

COLORADO CULTURAL RESOURCE SURVEY

Architectural Inventory Form

Page 1 of 8

**Official Eligibility Determination
(OAHF use only)**

OAHF1403

Rev. 9/98

Date _____

Initials _____

- ☐ Determined Eligible – National Register
☐ Determined Not Eligible – National Register
☐ Determined Eligible – State Register
☐ Determine Not Eligible – State Register
☐ Need Data
☐ Contributes to eligible National Register District
☐ Noncontributing to eligible National Register District

I. IDENTIFICATION

1. Resource number: **5SM1535** Parcel number(s): **456536411008**
2. Temporary resource number: **N/A**
3. County: **San Miguel**
4. City: **Telluride**
5. Historic Building Name: **Phoenix Market**
6. Current Building Name: **Steaming Bean Coffee Company**
7. Building Address: **221 W Colorado Avenue**
8. Owner Name: **221 Colorado LLC A DE LLC**
Owner Address: **77 Knoll Wood Road**
Short Hills, NJ 07078

**THLD RATING:****Contributing to District**

Architectural Inventory Form

Page 2 of 8

II. GEOGRAPHIC INFORMATION

9. P.M.: **New Mexico** Township: **42N** Range: **9W**
 Section **036**
10. UTM reference (Datum: NAD27)
 Zone: **13** **252913 mE** **4202440 mN**
11. USGS quad name: **Telluride, Colorado**
 Year: **1955** Map scale: **7.5'**
12. Lot(s): **Lot 29, Block 3**
 Addition: **Telluride Original Townsite** Year of addition: **1883**
13. Boundary description and justification:
This legally defined parcel encompasses, but does not exceed, the land historically associated with this property.
 Metes and bounds?: Describe:

III. ARCHITECTURAL DESCRIPTION

14. Building plan (footprint, shape): **Rectangular Plan**
15. Dimensions in feet: **Length: 77 feet x Width: 24 feet**
16. Number of stories: **1**
17. Primary external wall material(s): **Wood/Horizontal Siding**
18. Roof configuration: **Gabled Roof/Front Gabled Roof**
19. Primary external roof material: **Metal Roof**
20. Special features: **Roof Treatment/Decorative Cornice**
Facade Treatment/False Front
21. General architectural description:
This is a modest, single story, wood frame, false front commercial building is located on the north side of Colorado Avenue in downtown Telluride. Overall, the building measures 24' E-W (across) by 77' N-S (deep). Included in these dimensions are the original front gabled section, which measures 24' by 50', and two rear gabled additions, which respectively measure 24' by 18' and 24' by 9'. Comprising a single storefront, the building's symmetrical façade fronts directly onto the wide concrete sidewalk which parallels Colorado Avenue on the south elevation. A set of paired, painted green, glass-in-wood-frame doors enter the building from within a centered recessed entryway. These doors are topped by a transom light, and are flanked on either side by a single-pane sidelight. Large fixed-pane storefront display windows, with transom lights and wood-paneled kick plates, flank the recessed entry. Painted green wood columns flank the recessed entry, and appear at either end of the lower facade. A secondary cornice separates the façade's first and second stories, and is hidden behind a canvas awning which projects out over the sidewalk. The upper, false front portion, of the façade wall is clad with painted green horizontal wood siding with 1" by 4" corner boards. A simple bracketed wood cornice forms the top of the façade wall. A moderately-pitched front gable roof, covered with metal roofing material, is hidden behind the false front. The west (side) elevation of the original building is clad with faded painted red horizontal wood siding. The east (side) elevation of the original building abuts the building at 217 W. Colorado Avenue, next door to the west.

Architectural Inventory Form

Page 3 of 8

San Miguel County Assessor records indicate that the 18' by 24' gabled addition is built of masonry construction. Both of the additions appear quite old; however, they are not depicted on the 1899 Sanborn map. At least one of the additions, though, does appear on the 1908 Sanborn map.

22. Architectural style: **Late Victorian/False Front Commercial**
Building type:
23. Landscape or special setting features: **This building is located on the north side of W. Colorado Avenue in the block between Oak and Fir Streets. The New Sheridan Hotel is located immediately to the west. The building at 217 W. Colorado Avenue, currently occupied by Azadi Fine Rugs, abuts this building on its east elevation.**
24. Associated buildings, features or objects: **Not Applicable**

IV. ARCHITECTURAL HISTORY

25. Date of construction: Estimate: **1893** Actual:
Source of information: **Sanborn Insurance maps, October 1890 and February 1893**
26. Architect: **Unknown**
Source of information: **N/A**
27. Builder: **Unknown**
Source of information: **N/A**
28. Original owner: **Unknown**
Source of information: **N/A**
29. Construction history:
Sanborn Insurance maps for Telluride indicate that this lot was undeveloped through October 1890. The February 1893 Sanborn map depicts a small building at this location which appears to measure approximately 24' across by 40' deep. The December 1899 Sanborn map depicts a somewhat larger building which appears to measure approximately 24' across by 50' deep. This footprint matches the 24' by 50' footprint of the original portion of the extant building. The original portion of this building, thus, was apparently completed sometime between 1893 and 1899. Two rear additions (described in Section 21) were probably built during the early 1900s.
30. Original location: ☒ Moved: Date of move(s):

V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Commerce and Trade/Grocery Store**
32. Intermediate use(s): **Commerce and Trade/Specialty Store**
33. Current use(s): **Commerce and Trade/Specialty Store**
34. Site type(s): **Single-story, wood frame, false front commercial building.**

Architectural Inventory Form

Page 4 of 8

35. Historical background:

Sanborn Insurance maps for Telluride indicate that the original portion of this building was completed in the years between 1893 and 1899. The February 1893 Sanborn map lists the building's use as "Gro." while the December 1899 Sanborn map lists its use as "Meats." By 1899, this building housed the Phoenix Market, a grocery store which in the early 1900s gained a reputation as Telluride's highest-quality meat market. Numerous advertisements and other references to the "Phoenix Market" or "Phoenix Meat Market" appear in the Telluride Daily Journal between 1899 and 1923 when the company went out of business. The Phoenix Market existed at this location through at least 1915 before moving to other locations on Colorado Avenue.

The name "Phoenix Market" first appears in Colorado Business directories for Telluride in 1900, with M.F. Duncan listed as its proprietor. By 1903, however, the market had been acquired by John (J.D.) McAdams, under whose ownership the business flourished. The following three advertisements are a sampling of those which appeared routinely in the Telluride Daily Journal in the early 1900s:

Why that smile?
I Buy My Meats
at the Phoenix Market.
J.D. McAdams, Prop.

The finest thing that I can boast
Is a nice juicy Phoenix Market
roast.
J.D. McAdams, Prop.

MAKE UP A LIST OF GROCERIES and send it to us as a trial order. Have it include those articles of which you are the best judge both as to quality and ordinary prices. THAT WILL TEST OUR GROCERIES pretty thoroughly. Do you think we would invite such a test unless we were thoroughly convinced that our groceries and prices are right in every detail? Of course not. We expect to have many an order from you after you have made the trial.

PHOENIX MARKET, J.D. McADAMS, Proprietor

By 1922, the Phoenix Market was owned by Roy Hogan, and in early 1923 the business was closed with its fixtures sold off in a Sheriff's sale to collect money for past due taxes

During much of the 1980s and 1990s, the building was owned by Jerry and Jane Rosenfeld of Bellingham, Washington. David Neishabori, the current (2007) owner, has held title to the property since 1999. In the mid-to-late-1980s, the building was occupied by Mother Lode Mercantile and Interior Motives. It is presently home to the Steaming Bean Coffee Company.

Architectural Inventory Form

Page 5 of 8

36. Sources of information:

Buys, Christian J. *Historic Telluride in Rare Photographs*. Ouray: Western Reflections, Inc., 1998, p. 200.

Colorado Business Directory listings for Telluride, 1881-1950.

Colorado's Historic Newspaper Collection. <http://www.coloradohistoricnewspapers.org>.

Telluride Daily Journal, June 4, 1908, p. 4. [advertisement]

Telluride Daily Journal, June 6, 1908, p. 4. [advertisement]

Telluride Daily Journal, October 29, 1908, p. 4. [advertisement]

Telluride Daily Journal, May 18, 1909, p. 3. [advertisement]

"Phoenix Market Being Moved to New Location." *Telluride Daily Journal*, November 29, 1922, p. 1.

"Phoenix Market Fixtures Sold At Sale Here Saturday." *Telluride Daily Journal*, May 1, 1923, p. 1.

Denver Public Library, Western History and Genealogy, DPL Western History Photos database. <http://www.photoswest.org>

San Miguel County Assessor records.

San Miguel County Commercial Property Appraisal Record.

Sanborn Insurance maps, August 1886, October 1890, February 1893, December 1899, July 1904, November 1908, October 1922.

Simmons, Laurie and Whitacre, Christine. *Historic Building Inventory Record*, May 1986.

VI. SIGNIFICANCE

37. Local landmark designation: Yes No ☒ Date of designation:

Designating authority:

38. Applicable National Register criteria:

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

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

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

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

Qualifies under Criteria Considerations A through G (see Manual).

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

Telluride Standards for Designation:

7-505.A.1. The structure is representative of a unique historical social activity of an era

7-505.A.2. The structure dominates the neighborhood by virtue of its mass, architecture or location

☒ 7-505.A.3. The structure was an historically or architecturally important public building

7-505.A.4. The structure has a unique historical significance beyond a local level

7-505.A.5. The parcel was the site of an important historic event or activity

☒ 7-505.A.6. The structure has a "contributing or qualified contributing" rating on the THAS

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

40. Period of significance: **1878-1913**

41. Level of significance: National: State: Local: ☒

Architectural Inventory Form

Page 6 of 8

42. Statement of significance:

This building is architecturally significant for its Late Victorian/False Front Commercial style of architecture, and it is historically significant for its association with Telluride's commercial development as a mining town beginning with its construction in the 1890s. It is historically important for its use as the Phoenix Market and for its association with J.D. McAdams, a popular and successful businessman in the early 1900s. The building's level of significance in these regards is probably not to the extent that it would be individually eligible for listing in the National Register of Historic Places; however, it does rate as a contributing resource within the Telluride National Historic Landmark district.

43. Assessment of historic physical integrity related to significance:

This building displays a high standard of physical integrity, relative to the seven aspects of integrity as defined by the National Park Service and the Colorado Historical Society, Office of Archaeology and Historic Preservation - setting, location, design, materials, workmanship, feeling and association. Two modest additions to the rear of the original building appear quite old and are compatible with the original construction. Historic photos of the building indicate their have been only minor changes to the façade.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

44. National Register eligibility field assessment: **Not Individually Eligible**Local landmark eligibility field assessment: **Eligible**45. Is there National Register district potential? Yes ☒ No

Discuss: **This property should be rated as a contributing resource within the Telluride National Historic Landmark District.**

If there is National Register district potential, is this building: Contributing Noncontributing N/A: ☒46. If the building is in existing National Register district, is it: Contributing ☒ Noncontributing N/A:

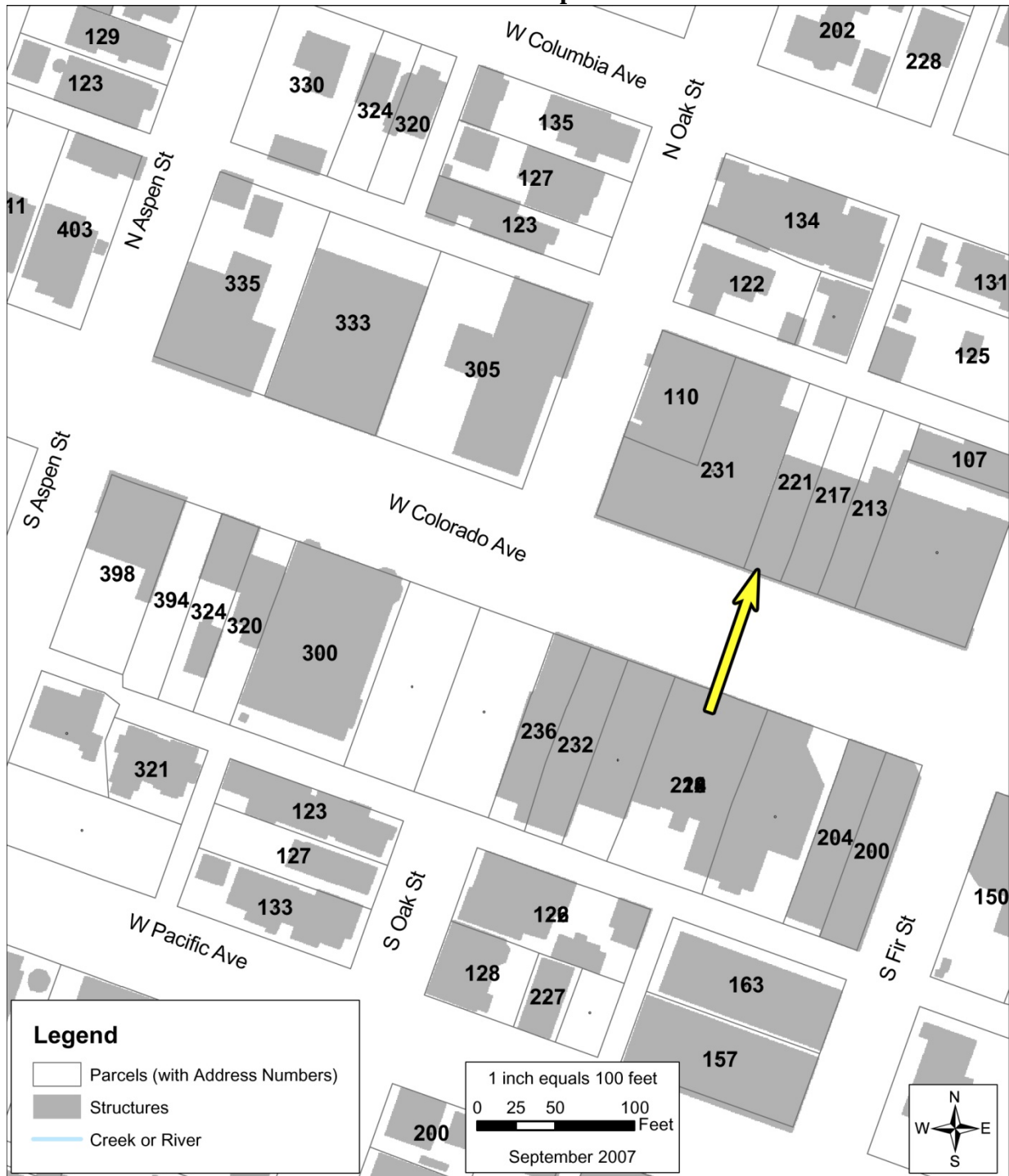
VIII. RECORDING INFORMATION

47. Photograph number(s):	CD #1, Images 10-13CD #1	CDs filed at:	Town of Telluride
48. Report title:	Town of Telluride Re-Survey of Historic Structures		Planning and Building Dept.
49. Date(s):	04/28/07; revised 4/10/2012		113 West Columbia Avenue
50. Recorder(s):	Carl McWilliams		Telluride, CO 81435
	Timothy Wilder		
51. Organization:	Cultural Resource Historians		
52. Address:	Dogwood Court		
	Fort Collins, CO 80525		
53. Phone number(s):	(970) 493-5270		

Architectural Inventory Form

Page 7 of 8

Sketch Map



Architectural Inventory Form

Page 8 of 8

Location Map

