

1 **BY AUTHORITY**

2 ORDINANCE NO. _____
3 SERIES OF 2021

COUNCIL BILL NO. CB21-0437
COMMITTEE OF REFERENCE:
4 Land Use, Transportation & Infrastructure

5 **ABILL**

6 **For an ordinance designating 123 East Speer Boulevard 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 city 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 April 6, 2021, the staff report, and evidence received at the hearing before city council on
13 May 10, 2021, the structure at 123 East Speer Boulevard (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 six 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 is significant for its association with the historical development of the television
20 communications industry in Denver. The Structure embodies the history of the development of
21 television as the primary news source through the second half of the twentieth century. Pre-war and
22 into the early-1950s, Denverites consumed their news and entertainment primarily through print and
23 radio, but in 1953 when the Federal Communications Commission (FCC) granted the first television
24 licenses in Denver, news and media were transformed. By the late 1960s, network television was the
25 dominant mass medium in the United States. Daily radio listening dropped precipitously, as did movie
26 theater-going, and the public was spending multiple hours per day watching television. Nationwide, the
27 rapid growth of the industry prompted broadcasters to expand their studio and offices.

28 The block at 123 East Speer Blvd. has been the site of the station, first as a converted
29 Packer/Studebaker dealership and warehouse and then as a purpose-built communication center and
30 television studio. After a rigorous and competitive application process for an FCC television license, in
31 November of 1953 KLZ radio and television operated in the converted studio and broadcast as a CBS
32 affiliate. With the success of KLZ, the exponential growth of television, and as part of a nationwide trend
33 of studio expansion, in October of 1967, KLZ broke ground for a new purpose-built studio and office

1 building that would house the latest in broadcast technology. Tripling the size of the first studio this, at
2 the time, state of the art studio opened to great fanfare and served as the home for KLZ and later, after
3 1972, as KMGH-TV. The Structure embodies the history of KLZ and serves as a physical representation
4 of television industry's explosive growth during the 1960s, and its continued dominance in the following
5 decades, as the preeminent source of news and entertainment for Denver-area residents.

6 *b. Having direct and substantial association with a recognized person or group of persons*
7 *who had influence on society;*

8 The Structure is directly associated with Hugh B Terry, who managed and ran the TV station from its
9 first broadcast in 1953 to his retirement in 1974. Terry was initially involved in, and part owner, of KLZ
10 radio and was a primary leader of the station's transition from radio to television. Through fierce
11 competition, he ensured that KLZ acquired one of only four FCC television licenses for Denver. When
12 describing the fight to acquire the license, the Rocky Mountain News noted that Terry was "so
13 impressive...he was characterized as 'Mr Denver,' and that it was largely due to his strenuous efforts
14 that KLZ was granted a license to broadcast television." Terry presided over the initial development of
15 KLZ television in Denver, the transition in ownership from Aladdin Television to Time-Life, and the
16 station's continued growth through the ensuing decades. Beyond his work in Colorado, he served on
17 the National Association of Broadcasters board for six years and expanded his role as president and
18 general manager of KLZ to include oversight of Time-Life's Western Division. His work earned multiple
19 awards and accolades. Additionally, as president and general manager, Terry oversaw the transition
20 from the repurposed Studebaker building, which initially housed the television station, to the purpose
21 built the Structure in 1969. While his time working in this building was limited to a few years, and that
22 duration of association is an important factor in determining significance, the original warehouse
23 converted to a TV station, is no longer extant. Therefore, the Structure is the best remaining building to
24 be associated with the influential work of Hugh B. Terry and his productive life.

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

26 The Structure embodies the distinctive visible characteristics of an architectural style, as a distinct
27 example of the Brutalist style. Coming into usage in the 1950s, the terms "brutalist" or "new brutalism"
28 were used to describe a style that celebrated raw materials, eschewed decoration, and presented
29 an honest architectural expression by exposing a building's structural and mechanical components
30 to view. The style reached its peak of popularity in the 1960s and 1970s and was most frequently
31 used for large civic or institutional purposes often by governmental entities, colleges or universities,
32 or larger corporations. Architectural historian and critic Reyner Banham identified three critical

1 characteristics of Brutalist architecture: memorability as an image; clear exhibition of structure; and
2 valuation of materials ‘as found.’ Those characteristics are often seen in Brutalist buildings through
3 monumental scale, exposed concrete structure, cantilevered mass or monumental first floors,
4 geometric forms, and windows that are inset or are slits in the wall. These distinctive visible
5 characteristics are evident in the Structure in its siting at an important and prominent intersection,
6 monumental cantilevered octagon tower, combination of cast-in-place and pre-formed concrete, and
7 recessed windows.

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

9 The Structure is a significant example of the work of recognized architectural firm Fulmer & Bowers.
10 While the work of Fulmer & Bowers included commercial, educational and industrial buildings, its
11 designs for communications buildings across the United States garnered significant attention. This
12 can be seen in the June 1964 issue of Television, which focused on the trends in station design
13 nationwide and highlighted five stations designed by Fulmer & Bowers. The firm is credited with the
14 design and/or construction of numerous television studios across the country, including in Pittsburgh,
15 Hartford, Boston, Memphis, Baltimore, Atlanta, Milwaukee, Indianapolis, Syracuse, and Grand
16 Rapids. The work of Fulmer & Bowers, particularly for television studios, shows a mastery of mid-
17 century modern design styles ranging from International, New Formalism, and Brutalism, as seen in
18 the Structure. With an expertise in the design of television studios in the mid-twentieth century,
19 Fulmer & Bowers is a recognized architectural firm. And, as one of the firm’s last television studio
20 designs, and the only example in Colorado, the Structure is a significant example of its work.

21 *f. Representing an established and familiar feature of the neighborhood, community, or*
22 *contemporary city, due to its prominent location or physical characteristics;*

23 The Structure represents an established and familiar feature of Denver due to both its prominent
24 location and physical characteristics. Located at the confluence of Speer Boulevard, Lincoln Street,
25 and 7th Avenue, with visibility from Broadway and 6th Avenue, the distinctive octagonal building is
26 sited on a prominent corner of Denver. The architect’s intentional consideration of site coupled with
27 the building’s arresting design, created an iconic building that has been a well-known and prominent
28 feature along the historic Speer Blvd for over fifty years.

29 *g. Promoting understanding and appreciation of the urban environment by means of*
30 *distinctive physical characteristics or rarity;*

31 The Structure promotes the understanding and appreciation of Denver’s urban environment due to
32 its rarity. The Structure is a rare example of Brutalist architecture in Denver. Out of the approximately

1 160,000 primary structures in Denver, the Structure is one of only a handful of Brutalist designed
2 buildings in Denver. Additionally, the headquarters of all four of Denver's oldest television stations
3 have been located within a mile of one another along the Lincoln Street and Speer Boulevard
4 corridors. Today, although all four stations remain in the area, this is one of only two early buildings
5 associated with Denver's television stations.

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

8 **Section 1.** That based upon the analysis referenced above, and the evidence received at the
9 public hearings, certain property at 123 East Speer Boulevard, and legally described as follows,
10 together with all improvements situated and located thereon, be and the same is hereby designated as
11 a structure for preservation:

12 Arlington Heights Addition,
13 Block 24, Lots 1-15 inclusive nor of the Speer Boulevard right of way
14 City and County of Denver,
15 State of Colorado.

16 **Section 2.** The period of significance for the structure at 123 East Speer Boulevard is
17 established as being from 1969-1972.

18 **Section 3.** The effect of this designation may enhance the value of the property and of the
19 structure, but may delay or require denial of building permits found unacceptable by the Landmark
20 Preservation Commission under the criteria contained in the Design Guidelines for Historic Structures
21 and Districts and Section 30-6 of the Denver Revised Municipal Code.

22 **Section 4.** This ordinance shall be recorded among the records of the Clerk and Recorder of
23 the City and County of Denver.

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1 COMMITTEE APPROVAL DATE: April 20, 2021

2 MAYOR-COUNCIL DATE: April 27, 2021 by Consent

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: April 29, 2021

11 Pursuant to section 13-12, D.R.M.C., this proposed ordinance has been reviewed by the office of
12 the 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: Jonathan Griffin, Assistant City Attorney DATE: Apr 29, 2021