



**ARCHITECTURAL DESCRIPTION:** Commercial 20th Century Masonry, one story with flat roof. Concrete foundation. Concrete walk, along the east fourth of the facade and along the east elevation is raised a step. A full light, metal framed door with a transom opens to the office on the east fourth of the facade. A ribbon of 4'x8' plate glass windows in metal frames is contiguous to the east of the door. Two sheets of glass are on the facade, the next contiguous sheet of glass is in the east elevation. Two flush blue restroom doors with transoms, and three steel casement windows with three lights each are on the east elevation. The west and south elevations have multi-pane steel casement windows with brick rowlock sills. Three service bays with metal doors which roll upward in sections are on the facade. Each section is filled with three lights. The bays have full height brick piers between them. Faux mansard roof on the facade and east and west elevations with blue composition shingles. The eaves are boxed with a wide vergeboard. On the facade, a wide gable spans the east and middle bays. On the white gable face is the sign "Grand Mesa Motors, Inc." Masonry walls are red brick on the facade and east elevations. South and west elevations are white stucco.

The car lot is paved with concrete on the North Avenue and Seventh Street frontages. Other surfaces have asphalt paving. A tall sign post on corner carries the sign "Grand Mesa Motors - Used Cars."

**PHOTOGRAPHS (include photographs showing each side of building and any associated buildings)**

Film roll no.: 32  
Negative no.: 17

Photographer: Carolyn Howard  
Location of negatives: City Of Grand Junction

**CONSTRUCTION HISTORY (include description and dates of major additions, alterations, or demolitions):** Additional construction or modifications not noted in Assessor's records.

**HISTORICAL BACKGROUND (discuss important persons and events associated with this building):** The commercial structure, constructed ca. 1955, was the Carter Service Center. It then became Hale's Carter Service Center from 1956-1959.

**INFORMATION SOURCES (be specific):** Plat Map, Appraisal Card, Lot and Block Books, Grand Junction City Directories.

**SIGNIFICANCE (check appropriate categories)**

**Architectural significance:**  
 represents the work of a master  
 possess high artistic value  
 represents a type, period, or method of construction

**Historical significance:**  
 associated with significant person(s)  
 associated with significant event  
 associated with a pattern of events  
 contributes to an historic district

**National Register eligibility:**  
 Individual  yes  no  
 Criteria:  A  B  C  D  
 Area(s) of significance: Architecture

**Contributes to a potential district:**  
 yes  no  
 District name:

Period of significance: 1952

**THEME(S):**

**STATEMENT OF SIGNIFICANCE (briefly justify the significance checked above):** As North Avenue developed into a commercial thoroughfare, this vacant lot at the busy intersection of Seventh Street and North Avenue had a service station built circa 1952. This two bay building was expanded to a third bay and the exterior changed as it went from Carter Oil to Standard to Amoco.

**INVENTORY COMPLETED BY:** Museum Group Staff

**DATE:** 6/11/96

**AFFILIATION:** Museum of Western Colorado

**PHONE:** (970) 241-9117

**ADDRESS:** PO Box 20000-5020, Grand Junction, Colorado 81502-5020

**PROJECT NAME:** Grand Junction Historic Resources Survey, Phase 2



657 North Ave. , Grand Junction, Mesa Co, CO

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02/29/1996

Roll 32 Frame 17 View N Dir SW

SME 8292