

## **STAFF BRIEF**

The Staff Design Review and Evaluation is intended to inform the applicant and the Landmark Preservation Commission (LPC) of issues that are consistent or not consistent with the intent of the designation criteria. Landmark Preservation staff may be contacted for additional information or clarification. The applicant may revise the proposal for staff review or may take the unaltered application to the LPC or LDDRB. In either case, the Commission or Board will receive a copy of the final staff evaluation.

**Project:** 533-12

**Meeting date:** September 4, 2012

**Address:** 999 S. Broadway St. (Units 10, 11 & 13)

**Staff:** Barbara Stocklin-Steely

**Year Structure Built:** Unit 10 (1918-1961); Unit 11 (1919); Unit 13 (ca. 1927-1940)

**Denver Zoning:** T-MU-30 Waivers, UO-1

**Blueprint:** Town Center

**Applicant:** Eugene Elliott

**Owner:** Broadway Mississippi

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**Application:** Landmark Designation

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**Recommendation:** **MEETS LANDMARK DESIGNATION CRITERIA BUT NOT RECOMMENDED FOR LANDMARK DESIGNATION DUE TO LOW PRESERVATION POTENTIAL OF UNIT 10 AND INTEGRITY CONCERNS, WITH PRESERVATION AND HISTORIC INTERPRETATIVE RECOMMENDATIONS**

**Basis:** Per Section 30-4 of the Denver Municipal Code, the preliminary investigation of the application concludes that the application is complete and 999 S. Broadway meets landmark designation criteria since it qualifies under categories 1a and c, and 3a. As such, the application qualifies for a public hearing, and formal consideration by the Landmark Preservation Commission for landmark designation.

**Suggested Motion:** I move to adopt the finding that 999 S. Broadway qualifies as a landmark by meeting designation criteria categories 1a and c, and 3a, but do not recommend landmark designation for Units 10, 11 and 13, given the low preservation potential for Unit 10, the primary historic building remaining on the site, and due to related historic integrity issues. I further move to recommend 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 recommendations of this staff report.

### **STAFF COMMENTS:**

**LPC Voting History:** On August 7, 2012, the Landmark Preservation Commission reviewed the application and voted unanimously (8-0. Goldstein absent) on August 7, 2012, to schedule a

public hearing at the Landmark Preservation Commission meeting on September 4, 2012, noting that the application was complete; that the property was potentially eligible for designation under categories 1.a. and c. and 3.a.; and that the Commission would like to encourage continuation of dialogue on this question.

**Historical Significance:** The designation application for 999 S. Broadway St. was received by Eugene Elliott in response to a Certificate of Non-Historic Status application received on June 11, 2012 by the owner's demolition contractor.

Unit 10 was built in a series of eight phases from 1918 – 1961, with the earliest portion 10-1, constructed in 1918, the first dedicated factory building constructed by Gates Rubber Company and the earliest surviving building at the site. 10-3 (1919) and 10-2 (1928) were designed by John M. Gardener, with the iconic water tower erected on top of 10-2 (later adorned by signage and now disassembled on site). Units 10-4 (1939) and 10-6 (1944), were designed by William N. Bowman. Unit 11, designed by Wilson and Wilson Architects, dates from 1919 and is located between unit 10-1 and the railroad tracks. Units 10 and 11 accommodated much of the company's early manufacturing operations. Unit 13, the Powerhouse, dates from the 1920s and was expanded in 1940. The power plant supplied the necessary power to support the bustling manufacturing campus. The pre-World War II construction of the Gates Factory generally followed the early factory's design vocabulary of brick piers in filled with large steel sash windows, with earlier buildings displaying more ornate decoration, such as white brick recessed panels and banding, pilasters, window headers and sills, and decorative dentil coursing.

Units 10-5, 10-8, and 10-7 designed by Raymond Harry Ervin, dating from 1951-1961, represent a significant design departure from earlier buildings given that these units are executed in concrete with more spartan details. While large steel casement windows continue to be used, here they are separated by vertical ribbed concrete bands which terminate at each level in horizontal concrete bands, creating a more linear industrial appearance. Unit 10 has a 198,964 square foot floor plate.

The complex was previously determined eligible for the National Register of Historic Places in 1993 (criteria A, B and C), by the Colorado Historical Society. The very thorough 2002 study entitled "Historic Assessment and Reuse Opportunities for the former Gates Rubber Manufacturing Site," completed by Mandy Whorton and Semple Brown Design, also asserts that buildings 10, 11 and 13 are eligible for the National Register and as a Denver Landmark (although the report does not give significance to Units 10-4, 10-5, 10-7 and 10-8).

The Denver Landmark application, submitted by Eugene Elliott, asserts that buildings 10, 11 and 13 are eligible for designation as a Denver Landmark based on the following criteria: 1a and c; and 3a.:

#### **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. Charles C. Gates bought the Colorado Tire and Leather Co., in 1911...The Company sold Durable Tread leather studded tire covers...In 1914, after the switch to rubber, Gates developed the highly successful Half-Sole Retreads. After just a few years, Charles Gates...began building the Gates complex and in 1918 adopted the Gates Rubber Company name...Gates campus continued to grow rapidly and over time expanded to as many as 45 units. The Gates Rubber Company...played an intricate role in the World Wars and was honored with the Army/Navy "E" award of excellence for being a critical supplier during World War II...Even when Axis forces...cut off 95% of U.S. rubber supplies, in 1942 Gates innovated by developing and commercializing synthetic rubber through a joint venture...Despite being an innovator and powerhouse manufacturer, Gates employees were not just coworkers, they were a community...The Gates factory at one time was not only the biggest employer in Denver, but it also stood as a pioneer of new business strategies and technology...The Gates Rubber Company [produced] 4,000 rubber products, directly supported its 5,500 employees,... and contributed millions in tax dollars over the....years."

**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. The very nature of their manufacturing business impacted the lives of many...From the studded leather tire covers...that extended the life of tires, to the tires that got made once rubber became the norm, the products Gates made were iconic due [in part] to the meticulous market strategy the company implemented. Later, Gates...became the world's largest manufacturer of V-belts, which most notably were used as timing belts in the cars we...use today...It's said in the Gates memoir, *100 Years in Review*, that at one point half of the cars in Denver contained Gates products, namely the V-belt. By 1957 Gates employed 5,500...and was Denver's largest employer. Even today, the Gates Foundation supports numerous causes around the city."

**3. Geography**

**To have geographic 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...In 1965, the Denver Post reported that nearly 102,000 people drove by the factory...daily. The finely created masonry work that makes up the building[s] is stunning and eye catching. One of the complex's most prominent features is the Gates water tower, which survives in two pieces and can be seen from public thoroughfares...[The complex] is geographically prominent to the area because it is one of the tallest and largest buildings in that part of Denver...The surviving buildings in the Gates complex reflect Denver's proud yet gritty industrial heritage..."

To be eligible for Denver Landmark designation, a structure must meet at least one criterion in at least two of the following categories: Historical Significance, Architecture and Geography. Staff concurs with the application that the two criteria under Category 1 are met and one criterion under Category 3 are met, thus qualifying Units 10, 11 and 13 for Denver Landmark designation.

**Hazardous Materials Issues:** According to Denver's Department of Environmental Health, the operations at the former Gates facility have caused soil and groundwater contamination beneath Buildings 10, 11, and 13. Contamination beneath buildings 10 and 13 includes process oil within soil, process oil that forms a layer in groundwater, and dissolved solvent chemicals in groundwater. Beneath building 11 there may be dissolved solvents in groundwater. Contaminants on the site include hydrocarbons and trichloroethylene (TCE), a solvent used primarily as a degreaser.

The State regulatory agency has approved voluntary clean-up plans (VCUP) for this area based on the planned use of mixed commercial and restricted residential use. The approved clean-up activities include demolishing buildings, excavating soil and oil, and injecting treatment solution into the groundwater. To date, clean-up activities have not taken place pending the demolition of buildings. However, these contaminants do not present an immediate risk to the public or environment.

Once the work is completed according to the approved VCUP, groundwater will be cleaned up to meet the State's regulatory requirements, and soil will be cleaned up to meet State standards. If the completed remediation activities leave some contamination in place, it will be managed by engineering and institutional controls.

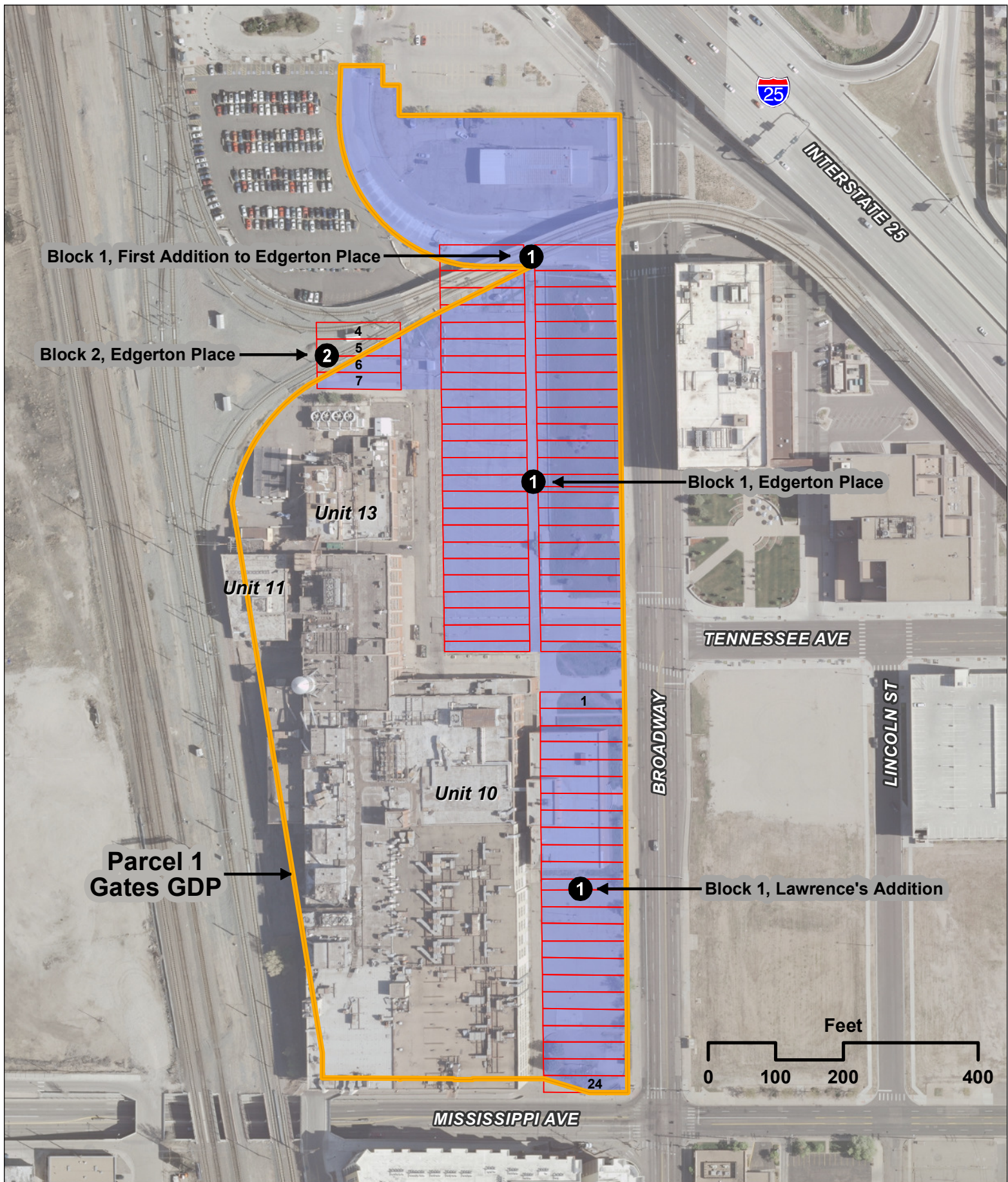
The 2002 Report "Historic Assessment and Reuse Opportunities for the former Gates Rubber Manufacturing Site (2002 Report)," concluded that the hazardous materials issues affecting Unit 10 in particular would potentially "require demolition of all or portions of Unit 10," severely affecting the building's potential reuse. The report also concluded that the "abatement of environmental contamination and building demolition will add to the cost of reusing existing buildings," including the three units currently under consideration for landmark designation.

**Preservation Considerations:** The following preservation considerations are relevant to consideration of this landmark application:

- **Hazardous Materials:** Hazardous materials issues seriously compromise the preservation potential of the remaining three buildings, particularly Unit 10. While hazardous material contamination is significantly less for Unit 11, and potentially also for Unit 13, the costs to remediate this contamination and to reuse these two buildings could still be prohibitive.
- **Loss of Physical (or Historic) Integrity, Ability to Convey Historic Significance:** The following integrity issues are relevant:
  - Numerous buildings that were historically part of the Gates complex have already been removed. The need to remove more buildings or parts of buildings to remediate hazardous materials issues will seriously comprise the complex's remaining historic integrity of setting, design, feeling and association per Chapter 30-2, Definition 6.2.
  - The Gates' story is not readily told on this site without the preservation of Unit 10, the primary manufacturing structure which is also the most seriously contaminated of the three structures under consideration for landmark designation.
  - Unit 11, a warehouse, and Unit 13, a powerhouse, are integral parts of the surviving historic complex; however, without preservation of Unit 10, these units would not easily qualify for landmark designation on their own merit. This is reinforced by the 2002 Report which also concluded that "in our opinion, preservation of only one building...would not convey the complex of buildings that once existed."
- **Adaptive Use:** Considering that Unit 11 and perhaps 13 have lower levels of contamination, are smaller in size, and have more potential for adaptive reuse, it is recommended that the property owners consider retaining and reusing these buildings. If one or both buildings were preserved, the water tower could potentially be reassembled on top of one of them.
- **Historic Interpretation and Documentation:** The property owners are opposed to landmark designation. However, per the attached letter dated August 6, 2012, the owner has generously committed to retain and reuse the water tower (but not necessarily on the Gates site); to leave Unit 11 to the last demolition phase; to complete documentation of the site to Colorado Office of Archaeology & Historic Preservation level II standards; and to create an exhibit or interpretative display at the light rail station or at another appropriate location. This proposal will help to retain the Gates' story in the community. In this regard, staff recommends:
  - Preservation of the water tower in total on the original site since it has been a significant visual landmark on this site for many years. Partial reassembly or removal of the water tower to another location could also cause confusion in terms of the Gates Rubber Company history.
  - Further consideration of adaptive use options for Units 11 and 13, including further data gathering on contamination issues and remediation options prior to demolition.
  - Further dialogue is warranted with key stakeholders, including Historic Denver, the Landmark Preservation Commission and surrounding community, to develop an implementation plan and strategy, including time frames, to ensure that the proposed historic interpretation is done in the most meaningful way for the community.

**Summary:** The proposed application makes the case for Units 10, 11 and 13 meeting landmark designation criteria 1a and c, and 3a. The Gates Rubber Company Factory has played a significant role in the history of the community, and these three buildings collectively convey the history of the larger Gates complex. However, due to the significant loss of adjacent structures in recent years and the severe hazardous materials issues relating to Unit 10, the primary and most significant historic structure on the site, landmark designation is not recommended for the three buildings in question. Because of the significance of the Gates company and this complex to the community's history, staff does recommend that the owner: consider reuse opportunities for Units 11 and 13, even without landmark designation; preserve the water tower in total on the historic Gates site; and develop an implementation plan for moving forward on the historic interpretation, documentation and preservation commitments delineated in the August 6, 2012, letter.





Aerial Photo - 2010

## Former Gates Rubber Factory Proposed Landmark Designation



Area excluded from designation  
See Attached Legal Description



# Designation of Structure for Preservation

## Unit 10 (Manufacturing Plant)

Unit 10-1 and 10-2 (East "Street" Elevations)



North Elevation 10-1



10-1, 10-2 and 10-6 (East & North Elevations)

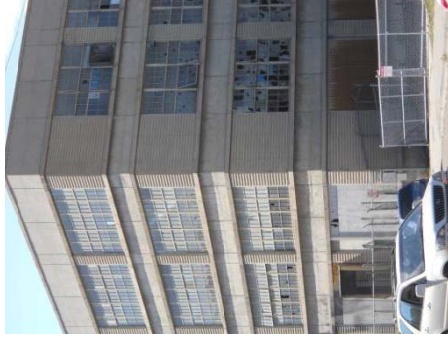


999 S. Broadway St.

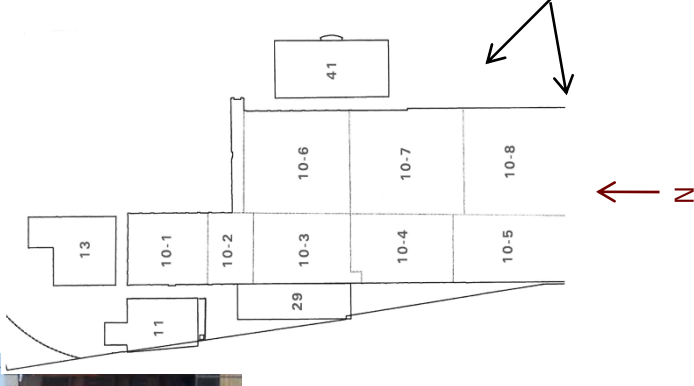
# Designation of Structure for Preservation

## Unit 10 (Manufacturing Plant)

Unit 10-8 and 10-7 East Elevations



Details Unit 10-8



999 S. Broadway St.

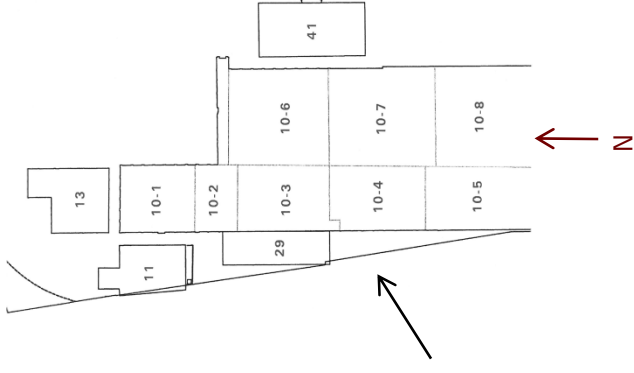
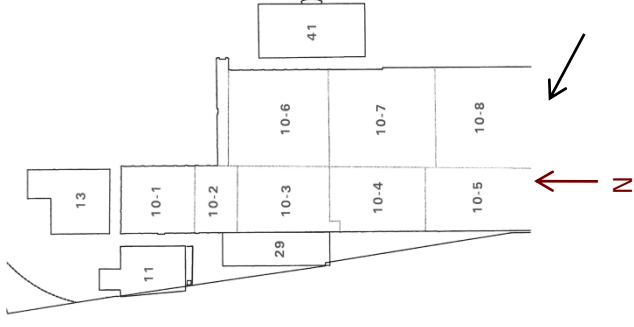


# Designation of Structure for Preservation

## Unit 10 (Manufacturing Plant)

10-8 and 10-5 South

(Mississippi Ave.) Elevations



West "Track" Elevations Unit 10



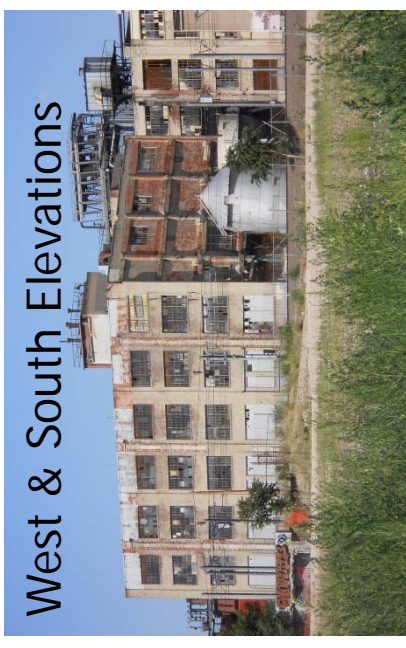
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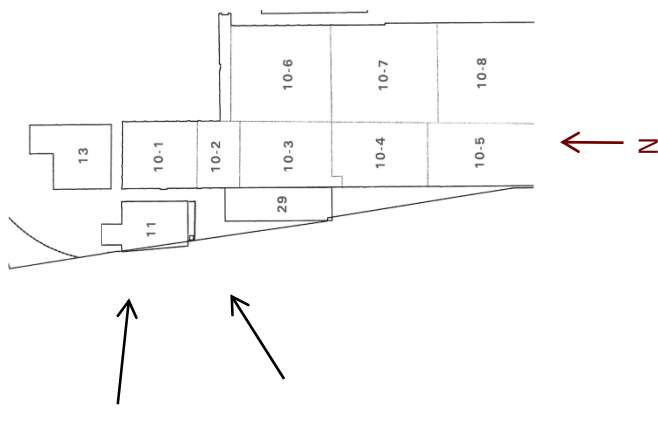
# Designation of Structure for Preservation

## Unit 11 (Manufacturing Plant)

West "Track" Elevation



West & North Elevations



999 S. Broadway St.

# Designation of Structure for Preservation

## Unit 13 (Power House)

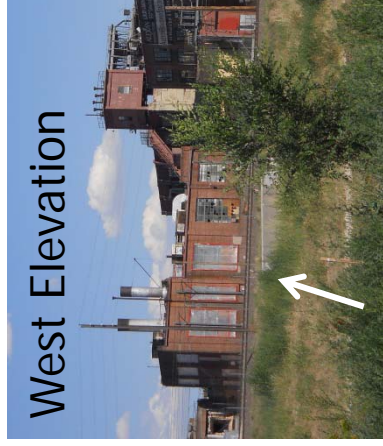


North Elevation

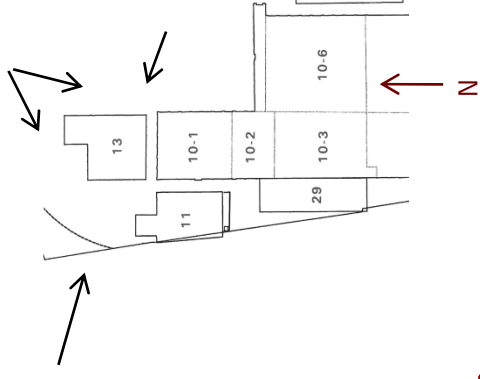


East and North Elevations

Southeast Corner/South  
Elevation



West Elevation



999 S. Broadway St.

**DENVER LANDMARK PRESERVATION COMMISSION  
APPLICATION FOR LANDMARK DESIGNATION**

Building Identification

1. Address of Building: 999 S. Broadway (Unit 10, 11 & 13)
2. Legal Description of Property: Edgerton Place 05155 B2 L8 TO 16 INC, also T4 R68 S15 SW/4 PT of SE/4 of SW/4.

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

3. Historic Building Name: Gates Rubber Company  
Current Building Name: Former Gates Rubber Company
4. Historic Use: Various Rubber Products Manufacturing  
Present Use: Vacant
5. Zone District: T30

Historical Data Summary

6. Year of Construction: 1918 ground was broke on Unit 10. Later additions were added between 1919 - 1961. Unit 11 was built in 1919. Unit 13 was built prior to 1928.  
Source of Information: 1903 Denver Fire Marshals map V. 1 and 1923 Denver Fire Marshals Map V.5
7. Architect or Builder: Specific architect unknown  
Source of Information:

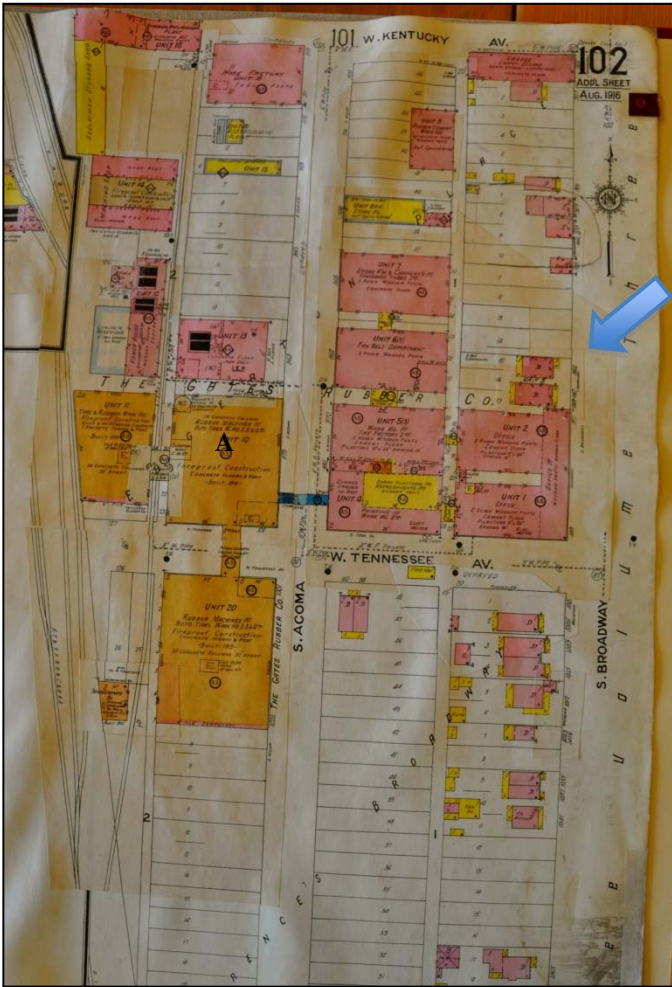


8. Original Owner: Colorado Tire and Leather Co. Later renamed Gates Rubber Company in 1919  
Source of Information: Denver Post March 10<sup>th</sup> 1957, Business Profile

#### Photographs

- 9.

# Historical Photos of Gates Rubber Company



**Image 1:** This is a map from the Sanborn Maps of Denver at the Denver Public Library dated 1923. On the far right of the image is S. Broadway. You can see that Tennessee and Acoma used to run through the complex. The arrow indicates the photo direction of image 2.

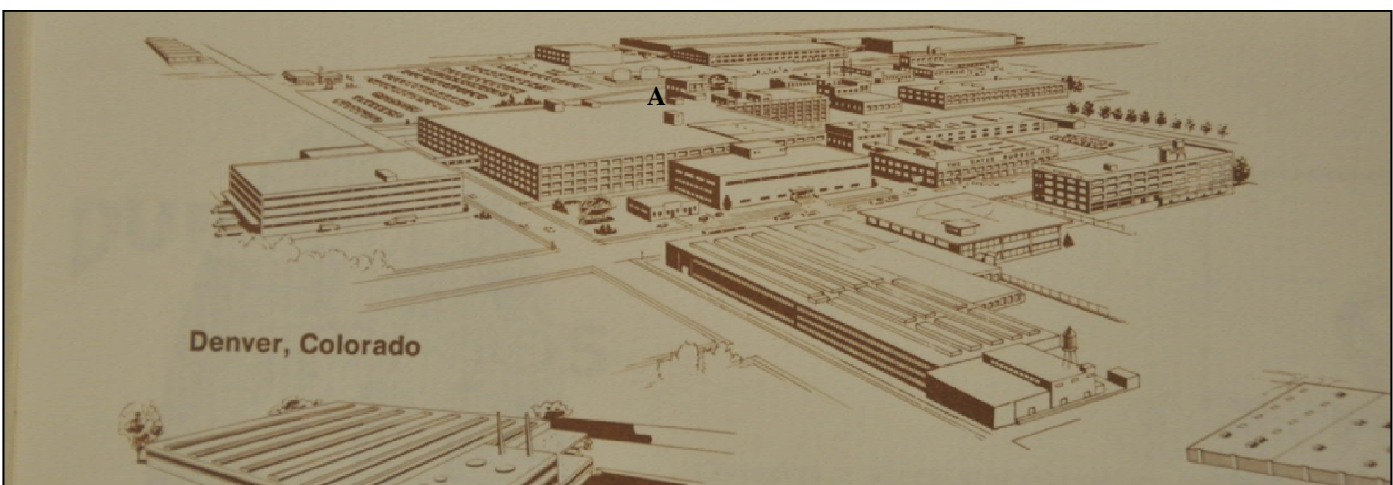
**Image 4:** This is a sketched rendering of the Gates complex sometime between 1940-1950. Unit #10 is again marked by the letter A. The road running horizontally is S. Broadway and the more vertically is Mississippi. The sketch faces northwest. Source: Gates: Progress News, Oct 1971



**Image 2:** This is a Picture of the Gates Complex between 1910-1920. Unit #10 is marked with an "A" then again on the corresponding map (image 1). The road below is S. Broadway facing West. Western History/Genealogy Dept., Denver Public



**Image 3:** The Gates Complex (between 1920-1930) where employees are out getting fresh air exercising because Charles Gates believed it would help prevent the Spanish influenza which was plaguing the country at the time. Morey Engle.





**Image 5:** Charles C. Gates Sr. discusses business with his son and protégé Charles Gates Jr. Source: Airport Journals, “Charles Gates, Jr. - Born in Motion” Oct 05’



**Image 7:** Gates workers making Half Sole Tires at the Gates factory. Source: Airport Journals, “Charles Gates, Jr. - Born in Motion” Oct 05’



**Image 6:** The iconic Gates logo atop unit #10. In 1965 they reported that around 102,000 drove past the factory and saw the iconic water tower daily. Source: WHC Gates Corporation mss. collection 10/89



**Image 8:** Picture from the construction of Unit #10 from 1918. Source: Morey Engle.

**Image 9:** Picture of Gates employees posing for picture in 1917 as they make Colorado Tire and Leather Co.’s Durable Tread leather Tires. Source: Gates Website





# Gates Rubber Company Factory Today



**Image 10:** Panorama from 2012 of the vacant factory looking south. S. Broadway is on the left side of the picture.  
Source: Gene Elliott



**Image 11:** Recent view of the factory from S. Broadway facing west. Source: The Denver Eye: Gates Rubber Warehouse



**Image 12:** Recent view of the factory facing northeast from Mississippi and Santa Fe. Source: Fair Angels- A Photoblog, June 3, 2006. Industrial Angles- Gates Rubber Company

## Statement of Significance

10. Explain how the structure meets at least one criteria in at least two of the categories. Please cite specific criteria in the summary.

### **Landmark Designation Criteria**

- 1. History.** 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; or*

The Gates Rubber Company has been deeply rooted in Denver/Colorado history for over 100 years. Charles C. Gates bought the Colorado Tire and Leather Co. in 1911 for \$3500. The company sold Durable Tread leather studded tire covers. Soon the invention of convention natural rubber came along and the switch from leather to rubber was made. In 1914 after the switch to rubber, Gates developed the highly successful Half-Sole Retreads. After just a few years, Charles Gates moved from his original location to the property at Broadway and began building the Gates complex and in 1918 adopted the Gates Rubber Company name.

Gates campus continued to grow rapidly and over time expanded to as many as 45 units. The Gates Corporation continued to be privately held under the management of Charles Gates. Once he retired, his son had already been groomed for the position of president. The Gates Rubber Company made it through the industrial revolution, the great depression, and both world wars all from their S. Broadway location in Denver. They played an intricate role in the World Wars and were honored with the Army/Navy "E" award of excellence for being a critical supplier during World War II. Even when Axis forces occupied Southeast Asia and cut off 95% of US rubber supplies, in 1942 Gates innovated by developing and commercializing synthetic rubber through a joint venture with Copolymer Corp. This alone was a huge turning point for Gates and the entire rubber industry. Despite being an innovator and a powerhouse manufacturer, Gates' employees were not just coworkers, they were a community. They had their own credit union, cafeteria, pharmacy, infirmary, and annual events and holiday parties. After expanding as much as possible at their S. Broadway location, in 1954 Gates began expanding around the country and Internationally. Gates developed facility in: Canada, Mexico, Venezuela, South Africa, Belgium, Brazil, Korea, Scotland, Spain, France, China, Singapore, Iowa, Illinois, Tennessee, Kansas, North Carolina, Kentucky, Texas, Arkansas, Alabama, and more.

The Gates factory at one time was not only the biggest employer in Denver, but it also stood as a pioneer of new business strategies and technology. Denver was soon put on the map for it's innovative business: The Gates Rubber Company. The Gates Rubber Company single handedly improved the lives of millions of people around the world with its 4,000 rubber products, directly supported its 5,500 employees, indirectly created over 40,000 other jobs, and contributed millions in tax dollars over the course of 100 years. Even today the Gates Corporations headquarters is in Denver and the Gates family foundation has sponsored public buildings such as the Denver Public Library, History Colorado Center, and others.

For the complete story of Gates Rubber Company please read this memoir put out by Gates Corp. <http://www.gates.com/Downloads/Gates%20History%20Book-FINAL-%2009-08-111.pdf>

- b. Be the site of a significant historic event; or*

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

The Gates family had a significant impact on society through out the past 100 years. The very nature of their manufacturing business impacted the lives of many in the US and internationally. From the studded leather tire covers back in the 1910's that extended the life of tires, to the tires that got made once rubber became the norm. The products Gates made were iconic due to the meticulous marketing strategy the company implemented. Later Gates Rubber Company became the world's largest manufacture of V-belts, which most notably were used as timing belts in the cars we all use today. It's said in the Gates memoir, *100 Years in Review*, that at one point half of the cars in Denver contained Gates products, namely the V-belt. By 1957 Gates employed 5,500 employees and was Denver's largest employer. The Denver planning officials in 1960 estimated that each Gates Rubber Company Job created eight other local jobs accounting for 48,000 Denver jobs. Gates Rubber back up these jobs by recording huge sales of \$100 million in sales at that time, by 1985 sales would break \$1 billion. Even today, the Gates Foundation supports numerous causes around the city of Denver. Two of these include the Denver Public Library and Historic Colorado.

2. **Architecture.** To have architectural importance, the structure or district shall have design quality and integrity, and shall:
- a. *Embody distinguishing characteristics of an architectural style or type; or,*
  - b. *Be a significant example of the work of a recognized architect or master builder, or,*
  - c. *Contain elements of architectural design, engineering, materials, craftsmanship, or artistic merit which represent a significant or influential innovation; or,*
  - 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.** 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, or,*

The Gates factory itself has long been a prominent visual feature of Denver as it sits on the heavily traffic roads and highways of S. Broadway, Santa Fe, I-25, and the light rail. Even back in 1965 the Denver Post reported that nearly 102,000 people drove by the factory on S. Broadway daily. The finely crafted masonry work that makes up the building is stunning and eye catching. One of the complex's most prominent features is the Gates water tower, which survives in two parts and can be seen from public thoroughfares in multiple directions (see Image 6). It is geographically prominent to the area because it is one of the tallest and largest buildings in that part of Denver, which has few substantial buildings or other developments. The surviving buildings in the Gates complex reflect Denver's proud yet gritty industrial heritage better than most other former industrial buildings in the city limits.

- b. *Promote understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity; or,*
- c. *Make a special contribution to Denver's distinctive character.*



## Architectural Description

11. Concisely describe the structure and its surrounds.

The structure (unit #10) is partially masonry red brick and the other part is concrete. The building varies between 3 and 4 stories tall. Numerous concrete columns support the entire structure. To the West near the property line bordering the light rail, it is surrounded by unit #11 (built in 1919) which is made up of masonry brick and is connected to unit #10 in the basement and via skywalk. To the North is unit #13 and its cooling towers. Unit #13 is connected by roof walkway to unit #10. Like Unit 11 it is made up of artful masonry brick as well. Between these buildings are alleyways some of which used to be the roads S. Acoma and Tennessee Ave.

- a. *Describe location and setting including physical context and relationship to neighborhood and other historic structures.*

The building sits on a sliver of land south of I-25 and the light rail. The surrounding structures are mostly office and retail with the exception of an apartment complex across Mississippi Ave. from the building. The property also sits between two busy roads S. Broadway and Santa Fe. Less than one block away also remains the former Ford assembly plant on the corner of S. Broadway and Kentucky Ave. It was then purchased by Gates Rubber Company and used as its print shop, offices, and stock room.

The Historic Assessment and Reuse Opportunities for the former Gates Rubber Company Manufacturing Site, ca. 2001 makes reference on page 40 the buildings relationship to the neighborhood as follows:

“As detailed below, Units 10-1, 10-2, 10-3, 10-6, 11, and 13 appear as a historical core to meet the criteria for eligibility for the NRHP and as Denver Landmarks. These buildings are associated with the historical development of the Gates Rubber Company, a distinguished national corporation and one of Denver’s first manufacturing businesses, most important employers, and the largest family-owned businesses. The buildings are also representative of the architectural style of early manufacturing buildings in the U.S. and prominent and recognizable features of their south Denver neighborhood.”

- b. *Architectural description including mention of major features, uncommon design features, ancillary structures, and important landscape or site features. Also describe interior spaces with extraordinary design features (if any).*

Unit 10 is a very large 4 story, T shaped, industrial building, that exhibits a number of fine architectural elements. It was built in at least five phases, all of which are still extant. The oldest section is the long rectangle along the railroad tracks was begun in 1918. Across the former road (Tennessee) to the south another matching building was built in 1919; in 1928 they were linked after the road way was vacated. The 1919 section extended east to establish an L shaped complex. All three parts use the same architectural

motifs, including a combination of dark red and blonde brick work, an ornate rooftop parapet with exaggerated brackets, cornice, decorative plaques. Large banks of grouped windows light the voluminous interior space on each level. The windows appear to be multi-pane steel sash, with some awning openings and others fixed. Each stack of windows is divided by projecting vertical panels, which resemble pilaster. One of the many bays facing onto S. Broadway projects to a fifth level and may indicate a former entryway and would have provided rooftop access. The rooftop has assortment of corrugated metal clad editions and mechanical features.

After WWII the company expanded, and the building expanded with it. Several more recent additions extended the building south to Mississippi. The earlier of the two has windows in groups of three and the later has them in groups of five. Like the older portions the building, most windows are original and remain intact, though some panes are broken. While its window groupings are similar to the earlier portion of the building, the architectural style shifts from vertical emphasis to horizontal. In keeping with modern stylistic trends, brick was abandoned in favor of more streamlined and less expensive concrete. The concrete panels alternate between planar surfaces and horizontally grooved surfaces. Horizontality is further expressed by projecting belt bands.

Unit 10 is described in the Historic Assessment and Reuse Opportunities for the former Gates Rubber Company Manufacturing Site, ca. 2001 as follows:

“The massive Unit 10 (built between 1918 and late 1961) presents a classic large factory image with brick construction, large steel sash, divided light windows in each structural bay, roof top equipment, penthouses, vents, extensive exterior venting and flues on the west elevation.

The earliest buildings constructed on the site were demolished in 1994, but existing buildings, Units 11, 13, and portions of Unit 10, represent elements of this early design and are representative of the manufacturing buildings of their era. Some of the representative architectural feature of the buildings construction between 1918 and 1945 include: numerous windows, covered loading docks, large door openings, open interior spaces, heavy columns to support building loads, concrete floors, exposed ductwork, and simple signage.

Unit 10 dominates the Gates Factory Site. It was constructed in stages between 1918 and 1961 as shown in the figure, Construction Succession at the Gates Factory Site... The building follows two basic architectural styles. The constructions between 1918 and 1945 (Units 10-1, 10-2, 10-3, 10-4, and 10-6) followed the design of the early manufacturing style. The constructions between 1951-1961 (Units 10-5, 10-7, and 10-8) represent a departure from the more decorative style to a more functional construction of unadorned concrete. The aspects of each construction of Unit 10 are described in succession below.”

Unit 11 is situated immediately west of the oldest part of unit 10. Built in 1919, it is freestanding structure that is link to unit 10 by a skywalk and basement walkway. Unit 11 is trapezoidal in shape reflecting the constraints of the property line. It is four stories tall and of poured concrete, post and beam construction with infill panels of large grouped windows and terracotta tile.

Unit 13 houses the power plant for the complex, and is a two-story building with a completely open interior space to accommodate the large mechanical systems required.

The exterior was surfaced with red brick and blonde masonry trim to coordinate with the older buildings on site. On the north side of the building remain the cooling tower appendages.

The Historic Assessment and Reuse Opportunities for the former Gates Rubber Company Manufacturing Site, ca. 2001 includes further details on the architectural style of the building:

**“Interconnectedness.** The complex of buildings at the Gates Factory Site was linked with bridges and underground tunnels. The interconnectedness of the buildings is a defining element of the Gates Factory Site buildings and depicts an important feature of the manufacturing aspect of the buildings linking raw products, manufacturing equipment and processes, product testing, and finished product storage and shipping.

**Continuous Modification.** The Gates Factory Site buildings were constructed and modified over time to adapt to new manufacturing challenges and business growth. The additions to Unit 10, for instance, represent the evolution of the product manufacturing, going from the original manufacture of a single product (tire covers) to the production of the thousands of types of rubber products. New equipment and space were required as new products were developed.

**Master Plan.** The Gates Factory Site was somewhat unusual in its development in accordance with a master plan. Artists sketches of the complex in 1917 shows the new buildings for a variety of uses remarkable accurately describe the evolution of the Gates Rubber Company and attest to the foresight of Charles C. Gates, Sr. in his early visions for the company.

**Scale.** The buildings at the Gates Factory Site are very large with open interior floor plans and very little subdivision of space.

**Construction Style and Materials.** Early buildings were representative of early manufacturing and warehouse facilities across the United States. The buildings did have more ornamentation than most factory buildings with white brick courses, decorative cast concrete panels and terra cotta detailing.”



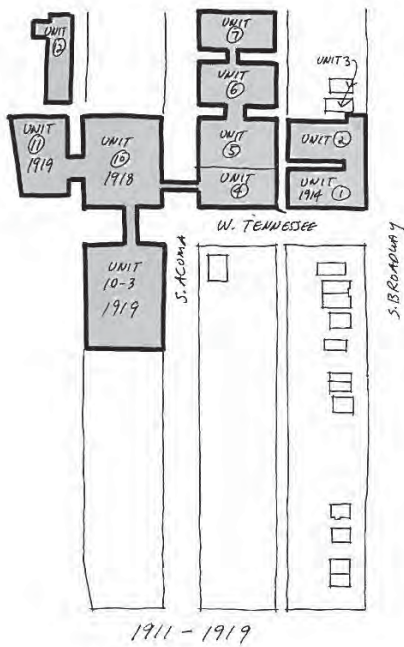
Detail of brick column, 2002



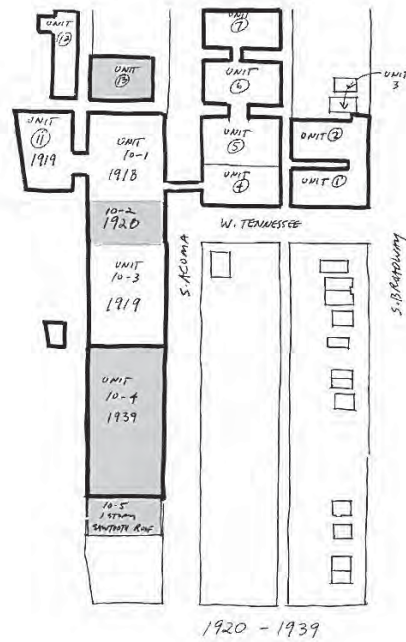
- c. *Describe major alterations to the exterior of the structure and any known plans to alter the exterior.*

Few minor alterations to the exterior have been made since 1957. However since 1918 when unit #10 was first constructed, the building has seen many additions making it at least 5 times the size. The last expansions were done in 1957. In late 2011, the iconic water tower was removed from the roof of the building. Regarding known plans, a demolition permit application has been submitted.

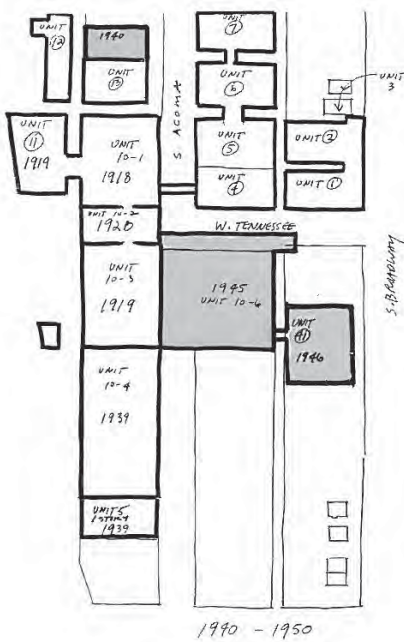
For a more detailed architectural description refer to the Historic Assessment and Reuse Opportunities for the former Gates Rubber Company Manufacturing Site, ca. 2001. The Historic Assessment is considered an addendum to this application.



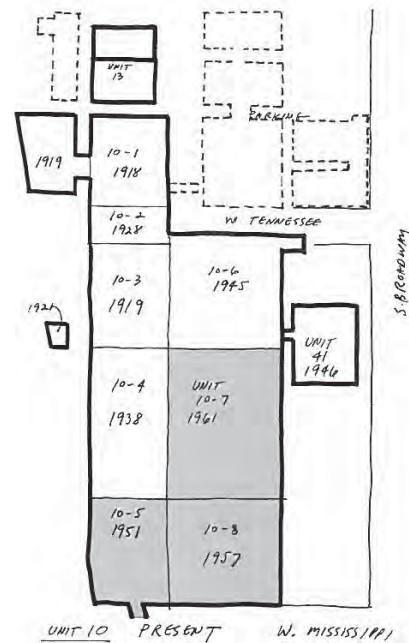
1911-1919



1920-1939



1940-1950



1957-Present

Construction Succession at Gates Factory Site.

### History of the Structure and Its Associations

12. Describe the history of the structure and its associations with important individuals, groups, events, or historical trends.

- a. *Provide details about the circumstances of construction including the date of construction, architect, builder, and owner for the original structure and any significant additions.*

Unit #10 was built in 1918. Expansions and additions were later added between 1919 and 1961. The owner of the original structure was the Colorado Tire and Leather Co (Gates Rubber Company's former name prior to 1919). Unit 11 was built in 1919 and unit 13 was built around the same time.

- b. *Describe specific historical associations including why this structure has direct association with the individual, group, event, or historical trend.*

The structure was the original main factory to the Gates Rubber Company. The company and this facility played a crucial role during WWII when they supplied the military with its products and commercialized synthetic rubber when Axis forces cut off supplies.

- c. *Describe other structures that have similar associations and the relationship of this structure to them.*

Unit #11 and #13 are in direct association with Unit #10 and were all used by Gates when it operated out of that facility. Unit #11 acted as a warehouse and unit #13 was a boiler room and power generator.



13. Provide a list of research sources used in compiling this application.

- (1). Denver Post March 10<sup>th</sup> 1957, Business Profile
- (2). The Rocky Mountain News: Denver Colorado, Sunday September 25<sup>th</sup> 1927
- (3). Denver Post, Fri March 10<sup>th</sup> 1978
- (4). Gates Gold Rush Gazette March 1961, Gates Rubber Company Passes 50 year Milestone.
- (5). Rocky mountain news. Jan 17<sup>th</sup> 1971. Gates Purchases Samsonite Plant on S Broadway.
- (6). Denver Post. Nov. 29<sup>th</sup> 1958. 2 New Buildings, Power Plan Set by Rubber Firm.
- (7). Denver Post Sept. 22 1957. Gates Rubber Co. Always Expanding.
- (8). Denver Post. Aug. 4<sup>th</sup> 1996. Gates 85-year saga draws to a close.
- (9). Rocky Mountain News. June 8<sup>th</sup> 1961. Gates to build Egg-producing plan for \$500k at Brighton
- (10.) Denver Post. Sept. 29, 1969. P.17 Gates to swell Kentucky Plant
- (11.) Rocky Mountain News Sept 28<sup>th</sup> 1967 p. 75. Gates Farms Inc. Becomes Companies 6<sup>th</sup> Subsidiary.
- (12). Rocky Mountain News. June 6<sup>th</sup> 1965. Gates Slates New Venezuela Plant.
- (13). Denver Post. April 16<sup>th</sup> 1972. Gates Sales for Fiscal Year Highest Ever.
- (14). Rocky Mountain New. September 6<sup>th</sup> 1946. Gates Plant to add \$267,000 Building.
- (15) Gates Company. 100 Years of Powering Progress.
- (16) Denver post. November 8 1965.
- (17) Denver Post. September 21 1986. Gates Renews Focus on Rubber Products.
- (18) Denver Post. October 23 2007. Gates Legacy Mulled by Developer. P. 1C
- (19) Denver Fire Marshall's Map 1923-1963 Sanborn Map Co.
- (20) Denver Fire Marshall's Map.1903-1923 Sanborn Map Co.
- (21) Denver Real Property Record.
- (22) Colorado Cultural Resource Survey.
- (23) Historic Assessment and Reuse Opportunities for the former Gates Rubber Company Manufacturing Site, Mandy Whorton, Historian, Harding ESE, Rick Geiser and Russell L. Brown, Semple Brown Design, P.C. and the report date is actually 2002 (not ca. 2001)

Application Information

14. Present Owner: Broadway Mississippi LLC

Mailing Address: 1551 Wewatta St.

Telephone:

Fax:

15. Owner Consent to Designation:

I / We, the undersigned, acting as owner(s) of, the property described in this application for landmark designation do, hereby, give my consent to the designation of this structure as a Structure for Preservation.

Signature: \_\_\_\_\_

Printed name: \_\_\_\_\_

Date: \_\_\_\_\_

If the owner does not consent to designation, please describe the reasons for recommending designation:

**The former Gates Rubber Company factory is a huge piece of Colorado and more relevantly Denver history. So many in Denver have friends or family that worked there. The building has long been a historical piece of Denver, which reminds Denver of how this city came to be what it is today. That building stands for the innovation that came from Denver and is the grand story of one family's pursuit of the American dream. The building has even been assessed as eligible for the National Register of Historic Places, however without owner consent, such a distinction could not be achieved. By not accepting the landmark designation application the owner will proceed to demolish the last remaining physical reminder of what Gates Rubber Company did and was for this city and its citizens.**

16. Applicant/Preparer Name: Eugene Elliott

Affiliation/ Interest in Property: Concerned citizen

Address: 2800 Sundown Lane, J309; Boulder, CO 80303

Telephone: 515-720-5815

17. Application Fee. Non-refundable application fee of \$250 for an individual structure must be paid prior to the public hearing. (Make check payable to Denver Manager of Revenue).