

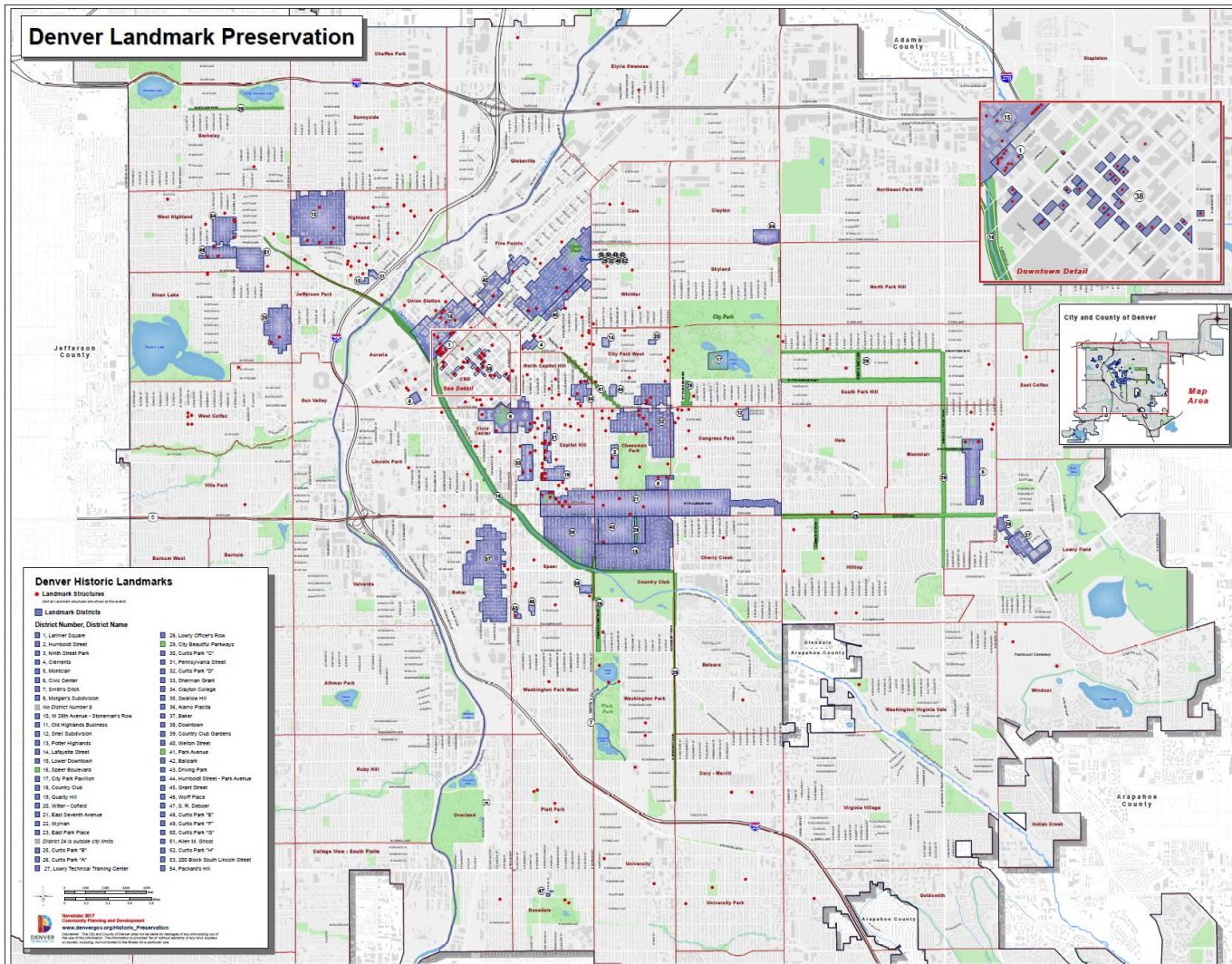


DENVER
THE MILE HIGH CITY

5001 Packing House Road Armour & Company Administration Building

Landmark Designation Application

Land Use, Transportation, and Infrastructure
January 15, 2019

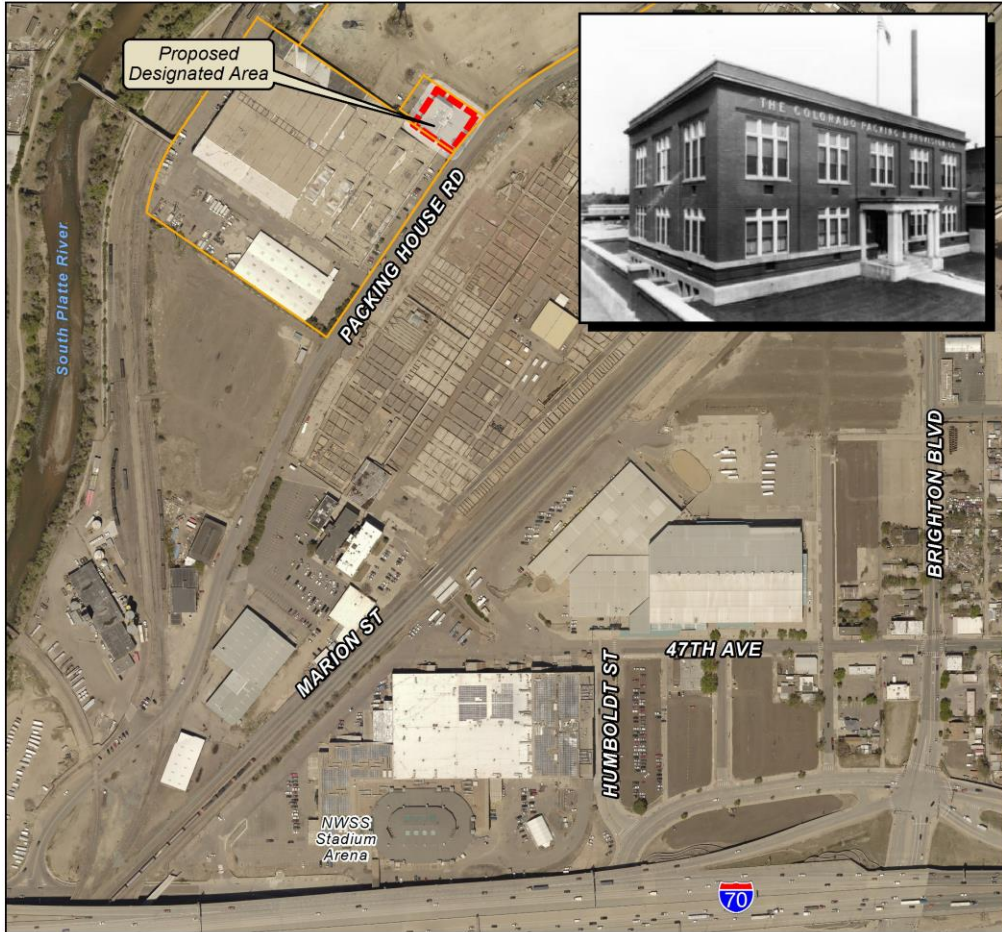


- **1967 Ordinance**
 - Designate, preserve, and protect
 - Foster civic pride
 - Stabilize and improve aesthetic and economic vitality
 - Promote good urban design
- It is the sense of the council that the economic, cultural and aesthetic standing of this city cannot be maintained or enhanced by disregarding the historical, architectural and geographic heritage of the city and ignoring the destruction or defacement of such cultural assets.”

~4% of the city,
or 1 in 25 structures,
are designated

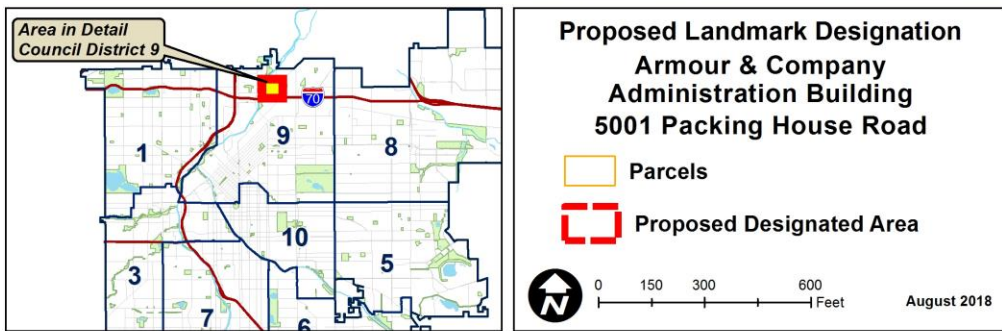


Proposed Landmark Designation

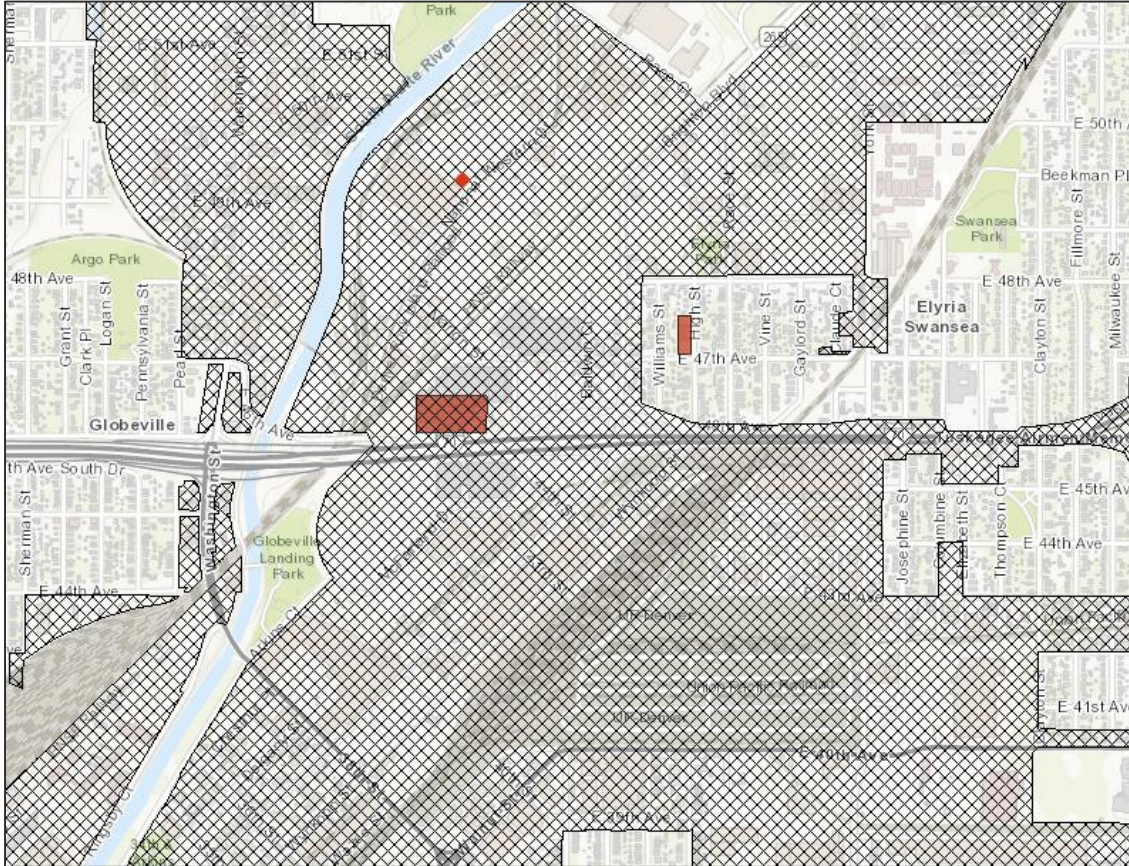


5001 Packing House Road

- Owner and Applicant
 - City and County of Denver
- General Location
 - National Western Center
- Council District
 - #9, Albus Brooks



5001 Packing House Road



- Blueprint Denver
 - Area of Change
- Current Zoning
 - I-MX-5, UO-2
- Plan support for designation
 - National Western Center Master Plan
 - Elyria Swansea Neighborhoods Plan

Property Required to*:

1. Meet a designation criterion in at least 2 of the following categories
 - History
 - Architecture
 - Geography
2. Maintain historic and physical integrity
3. Consider how relates to a historic context or theme

*Per Landmark Preservation Ordinance (Chapter 30, DRMC)



1. History:

- a. Have direct association with the historical development of the city, state or nation;
- b. Be the site of a significant historic event; or
- c. Have direct & substantial association with a person or group of persons who had influence on society.

2. Architecture:

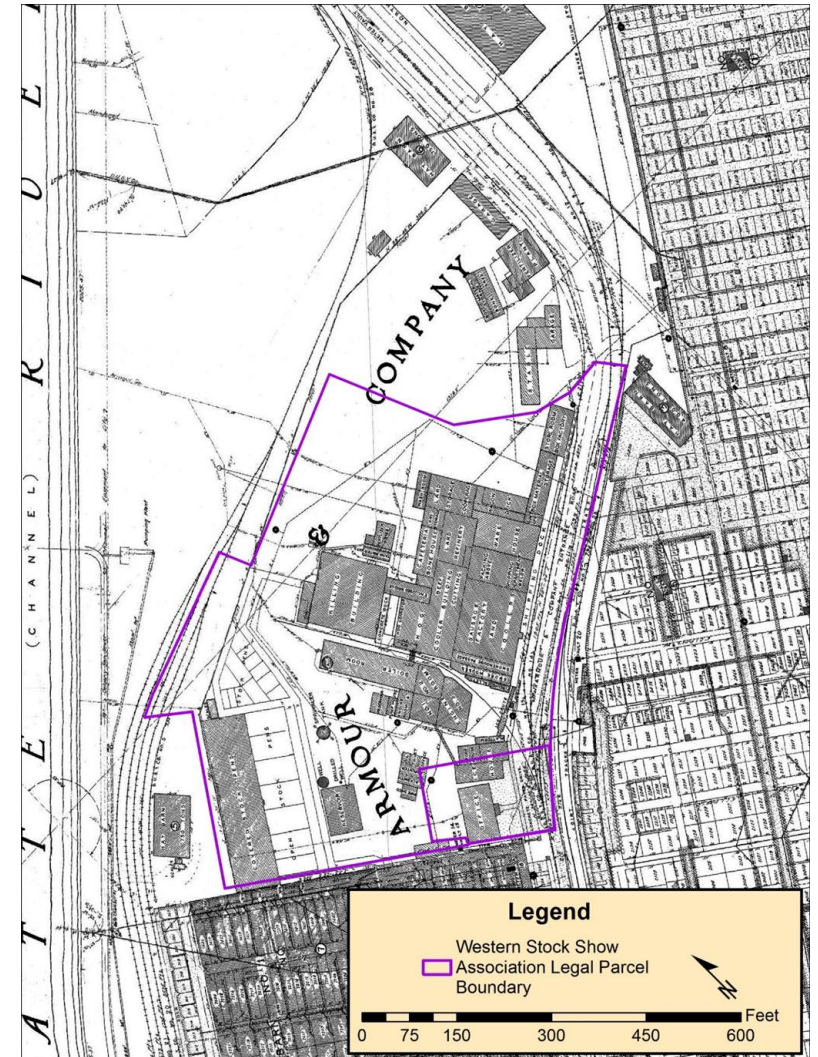
- a. Embody distinguishing characteristics of an architectural style or type;
- b. Be the significant work of a recognized architect or master builder;
- c. Contain elements of architectural design...which represent a significant innovation
- d. Portray the environment of a group of people or physical development of an area in an era of history characterized by a distinctive architectural style.

3. Geography:

- a. Have a prominent location or be an established, familiar and orienting visual feature of the contemporary city;
- b. Promote understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity;
- c. Make a special contribution to Denver's distinctive character.

Landmark Designation Criteria

1. History – 30 years old, and shall:
 - A. Have direct association with the historical development of the city, state, or nation
- Growth and decline of meat processing facilities at the Denver Union Stock Yards
 - Armour and the other major meatpackers invested in Denver stockyards
 - Largest sheep market
 - Significant hog processing facility
- Meatpackers controlled
 - Stockyards, ranches, cattle, and transportation
 - Wielded enormous influence on Denver and Colorado’s economic vitality
- Last extant building of the Armour & Company meatpacking plant on this location



1. History – 30 years old, and shall:

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

- Gebhard family
 - Henry and son Charles
 - Founded Colorado Packing and Provision Company
- Henry Gebhard helped establish the DUSY in 1881
 - Executive board Western Stock Show Association and helped produce the National Western Stock Show
- Charles Gebhard ran plant through 1919
 - Armour & Company purchased CPPC
- Skilled and semi-skilled laborers who worked at the meatpacking plant
 - Long hours, appalling conditions, for menial pay
 - Stable employment for nearby residents
- Lived nearby in the Elyria, Swansea, and Globeville neighborhoods
 - Majority of the blue-collar Armour employees were immigrants from Russian, Slavic, and other Eastern European countries
- Profound impact on employees who supported their families by working at the plant

2. Architecture – design quality and integrity, and:

A. Embody distinguishing characteristics of an architectural style or type

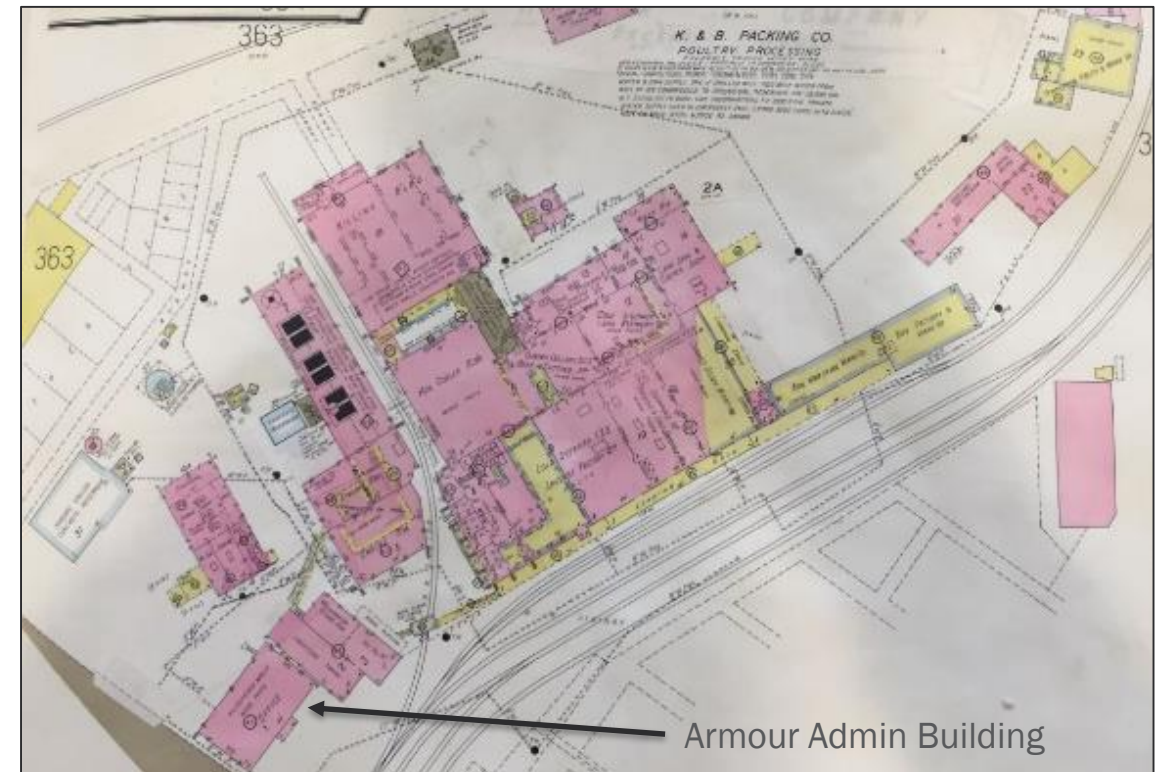


- Neo-Classical style
 - 1917 construction
 - Cleanly delineated corbelled cornices
 - Simple geometric designs on the brick walls
 - Regular, symmetrical form and fenestration
 - Entry is only one-story, with Doric columns

3. Geography:

B. Promote understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity

- Rarity
 - One of the few remaining buildings related to meatpacking
 - Majority of Swift and Armour plants were demolished



1961 Sanborn Map

3. Geography:

C. Make a special contribution to Denver's distinctive character

- Livestock industry, meat packing and National Western Stock Show
- Collectively defined the character of Denver as a major livestock hub since the early 20th century
- Distinctive part of Denver's history



Maintain its Historic and Physical Integrity

“The ability of a structure...to convey its historic and architectural significance....recognized as belonging to its particular time and place and Denver’s history.”

- Retains integrity

- Location
- Design
- Workmanship
- Materials
- Setting
- Feeling
- Association

- Minimal alterations

- Setting altered
- Window changed to door
- Painted



LPC consider how a structure relates to historic contexts or themes

- Associated with the development
 - Meatpacking industry in Denver
 - Growth of ranching and the livestock industries
 - National Western Stock Show



- Meet one designation criterion in two or more categories
 - History
 - 1a. Have direct association with the historical development of the city, state, or nation
 - 1c. Have direct and substantial association with a person or group of persons who had influence on society
 - Architecture
 - 2a. Embody distinguishing characteristics of an architectural style or type
 - Geography
 - 3b. Promote understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity
 - 3c. Make a special contribution to Denver’s distinctive character
- Maintain historic and physical integrity
- LPC consider how structure relates to a historic context and theme

LPC Vote: 8-0

“To recommend landmark designation based on History Criterion 1a and 1c, Architecture Criteria 2a, and Geography 3b and 3c.”