Eating (1935) and *Lodging for a Night* (1938)—that were updated and republished in succeeding years.

³⁵ William H. Young and Nancy K. Young, *The Great Depression in American: A Cultural Encyclopedia*, vol. 2 (Westport, Connecticut: Greenwood Press, 2007), 317.

³⁶ *Tourist Court Journal*, June 1941, 7.

³⁷ *Tourist Court Journal*, June 1942, 9.

³⁸ *Columbus Telegram* (Columbus, Nebraska), April 15, 1943, 7.

³⁹ *Fresno Bee* (Fresno, California), May 5, 1944, 3.

⁴⁰ *Amarillo Globe-Times*, March 18, 1946, 12.

⁴¹ Ralph B. Ferris, Anna E. Ferris, and Ruth Ferris Suckle to Arthur H. and Hattie L. Copley, warranty deed, July 15, 1946 (filed July 1, 1953), Book 1213, Page 447, in the files of the Pueblo County Clerk and Recorder, Pueblo, Colorado. The transaction included lots 16 (the main area of today’s motel) and 19 (the southwest corner of today’s parcel), but not lots 17 and 18, where Resource 5 is located. The sale price was computed from revenue stamps affixed to the deed.

⁴² Joyce Reimer, Phoenix, Arizona, interview by Thomas H. Simmons, August 26, 2019; City of Pueblo, building permit records. The Copleys’ daughter Joyce Reimer confirmed that her father built the east guestroom wing. It and the duplex unit likely date to ca. 1946-48, as the area was annexed to the city in 1948 and City of Pueblo building permits do not show new buildings erected on the property after that date.

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native Hattie L. Latham (1898-1986) in Howard, Colorado, in 1919. The couple settled in Pueblo, where Mr. Copley worked for the D&RG until he retired in 1952.⁴³

Hattie Copley is listed in the city directory entry for the Coronado Lodge in the 1950s, along with a motel manager. A 1954-55 brochure for Pueblo hotels and motels reported the Coronado had twenty-seven units. Room rates ranged from \$5 to \$8 nightly (double occupancy) and they featured “Airfoam mattress. Kitchens, Cool, clean.” The Coronado’s rates were comparable to those charged by other facilities listed in the brochure.⁴⁴ Joyce Reimer, the Copleys daughter, recalls that “the summertime was most of the business.” She indicates guests “came from all over,” with large numbers from New Mexico, California, and Texas. Most of the units were rented by the night, but the east guestroom building (Resource 3) and the second-story units in the north building (Resource 2) were rented for longer intervals. The motel did not have an on-site restaurant or guest laundry. She remembers that the facility had several open garages adjacent to some units.⁴⁵

Listing in the *Green Book*

Prior to the passage of the Civil Rights Act of 1964, many owners of lodging facilities, cafes, service stations, and other public accommodations refused to serve African Americans, disadvantaging their ability to travel freely throughout the country. By contrast, according to Joyce Copley Reimer, during the Copleys’ ownership of the Coronado Lodge “we didn’t discriminate about anybody. They had the money, they were welcome. ... We didn’t turn anybody away.”⁴⁶ Perhaps to formalize this policy or to broaden the facility’s appeal, beginning in 1957 the Copleys listed the Coronado in *The Negro Travelers’ Green Book*, a publication that identified lodging and other facilities that welcomed African American patrons. Small numbers of African Americans resided in Pueblo during the 1940-60 period, with the group comprising less than 3 percent of the city’s population and growing from just 1,381 in 1940 to 2,026 in 1960.

Travel for blacks in the Jim Crow era was challenging and potentially dangerous. Victor H. Green, the New York City postal worker who developed the *Green Book*, advised his readers to “always carry your Green Book with you—you may need it” and suggested the publication “may free themselves of a lot of worry and inconvenience as they plan a trip.”⁴⁷ *Green Book* historian Candacy Taylor concluded that “given the violence that black travelers encountered on the road, the *Green Book* was an ingenious solution to a horrific problem. It represented the fundamental optimism of a race of people facing tyranny and terrorism. ... Not only did it show black travelers where they could go, but it was also a compelling marketing tool that supported black-owned businesses and celebrated black self-sufficiency and entrepreneurship.”⁴⁸ Taylor estimates that 80 percent of properties listed in the publication had African American owner/operators; many of the remainder had Jewish owners or operators. Atypically, the owners of the Coronado Lodge, the Copleys, were white Methodists.⁴⁹

Relatively few Colorado lodging places appeared in the *Green Book*, which divided listings into hotels, motels, tourist homes, and summer resorts. Most Colorado entries consisted of individual

⁴³ *Pueblo Chieftain*, October 24, 1966, 5B and October 27, 1966, 7D (Arthur Copley obituaries) and June 12, 1986, 2B (Hattie Copley obituary).

⁴⁴ Pueblo Chamber of Commerce and Pueblo Chapter of the Colorado Motor Court Association, “Motels and Hotels, Pueblo, Colorado, 1954-55,” brochure, on file at Pueblo Regional Library, Pueblo, Colorado.

⁴⁵ Reimer, interview, August 2019. The inset photograph in Figure 3 shows open garages on the south wall of Resource 2.

⁴⁶ Reimer, interviews, August 2019 and October 2019. Mrs. Reimer was ten years old when her parents acquired the motel. She recalled seeing at least one African American guest.

⁴⁷ Victor H. Green, ed., *The Negro Motorist Green Book* (New York: Victor H. Green and Company, 1949), cover.

⁴⁸ Candacy Taylor, *Overground Railroad: The Green Book and the Roots of Black Travel in America* (New York: Abrams Press, 2019), 13-14.

⁴⁹ Candacy Taylor, Denver, Colorado, interview by Thomas H. Simmons, February 12, 2019.

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hosts offering rooms in small guest houses. The Coronado was one of only three motels listed in the *Green Book* during the 1957-67 period. It appears to have been one of the largest and most modern lodging facilities to be listed in the Colorado section of the *Green Book*. The Davis Auto Court in Montrose was listed in the publication from 1948 to 1960. The 1957 Crestline Motor Hotel (7330 Highway 85 in Adams or Derby, Adams County) appeared in the Green Book from 1961 through 1966-67.⁵⁰

The Coronado Lodge still had twenty-seven units in 1957, when Glen Moore managed the facility. The city directory described the Coronado as “a Modern Comfortable Motel Conveniently Located on Hiways 85-87 South at the Pueblo City Limits, Units with Kitchenettes and Television Available.”⁵¹ Interstate 25’s opening in 1959 moved the principal north-south route through Pueblo a half-mile east, a development that most likely hurt the motel’s patronage. In 1950 *Tourist Court Journal* observed that “highways, too, are sometimes moved over night, as many courters [operators of auto courts] in the past have learned with deep regret.”⁵² The blow to the Coronado may have been softened by the continuing patronage of visitors to St. Mary-Corwin Hospital, Pueblo Greyhound Park, and the Colorado State Fair Grounds.

The Coronado Motel Operated by the Christmas Family

Floyd F. and Irma Christmas became co-owners of the Coronado with the Copleys about 1964. The Christmases renamed the hostelry the Coronado Motel. The 1965 city directory listed Floyd Christmas as the proprietor of the motel, which included twenty-seven rooms and apartments rented “daily, weekly, and monthly.” The listing noted the motel was close to St. Mary-Corwin Hospital. Floyd Christmas (1906-1980), a native of Missouri, married Irma U. Laws (1907-73) in Texas in 1929. Census returns show Floyd employed as a barber, working in Texas in 1930 and in Kansas in 1940. By 1957 the couple lived in Pueblo, where Floyd worked for his older brother E.M. Christmas as a real estate salesman.⁵³

Arthur H. Copley died in 1966, and in 1967 Elden M. Christmas, Floyd’s older brother, became owner of the motel. Born in southern Missouri, Christmas (1902-95) first worked in Kansas City, where he delivered milk and later operated a commercial laundry. He completed correspondence school courses in selling and salesmanship and became a sales representative for Helene Curtis. He moved to Pueblo in 1943 and turned his attention to learning the real estate business, working for Pueblo Realty for two years before opening his own firm, the E.M. Christmas Company. His 1995 obituary in the *Pueblo Chieftain* observed: “In real estate, he found his niche.”⁵⁴ Christmas bought and sold land in the Pueblo area, served twice as the president of the Pueblo Board of Realtors, and operated the Christmas Restaurant in downtown Pueblo. He operated the Coronado Motel until 1988, when he broke a hip and moved into an apartment. His wife, Maggie Lucile (Hester) Christmas, was not involved in running the motel. Elden Christmas died in 1995 and Irma Christmas in 2016. The motel remained under the control of Christmas entities, passing to the E.M. Christmas Trust in 1988 and the E.M. Christmas Foundation in 1992.

It appears likely that the Christmases expanded the number of rooms between the mid-1960s and 1974 by enclosing the open garages adjacent to units. City records show a 1973 building permit for

⁵⁰ The Davis Auto Court does not appear to be standing. The Crestline Motor Hotel is still extant.

⁵¹ Pueblo City Directory, 1957.

⁵² Tourist Court Journal, “Location for the Tourist Court,” 10.

⁵³ US Census of population, manuscript returns, 1910-40, marriage records, city directories, and Huffman Family Tree, Ancestry.com; Pueblo City Directory, 1965.

⁵⁴ *Pueblo Chieftain*, 1995, obituary, in the files of Special Collections, Pueblo Regional Library, Pueblo, Colorado.

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an unspecified frame addition, and a circa 1974 assessor sketch map does not appear to show open garages.

During the tenure of the Christmases, the Coronado Motel played a notable role in the popular 1983 film "National Lampoon's Vacation." The comedy starred Chevy Chase and Beverly D'Angelo as Clark and Ellen Griswold, the father and mother of a family who encounter numerous misadventures on a cross-country vacation trip. The Coronado served as one of the locales for the Griswold's overnight stays during filming in 1982 (see Figure 7).⁵⁵

Present Owners and Operations

In 1992 the present owners, Atilano G. and Sharon A. Perez, acquired the property. The Perezes lived in Austin, where Mr. Perez worked as a grant auditor for the Texas State Parks and Wildlife Department. When he retired, the couple decided to move from Austin and acquire a motel or RV park to operate. Her parents had owned a motel in New York state, but the couple were newcomers to the business. The Perezes' real estate agent located the Coronado Motel as a purchase possibility. Pueblo appealed to the couple who had passed through on a trip and liked its small town flavor. The Christmases were elderly and ready to retire and accepted the Perezes' purchase offer. Maggie Christmas told the Perezes that they were viewed favorably because they came from Texas. The motel presently has thirty-two units, a majority having kitchenettes for longer stays and the remainder available for overnight or short-stay guests. Mrs. Perez states that most of their patrons tend to be blue-collar workers on longer stays, including employees at such nearby firms as the Vesta wind turbine plant, a cement plant, and the steel mill. The motel was full for two years when the Comanche electric generating station was under construction. The owners have their home in Resource 1, which also contains the motel office.⁵⁶

9. Major Bibliographical Resources

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⁵⁵ "National Lampoon's Vacation," film, 1983, International Movie Database, www.IMDb.com; Violet Ramis Stiel, *Ghostbuster's Daughter: Life with My Father, Harold Ramis* (New York: Blue Rider Press, 2018), unpagged.

⁵⁶ Perez interview.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): 5PE.8488

10. Geographical Data

Acreeage of Property: 1.7

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1. Latitude: 38.230232 Longitude: -104.624267

UTM Coordinates

Datum if other than WGS84: _____

1. Zone: 13 Easting: 532885 Northing: 4231427

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Verbal Boundary Description (Describe the boundaries of the property.)

The nominated area is coterminous with Pueblo County Assessor parcel number 1512324012, consisting of Lots 16 through 19, inclusive, in Pierson's Subdivision. The property is located in the Southwest Quarter of the Southwest Quarter of Section 12, Township 21 South, Range 65 West, 6th Principal Meridian.

Boundary Justification (Explain why the boundaries were selected.)

The selected boundary contains all of the land and resources historically associated with the Coronado Lodge used for motel operations.

11. Form Prepared By

name/title: Thomas H. Simmons and R. Laurie Simmons, Architectural Historians
organization: Front Range Research Associates, Inc.
street & number: 3635 West 46th Avenue
city or town: Denver state: CO zip code: 80211
e-mail: fraden@msn.com www.frhistory.com
telephone: 303-477-7597

with contributions by Corinne Koehler, Historic Pueblo, Inc., Pueblo, Colorado

date: October 4, 2019 (revised January 29, 2020)

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Coronado Lodge

City or Vicinity: Pueblo

County: Pueblo

State: Colorado

Name of Photographer: Thomas H. Simmons

Date of Photographs: March or August 2019

1 of 39, Overview of the property from Lake Avenue with Resource 1 to the center right. View Northeast, August 2019.

2 of 39, View down the southern leg of the U, with Resource 1 to the left, Resource 4 to the right, and Resource 3 in the distance. View East. March 2019.

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- 3 of 39, View down the northern leg of the U, with Resource 2 to the left, Resource 1 to the right, and Resource 3 in the distance. View East. March 2019.
- 4 of 39, Southwest corner of the property. View South. August 2019.
- 5 of 39, *Portal* on the front of Resource 1 showing peeled log posts, corbelled brackets (*zapatas*), and *vigas*. View Southeast. August 2019.
- 6 of 39, Vertical board door into the office with a Southwest scene painted on glazing. View East. August 2019.
- 7 of 39, Resource 1, front and south wall. View North-Northeast. August 2019.
- 8 of 39, Resource 1, south and east (rear) walls and courtyard. View Northwest. March 2019.
- 9 of 39, Resource 1, east (rear) and north walls. View Southwest. August 2019.
- 10 of 39, Resource 1, north wall and front (west) wall. View Southeast. August 2019.
- 11 of 39, Resource 1, interior, office with reception counter and room pigeonhole mailboxes. View Northeast. August 2019.
- 12 of 39, Resource 1, interior, living room with fireplace and original ceiling. View Northeast. August 2019.
- 13 of 39, Resource 1, interior, guest bedroom with bathroom and original ceiling. View Northeast. August 2019.
- 14 of 39, Courtyard interior east of Resource 1 and mural on east wall. View East-Southeast. August 2019.
- 15 of 39, Resource 2, west wall and front (south) wall, showing bell tower. View Northeast. March 2019.
- 16 of 39, Resource 2, west end of the front (south) wall. View Northeast. August 2019.
- 17 of 39, Resource 2, center area of the front (south) wall. Setback areas flanking the center portion are infilled former open garages. View North-Northeast. March 2019.
- 18 of 39, Resource 2, east end of the front (south) wall. View Northeast. August 2019.
- 19 of 39, Resource 2, east wall and front (south) wall. View Northwest. August 2019.
- 20 of 39, Resource 2, east wall and rear (north) wall. View West-Southwest. August 2019.
- 21 of 39, Resource 2, rear (north) wall, with west wall to right. View East-Southeast. August 2019.
- 22 of 39, Resource 2, west wall. View east. March 2019.
- 23 of 39, Resource 3, overview from the second story of Resource 2. View South-Southeast. August 2019.
- 24 of 39, Resource 3, front (west) wall. View Southeast. March 2019.
- 25 of 39, Resource 3, front (west) wall. View Northeast. March 2019.
- 26 of 39, Resource 3, front (north) and west walls of the laundry and west guestroom. View Southeast. August 2019.
- 27 of 39, Resource 3, south wall and part of rear (east) wall (to right) and Resource 4 rear (south) wall (to left) and connecting wall in between. East wall of Resource 5 at far left. View North-Northwest. March 2019.

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- 28 of 39, Resource 3, south wall and rear (east) wall. View Northwest. March 2019.
- 29 of 39, Resource 4, front (north) wall. View Southeast. August 2019.
- 30 of 39, Resource 4, center section of front (north) wall (former open garages). View South. August 2019.
- 31 of 39, Resource 4, east wall and front (north) wall. View Southwest. March 2019.
- 32 of 39, Resource 4, rear (south) wall (at left) and Resource 5 (at right). View East-Northeast. March 2019.
- 33 of 39, Resource 5, west and front (south) walls. View Northeast. March 2019.
- 34 of 39, Resource 5, front (south) walls and garage. View North-Northeast. August 2019.
- 35 of 39, Resource 5, south wall of garage and east wall with rear (south) wall of Resource 4 to the right. View Northwest. March 2019.
- 36 of 39, Resource 6, shed (front and north walls) at southwest corner of the courtyard with stairs to the second story of Resource 1. View Southwest. August 2019.
- 37 of 39, Resource 7, vehicle shelter, front (south) and east sides. View Northwest. August 2019.
- 38 of 39, Resource 8 (motel sign), right, and Resource 9 (horse sculpture), left, adjacent to Lake Avenue. View South-Southwest. August 2019.
- 39 of 39, Resource 10, outdoor advertising sign. View South-Southwest. August 2019.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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List of Maps and Historic Figures

Location Map

Sketch Map

Historic Figures

1 of 8, This ca. 1947 view east-northeast of the Coronado Lodge shows Resource 1 in the center, with Resource 2 to the left and Resource 4 to the right. Resource 3 appears to be visible in the distance to the rear. SOURCE: Historic postcard, number A-391, Blair Cedar & Novelty Works, Candenton, Missouri, publisher. Another card by this company with a similar format was postmarked 1947.

2 of 8, In this east-northeast view of the Coronado Lodge, Resource 1 is to the right and Resource 2 to the left, post-1948. Resource 3 appears to be visible in the distance to the rear. SOURCE: Historic postcard, Artvue Post Card Co., New York, New York, publisher. Note: Artvue was formed in 1948.

3 of 8, This 1940s linen postcard of the Coronado Lodge (view northeast) highlights its original rustic sign (no longer extant) with affiliation emblems below. Resource 1 is to the right and Resource 2 to the left. The inset (view northwest) includes Resource 1 to the left and Resource 2 to the right (note the latter building's open garages). SOURCE: Historic linen postcard, Teknitone process, E.B. Thomas, Cambridge, Massachusetts, publisher.

4 of 8, View north of the Coronado Lodge from Aqua Avenue, showing the south wall (rear) of Resource 4. SOURCE: John Ercul photograph collection, Pueblo, Colorado, ca. 1954.

5 of 8, View north of the Coronado Lodge from the block south of Aqua Street, showing the south wall (rear) of Resource 4. SOURCE: John Ercul photograph collection, Pueblo, Colorado, ca. 1949-50.

6 of 8, North is to the left and Lake Avenue is toward the bottom. Note that the building west of Resource 3 had not yet been attached to that guestroom building and the residence does not have its two-story rear addition. Building 4 (right of the "residence") was not correctly oriented in the original; it was rotated 180° clockwise to produce this illustration. SOURCE: Pueblo County Assessor, appraisal card sketch map, ca. 1974.

7 of 8, Motel historian John Margolies photographed the office/residence of the Coronado in 1980. The two-story northeast addition is present to the right of the chimney. SOURCE: John Margolies, photographer, image number 07921v, Library of Congress, Washington, DC.

8 of 8, The film "National Lampoon's Vacation" (1983) shot scenes at the Coronado Lodge in 1982. Here the Griswolds (in the distance near the center) are shown emerging from a room in the north guestroom building (Resource 2). Resource 1 is to the right and Resource 3 is in the distance. SOURCE: scene capture from "National Lampoon's Vacation" (1983).

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Location Map



The labeled point indicates the location of the nominated resource, which has the following coordinates:

Latitude: 38.230232

Longitude: -104.624267

Image Date: October 1, 2018



State Perspective:
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Figure 1. This ca. 1947 view east-northeast of the Coronado Lodge shows Resource 1 in the center, with Resource 2 to the left and Resource 4 to the right. Resource 3 appears to be visible in the distance to the rear. SOURCE: Historic postcard, number A-391, Blair Cedar & Novelty Works, Candenton, Missouri, publisher. Another card by this company with a similar format was postmarked 1947.

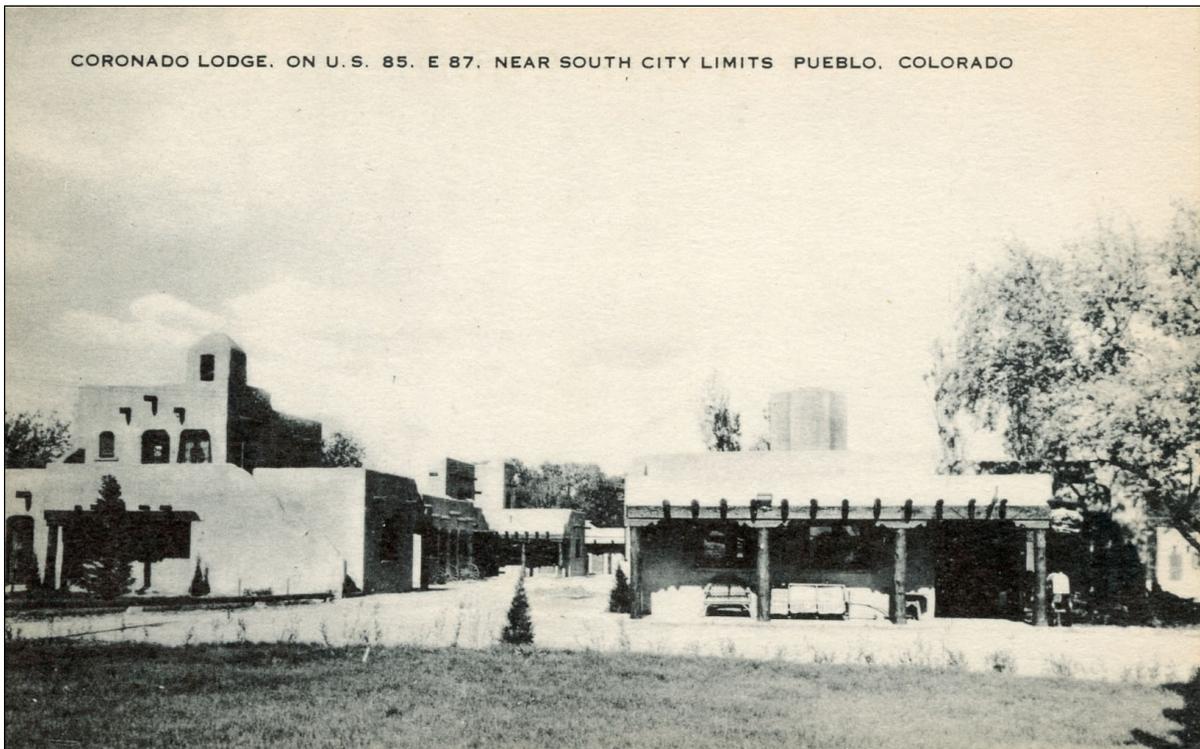


Figure 2. In this east-northeast view of the Coronado Lodge, Resource 1 is to the right and Resource 2 to the left, post-1948. Resource 3 appears to be visible in the distance to the rear. SOURCE: Historic postcard, Artvue Post Card Co., New York, New York, publisher. Note: Artvue was formed in 1948.

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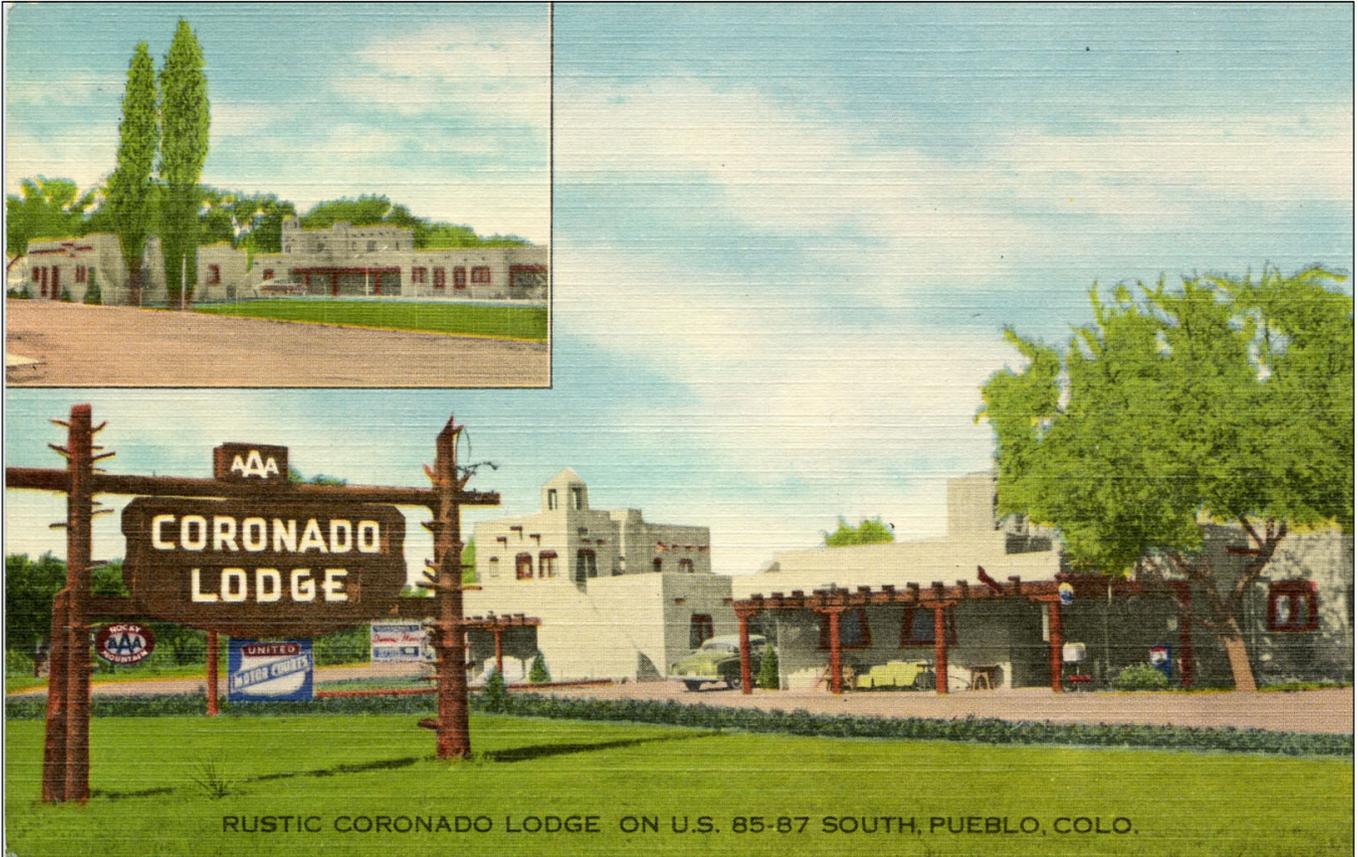


Figure 3. This 1940s linen postcard of the Coronado Lodge (view northeast) highlights its original rustic sign (no longer extant) with affiliation emblems below. Resource 1 is to the right and Resource 2 to the left. The inset (view northwest) includes Resource 1 to the left and Resource 2 to the right (note the latter building's open garages). SOURCE: Historic linen postcard, Teknitone process, E.B. Thomas, Cambridge, Massachusetts, publisher.



Figure 4. View north of the Coronado Lodge from Aqua Avenue, showing the south wall (rear) of Resource 4. SOURCE: John Ercul photograph collection, Pueblo, Colorado, ca. 1954.

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Figure 5. View north of the Coronado Lodge from the block south of Aqua Street, showing the south wall (rear) of Resource 4. SOURCE: John Ercul photograph collection, Pueblo, Colorado, ca. 1949-50.

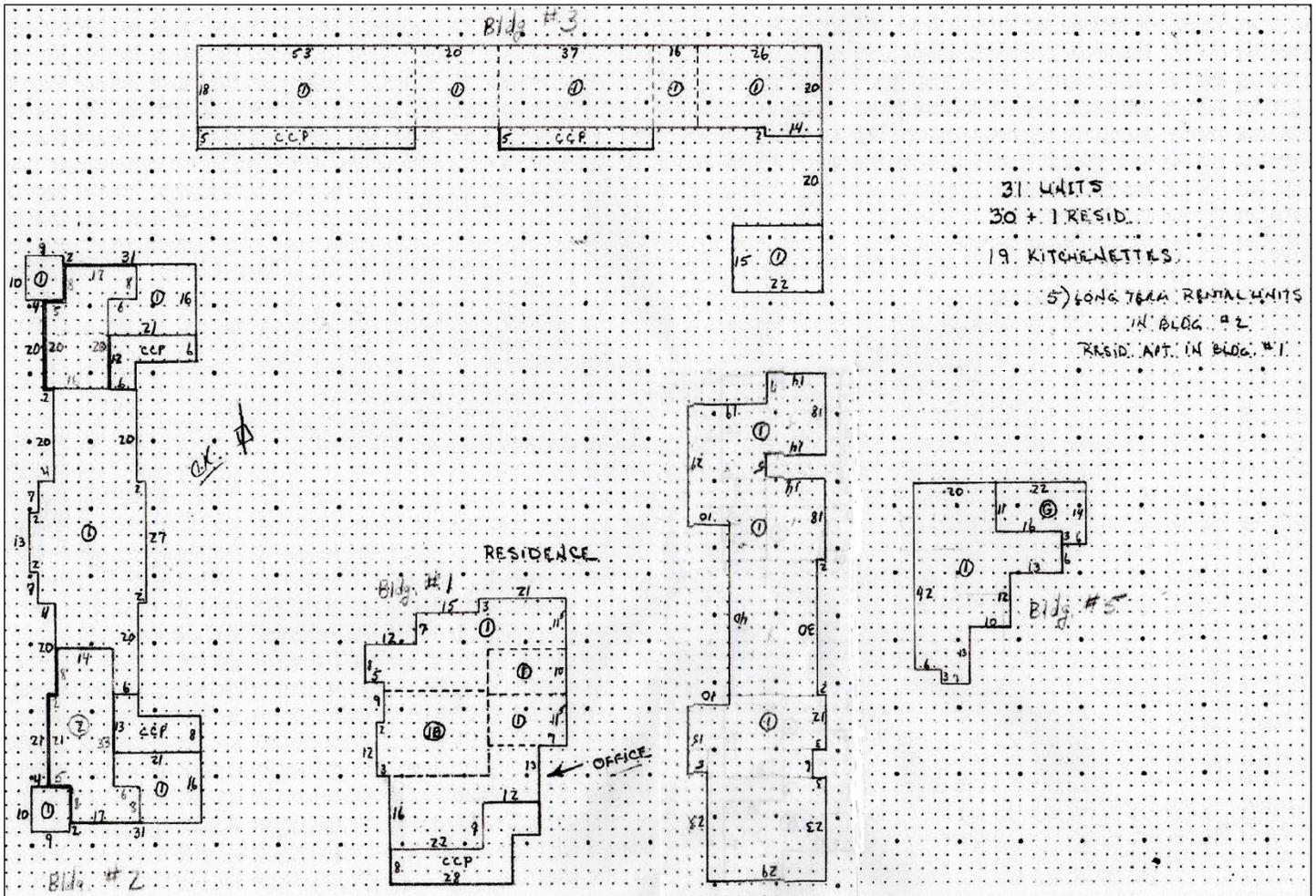


Figure 6. North is to the left and Lake Avenue is toward the bottom. Note that the building west of Resource 3 had not yet been attached to that guestroom building, and the residence does not have its two-story rear addition or courtyard. Building 4 (right of the "residence") was not correctly oriented in the original map; it has been rotated 180° clockwise to produce this illustration. SOURCE: Pueblo County Assessor, appraisal card sketch map, ca. 1974.

Coronado Lodge
Name of Property

Pueblo, CO
County and State



Figure 7. Motel historian John Margolies photographed the office/residence of the Coronado in 1980. The two-story northeast addition is present to the right of the chimney. SOURCE: John Margolies, photographer, image number 07921v, Library of Congress, Washington, DC.



Figure 8. The film "National Lampoon's Vacation" (1983) shot scenes at the Coronado Lodge in 1982. Here the Griswolds (in the distance near the center) are shown emerging from a room in the north guestroom building (Resource 2). Resource 1 is to the right and Resource 3 is in the distance. SOURCE: screen capture from "National Lampoon's Vacation" (1983).