

1 **BY AUTHORITY**

2 ORDINANCE NO. _____
3 SERIES OF 2022

COUNCIL BILL NO. CB22-0803
COMMITTEE OF REFERENCE:
4 Land Use, Transportation & Infrastructure

5 **A BILL**

6 **For an ordinance designating 1090 Cherokee Street as a structure for**
7 **preservation.**

8 **WHEREAS**, pursuant to Section 30-4, Denver Revised Municipal Code, the Landmark
9 Preservation Commission has transmitted to the Council a proposed designation of a structure for
10 preservation; and

11 **WHEREAS**, based upon evidence received by the Landmark Preservation Commission at a
12 hearing on June 21, 2022, the staff report, and evidence received at the hearing before City Council on
13 August 15, 2022, the structure at 1090 Cherokee Street (the “Structure”) meets the criteria for
14 designation as a structure for preservation as set out in Section 30-3, Denver Revised Municipal Code,
15 as amended, by maintaining its integrity, being more than 30 years old, and meeting the criteria in the
16 following three categories from Section 30-3(3):

17 *a. Having direct association with a significant historical event or with the historical*
18 *development of the city, state, or nation;*

19 The Structure has direct association with the development of the city. This building is significant both
20 for its role as a support facility to nearby Automobile Row beginning in the 1920s and for its reuse as
21 the first new residential building in the redevelopment of Golden Triangle in the 1980s.

22 Coinciding with the rising popularity of the car, the stretches of Broadway and Lincoln between 14th
23 Ave. and Speer Blvd. served as the focal point of Denver’s automobile industry. Often the surrounding
24 streets contained auto related businesses and services buildings, with the area referred to as Gasoline
25 Alley or Automobile Row. The auto industry employed at least 1,500 workers in Denver by the end of
26 1910.

27 This Structure was originally associated with Cadillac, a major company in the early days of the
28 automobile that remains a household name today. It was the service building constructed to compliment
29 the R.R. Hall’s Cadillac dealership that was located at 1376 Broadway (no longer extant). In 1921, the
30 Structure was state-of-the-art and offered a comprehensive service menu for Cadillac customers,
31 including a salesroom and departments for quick service, repairs, painting, trimming, and washing.
32 Customers could enter through electric drive-in doors (via a doorman), while another entrance allowed
33 access by foot, and an electric automatic elevator provided customer access to all floors. Separate from

1 these, the Structure had a large elevator in its center that allowed cars being repaired to exit the building
2 in order to be test driven without entering the salesroom or in sight of the customers.

3 The Structure was also intended to provide good working conditions for employees. It had a club room,
4 lunchroom with cafeteria style meals, and a library with technical books for employees. Every work stall
5 had an outside exhaust pipe so that gas fumes from the engines would not fill the interior, and some of
6 these are still visible today on the building's exterior. And, an internal phone system, gravity tubes, and
7 speaking tubes connected various departments. As a support building, it reflects the important
8 component of the numerous service businesses that accompanied and fueled the growth and
9 development of Denver's automobile industry along Gasoline Alley.

10 Additionally, the Structure is significant as the first new residential development in the Golden Triangle
11 in the 1980s. Founded in 1972 by Mickey Zeppelin, he worked with the area to assemble a community
12 organization and a neighborhood plan. He acquired the Structure, which had been vacant for decades,
13 and rehabilitated it into residential lofts while honoring its original design and embracing its external
14 character defining features. The Structure became a catalyst in jump-starting investment and
15 revitalization of the neighborhood. The Structure retains its residential use today.

16 *c. Embodying distinctive visible characteristics of an architectural style or type;*

17 The Structure is an example of Late 19th and Early 20th Century American Movements: Chicago
18 style architecture. The 1921 three-story reinforced concrete, steel, and brick building embraces a
19 style that was developed between 1879 and 1910. Distinguishing features of the style include the
20 use of a steel-frame, masonry cladding, and little ornamental detail, and which are all seen in the
21 Structure.

22 Despite its relationship to more elaborate automobile dealerships, specifically along Broadway, the
23 Structure is comparatively utilitarian in appearance with its design drawing from its function. The
24 Structure was not intended to sell Cadillacs, but rather to service them while upholding a certain
25 expectation about what it meant to own one. To that end, the Structure was architect-designed in a
26 restrained style that had an architectural refinement and upheld the Cadillac standard.

27 *d. Being a significant example of the work of a recognized architect or master builder;*

28 The Structure is a significant example of the work of the prominent Denver architecture firm of Fisher
29 & Fisher. During the 1920s, their firm became one of the largest in the Rocky Mountain region. They
30 were responsible for the design of numerous buildings, including residences, churches, hospitals,
31 and municipal properties that varied greatly in style and scale. Despite the diversity of their portfolio,

1 none of Fisher & Fisher’s commissions are known to be similar to this automobile-related property.
2 Their identified body of work and archival information do not include examples of any other
3 warehouse or support buildings, making this an uncommon style for the firm. The majority of their
4 commercial designs were for professional office buildings and additions, and much of their work was
5 comparatively high style. The Structure is a significant example of a building adhering to Louis
6 Sullivan’s maxim, “form ever follows function,” which essentially means that the shape of a building
7 or object should primarily relate to its intended function or purpose. As the only known warehouse
8 or service building designed by Fisher & Fisher this is a significant example of their work.

9 **NOW, THEREFORE, BE IT ENACTED BY THE COUNCIL OF THE CITY AND COUNTY OF**
10 **DENVER:**

11 **Section 1.** That based upon the analysis referenced above, and the evidence received at the
12 public hearings, certain property at 1090 Cherokee Street, and legally described as follows, together
13 with all improvements situated and located thereon, be and the same is hereby designated as a
14 structure for preservation:

15 LOT 23, EXCEPT THE SOUTH 16.6 FEET THEROF, LOTS 24, 25 AND 26, BLOCK C.
16 SOUTH SUBDIVISION OF EVANS ADDITION TO DENVER, CITY AND COUNTY OF
17 DENVER, STATE OF COLORADO WITH AN EASEMENT (AS GRANTED TO THE
18 DENVER WHOLESALE FLORIST COMPANY BY THE COUNCIL OF THE CITY AND
19 COUNTY OF DENVER BY DOCUMENT RECORDED JANUARY 16, 1952 AS
20 AUTHORIZED BY ORDINANCE NO.266, SERIES OF 1951, AT RECEPTION NO. 49655)

21 **Section 2.** The effect of this designation may enhance the value of the property and of the
22 structure, but may delay or require denial of building permits found unacceptable by the Landmark
23 Preservation Commission under the criteria contained in the Design Guidelines for Historic Structures
24 and Districts and Section 30-6 of the Denver Revised Municipal Code.

25 **Section 3.** This ordinance shall be recorded among the records of the Clerk and Recorder of
26 the City and County of Denver.

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28 **[THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK]**

1 COMMITTEE APPROVAL DATE: July 12, 2022

2 MAYOR-COUNCIL DATE: July 19, 2022

3 PASSED BY THE COUNCIL: _____

4 _____ - PRESIDENT

5 APPROVED: _____ - MAYOR _____

6 ATTEST: _____ - CLERK AND RECORDER,
7 EX-OFFICIO CLERK OF THE
8 CITY AND COUNTY OF DENVER

9 NOTICE PUBLISHED IN THE DAILY JOURNAL: _____; _____

10 PREPARED BY: Adam C. Hernandez, Assistant City Attorney DATE: July 21, 2022

11 Pursuant to section 13-9, D.R.M.C., this proposed ordinance has been reviewed by the office of the
12 City Attorney. We find no irregularity as to form, and have no legal objection to the proposed
13 ordinance. The proposed ordinance is not submitted to the City Council for approval pursuant to
14 §3.2.6 of the Charter.

15 Kristin M. Bronson, Denver City Attorney

16 BY: _____, Assistant City Attorney DATE: _____