



TO: Land Use, Transportation and Infrastructure Committee
Jeanne Robb, Chair and Judy Montero, Co-Chair

FROM: Barbara Stocklin-Steely, Community Planning & Development

DATE: September 11, 2012

RE: Proposed Designation of a Landmark for Preservation:
999 S. Broadway Street (Gates Rubber Co.), #533-12

I. LEGAL DESCRIPTION OF PROPERTY

A parcel of land as described in the "Cherokee Redevelopment of the Former Gates Rubber Factory" General Development Plan, Parcel 1, filed with the City of Denver Clerk and Recorder on March 22nd, 2005 under reception number 2005048794.

EXCEPT:

Lots 1 through 24, Block 1, Lawrence's Addition to Denver

Lots 4 through 7, Block 2, and all of Block 1, Edgerton Place addition to Denver

All of Block 1, First addition to Edgerton Place

TOGETHER WITH all land which lies north of said Block 1, First addition to Edgerton Place

II. HISTORY OF THE APPLICATION

- A Denver landmark designation application for 999 S. Broadway Street, Units (or buildings) 10, 11 and 13, was received in response to a Certificate of Non-Historic Status Application submitted by the property owner on June 11, 2012. A sign was posted on the site notifying the public of the Certificate application and the property's potential for landmark designation. A landmark designation application was received on July 13, 2012.
- The Landmark Preservation Commission (LPC) reviewed the application on August 7, 2012. The LPC found the application to be complete and the buildings potentially eligible for landmark designation, and set a public hearing for September 4, 2012.
- At the September 4, 2012, public hearing, the LPC heard testimony from a number of citizens both in support and in opposition to the landmark designation. Several neighborhood organizations submitted letters in opposition to landmark designation. The owner, Gates Corporation, expressed opposition to the application at the hearing.
- On September 4, 2012, the LPC voted unanimously (9-0) to forward the designation to City Council with a recommendation for disapproval.
- On September 5, 2012, the Planning Board is slated to provide a recommendation regarding the designation's consistency with the comprehensive plan, its impact on the surrounding neighborhood, and other relevant planning considerations.

III. LPC RECOMMENDATION AND FINDINGS

On September 4, 2012, the LPC voted unanimously (9-0) to adopt the staff recommendation, which included the following findings:

- The 999 S. Broadway property (Units 10, 11 and 13) qualifies as a Historic Landmark by meeting Denver landmark designation criteria 1a) and 1c) in the area of Historical Significance, and 3a) in the category of Geography (See below heading **Landmark Designation Criteria** for more information on this item).
- Landmark designation is not recommended given the low preservation potential for Unit 10, the primary historic building remaining on the site (largely because of hazardous materials concerns), and due to related historic integrity issues (if Unit 10, the most contaminated building is removed, it brings into question whether Units 11 and 13 could qualify for landmark designation on their own merits).
- It is recommended that the owner develop an implementation plan to preserve and recognize the history of the complex in a meaningful way for the community per the staff recommendations (consistent with the August 6, 2012, letter from the Gates Corporation committing to preserve the water tower, to leave Unit 11 to the last phase of demolition on the site, to complete historical documentation on the complex, and to create an exhibit or interpretative display on the history of Gates in Denver.)

Landmark Designation Criteria:

In order to be eligible for landmark designation, a property must meet at least one criterion in at least two of the following categories (per Section 30-3, Denver Revised Municipal Code): 1. Historical Significance, 2. Architecture and 3. Geography. On September 4, 2012, the LPC determined that the property met the following criteria:

1. Historical Significance:

To have historical importance, the structure shall be more than 30 years old or have extraordinary importance to the architectural or historical development of Denver, and shall:

a) Have direct association with the historical development of the city, state, or nation

"The Gates Rubber Company has been deeply rooted in Denver...history for over 100 years...[and] at one time was not only the biggest employer in Denver, but...a pioneer of new business strategies and technology..."

c) Have direct and substantial association with a person or group of persons who had influence on society

"The Gates family has [had] a significant impact on [Denver] society throughout the past 100 years...By 1957, Gates employed 5,500...and was Denver's largest employer....The Gates Foundation supports numerous causes..."

3. Geography:

To have geographical importance, the structure shall:

a) Have a prominent location or be an established, familiar, and orienting visual feature of the contemporary city

"The Gates factory itself has long been a prominent visual feature of Denver as it sits on the heavily [traveled] roads and highways of S. Broadway, Santa Fe, [and] I-25, and [is adjacent to] the light rail..."

END