



To: Denver City Council
From: Kara Hahn, Landmark Planning & Regulatory Supervisor, Community Planning & Development (CPD)
Date: November 17, 2022
RE: Landmark Designation for Livestock Exchange, 4701 N Marion Street

Staff Recommendation:

Based on the ordinance designation criteria and on the findings of the Landmark Preservation Commission (LPC) that the application meets the criteria for designation of a structure, CPD staff recommends approval of the application.

Request to Designate a Structure:

Application: #2022L-001, Livestock Exchange
Address: 4701 N Marion Street
Zoning: CMP-NWC-C, UO-2
Council: Council District 9, Candi CdeBaca
Owner: LEB Alliance LLC
Applicant(s): Steve Nalley on behalf of LEB Alliance

Case Summary:

Steve Nalley, Director of Real Estate at National Western Center Authority, acting on behalf of the owner, LEB Alliance LLC, submitted a Landmark Designation application to CPD. Staff performed an investigation and found the application to be complete and to meet Denver landmark designation criteria. As such, staff set the public hearing at the LPC for October 4, 2022. At the public hearing, the Commission voted (6-0-0) to recommend approval and forward the designation application to City Council.

On October 18, 2022, the Land Use, Transportation, and Infrastructure Committee forwarded the case to the full City Council. At first reading, City Council ordered the bill published and the public hearing is set for November 21, 2022.

Designation Criteria and Evaluation, Chapter 30, Denver Revised Municipal Code:

To meet landmark designation criteria, in accordance with Chapter 30, Denver Revised Municipal Code, the application must be complete, and the structure must meet the following criteria:

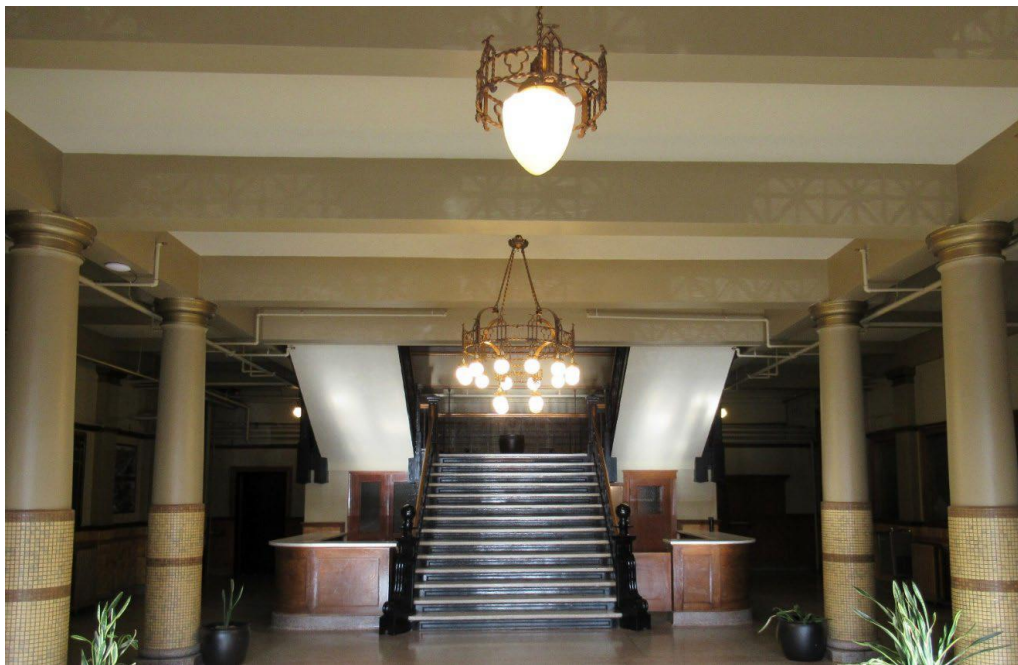
1. The structure maintains its integrity
2. The structure is more than 30 years old, or is of exceptional importance
3. The structure meets at least three of ten criteria
4. The LPC considers the structure’s historic context

Criteria Evaluation:

Landmark staff found that the structure application meets the following criteria.

A. It has a direct association with a significant historic event or with the historical development of the city, state, or nation;

The Livestock Exchange has a direct association with the historical development of the city. The property was built in response to centralization of the growing livestock and meatpacking industries in and around the Denver Union Stock Yards (DUSY). The buildings served as the hub for the businessmen and ranchers who ran the livestock industry associated with the DUSY and the National Western Stock Show (NWSS) as well as the railroads, meatpacking plants, and other related businesses in the area. The interconnected buildings collectively represent the various administrative, regulatory, financial, and promotional activities associated with Denver's livestock industry, which at its peak, was the state's largest industry. The collection of three buildings demonstrates stock yard's growth over the decades with its development in 1890s through its slow demise by the 1970s.



1916 Building entry hall and grand staircase
NWCO photographs, November 2018

B. It has direct and substantial association with a recognized person or group of persons who had influence on society;

The Livestock Exchange has direct and substantial association with a recognized person or group of persons who had influence on society. In addition to the meatpacking plants, railroad, and banking representatives that had offices in the Livestock Exchange, the buildings housed the Denver Daily Record-Stockman. The Record-Stockman published the most current information on the livestock market and was a primary source of information for both the ranchers throughout the state as well as industry leaders.



Chalkboard used for conducting business
NWCO photographs, November 2018

Through their work, the editors and owners of the paper had significant influence within the livestock industry. Fred P. Johnson established the paper in 1884 as the Colorado Livestock Record. It merged with the Denver Daily Stockman in 1900 to form the Denver Daily Record-Stockman. H.E. Green purchased the Record-Stockman in 1938. Willard Simms served as the editor until 1955, when Green's son and grandson, Harry and Dan Green, succeeded Simms as editors of the paper until its last issue in 2008. In addition to reporting the news, livestock market, and prices, the Record-Stockman also advocated on various issues through editorial columns, including such things as disputes over railroad rates. It also served as the record for the National Livestock Association, the State Board of Stock Inspections, and the Farm Labor Agency. It served as a primary link for the ranchers spread across the state and region to the centralized livestock industry in DUSY, as such, the owners and editors were influential members of society.

C. It embodies the distinctive visible characteristics of an architectural style or type;

The Livestock Exchange embodies the distinctive visible characteristics of two architectural styles. The three structures share rectangular plans, uniform fenestration, brick masonry exteriors, flat roofs covered in built-up asphalt, and concrete foundations.

The 1898 and 1919 structures were designed in the Early Twentieth Century Commercial style. The 1898 building's Early Twentieth Century Commercial type is evident in its flat roof, four-stories, tan masonry, and simple ornamentation in the belt courses and parapet. Similarly, the 1919 structure displays the characteristics of the Early Twentieth Century Commercial type in the simple rectangular form, flat roof, and simple decorative brick work at the cornice. The 1916 structure is a high-style Classical Revival. The structure features characteristics of the Classical Revival style in the masonry construction, three-story

monumental fluted ionic columns, embossed pediment, classical entablature, and the dominate center portico.



January 1918 advertisement in Record-Stockman
Shows interior of building



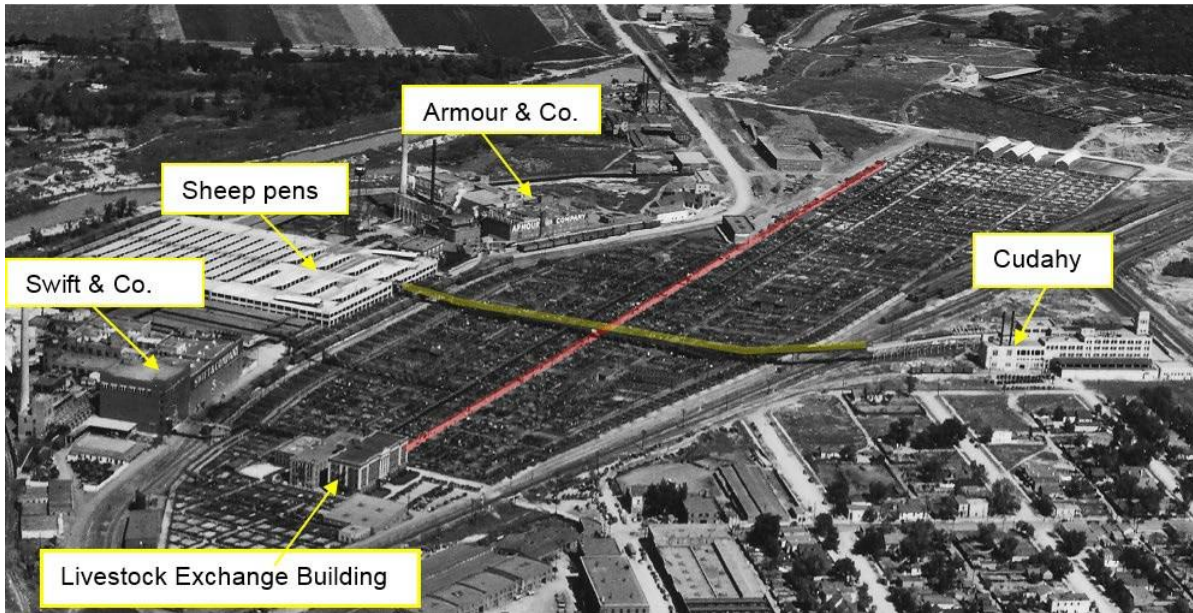
South elevations of all three buildings - Mead & Hunt photograph, August 2016



East elevation of the 1916 building - NWC Authority photograph, June 2019

G. It promotes understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity;

The Livestock Exchange promotes an understanding and appreciation of the urban environment by means of distinctive physical characteristics and rarity. It stands as a reminder of the importance of ranching and the NWSS to the economy of Denver and Colorado. The distinctive physical characteristics associated with the property include the massive Classical entry columns and pediment of the 1916 building. The Livestock Exchange buildings are also rare considering much of the historic fabric of the area has been lost. Given that the great expanse of stockyards and meatpacking buildings that dominated this area during the peak of the livestock industry are now gone, this is one of the rare remaining resources.



1934 aerial image showing DUSY at the peak of its production including the Livestock Exchange and meatpacking plants adjacent to the stockyards. Primary catwalks used for the circulation of people and animals are shown in red and yellow.

Integrity:

Chapter 30 requires that a landmark designated property maintain its integrity. Integrity is defined as “the ability of a structure or district to convey its historic, geographic, architectural, or cultural significance...recognized as belonging to its particular time and place in Denver’s history.” The seven (7) qualities that, in various combinations, define integrity are location, setting, design, materials, workmanship, feeling and association.

The Livestock Exchange retains good integrity. The property is still in the same location and retains integrity of location. There have been changes located between the 1898 and 1919 buildings including a recent elevator tower, fire escape, elevated walkways to connect the buildings, and boarded over windows. However, since these are primarily between the buildings, and with the exception of the elevator tower, are not readily visible, the integrity of design, materials, and workmanship are strong. The extreme changes to the area, the demolition of the surrounding buildings and the removal of the pens greatly impact the integrity of setting and feeling. But the buildings still convey their association with the livestock industry, and the integrity of association is still retained. Overall, the property maintains good integrity.



Walkway between 1898 and 1919 buildings, some boarded windows, and brick detailing
Mead & Hunt photograph, November 2018

Relates to a Historic Context and Period of Significance:

The interconnected buildings reflect the growth and development of the livestock industry in the state. They were built in response to increasing livestock sales and the growing meatpacking industry as well as the centralization of the numerous entities involved in the DUSY. The stockyards developed to become the center of activity for livestock sales and meat production until the 1960's when cattle sales and processing moved to larger feedlots outside of urban areas. The period of significance begins in 1898 with the construction of the first building, encompasses the construction of the other two buildings, and extends to 1973 when the DUSY sold the building.

Boundary:

The boundary is the legal description noted in designation application.

Public Review Process:

Community Planning & Development has met all posting and notification requirements delineated in Chapter 12 (Article III, Section 12-96) and Chapter 30 of the DRMC.

Notifications:

- Owner notification letters regarding the LPC public hearing
- City Council and Community Planning and Development email notifications
- Registered Neighborhood Organization and courtesy email notifications
 - United Community Action Network (UCAN)
 - Elyria and Swansea Neighborhood Association
 - Denver North Business Association
 - Reclaim the Eastside
 - Unite North Metro Denver
 - Inter-Neighborhood Cooperation (INC)
 - Denver Neighborhood Association, Inc.
 - Historic Denver, Inc
 - Colorado Preservation, Inc
 - History Colorado
- Posted signage for Landmark Preservation Commission public hearing

Public Comments:

As of 11:00 a.m. on November 17, 2022, CPD has received one public comments regarding the application. Historic Denver spoke in favor of the designation application at the LPC public hearing.

Attachments Provided by CPD:

- Designation application
- Designation application photos
- Map of structure proposed for preservation