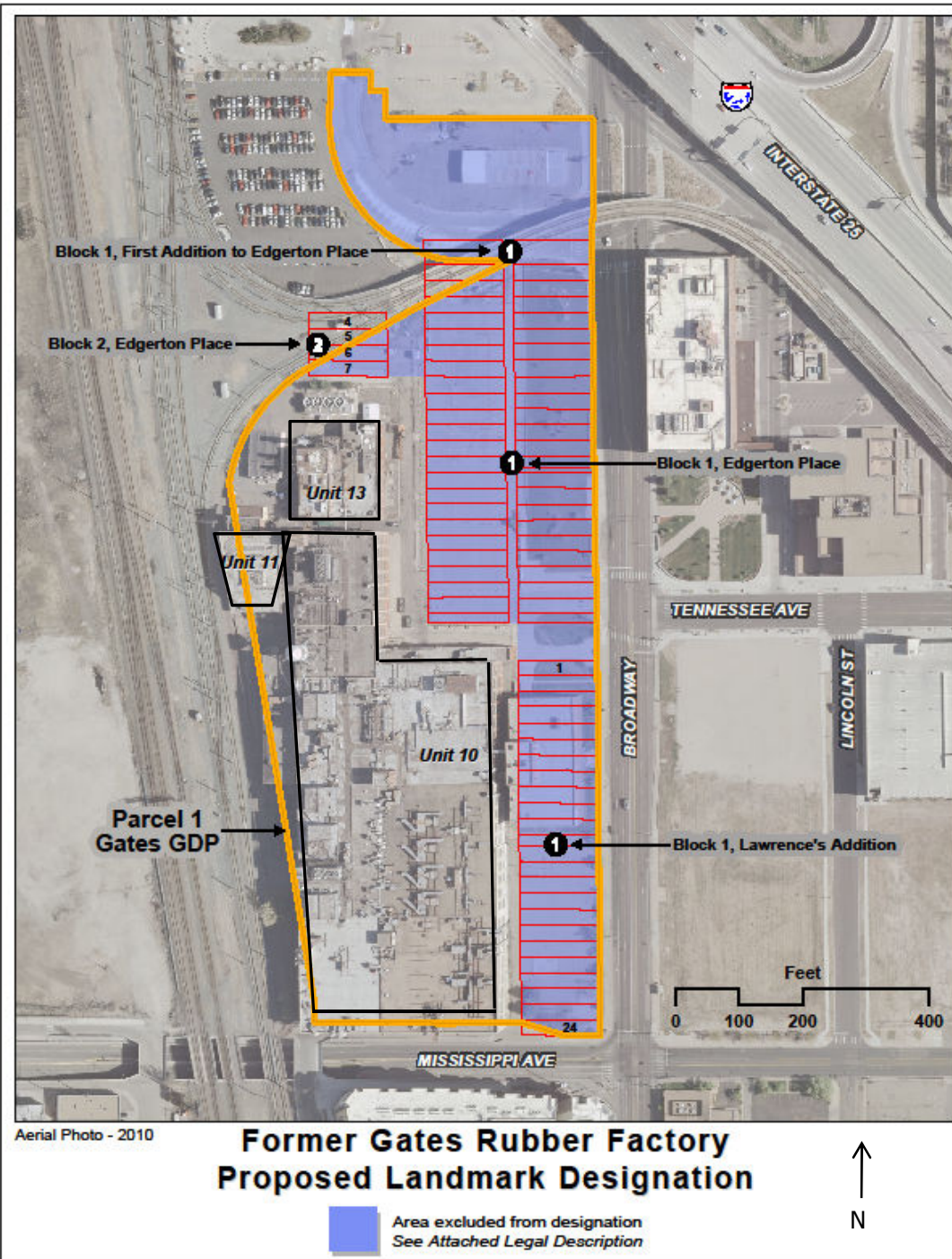


# Designation as a Structure for Preservation, 999 S. Broadway, Gates Rubber Company

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- Units 10, 11 and 13
- Applicant: Eugene Elliott
- Owner: Broadway Mississippi
- Landmark Designation Application submitted in response to “Certificate of Non-Historic Status” applications filed by owner
- LPC determined application complete and landmark designation criteria potentially met on August 7, 2012
- LPC held a public hearing on September 4, 2012





# Designation of Structure for Preservation

## Unit 10 (Manufacturing Plant)

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



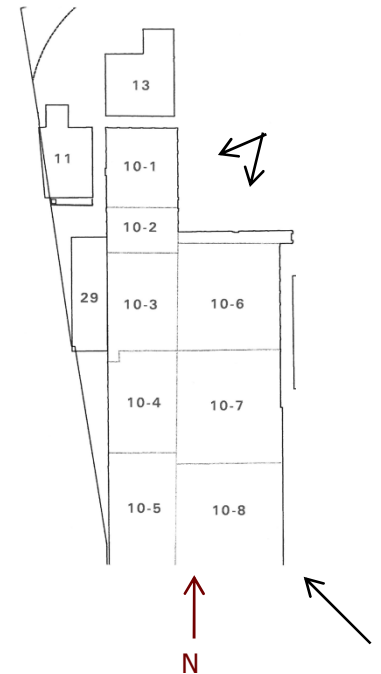
10-1, 10-2 and 10-6 (E. & N. Elevations)



Unit 10-8 and 10-7 (East Elevations)



999 S. Broadway St.





# Designation of Structure for Preservation

## Unit 11 (Manufacturing Plant)

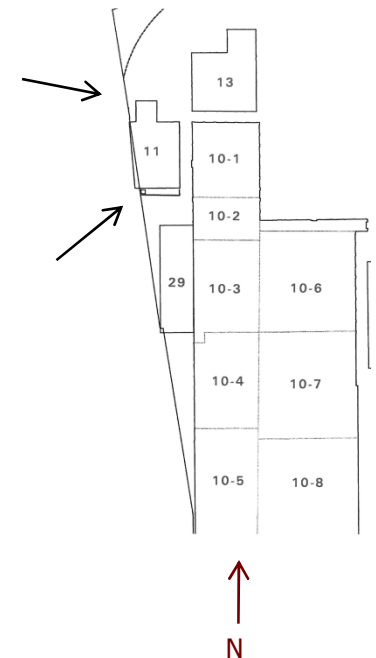
West & South Elevations



West & North Elevations



999 S. Broadway St.



# Designation of Structure for Preservation

## Unit 13 (Power House)

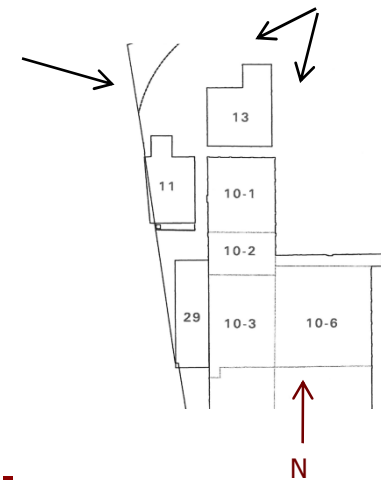
North Elevation



East and North Elevations



West Elevation



999 S. Broadway St.



# Categories of Significance

## History – 1a. Direct Association with Historical Development of City, State or Nation

- Gates Rubber Company has been a major manufacturer, industry innovator, and employer in Denver for more than 100 years.



# Categories of Significance

## History – 1c. Direct and Substantial Association with a Person or Group of Persons Who Had Influence on Society.

- Charles Gates Sr. and family produced influential products – such as the Durable Tread, the Half-Sole Tire, the V-Belt, the Super Tread Tire, Synthetic Rubber products
- Gates was a large, innovative and generous employer -- with 5,500 workers in 1957, Denver's largest employer, and providing gardens, exercise regimens, and an at-cost cafeteria for workers
- The Gates family has been a major benefactor in Denver



# Categories of Significance

Geography 3a. Have a Prominent Location or be an Established, Familiar and Orienting Visual Feature of the Contemporary City.

- Prominent and substantial visually, sitting at the intersection of heavily travelled roads and highways of S. Broadway, Santa Fe, I-25 and now light rail.
- Gates water tower (now disassembled on site) was particularly prominent.



View facing West across S. Broadway





# Recommendations and Findings:

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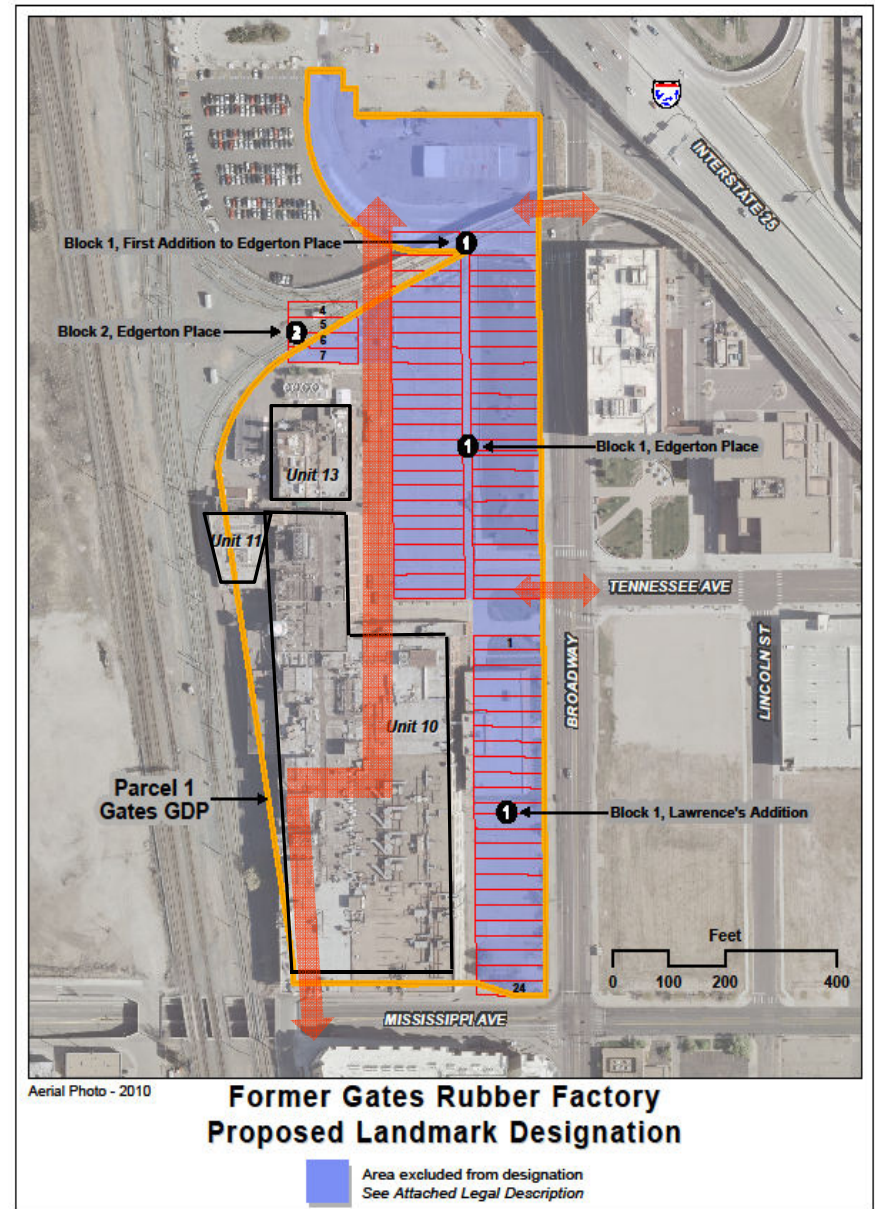
## Landmark Preservation Commission - Sep. 4, 2012:

- Units 10, 11 and 13 qualify as a Historic Landmark by meeting criteria 1a and c in the category of “Historical Significance,” and 3a in category of “Geography.”
- However, Landmark designation is not recommended given the low preservation potential for Unit 10 (due to unusual and severe hazardous materials issues), the primary building, and related integrity concerns.
- Recommend that Gates Corp. fulfill its generous “letter of commitment”
  1. preserve water tower (prefer on site),
  2. leave Unit 11 to last phase of demolition (further consideration to adaptive use of Units 11 and 13)
  3. & 4. complete historical documentation on complex, and create exhibit/interpretative display (develop implementation plan and strategy to move forward in most meaningful way for community).

# Recommendations and Findings:

## Planning Board Sep. 5, 2012:

Landmark Designation of Unit 10 is not consistent with adopted plans, most notably the adopted Cherokee General Development Plan (did not comment on Units 11 and 13)



# Staff Recommendation

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Forward the application to City Council with a recommendation of disapproval, citing as findings of fact the staff report dated September 11, 2012, and the findings of the Landmark Preservation Commission on September 4, 2012, and the Planning Board on September 5, 2012.