
123 Speer Boulevard

Land Use, Transportation, and Infrastructure

Kara Hahn, Principal City Planner

April 20, 2021

123 Speer Blvd

Location

- Council District # 10
- Speer neighborhood
- Confluence of Speer, Lincoln, and East 7th

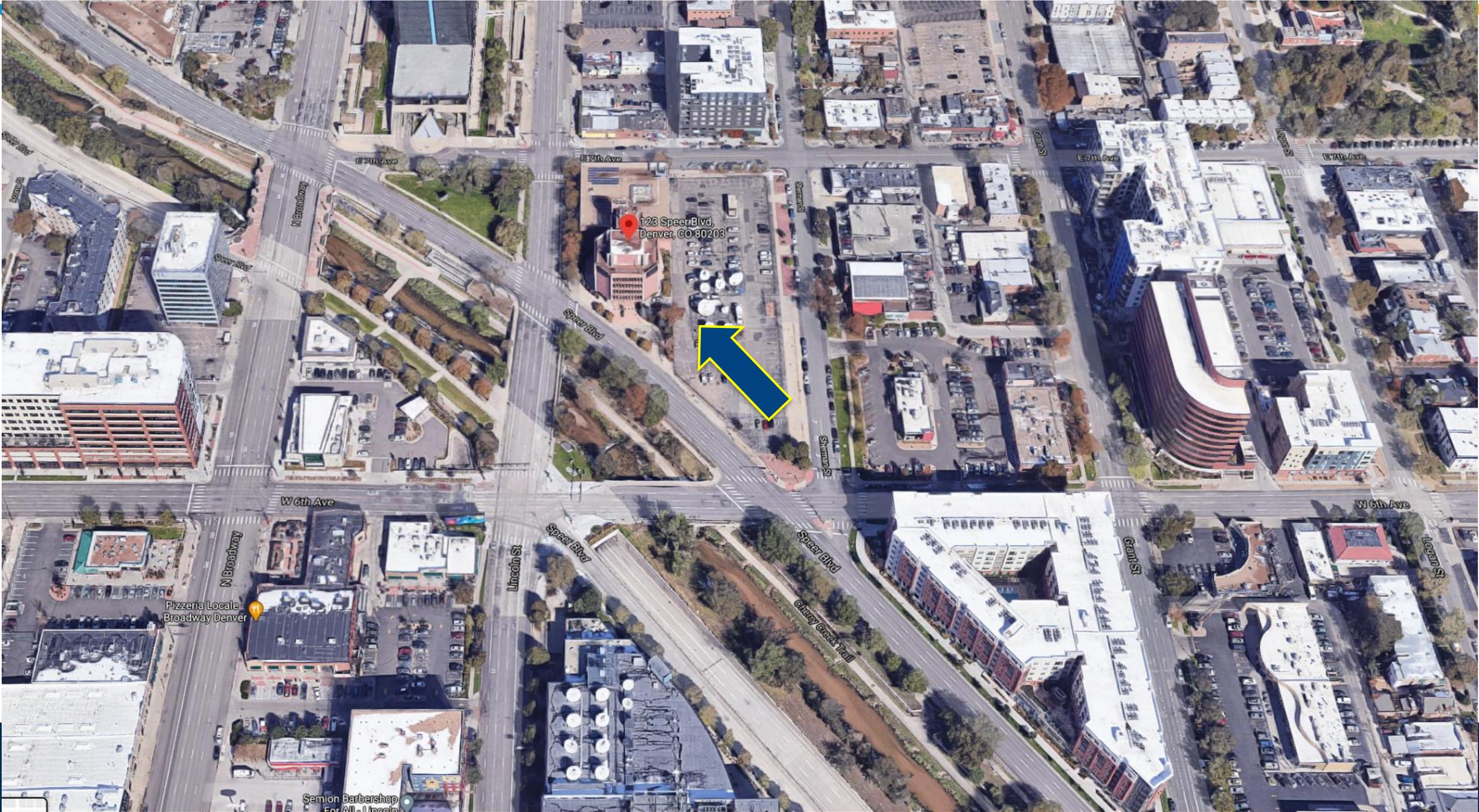
Zoning

- C-MX-12

Owner and Applicant

- Owner – Scripps Media
- Applicants – Three Denver residents



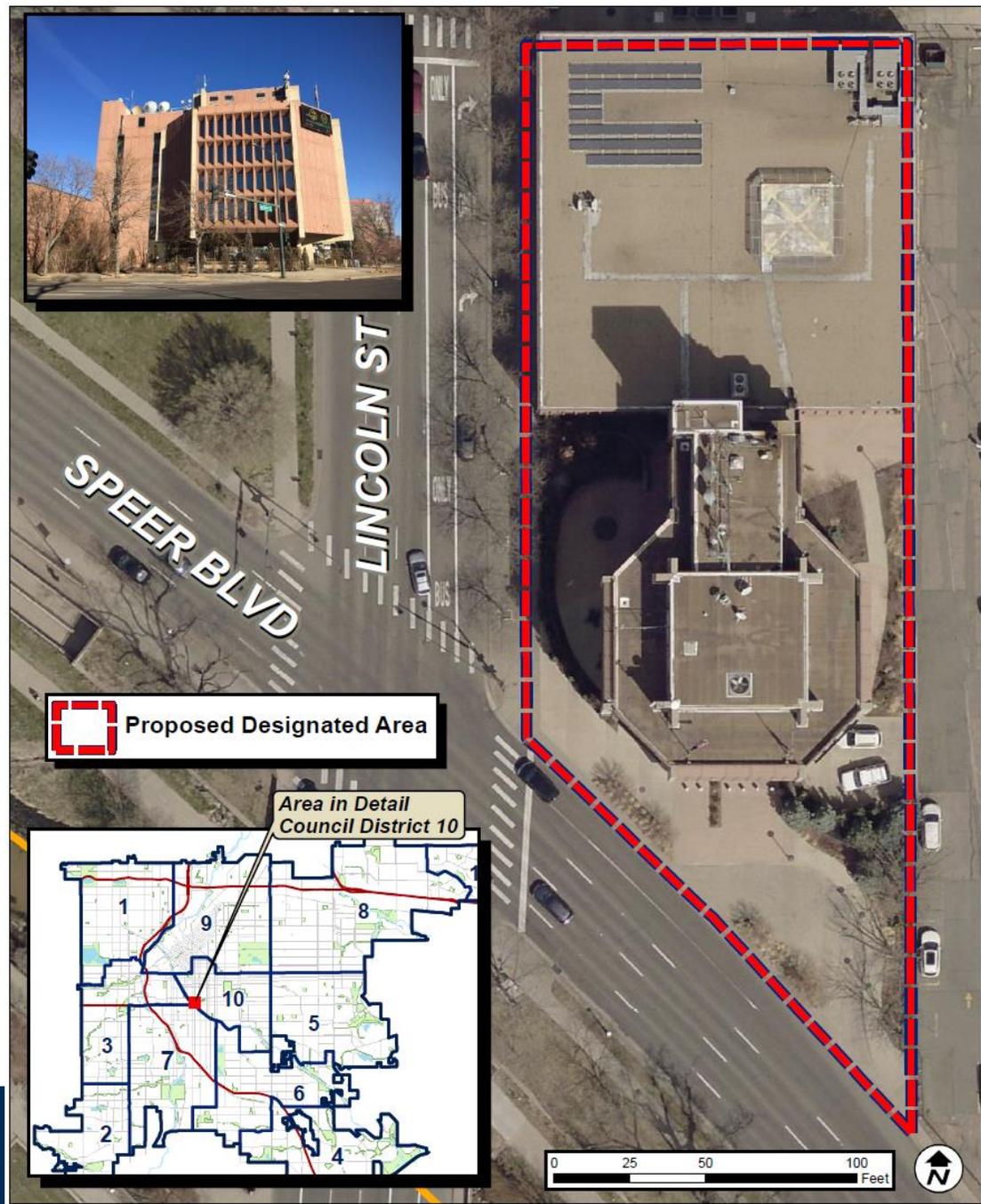


123 Speer Blvd,
Denver, CO 80203

Pizzeria Locale -
Broadway Denver

Semion Barbershop
For All Lincoln

Proposed Boundary for 123 Speer Blvd



Landmark Designation Eligibility



The structure or district must meet the following criteria *:

1. The structure maintains its integrity
2. The structure is more than 30 years old, or is of exceptional importance
3. The structure meets at least three of ten criteria
4. The LPC considers the structure's historic context

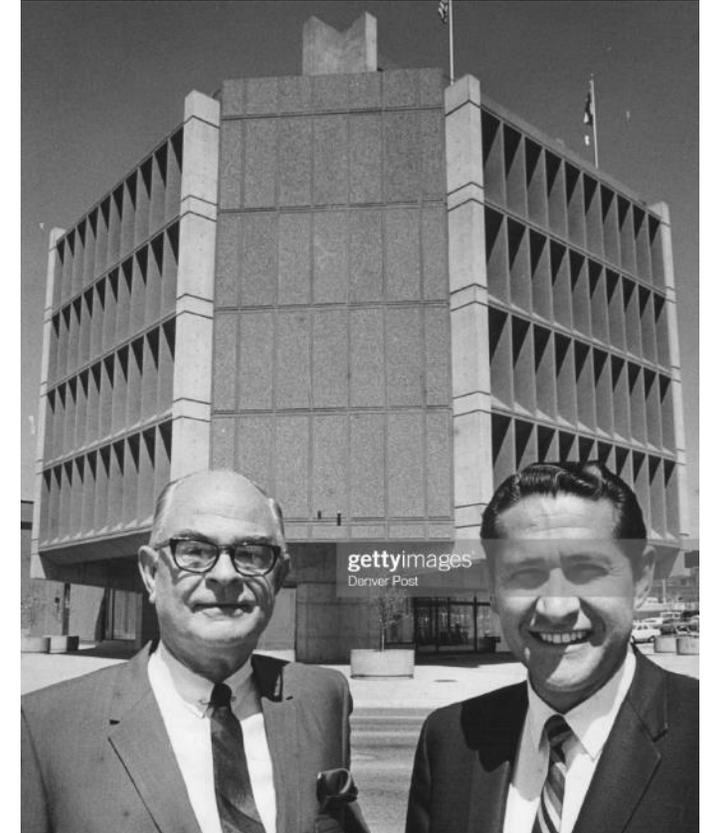
*Per Landmark Preservation Ordinance (Chapter 30, DRMC)

Landmark Designation Criteria

- A. It has a direct association with a significant historic event or with the historical development of the city, state, or nation;
- B. It has direct and substantial association with a recognized person or group of persons who had influence on society;
- C. It embodies the distinctive visible characteristics of an architectural style or type;
- D. It is a significant example of the work of a recognized architect or master builder;
- E. It contains elements of design, engineering, materials, craftsmanship, or artistic merit which represent a significant innovation or technical achievement;
- F. It represents an established and familiar feature of the neighborhood, community or contemporary city, due to its prominent location or physical characteristics;
- G. It promotes understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity;
- H. It represents an era of culture or heritage that allows an understanding of how the site was used by past generations;
- I. It is a physical attribute of a neighborhood, community, or the city that is a source of pride or cultural understanding;
- J. It is associated with social movements, institutions, or patterns of growth or change that contributed significantly to the culture of the neighborhood, community, city, state, or nation.

A. Direct association with the historical development of the city

- Development of the television communications industry in Denver
 - News and entertainment primarily through print and radio
 - FCC granted only four Denver TV licenses in 1953
 - Revolutionized consumption of news and entertainment
- Site development
 - Packer/Studebaker building converted to a studio
 - Purpose-built communication center
 - Building embodies the history of KLZ
 - Serves as a physical representation of television industry's explosive growth



B. Direct and substantial association with a recognized person who had influence on society

- Hugh B Terry
 - President and GM
 - Part-owner of KLZ radio
 - Transition from radio to TV
 - “Mr. Denver”
 - Reason KLZ received FCC license
- Ran TV station 1953 - 1974
 - Oversaw transition to new building
 - Remaining extant building associated with Terry



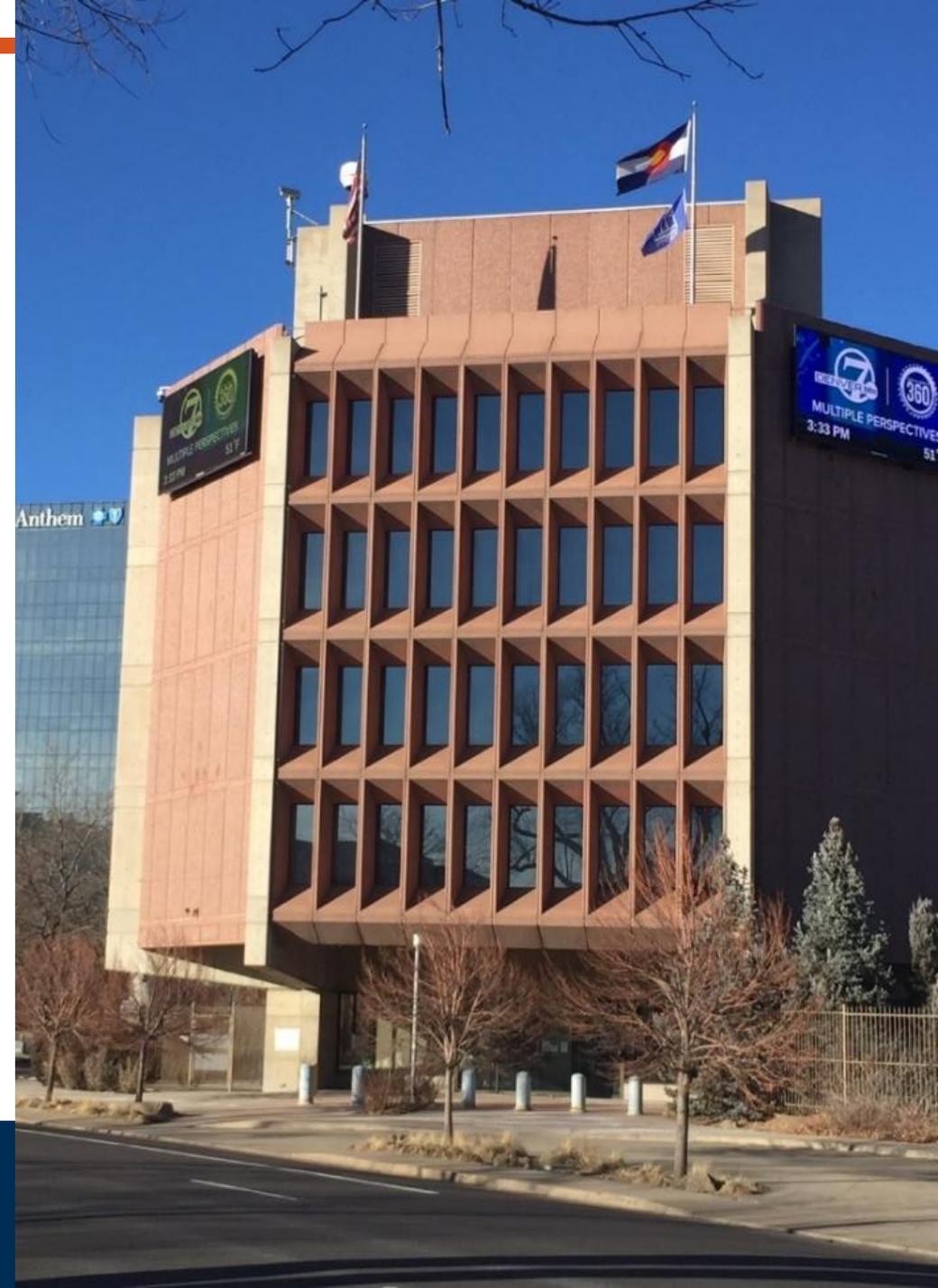


C. Embodies the distinctive visible characteristics of an architectural style

- Brutalist style
 - Came into usage in the 1950s
 - Celebrated raw materials
 - Eschewed decoration
 - Presented honest architectural expression
 - Exposed a building's structural and mechanical components to view
- Architectural historian Reyner Banham
 - Memorability as an image
 - Clear exhibition of structure
 - Valuation of materials 'as found'

C. Embodies the distinctive visible characteristics of an architectural style;

- Brutalist style
 - Monumental scale
 - Exposed concrete structure
 - Cantilevered mass or monumental first floors
 - Geometric forms
 - Windows that are inset or slits in the wall
- KLZ Communications Center
 - Intentional siting
 - Monumental
 - Cantilevered
 - Octagon tower
 - Cast-in-place and pre-formed concrete
 - Contrasting grey with Colorado red aggregate
 - Recessed windows

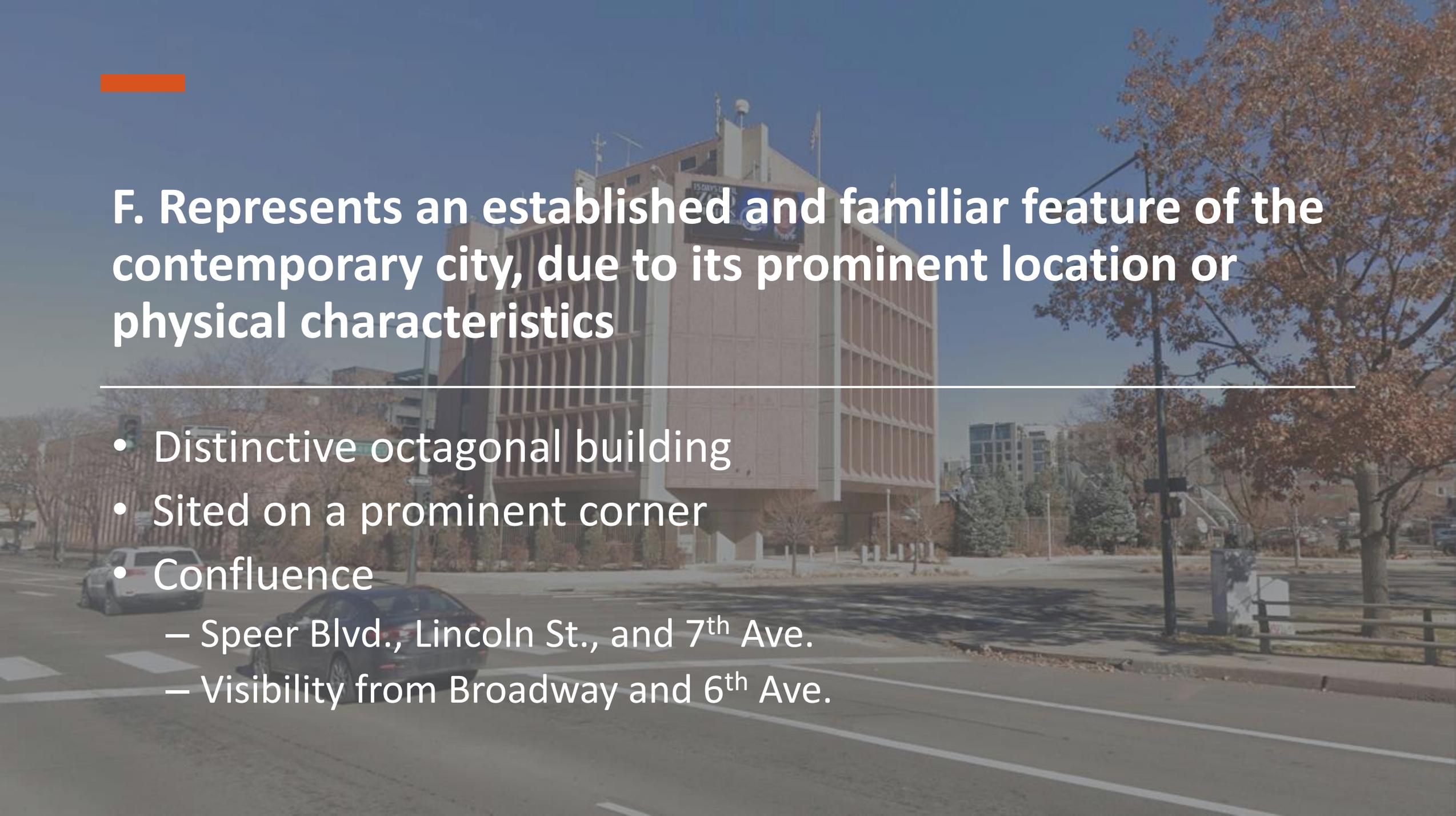


D. Significant example of the work of a recognized architect or master builder

- Fulmer & Bowers
 - Designed for communications buildings nationwide
 - Designed for the purpose and need of their clients using architectural styles popular at the time
 - Mastery of mid-century modern design styles
 - International, New Formalism, and Brutalism
 - One of last television studio designs, and only example in CO
- N. G. Petry Construction Co.
 - Demonstrated the scope of their work
 - Additional contextual information and comparative analysis
 - Modern, large-scale construction companies



WTIC TV and Radio Station in Constitution Plaza, Harford, Fulmer & Bowers in 1961 (demolished 2009).
(top: Jeff Hugabonne/<https://www.wticalumni.com/museum/BC-House-Demolition.htm>; bottom: <https://www.wticalumni.com/museum/plazaent.htm>)

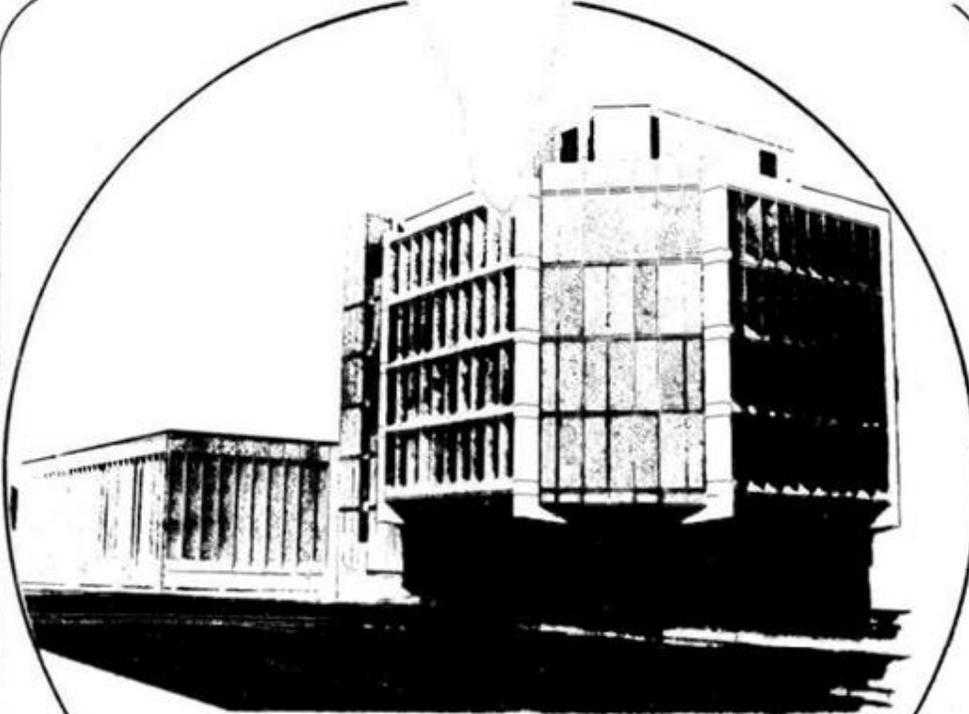


F. Represents an established and familiar feature of the contemporary city, due to its prominent location or physical characteristics

- Distinctive octagonal building
- Sited on a prominent corner
- Confluence
 - Speer Blvd., Lincoln St., and 7th Ave.
 - Visibility from Broadway and 6th Ave.

G. Promotes understanding and appreciation of the urban environment by means rarity

- One of only two historic buildings associated with Denver's television stations
 - Four of Denver's oldest television stations within a mile
 - Along Lincoln St. and Speer Blvd corridors
- Rare example of Brutalist architecture in Denver
 - Approximately 160,000 primary structures
 - One of only a handful



NEW HOME of KLZ·AM·FM·TV!
THE NEWEST AND FINEST
BROADCASTING FACILITY
IN THE WEST!

Striking in appearance— ultra-modern in every detail! The new multi-million dollar home of an expanding KLZ radio, FM and television— plus Time-Life 7, an all new film production unit. This complete communications center— embodying the latest in electronic equipment and know-how— more than triples KLZ's former area— more than matches the burgeoning growth of the Rocky Mountain region.

You're invited to see the new home of KLZ Radio and Television on your next visit to Denver. 123 Speer Blvd., Denver.





G. Promotes understanding and appreciation of the urban environment by means of rarity



Integrity

- Minimum alterations
 - Screens and satellite (non-contributing)
 - Smaller changes to rear (garage doors added/altered)
- Maintains all aspects of integrity



Historic Context & Period of Significance

- Reflects history of development of TV as preeminent news source over the second half of the twentieth century
- Developed under President and GM Hugh Terry
- Designed by a well-known firm with extensive experience designing purpose-built television stations
- Designed in a style popular at the time
- Extends from construction in 1969 to 1972, when the station was sold, and the call letters changed to KMGH



Public Comment

(11:00am April 15th)

- Written comments
 - 20 support
 - 17 oppose
- LPC Public Hearing
 - 2 support
 - 1 oppose

Landmark Designation Review Criteria

- Over 30 years of age
 - Application meets at least three criteria
 - A. It has a direct association with a significant historic event or with the historical development of the city, state, or nation;
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 - C. It embodies the distinctive visible characteristics of an architectural style or type;
 - D. It is a significant example of the work of a recognized architect or master builder;
 - F. It represents an established and familiar feature of the neighborhood, community or contemporary city, due to its prominent location or physical characteristics;
 - G. It promotes understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity;
 - Retains Integrity
 - LPC considered the historic context
-
- Landmark Preservation Commission recommend approval and forwarded to City Council for review (6-1-0)
 - CPD Staff recommends approval