

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

## 1. Name of Property

historic name 655 Broadway Building  
other names/site number 5DV.47251/Silverado Building

## 2. Location

street & number 655 N. Broadway  
city or town Denver  
state Colorado county Denver zip code 80203

<input checked="" type="checkbox"/>	not for publication
<input checked="" type="checkbox"/>	Vicinity

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination \_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets \_\_\_ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

    national     statewide   X   local

 Patrick A. Eidman Deputy State Historic Preservation Officer 2.16.2023  
Signature of certifying official/Title Date

State or Federal agency/bureau or Tribal Government

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

## 4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

Signature of the Keeper Date of Action

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**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

**Category of Property**  
(Check only **one** box.)

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

- Private
- public – Local
- public – State
- public – Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		<b>Total</b>

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing)

**Number of contributing resources previously listed in the National Register**

NA

NA

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions.)

**Current Functions**  
(Enter categories from instructions.)

COMMERCE/business  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DOMESTIC/multiple dwelling  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions.)

**Materials**  
(Enter categories from instructions.)

MODERN MOVEMENT/International Style  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

foundation: CONCRETE  
walls: METAL/Steel  
GLASS  
roof: SYNTHETICS  
other: \_\_\_\_\_  
\_\_\_\_\_

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### Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

#### Summary Paragraph

The 655 Broadway Building is located one and a half miles south of downtown Denver on a 0.74-acre trapezoidal site at the southwest corner of Broadway and Speer Boulevard. The building is situated at the northeast corner of the property and is a ten-story, International-style office tower with two below-ground levels. The original structure, completed in 1956, comprised eight stories of reinforced concrete construction. In 1957, two steel-framed stories were added due to high demand for additional office space in the building. The building was rehabilitated to serve as affordable housing in 2021-2022. The 655 Broadway Building is an excellent example of the International Style in Denver. It displays a prominent symmetrical design that is largely identical on all four sides. The exterior features a curtain wall system of windows offset by aqua-colored enameled-steel spandrels, both of which are set within an aluminum frame. At the first-floor level, the building is covered with a flagstone veneer and has new, historically compatible windows and entrances. The primary pedestrian entrance is located on the east side, and secondary entrances are on the west side. At the interior, the centrally located elevator lobby remains the primary public space within the building. Finishes throughout convey the building's historic office use and include carpet flooring, painted gypsum board walls, and painted gypsum board ceilings.

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### Narrative Description

**Setting:** The 655 Broadway Building is located at the southeastern edge of Denver's Lincoln Park neighborhood and is situated at the intersection of two of the city's busiest thoroughfares. The immediate surrounding area is made up of a combination of low-, mid-, and high-rise commercial buildings that date to the mid-to-late twentieth and early twenty-first centuries. Despite changes to the neighborhood since the building's 1956 construction, the setting's primary component—the adjacent thoroughfares—has changed little since midcentury.

Located at the south end of downtown Denver, Speer Boulevard is a winding, high-volume parkway with four lanes in each direction. Originating in the west side Highlands neighborhood, it runs from the northwestern part of the city through the downtown Larimer Square area (5DV.104, NRIS.73000468, NRIS.94000143), terminating southeast of the city center at the Denver Country Club. Speer Boulevard (5DV.5330, NRIS.86002240) was listed in the National Register of Historic Places in 1986 as part of the Denver Park and Parkway System. The 655 Broadway Building is located approximately halfway between downtown Denver and the Country Club neighborhood. Today, Speer Boulevard is an underpass intersecting below Broadway.

Broadway is a north-south thoroughfare that extends from Denver's Five Points neighborhood south through downtown, between the State Capitol (5DV.6000) grounds and Civic Center Park (5DV.161, NRIS.12001017, NRIS.74002348), continuing south into Englewood, Colorado, and beyond. South of downtown especially, Broadway was a primary commercial street whose businesses reflected the evolution of twentieth-century commerce. The street includes traditional main-street-style buildings with first-floor commercial spaces and upper-floor residential, hotels, or office spaces. Beginning in the 1920s, Broadway began to include automobile-oriented businesses and later, in the early postwar years, offices.

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**Site:** The 655 Broadway Building is situated on a 0.74-acre trapezoidal-shaped parcel that is formed by the intersection of Broadway and Speer Boulevard, with Speer Boulevard located beneath Broadway. The rectangular-shaped building occupies the northeast corner of the site and is constructed to the sidewalk on the east and north sides. Along the east side, the sidewalk consists of brick pavers adjacent the building, with concrete sidewalks along Broadway and Speer Boulevard. To the south and west of the building is an L-shaped surface parking lot. The parking lot is accessed from Speer Boulevard at the northwest and Broadway at the southeast. Along the north side is a ramp driveway off Speer Boulevard that leads to a loading dock.

**Structure:** The building is ten stories in height, with a basement and subbasement level. It extends approximately 107 feet north to south and 70 feet east to west. The lower eight floors and two underground levels are reinforced concrete construction; the top two levels and extended roof parapet are steel framed.

**Exterior:** The exterior is largely identical on all four sides. It is dominated by an approximately ten-foot-tall glazed and spandrel panel curtain wall system that extends from the second through the tenth floors. The curtain wall includes rows of approximately six-foot-tall rectangular glazing offset by four-foot-tall aqua-colored enameled-steel spandrel panels that distinguish the respective floor levels. Both the glazing and spandrel panels are set within an aluminum frame that slightly protrudes from the face of the building. Additionally, vertical rows of spandrel panels are located at the ends of all four sides, serving as a frame to the curtain wall.

**East Side:** The primary east side of the building fronts Broadway and displays the prominent curtain wall system at its upper floors. At each level, the curtain wall consists of twenty-five windows and spandrel panels separated by full-height clear anodized-aluminum frames that serve as pilasters. The first floor of the east side is slightly recessed from the floors above. This level consists of a flagstone veneer offset by aluminum-framed storefront window systems. The second bay from the south contains the primary entrance, which features a double-leaf glazed aluminum-framed door set within an aluminum-framed storefront system. The entry has a projecting flat metal canopy. At the second-floor level, above the entrance canopy metal signage reads "655 BROADWAY."

**West Side:** The west side is largely identical to the east side, having the same curtain wall configuration at the second through tenth floor levels and a similar flagstone veneer at the first floor. These two sides differ only at the first floor, with the west side displaying a utilitarian design. Instead of a storefront window system, the west side contains only tripartite picture windows raised within the bays, displaying more of the flagstone veneer. The west side features two flush metal egress doors, as well as a secondary, glazed, aluminum-frame double-leaf door that is located in the same bay as the east side's primary entrance. At the north end of the elevation, a utilitarian mechanical enclosure obstructs view of the building exterior.

**North Side:** The upper floors of this side display the building's curtain wall system, with sixteen windows and spandrel panels per floor. As on the east and west sides, the first floor is clad in flagstone veneer and slightly recessed from the curtain wall. This side of the building contains three storefront openings that match the appearance of those on the primary east side. The easternmost storefront contains a glazed, aluminum-framed single-leaf entrance door. The western portion of the first floor level does not contain any openings, showcasing the flagstone veneer. At the lower levels, a paved driveway extends to the building's loading bay.

**South Side:** The south side is similar in size and appearance to the north, with the same curtain wall configuration at the upper floors. At the first floor, however, the south side displays elements of both the east and west sides. At the eastern end, the side features an aluminum-framed storefront window matching the configuration of the storefronts at the primary façade. The central and western bays contain the raised tripartite picture windows of the west side. There are no entrances at this side of the building.

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**Roof:** The roof is flat and clad in a modern synthetic membrane, with the rooftop elevator and stair penthouse and mechanical equipment centrally located at the western edge. The roof level is framed by an eleven-foot-high parapet wall that conceals the penthouse and mechanical equipment.

**Interior:** The inside of the 655 Broadway Building is defined by its centrally located vertical access at nearly every floor, which generally encompass 6,500 square feet of space, except for the first floor (5,250 sq. ft.) and the lower levels (4,400 sq. ft.). At the center of each floor is the elevator lobby, complete with paired passenger elevators that feature brushed aluminum surrounds and enamel-painted scissor doors. Directly north of the elevator lobby on each floor is an abutting stair tower. A second stair tower is opposite the elevators, at the east. The northern stair tower provides access to every level of the building, whereas the eastern tower provides access only from the first through the tenth floors. The layouts of each floor were modified in 2021-2022 to accommodate the building's shift from commercial to residential use. Finishes throughout the building convey the building's historic use and generally include carpet flooring, painted gypsum board walls, and dropped acoustic ceiling tile (ACT) ceilings.

**First Floor:** The first floor level features resident amendment space and Denver Housing Authority offices. The floorplan is situated around the central corridor in the form of an irregular T-shape with the primary elevator lobby at the intersection of the "T." Finishes throughout the first floor consist of a combination of carpet and vinyl tile flooring, painted gypsum board walls, and painted gypsum board ceilings.

**Second – Tenth Floors:** The second through tenth floor levels feature multi-family apartment units. Apartments are situated at the perimeter of the building and accessed via a centrally located H-shaped corridor. Fourteen apartment units are located at each floor. In the corridors and elevator lobbies, finishes consist of carpet flooring, painted gypsum board walls, and painted gypsum board ceilings. In apartment units, finishes include vinyl tile flooring, painted gypsum board walls, and painted gypsum board ceilings.

**Basement Levels:** The below ground spaces are utilized for leasable tenant space, resident storage, and mechanical space. The lowest level (level P2) features one large tenant space with exposed concrete structure throughout. The upper basement level (level P1) consists of a mixture of tenant and utilitarian spaces.

## Alterations

**1979 Renovation:** When originally constructed in 1956–57, the first-floor exterior was clad in a flagstone veneer, with the primary east elevation and the easternmost bay of the north and south sides containing four-paned plate-glass storefront windows. The central and western bays of the north and south sides featured paired rectangular-shaped single-pane windows that were raised above the flagstone base. The north side also featured a glazed, aluminum-framed, single-leaf entrance. The west side had a similar appearance to the other sides, with a flagstone cladding and single-pane windows. In 1979, following the Silverado Savings and Loan bank's move into the building, the first floor was redesigned with a concrete aggregate veneer. On the interior, the first floor originally featured a centrally located east–west corridor in the second bay from the south. This corridor connected the building's two entries with the elevator lobby at the center of the building. The northernmost portion of the first floor contained restaurant space, which was converted to bank offices in 1979. At the upper floors, the spaces were generally intended for one or two tenants per floor.

**2021-2022 Rehabilitation:** In 2021-2022, the 655 Broadway Building was rehabilitated to serve as affordable housing units. The rehabilitation was undertaken in accordance with the Secretary of the Interior's *Standards for*

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*Rehabilitation*, and as a result the building was largely returned to its original design. On the exterior, the historic curtain wall configuration was returned to its original design, with new glazing installed and the spandrel panels cleaned and repainted, returning the building's original aqua color. The first-floor level was returned to its original appearance. The painted concrete-aggregate cladding was removed and a flagstone veneer, similar to the original, was installed. Additionally, the east side's canopy was stripped of its late-1970s finishes, and the original canopy was repaired to reflect the original design.

At the interior, layouts and finishes were updated to accommodate the shift in use and modified from the original layout. New gypsum board demising walls were installed to create retail and amenity space, individual apartment units, and public corridors; new mechanical, electrical, and plumbing systems were installed throughout. As the primary public space in the building, the historic elevator lobby was retained in volume, location, and finish. Finishes were also updated throughout but are compatible with the building's historic office use and include a combination of carpet and vinyl tile flooring, painted gypsum board walls, and a combination of dropped ACT and painted gypsum board ceilings.

**Integrity:**

Location: The 655 Broadway Building is in its original location at the intersection of Broadway and Speer Boulevard. As such, the building retains integrity of location.

Feeling and Association: The 655 Broadway Building was constructed as a high-rise office building at a time when Denver, like many other U.S. cities, was experiencing commercial growth outside the traditional downtown business-district core. Additionally, suburbanization—a result of the growing ubiquity of the automobile and increased access to streetcar lines—allowed people to live farther from the inner cities and travel to work more easily. The 655 Broadway Building was designed with these considerations in mind: it is located outside the central business district, sited along a primary thoroughfare, and offered ample space for parking outside or in a garage under the building. The building retains integrity of both feeling and association because exterior and interior alterations have not affected the building's appearance as a midcentury, International Style office building.

Setting: When the 655 Broadway Building was constructed in 1956, the surrounding neighborhood was minimally developed but predominantly featured low-rise commercial buildings. In the mid-century period as development along Broadway and Speer Boulevard grew, due to expansion of the automobile and streetcar service in previous decades leading up to the mid-century, larger mid- and low-rise commercial buildings associated with automobile services were constructed. During that time, the subject building was among the area's most prominent structures, situated on a prominent corner parcel. Although additional development and construction took place throughout the late twentieth and early twenty-first centuries, the setting's association as a commercial neighborhood remains. The 655 Broadway Building retains its integrity of setting because the neighborhood is still associated with commercial activity outside the traditional business sector and remains heavily associated with automobile traffic.

Design: The 655 Broadway Building is one of Denver's finest extant examples of the International Style applied to a high-rise office building and displays many defining features of the style. These include the building's rectangular form, its emphasis on horizontality, its curtain wall system that places further emphasis on horizontality, its flat roof, and its overall lack of ornamentation, which allows the materials of the building to stand out as its primary character-defining features. Most notably, the building retains its prominent curtain wall system of rows of glazed window openings offset by rows of aqua-colored, enameled-steel spandrel panels.

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Although the first floor was given a concrete veneer in the late 1970s, since 2021 it once again displays a flagstone veneer, as it did historically. The building's primary entrances are also in their original locations. The building was designed with speculative leasable office space in mind, so interior layouts and finishes were envisioned from the outset. Despite alterations that have occurred to the interior, finishes are compatible with the building's mid-twentieth-century office use and include carpet flooring, painted gypsum board walls, and finished ceilings. As such, the 655 Broadway Building retains integrity of design.

Materials and Workmanship: Materials and workmanship relate to the presence of historic fabric and, for the purpose of this evaluation, are similar. After the final two top stories were constructed in 1957, the building was among the tallest and most noteworthy structures outside Denver's central business district. Its materials and workmanship are most notably associated with the glazed and aqua colored spandrel-panel curtain wall on all four sides, which make it a unique representation of the International Style in Denver. The curtain wall remains the building's primary character-defining feature, with its alternating rows of glazing and spandrel panels. The first floor is clad in a flagstone veneer, as it was historically, and the upper floors have remained untouched by alterations over the years. Interior finishes have been updated as tenants changed, but these remain consistent with the building's original office use and include carpet flooring, vinyl tile flooring, dropped ACT ceilings, and painted gypsum board ceilings. As such, the 655 Broadway Building retains integrity of both materials and workmanship.

Overall, the 655 Broadway Building retains sufficient integrity to convey its significance historically and architecturally.

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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions.)

ARCHITECTURE

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**Period of Significance**

1956-1957

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**Significant Dates**

1956

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1957

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**Significant Person**

(Complete only if Criterion B is marked above.)

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**Cultural Affiliation**

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**Architect/Builder**

Theodore J. Moore Jr. (Architect)

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W. J. Stalder & Sons (Builder)

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, areas of significance, justification for the period of significance, and any applicable criteria considerations.)

The 655 Broadway Building is a ten-story, International Style former office building that was originally designed as leasable tenant space. The building was constructed in 1956 at eight stories, with two additional upper stories added in 1957 to capitalize on the high demand for office space within. Designed by local architect Theodore J. Moore Jr., it is a rare example of the International Style applied to a high-rise commercial building outside Denver's central business district. Its noteworthy curtain wall design, featuring alternating rows of ribbon windows and aqua-colored spandrel panels, make the building stand out as one of the city's most noteworthy extant examples of the Modern Movement in architecture. In addition, the 655 Broadway Building was constructed at a prominent location—the intersection of two primary thoroughfares—to capitalize on automobile commuting. It thus serves as one of Denver's premier representations of the expansion of commercial activity beyond the traditional business district during a period of pronounced growth in the city during the post-World War II era. Its development, illustrated in the building's amenities, highlights the specific needs of tenants, most notably easy access to automobiles and primary thoroughfares. Its location and amenities reflect changes in the design philosophy of high-rises in urban centers during the mid-20<sup>th</sup> century period. For these reasons, the 655 Broadway Building is locally significant under Criterion C in the area of Architecture, representing the International Style applied to a commercial office tower. The period of significance for the building extends from 1956 to 1957, inclusive of its original date of construction and the completion of the two-story extension.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

**Criterion C: Architecture (1956-1957)**

The 655 Broadway Building is an excellent example of the International Style applied to a high-rise commercial building located outside Denver's central business district. The building was designed by Theodore Moore Jr., a locally based architect who practiced in Modern Movement styles at a time when Denver was experiencing significant building development, both commercially in the city's central business district and residentially in the suburban areas outside the city core. During this time, the various architectural styles that made up the Modern Movement, particularly the International Style, were commonly applied to commercial high-rise buildings within the historic commercial sector. Outside the central business district, however, International Style high-rise commercial structures were rare, and the subject building exists as one of the few examples of this style.

*The International Style*

During the interwar period in Europe, architects sought to break from the classical themes of traditional architecture and instead honor the scientific and technological advances in building materials. What has become known as the Modern Movement of architecture continued to focus on the fundamental beliefs of architecture—the interrelation of light, space, and texture within a building and its surroundings—but looked to develop new forms of architecture characterized by straightforward expression and functional integrity. Many of the

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architects that conceived of the Modern Movement immigrated to the United States and further developed these styles, including the International Style.<sup>1</sup>

Like the Modern Movement itself, the International Style was developed in Europe by noted European architects, including France's Le Corbusier and Germany's Walter Gropius and Mies van der Rohe. These architects created what architectural historians have dubbed "architecture of the modern age."<sup>2</sup> Pennsylvania's Architectural Field Guide further explained the style as "a pared down, unornamented style that emphasized geometric shapes."<sup>3</sup> As such, the International Style allowed building materials and form to serve as the primary design features. The style's defining book *The International Style*, by Henry-Russell Hitchcock and Philip Johnson, identified these defining principles, noting:

"There is, first, a new conception of architecture as volume rather than as mass. Secondly, regularity rather than axial symmetry serves as the chief means of ordering design. These two principles, with a third proscribing arbitrary applied decoration, mark the productions of the international style."<sup>4</sup>

True applications of the style, therefore, were characterized by rectangular forms, flat roofs, smooth wall surfaces, ribbon windows or curtain walls of glass, and a lack of ornamentation. Oftentimes, International Style buildings feature cantilevered projections or walls with curved projections.<sup>5</sup> Additionally, in many cases, emphasis on horizontality is accomplished through alternating bands of windows and spandrel panels.<sup>6</sup>

The style was most commonly designed in the United States between the 1930s and 1950s, though there was a revival of the style in the 1970s.<sup>7</sup> In fact, the style received its name in the early-1930s in conjunction with a Museum of Modern Art exhibit and was christened in Hitchcock and Russell's aforementioned book. Following the exhibition, the International Style was commonly applied to commercial buildings, government office buildings, schools, particularly at universities, and private single-family residences.<sup>8</sup>

In mid-century Denver, applications of the International Style were most prominently applied to commercial buildings in the central business district, such as Raymond Harry Ervin and Robert Berne's Denver Club Building at 518 17<sup>th</sup> Street and I.M. Pei's Mile High Center at 1700 Broadway. Although rare in Denver, residential examples of the International Style do exist, including 3100 East Exposition Street, which was designed by notable Denver-based architect Thomas E. Moore in 1939.<sup>9</sup>

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<sup>1</sup> Leland M. Roth and Amanda C. Roth Clark, *Understanding Architecture: Its Elements, History, and Meaning* (New York: Routledge, 2014), 519–20.

<sup>2</sup> "Pennsylvania Architectural Field Guide: International Style 1930–1950," Pennsylvania Historical & Museum Commission, <http://www.phmc.state.pa.us/portal/communities/architecture/styles/international.html>.

<sup>3</sup> Ibid.

<sup>4</sup> Henry-Russell Hitchcock and Philip Johnson, *The International Style* (New York City, NY: W.W. Norton & Company, 1932), p. 20.

<sup>5</sup> "Pennsylvania Architectural Field Guide: International Style 1930–1950."

<sup>6</sup> "Colorado's Historic Architecture & Engineering Guide: International Style," History Colorado, <https://www.historycolorado.org/colorados-historic-architecture-engineering-guide#styles>.

<sup>7</sup> Ibid.

<sup>8</sup> Pennsylvania Historical & Museum Commission, "International Style 1930-1950," Pennsylvania Architectural Field Guide, <http://www.phmc.state.pa.us/portal/communities/architecture/styles/international.html>.

<sup>9</sup> "3100 East Exposition," milehimodern.com, <https://milehimodern.com/classic-collection/3100-east-exposition/>.

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Among the city's finest examples of the International Style is the 655 Broadway Building. Not only is the building rare as one of the few examples beyond Denver's central business district, but it also serves as an excellent representation of it, displaying numerous of the style's character-defining features.

### *International Style in Denver*

Denver maintains a proud association with Modern Movement architecture. In the downtown area, various examples highlight different styles of the movement, including Brutalism, New Formalism, and the International Style. At 1550 Court Place, I. M. Pei's I. M. Pei Tower, constructed in 1959, has Brutalist elements that showcase the use of architectural pre-cast concrete panels. Both the Silver State Savings and Loan Association Building, now the Colorado Education Association Building, and the William C. Muchow Federal Reserve Building—constructed in 1964 and 1968, respectively—contain elements of Brutalism and New Formalism. Each of these three examples of the Modern Movement of architecture are located downtown within the Central Business District or the more built-up neighborhoods of LoDo and Capitol Hill.

Like their Brutalist and New Formalist counterparts, examples of the International Style were most commonly constructed in Denver's central business district. Therefore, the vast majority of comparable examples to the 655 Broadway Building are located in the city's core, including Stanley Arms, the Denver Civic Center Classroom Building, the Denver Club Building, and the Mile High Center.

Stanley Arms, 1321-1333 E. 10<sup>th</sup> Ave. (5DV.5743, NRIS.99000823): In the 1930s, a number of International Style single-family residences were constructed in Denver. Included among them are the Hegner House (5DV.), constructed in 1935, which is considered the city's first example of the style, and Stanley Arms, built in 1937. Designed by Denver-based architect Walter H. Simon, Stanley Arms was an influential early application of the International Style in Denver that led the way for later architects, such as Theodore Moore Jr. This multi-unit apartment building is made of tan brick and features a flat roof, horizontal metal casement windows, and a protruding entry bay, all typical of the style. Stanley Arms was listed in the National Register of Historic Places in 1999.<sup>10</sup> Like the 655 Broadway Building, Stanley Arms lacks ornamentation, allowing the building's materials to be the primary emphasis. The rectangular shape of both buildings emphasizes their horizontality, which is seen in the fenestration patterns of their facades. Additionally, both have flat roofs and a projecting cantilevered entrance canopy.

Denver Civic Center Classroom Building, 1445 Cleveland Pl. (5DV.1855, NRIS.90001346): This building was built in 1949 from a design by the architectural firm of Smith, Hegner, and Moore. Considered one of Denver's finest examples of the International Style, it is characteristic of Denver's postwar building boom. The Classroom Building is situated to the north of Denver's Civic Center Park, just one block to the west of the intersection of Broadway and Colfax Avenue. The Denver Civic Center Classroom Building was listed in the National Register of Historic Places in 1990 for its architectural significance.<sup>11</sup>

Smith, Hegner, and Moore's design placed a strong emphasis on horizontality through the use of ribbon windows. At each of the building's three levels, cantilevers protrude above the windows. Additionally, the

<sup>10</sup> "Stanley Arms," National Register of Historic Places Nomination, Jun. 14, 1999.

<sup>11</sup> "Denver Civic Center Classroom Building, National Register of Historic Places Nomination, Jul. 1990.

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building lacks ornamentation and its design is asymmetrical, particular qualities of International Style buildings in the city and around the world. In addition to general features of the style, including its rectangular form and flat roof, the Denver Civic Center Classroom Building and the 655 Broadway Building share similarities in their emphasis on the buildings' materiality, as well as their emphasis on horizontality, conveyed through their use of ribbon windows. Although the two buildings feature different exterior materials, minimal ornamentation allows the limestone and steel-framed windows of the Classroom Building and the aluminum, porcelain, and glass windows of the 655 Broadway Building to serve as the primary exterior ornamentation.

Prior to the construction of the 655 Broadway Building, Theodore J. Moore Jr., the subject building's architect, also worked at the firm of Thomas Moore. Moore, one of the principal designers of the Classroom Building, began a solo practice in 1950, following his departure from the firm of Smith, Hegner, and Moore.<sup>12</sup>

Denver Club Building, 518 17<sup>th</sup> St. (5DV.1732): Completed in 1954, the Denver Club Building was Denver's first "modern" skyscraper. Designed by Denver-based architects Raymond Harry Ervin and Robert Berne, the twenty-three-story structure is highlighted by a curtain wall system of alternating rows of aluminum-framed glazing and spandrel panels.<sup>13</sup> One of Denver's tallest and most prominent examples of the International Style, the Denver Club Building features a rectangular shape and various levels of flat roofs as the building's height steps back at the upper levels. Along the building's primary street-facing sides, on 17th Street and Glenarm Place, the seventeenth floor contains a cantilevered projection. The primary similarity between the 655 Broadway Building and the Denver Club Building is the curtain wall design of the upper stories. Both buildings also feature a slightly recessed first-floor level that contains storefront systems within the interior's retail space.

Among the primary differences between the Denver Club Building and the 655 Broadway Building, aside from height, is the building's location in the heart of the central business district, with Denver's other skyscrapers. The application of the International Style to commercial buildings in Denver was largely consolidated in this area, as is further evidenced by the nearby Mile High Center. Additionally, the Denver Club Building lacks a consistent design throughout. The secondary northwest and southwest sides are brick. In contrast, the 655 Broadway Building displays its curtain wall design on all four sides. Lastly, the Denver Club Building's primary façades are framed in granite panels that outline the elevations and break the building's overall emphasis on horizontality.

Mile High Center, 1700 Broadway (5DV.1874): I. M. Pei's Mile High Center is another example of an International Style commercial skyscraper in downtown Denver. Located two blocks to the east of the Denver Club Building, at the intersection of Broadway and 17th Street, the building was constructed in 1955 and opened just after its nearby peer. Pei's design incorporated an aluminum and steel tower with an attached, arched exposition hall to the north. The exposition hall, however, is no longer extant.<sup>14</sup>

Similar to both the 655 Broadway Building and the Denver Club Building, the Mile High Center is rectangular in form, with a flat roof and emphasized horizontality through its fenestration pattern. The building materials, which differ in color, also serve as the primary design ornamentation, alternating sections of black steel, glazing, and clear anodized aluminum. Again, similar to the subject building and the Denver Club Building, Pei framed each window with an aluminum mullion and each structural bay with a steel column. Unlike the other examples

<sup>12</sup> "Theodore J. 'Ted' Moore, Jr.," Potter Funeral Service, Jan. 7, 2016, accessed Sep. 29, 2021, <https://www.currentobituary.com/obit/188725>.

<sup>13</sup> Simmons, "Historic Resources of Downtown Denver," Section E, Page 30.

<sup>14</sup> Simmons, "Historic Resources of Downtown Denver," Section E, Page 30.

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discussed, glazing serves as the primary building material, with the steel structure and aluminum framing kept to a minimum. The building also features a recessed first-floor level, with its colonnade framing the plaza, that evokes elements of New Formalism.

The 655 Broadway Building: Like the other examples discussed above, Theodore Moore's 655 Broadway Building was erected at the height of International Style commercial building construction in Denver and displays character-defining features of this architectural style. The building's rectangular shape provided for extended east and west sides, prominently showcasing the building's materiality along Broadway. Moore also incorporated a flat roof that originally included a garden amenity and, since 1958, has housed mechanical equipment set behind its enlarged parapet. The building's primary character-defining features, however, truly identify the building as an example of the International Style. Most notably, its alternating sections of glazed curtain walls and spandrel panels emphasize horizontality while providing a unique color, aqua, that made the building further stand out within its setting. In addition, the canopy of the primary entrances extended off the building, evoking a cantilevered projection. In using affordable, lightweight materials, Moore was able to create a voluminous structure with a rhythmic, rather than symmetrical, exterior with little to no ornament. All of these design considerations speak to Moore's understanding of the Modern Movement of architecture and come together to form one of Denver's finest examples of the International Style.

Moore's design also incorporated several key considerations and elements that were necessary at this time to encourage businesses to move outside Denver's central business district. Moore situated the building on the east and northeast segments of the property to allow for ample surface parking, which was accessed via Broadway and Speer Boulevard. He also included two basement levels of parking, totaling approximately 100 spaces, under the building. Although those spaces have been repurposed and no longer serve as parking, access to the garage levels remains prominently visible on the building's north side, and the entry ramp along Speer Boulevard is still in place. At the interior, midcentury-modern high-rise features, including centrally located elevator service and air conditioning, remain prominent components of the building.

### *Early Commercial Development in Denver, Colorado*

Following Denver's founding in the late 1850s and early 1860s, the city expanded, with Broadway's prominence as a major north-south running thoroughfare cemented by the end of the century. In 1887, Denver implemented a new street-naming convention that used Broadway as a prime meridian of sorts to separate east streets from west streets. At that time, the city was undergoing a significant period of construction activity in its core, which ended during the Silver Panic of 1893. This development occurred primarily along 16th and 17th Streets but moved the commercial core of the city closer to Broadway, near the Colorado State Capitol. Of the notable commercial buildings, the construction of the Boston Building in 1889 marked what historian Jerome Smiley deemed "the first of the strictly modern office buildings" in Denver.<sup>15</sup>

Despite the growth of streetcar lines and the rise of streetcar suburbs in the Denver area in the late nineteenth century, commercial development in the city's southern portions was virtually nonexistent around the turn of the century. Denver's streetcar system was noted as one of the most comprehensive in the United States and by the early-1900s facilitated residential development in numerous directions from the historic city center.<sup>16</sup> The streetcar system, which operated in the city as early as the 1870s, for instance, played an integral role in the

<sup>15</sup> R. Laurie Simmons and Thomas H. Simmons, "Historic Resources of Downtown Denver," National Register of Historic Places Nomination Form (Washington, DC: U.S. Department of the Interior, National Park Service, 2010), Section E, Page 5.

<sup>16</sup> Nick VanderKwaak et al., *Historic Streetcar Systems of Colorado* (Colorado Department of Transportation, Sep. 2020), 102.

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development of residential clusters well beyond the traditional city core. Neighborhoods like Park Hill to the northwest of the central business district and capitol hill relied on streetcar services to bring residents to work in the city proper.

At that time, however, commercial growth outside the city center remained sparse. The 1890 Sanborn Fire Insurance Company Map of Denver, south of Cherry Creek, for example, shows only sparse residential development in the immediate surroundings of the subject property. The site of what would become the 655 Broadway Building was used as a baseball field, with seating along Broadway and West 6th Avenue. Examples of late nineteenth-century commercial activity adjacent Cherry Creek were situated to the north of the creek and included a blacksmith and stables.<sup>17</sup>

Commercial buildings in the central business district were largely masonry construction, which highlighted the increased development that took place beginning in the 1880s and continued well into the middle and later decades of the twentieth century. This high level of development, however, did not affect the southern portion of the city until the post–World War II period. Prior to that point, development remained sparse on either side of Broadway, south of Cherry Creek. What buildings did exist, including an expanded grandstand at the baseball field on the subject property, were wood-frame construction. Sanborn maps further indicate that commercial activity south of downtown remained limited, with only one business, a cobbler, located along the Broadway corridor in the first decade of the twentieth century.<sup>18</sup>

At that time, however, one significant construction project was taking place that would play a major role in the future of travel throughout Denver. Beginning in 1906, the first segments of Speer Boulevard were constructed. Originally designed by George Kessler, Speer Boulevard sought to connect the central business district with the Country Club neighborhood to the southeast. Kessler’s design was heavily influenced by the larger City Beautiful movement that came out of the 1893 Chicago World’s Columbian Exposition and resulted in a landscaped parkway that ran parallel with Cherry Creek.<sup>19</sup> The first segment of Speer Boulevard extended southeast from Colfax Avenue to Broadway and was completed in 1906. This segment was further extended southeast in 1907 to the Downing Street Parkway. Speer Boulevard was listed in the National Register of Historic Places in 1986 as part of the Denver Park and Parkway System.<sup>20</sup>

The construction and expansion of Speer Boulevard coincided with the increase of automobile use in the early twentieth century. Paired with the expansive use of Denver’s streetcar services, which grew to include “over 250 miles of trackage in the Denver metro area and 40 miles of interurban rails providing connection to communities beyond,” the two spurred commercial and residential development into the mid-century period and beyond.<sup>21</sup> Although in 1906 and 1907, development south of Cherry Creek was sparse and largely situated to the south of 1st Avenue, historic maps of Denver illustrate growth at the intersection of Broadway and Speer Boulevard leading up to World War II. In addition to the expansion of Speer Boulevard, streetcars operated along Broadway and other major thoroughfares, extending as far south as the South Denver neighborhood approximately 5 miles from the subject building.<sup>22</sup> With the growth of automobiles and the continued use of the

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<sup>17</sup> Sanborn Fire Insurance Company Maps, Denver, 1890.

<sup>18</sup> Sanborn Fire Insurance Company Maps, Denver, 1890-1929.

<sup>19</sup> “Speer Boulevard,” The Cultural Landscape Foundation, <https://tclf.org/landscapes/speer-boulevard>.

<sup>20</sup> Don Etter, “Denver Park and Parkway System,” National Register of Historic Places Nomination Form (Washington, DC: U.S. Department of the Interior, National Park Service, 1986), Section 7.

<sup>21</sup> VanderKwaak, *Historic Streetcar Systems of Colorado*, 102.

<sup>22</sup> Ryan Keeney, “The History of Denver’s Streetcars and Their Routes,” *DenverUrbanism*, Aug. 9, 2017.

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streetcar system the built landscape continued to evolve as people moved further and further away from the city, a move that ultimately resulted in commercial development.

By 1929, the Sanborn Fire Insurance Company map indicates that various business opened in new buildings immediately to the north and south of Cherry Creek on Broadway and bisecting streets, such as Lincoln Street. Of the twelve businesses shown on Broadway, between 5th and 8th Avenues, in the area directly surrounding Cherry Creek and Speer Boulevard, nine were dedicated to the automobile industry, either through sales, repairs, or the lone filling station at the northwest corner of Speer Boulevard and Broadway. The number of automobile-based enterprises by 1930 effectively illustrates the growth of the automobile into the preferred method of travel in America. To accommodate the growing reliance on automobiles and automotive travel, the baseball field that was historically located at the subject property was removed and the site was prepped for future development as part of the Whitsitts Addition.<sup>23</sup>

Denver's commercial development leading up to World War II was largely confined to the central business district, which by the early-1900s already rivaled many of the great eastern American cities. In the post-World War II period, however, the city's built environment experienced change at an exponential rate that brought Denver into the "modern" age.

#### *Denver's Post-World War II Commercial Development and Suburbanization*

Theodore Moore designed the 655 Broadway Building with specific features that would appeal to businessowners as well as urban and suburban workers commuting to the commercial high-rise. Indeed, the design reflects the profound changes occurring in Denver and nationwide in the post-World War II period. At this time, Denver experienced significant population growth, which resulted in increased development throughout the city. Between 1940 and 1960, the city's total population grew from 322,412 to 415,786; the larger metropolitan area also expanded, as the "five-county Denver region experienced a 146 percent increase in its population between 1940 and the end of 1965, growing from 407,962 inhabitants to just over a million."<sup>24</sup> As a result, Denver's built environment was drastically altered and greatly expanded, both inside and outside the city proper, with "the built-up area of the region push[ing] outward from the City and County of Denver as more land was absorbed for residential, commercial, and industrial uses."<sup>25</sup>

In the greater Denver region and within the city itself, the population increase had a profound effect on the built environment, particularly in relation to housing and commercial activity and the creation of residential subdivisions in areas surrounding the city. Suburbanization was largely the result of a combination of factors, including the emergence and expansion of streetcar lines in the late nineteenth century, which had led to the rise of "streetcar suburbs" in the early 1900s.<sup>26</sup> Later, individual homeownership increased thanks to greater accessibility to home loans through the Servicemen's Readjustment Act of 1944 (commonly referred to as the G.I. Bill of Rights) and the birth of the Baby Boomer generation. Another factor that enabled suburban growth was the creation and modern use of building materials, such as plywood, aluminum, and concrete, that emerged after the war.

<sup>23</sup> Sanborn Fire Insurance Company Maps, Denver, 1929.

<sup>24</sup> Historical Population of Denver City," <https://population.us/co/denver/>; Thomas H. Simmons and R. Laurie Simmons, "Historic Residential Subdivisions of Metropolitan Denver, 1940-1965," National Register of Historic Places Nomination Form (Washington, DC: U.S. Department of the Interior, National Park Service, 2010), sec. E, p. 3.

<sup>25</sup> Simmons and Simmons, "Historic Residential Subdivisions."

<sup>26</sup> Nick VanderKwaak et al., *Historic Streetcar Systems of Colorado* (Colorado Department of Transportation, Sep. 2020), 13.

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With suburbanization reshaping the built environment across Denver, the construction of housing subdivisions beyond the city's historic boundaries took off. In the downtown core, contemporary commercial and government structures began to sprout up, signaling Denver's entrance into the "modern" world. During this time, a reliance on automobiles, and the prior introduction of streetcar suburbs, led a population exodus outside the city that resulted in the introduction of commercial office buildings beyond the traditional business core. Prior to this point in time, white-collar Denverites continued to commute to the central business district, either via car or rail.

The 655 Broadway Building thus illustrates development patterns in postwar Denver, including Americans' growing reliance on automobile travel in the postwar period, which factored into the design of the building. At the time of construction, the building was considered destined to fail because leasable office space outside the central business district was not yet common. However, the building was an immediate success, and the structure was expanded vertically within a year of construction to meet the high demand for office space within.

### **Theodore J. Moore Jr. (Architect)**

Theodore J. Moore Jr. was born in Akron, Ohio, in 1921. Following his graduation from the Rhode Island School of Design, Moore served in the U.S. Army during World War II as part of the 10<sup>th</sup> Mountain Division. The 10<sup>th</sup> Mountain Division trained at Camp Hale in Leadville, Colorado, extensively training for winter and mountain warfare. The division later fought in northern Italy and Germany, with Moore receiving a Purple Heart.<sup>27</sup> Following his service during World War II, Moore attended the Harvard Graduate School of Design, graduating in 1947.<sup>28</sup> Like many other former members of the 10<sup>th</sup> Mountain Division, Moore returned to Colorado, "missing the mountains," as his obituary explained.<sup>29</sup> Although Moore went on to establish a successful career in architecture, many of his platoonmates returned to Colorado and played a significant role in growing the popularity of skiing in Colorado and the United States.<sup>30</sup>

In 1949, he moved west to Grand Junction, Colorado, where he worked in the office of Thomas Moore Associates (no relation).<sup>31</sup> Thomas Moore was well known in Denver, having previously worked at the firm of Smith, Hegner, and Moore. Thomas Moore, who was the chief designer of the Denver Civic Center Classroom Building, was a close friend of Eero Saarinen while the two were students at Yale, and his exposure to the Modern Movement master played a significant role in his future building designs in Colorado.<sup>32</sup>

Theodore Moore left the offices of Thomas Moore in 1954, opening his own firm, T. J. Moore, Jr. Architect, which he maintained until 1959. During that time, Theodore Moore was hired by three local real estate developers to construct a high-rise office building at 655 Broadway, outside the traditional downtown business district. Moore later partnered with other local architects to form the firm of Moore, Sink, and Bush. Among his principal works was the KOA-TV studio building at 1044 Lincoln Street in Denver. Constructed in 1959, the

<sup>27</sup> "Theodore J. 'Ted' Moore, Jr.," CurrentObituary, Jan. 7, 2016, <https://www.currentobituary.com/obit/188725>; "10<sup>th</sup> Mountain Division (LI)," U.S. Army Fort Drum, accessed Oct. 30, 2022, <https://home.army.mil/drum/index.php/units-tenants/10th-mountain-division-li>.

<sup>28</sup> "Theodore J. 'Ted' Moore, Jr.," "Moore, Theodore J(ohn), Jr.," American Institute of Architects, AIA Directory, 1962, p. 494.

<sup>29</sup> "Theodore J. 'Ted' Moore, Jr."

<sup>30</sup> "The History of the Legendary 10<sup>th</sup> Mountain Division, The Men Who Started USA's Ski Industry," *SnowBrains*, May 31, 2022, accessed Oct. 30, 2022, <https://snowbrains.com/10th-mountain-division-history-fire-mountain/>.

<sup>31</sup> "Theodore J. 'Ted' Moore, Jr."

<sup>32</sup> "Denver Civic Center Classroom Building," National Register of Historic Places Nomination, Jul. 1990.



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television studio was among the city’s first purpose-built studio buildings; it was constructed in the Modern Movement, with elements of New Formalism. Moore won an award of merit from the Colorado chapter of the American Institute of Architects (AIA) for this design.<sup>33</sup> He continued to work in Colorado in the 1960s, winning additional awards for his construction of the C. A. Norgren Company factory (5AH.1810) in Littleton in 1965, as well as awards from the West Mountain Region of the AIA for his designs of the Control Data Building in Greenwood Village in 1966 and the University of Colorado Married Student Housing in 1967.<sup>34</sup> Moore’s design of the Control Data Corporation’s office building is particularly relevant to the subject building. Prior to commissioning their own purpose-built regional headquarters in Greenwood Village’s Denver Tech Center, the Control Data Corporation leased office space in the 655 Broadway Building.<sup>35</sup> Despite awards for later designs, the 655 Broadway Building stands as perhaps Moore’s most high-style and visually distinctive design.

List of works by Theodore J. Moore:

<b>Building</b>	<b>Location</b>	<b>Year Built</b>
655 Broadway Building	655 Broadway, Denver	1956-1957
KOA-TV studio building	1044 Lincoln Street, Denver	1959
Wilkerson Corp.	1200 West Mansfield Avenue, Englewood	1960
Park Hill Post Office	3355 Hudson Street, Denver	1961
Hazen Research	4601 Indiana Street, Golden	1961
Leetsdale Shopping Center	600 S Holly Street, Denver	1962
Memorial Center (1964 expansion), University of Colorado	1669 Euclid Avenue, Boulder	1964
Marine Court Apartments (Married Student Housing), University of Colorado	1350 20 <sup>th</sup> Street, Boulder	1965
C. A. Norgren Company factory (5AH.1810)	5400 S Delaware Street, Littleton	1965
Control Data Building	5276 DTC Parkway, Greenwood Village	1966
Hewlett-Packard Co., Loveland Division, Building B	815 Fourteenth St SW, Loveland	1966
Hewlett-Packard Co., Colorado Springs Division, Building B	1900 Garden of the Gods Road, Colorado Springs	1967

In 1967, Moore returned to Massachusetts, joining local firms in Cambridge, outside Boston, and later working in Fall River, in the southeast portion of the commonwealth. Moore remained in Massachusetts until his death in 2016.<sup>36</sup>

## Conclusion

In the mid-1950s, when Sydney Shuteran, I. J. Leavitt, and W. J. Stalder Jr. were developing the 655 Broadway Building, commercial office buildings were being constructed primarily within Denver’s central business district. The trio developed the subject building while facing backlash from “experts” in the real estate community who felt that businesses would not move out of the city’s core. Despite this belief, the 655 Broadway Building was an immediate success and much in demand by local businesses looking to move to the south of the city. Built at a time when suburbanization was sparking development outside cities nationwide, particularly in Denver, the 655 Broadway Building was representative of this larger trend, which local papers

<sup>33</sup> “Moore, Theodore J(ohn), Jr.,” 494.

<sup>34</sup> “Moore, Theodore John, Jr.” American Institute of Architects, AIA Directory, 1970, 638.

<sup>35</sup> “Control Data Corp. To Build Here,” *Aurora, (Colo.) Advocate*, May 7, 1964.

<sup>36</sup> “Theodore J. ‘Ted’ Moore, Jr.”

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described as a “new era in downtown business expansion” and “an expansion of the downtown business area.” For the design of the building, Denver-based architect Theodore J. Moore Jr. incorporated an International Style design that, until that point, had largely been reserved for downtown high-rises. Moore, who was proficient in the styles of the Modern Movement of architecture, used curtain wall construction on all four sides to highlight the defining elements of the style, including its rectangular form, emphasis on horizontality, and limited ornamentation. Additionally, the 655 Broadway Building serves as one of Denver’s few examples of the International Style applied to a commercial building located outside the central business district. The building, therefore, highlights the application of the style on mid- and high-rise office buildings from the midcentury period. As such, the 655 Broadway Building is locally significant under Criterion C in the area of Architecture.

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**Developmental history/additional historic context information** (if appropriate)

### **History of 655 Broadway**

In the late nineteenth and early twentieth centuries, the subject property was the site of a baseball field that spanned the block between 6th and 7th Avenues, extending from Broadway to what is now Bannock Street. At that time, the surrounding area was largely undeveloped, though parcels were subdivided to accommodate future development. In the early twentieth century, extant buildings were primarily single-family residences. The Arapahoe County Hospital was located to the west of the subject property.<sup>37</sup> Sanborn Fire Insurance maps illustrate the development that took place to the south of Cherry Creek leading up to the Great Depression. By 1929, the subject property was subdivided and a two-story building was located at the southernmost portion of the block, at the intersection of Broadway and 6th Avenue.<sup>38</sup>

In the mid-1950s, Sydney E. Shuteran, a Denver-based attorney and real estate developer, I. J. Leavitt, owner of the subject property, and W. J. Stalder Jr., a contractor and owner of Stalder & Son Construction Company,<sup>39</sup> Inc., joined together with the idea of drawing commercial activity outside the traditional central business district. At that time, the three were told by experts in the Denver real estate community that the idea would “never be a success,” and that “office renters wouldn’t move away from the heart of the city.”<sup>40</sup> The general concept was the result of changes in development trends, the growth of suburbs, expanded reliance of automobile travel, and advancements in building materials and amenities. In describing the development of the 655 Broadway Building, Shuteran recalled, “We thought the lure of a new, air-conditioned building at reasonable rates, plus plenty of parking, plus a spectacular view, and plus the fact we would be sitting in the center of a transportation hub would be enough.”<sup>41</sup>

For the design of the building, Shuteran, Leavitt, and Stalder hired Theodore J. Moore Jr., a Denver-based architect. Moore designed an International Style building, incorporating a steel frame with an aluminum-framed glazed curtain wall and aqua-colored porcelainized metal spandrel panels. Its reinforced concrete structure allowed the curtain wall system to function solely as a veneer, a building technique that Stalder, who doubled as

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<sup>37</sup> Sanborn Fire Insurance Company Maps, Denver, 1903.

<sup>38</sup> Sanborn Fire Insurance Company Maps, Denver, 1929.

<sup>39</sup> Walter J. Stalder Jr. was a real estate developer and contractor whose company, Stalder & Son Construction, constructed a variety of building types throughout Denver and Colorado. In addition to the 655 Broadway Building, Stalder’s prominent projects include the Lido Apartments at E 8<sup>th</sup> Ave. and Washington St.. Completed in 1960, the building featured 125 apartments, each with their own lanai porch; *Denver Post*, Nov. 12, 1960.

<sup>40</sup> “Blue Porcelain Sheathed Building Proves Success,” *Denver Post*, Jun. 16, 1957.

<sup>41</sup> *Ibid.*

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the contractor, referred to as “skin type” construction.<sup>42</sup> Upon opening in the summer of 1956, the 655 Broadway Building was eight stories tall and contained thirty-seven offices that ranged in size from one room to an entire floor.<sup>43</sup> At the first floor was the Teal Room, a restaurant and bar accessible to tenants and the general public. The roof contained a garden for tenants, and the two basement levels functioned as a garage. Each floor was designed as speculative office space, where tenants were able to orient their own areas. As such, a grid power system was built into the floor to allow what the *Denver Post* noted as “maximum flexibility in arrangement of office furniture.”<sup>44</sup>

The building was an immediate success. Prior to opening, the *Denver Post* reported that the building was already seventy percent leased.<sup>45</sup> Upon opening, the *Post* explained that only one of the thirty-seven offices was not rented.<sup>46</sup> Demand for space continued through 1956, resulting in the owners’ decision to expand the building vertically, adding another two stories of office space. Within one year of opening, the ninth and tenth stories were constructed, with Stalder’s company again serving as builders. The entire ninth floor was rented before construction even began. The additional two stories continued Moore’s original curtain wall design but removed the rooftop garden and replaced it with mechanical equipment set behind an enlarged parapet. In an overview of the enlargement of the building, the *Denver Post* reported that “virtually all of the tenants were Denver-based before their move to the new structure.”<sup>47</sup> The article further explained that “some [tenants] wanted more room, others were intrigued by new, completely air conditioned office space. All were impressed by low cost parking beneath or beside the structure.”<sup>48</sup>

The 655 Broadway Building remained office space throughout the twentieth century. In 1968, Colorado Blue Cross and Blue Shield purchased the building for “slightly more than \$1 million.”<sup>49</sup> By that time, both Shuteran and Leavitt had passed away. The *Rocky Mountain News* reported that approximately half of the building was available, with that space filled by the medical insurance company within roughly two months of moving in.<sup>50</sup> Colorado Blue Cross occupied the entirety of the building through the early and mid-1970s. In 1978, the building was renovated to spark interest in what then-owner Samuel Burger referred to as Denver’s “newest downtown skyscraper.” Burger, like Shuteran, Leavitt, and Stalder, knew that the building’s location and the demand for office space in the city would keep the innovative high-rise occupied. In a 1978 *Denver Post* article explaining the renovation, Burger explained, “The location is ideal and we know the market potential is there because of surveys which show less than 4 percent of all office space in the metropolitan area now is vacant.”<sup>51</sup> The modernization, as it was called by the *Denver Post*, was completed by the architectural firms of Seracuse, Lawler & Partners, Inc., and Langdon Morris & Associates. As part of the renovation, the interior was updated and the first-floor restaurant removed to make way for the Silverado Banking Savings and Loan. Perhaps the most notable changes were completed at the exterior, which included the removal of the original Colorado flagstone veneer at the first floor level, which was replaced with granite, and the repainting of the distinctive

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<sup>42</sup> “655 Broadway Building Has Official Opening,” *Denver Post*, Aug. 10, 1956.

<sup>43</sup> Ibid.

<sup>44</sup> “New Broadway Building to Be Finished June 1,” *Denver Post*, Mar. 1, 1956.

<sup>45</sup> “New Broadway Building to Be Finished June 1.”

<sup>46</sup> “655 Broadway Building Has Official Opening,” *Denver Post*, Aug. 10, 1956.

<sup>47</sup> “Blue Porcelain Sheathed Building Proves Success,” *Denver Post*, Jun. 16, 1957.

<sup>48</sup> Ibid.

<sup>49</sup> Warren Lowe, “Colorado Blue Cross Pays \$1 Million for Building,” *Rocky Mountain News*, Mar. 21, 1968.

<sup>50</sup> Ibid.

<sup>51</sup> “Renovation to Fill Office-Space Gap,” *Denver Post*, Aug. 27, 1978.

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aqua-colored spandrel panels to a tan color.<sup>52</sup> Historic photographs show that by 1986, Silverado had installed exterior signage at the roof edge.

City Directories indicate that the building continued to serve as leasable office space into the 2010s.<sup>53</sup> In 2021, the building was purchased by the Denver Housing Authority and was converted into affordable housing apartment units. The 2021 rehabilitation was completed to the Secretary of the Interior's *Standards for Rehabilitation*. The rehab, included the retention of the historic curtain wall configuration that resulted in the installation of new glazing and the restoration of the historical aqua colored spandrel panels. The exterior's first-floor level was returned to its original appearance by the reinstallation of a flagstone veneer. Additionally, the east side's canopy was stripped of its late-'70s finishes, and the original canopy was repaired to reflect the original design.

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<sup>52</sup> Ibid.

<sup>53</sup> Denver City Directories, 1999-2014.

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**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: Denver Public Library

Historic Resources Survey Number (if assigned): \_\_\_\_\_

**10. Geographical Data**

**Acreage of Property** 0.74 acres  
(Do not include previously listed resource acreage.)

**Latitude/Longitude**

Datum if other than WGS84: \_\_\_\_\_  
(Insert additional points as needed.)

- |   |                  |                     |   |          |           |
|---|------------------|---------------------|---|----------|-----------|
| 1 | <u>39.726642</u> | <u>- 104.987741</u> | 3 | _____    | _____     |
|   | Latitude         | Longitude           |   | Latitude | Longitude |
| 2 | _____            | _____               | 4 | _____    | _____     |
|   | Latitude         | Longitude           |   | Latitude | Longitude |

or

**UTM References**

Datum:  
**NAD 1927** \_\_\_\_\_ or **NAD 1983** \_\_\_\_\_  
(Insert additional UTM references as needed.)

- |   |       |         |          |   |       |         |          |
|---|-------|---------|----------|---|-------|---------|----------|
| 1 | _____ | _____   | _____    | 3 | _____ | _____   | _____    |
|   | Zone  | Easting | Northing |   | Zone  | Easting | Northing |
| 2 | _____ | _____   | _____    | 4 | _____ | _____   | _____    |
|   | Zone  | Easting | Northing |   | Zone  | Easting | Northing |

**Verbal Boundary Description** (Describe the boundaries of the property.)

The property is located at 655 Broadway, Denver, Denver County, Colorado, specifically Lots 4 through 12 of Block 17 in Whitsitt's Addition to Denver. The nominated property is bound by N Broadway to the east, Speer Boulevard to the north, and unrelated adjacent parcel to the south and west.

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**Boundary Justification** (Explain why the boundaries were selected.)

The boundary encompasses the original and historic boundary of nominated property comprised of the Denver Tax Lot 05036-22-012-000, inclusive of the 655 Broadway Building.

---

**11. Form Prepared By**

name/title Cindy Hamilton/Michael LaFlash (for property owner)  
organization Heritage Consulting Group date 9/30/2021  
street & number 15 W. Highland Avenue telephone (215) 248-1260  
city or town Philadelphia state PA zip code 19118  
e-mail chamilton@heritage-consulting.com

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**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) or **Google Earth** map indicating the property's location.  
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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**Photographs:**

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: 655 Broadway Building  
City or Vicinity: Denver  
County: Denver State: CO  
Photographer: Poppie Gullett, History Colorado  
Date Photographed: March 21, 2023

Description of Photograph(s) and number:

- 1 of 21. 655 Broadway Building, South and East Elevations, view looking northwest.
- 2 of 21. 655 Broadway Building, South and West Elevations, view looking northeast.
- 3 of 21. 655 Broadway Building, North and West Elevations, view looking southeast.
- 4 of 21. 655 Broadway Building, North and East Elevations, view looking southwest.
- 5 of 21. 655 Broadway Building, East Elevation, view looking west
- 6 of 21. 655 Broadway Building, East Elevation Entrance, view looking west.
- 7 of 21. 655 Broadway Building, Lower Level 1, view looking northwest.
- 8 of 21. 655 Broadway Building, 1<sup>st</sup> Floor, view looking east.
- 9 of 21. 655 Broadway Building, 1<sup>st</sup> Floor, view looking west.
- 10 of 21. 655 Broadway Building, 1<sup>st</sup> Floor Elevator Lobby, view looking northwest.
- 11 of 21. 655 Broadway Building, 1<sup>st</sup> Floor Elevator Lobby, view looking southwest.
- 12 of 21. 655 Broadway Building, 1<sup>st</sup> Floor, view looking northeast.
- 13 of 21. 655 Broadway Building, 2<sup>nd</sup> Floor, view looking northeast.
- 14 of 21. 655 Broadway Building, 2<sup>nd</sup> Floor Elevator Lobby, view looking north.
- 15 of 21. 655 Broadway Building, 4<sup>th</sup> Floor, view looking northeast.



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- 16 of 21. 655 Broadway Building, 5<sup>th</sup> Floor, view looking southeast.
- 17 of 21. 655 Broadway Building, 7<sup>th</sup> Floor, view looking east.
- 18 of 21. 655 Broadway Building, 7<sup>th</sup> Floor, view looking west.
- 19 of 21. 655 Broadway Building, 9<sup>th</sup> Floor, view looking southwest.
- 20 of 21. 655 Broadway Building, 10<sup>th</sup> Floor, view looking northwest.
- 21 of 21. 655 Broadway Building, Roof, view looking west.

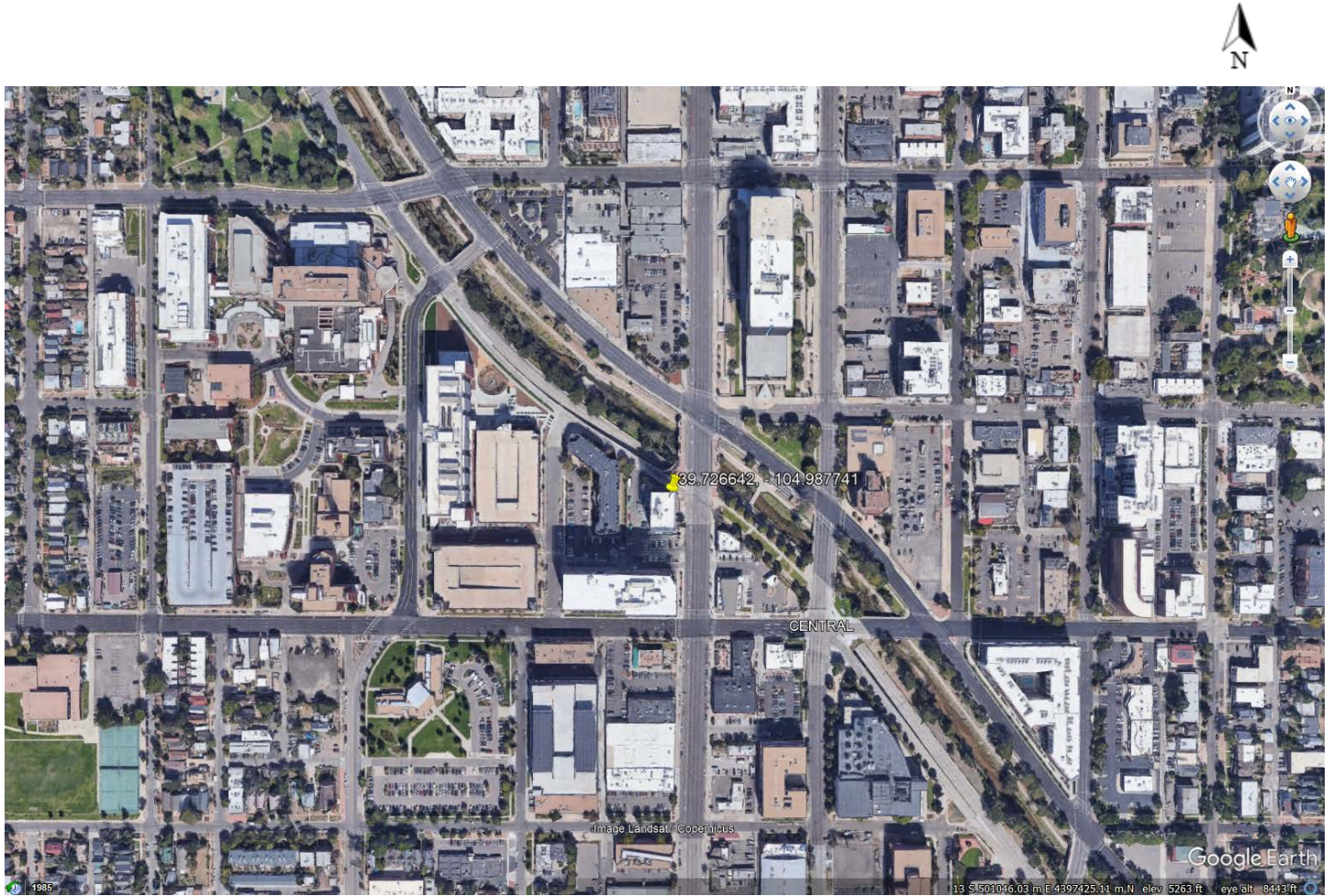
Additional Documentation and number:

- 1 of 22. Location Map of 655 Broadway Building, Denver, Denver County, CO
- 2 of 22. Boundary Map of 655 Broadway Building, Denver, Denver County, CO
- 3 of 22. 655 Broadway Building Exterior Plan and Photo Location Map
- 4 of 22. 655 Broadway Building Lower Level 2 Floor Plan and Photo Location Map
- 5 of 22. 655 Broadway Building Lower Level 1 Floor Plan and Photo Location Map
- 6 of 22. 655 Broadway Building First Floor Plan and Photo Location Map
- 7 of 22. 655 Broadway Building Second Floor Plan and Photo Location Map
- 8 of 22. 655 Broadway Building Third Floor Plan and Photo Location Map
- 9 of 22. 655 Broadway Building Fourth Floor Plan and Photo Location Map
- 10 of 22. 655 Broadway Building Fifth Floor Plan and Photo Location Map
- 11 of 22. 655 Broadway Building Sixth Floor Plan and Photo Location Map
- 12 of 22. 655 Broadway Building Seventh Floor Plan and Photo Location Map
- 13 of 22. 655 Broadway Building Eighth Floor Plan and Photo Location Map
- 14 of 22. 655 Broadway Building Ninth Floor Plan and Photo Location Map
- 15 of 22. 655 Broadway Building Tenth Floor Plan and Photo Location Map
- 16 of 22. 655 Broadway Building Roof Plan and Photo Location Map
- 17 of 22. Sanborn Fire Insurance Company Map, 1951
- 18 of 22. Sanborn Fire Insurance Company Map, 1974
- 19 of 22. February 20, 1956 photograph from *The Denver Post* of 655 Broadway Building under construction. Photo view looking northwest. (Source: Getty Images)
- 20 of 22. December 22, 1956 photograph from *The Denver Post* of 655 Broadway Building. Photo view looking southwest. (Source: Getty Images)
- 21 of 22. June 16, 1957 photograph from *The Denver Post* of 655 Broadway Building addition. Photo view looking southeast. (Source: Getty Images)
- 22 of 22. February 1986 photograph of A.B. Hirschfeld Press Building showing 655 Broadway Building in background. Photo view looking southeast. (Source: Denver Public Library)

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Additional Documentation 1 of 22: Location Map of 655 Broadway, Denver, Denver County, CO



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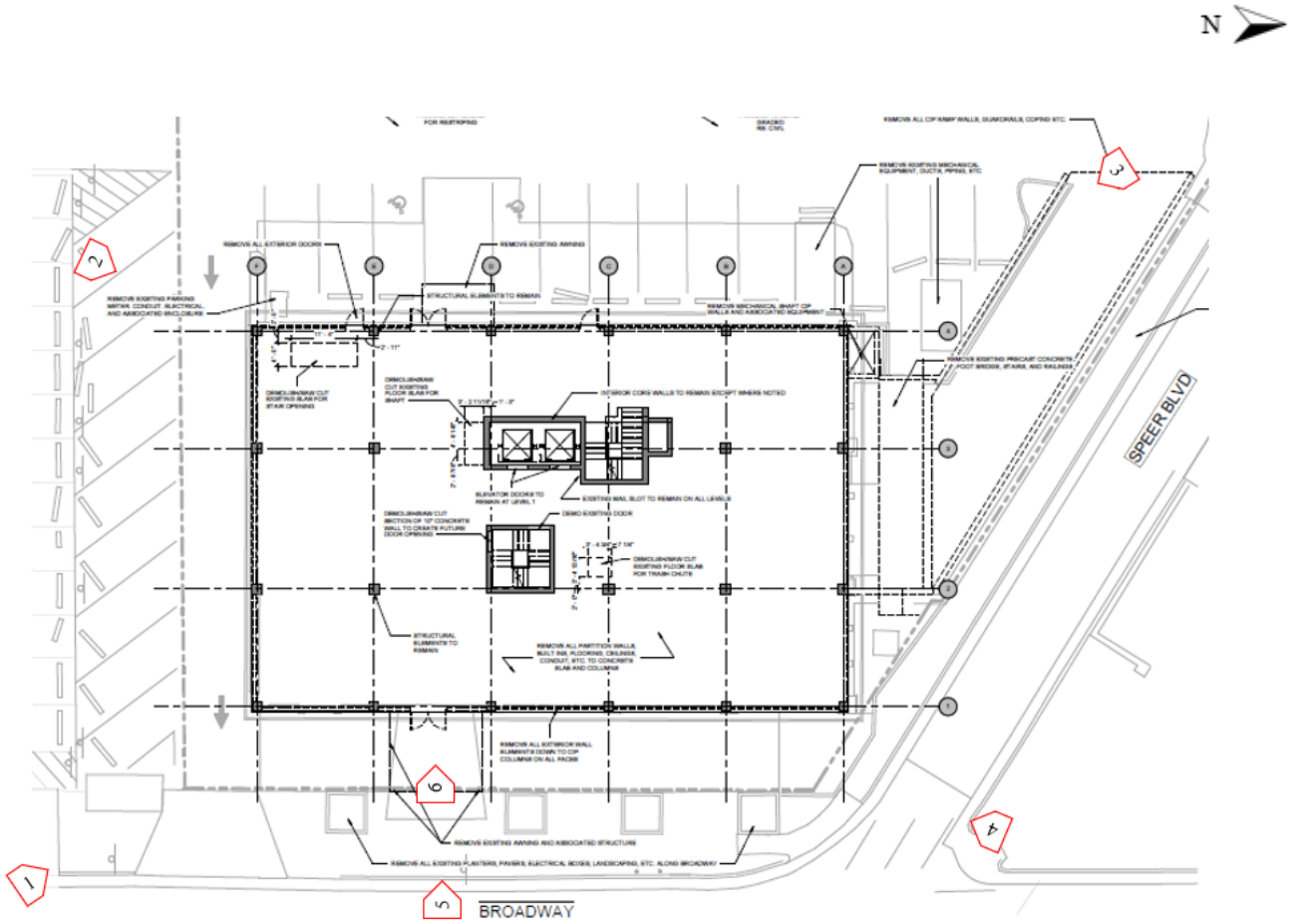
Additional Documentation 2 of 22: Boundary Map of 655 Broadway, Denver, Denver County, CO



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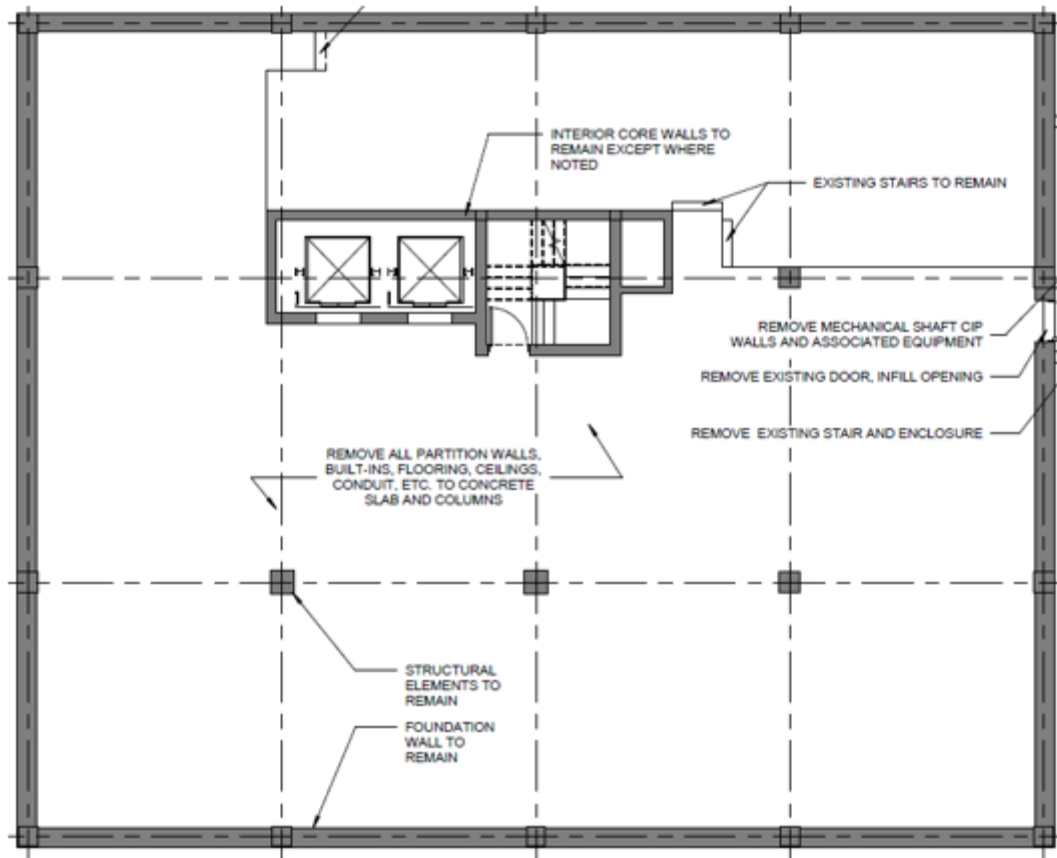
Additional Documentation 3 of 22: 655 Broadway Building Exterior Plan and Photo Location Map  
(Photographs #1-6)



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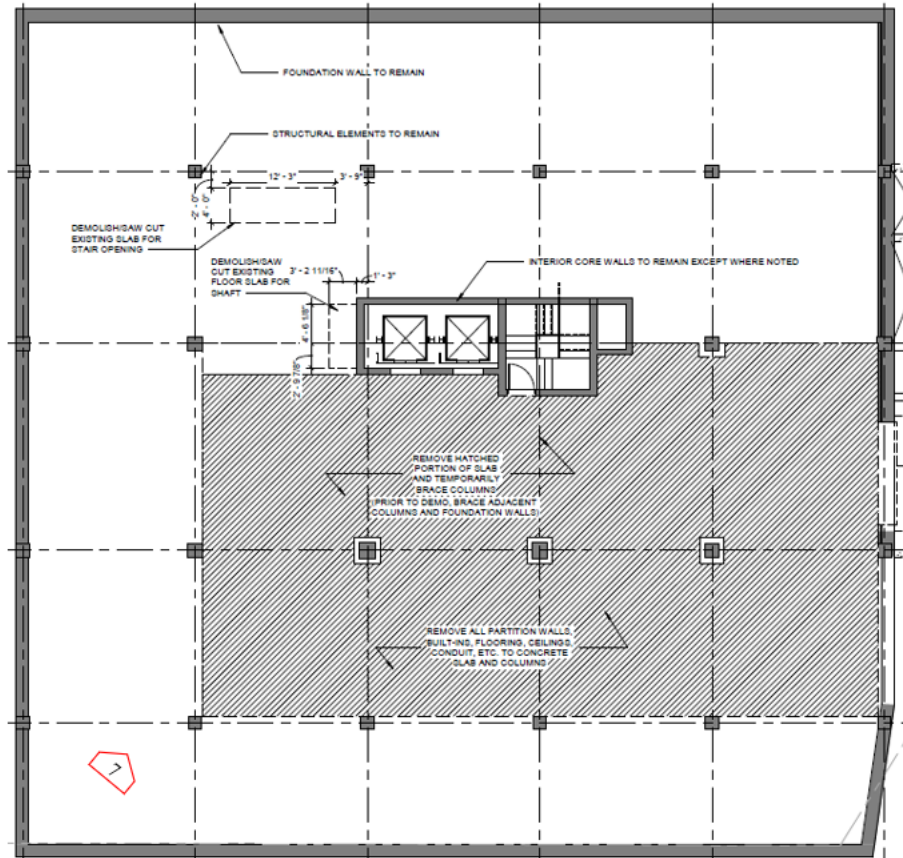
Additional Documentation 4 of 22: 655 Broadway Building Lower Level 2 Plan and Photo Location Map  
(No photographs at this floor level)



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Additional Documentation 5 of 22: 655 Broadway Building Lower Level 1 Plan and Photo Location Map  
(Photograph #7)

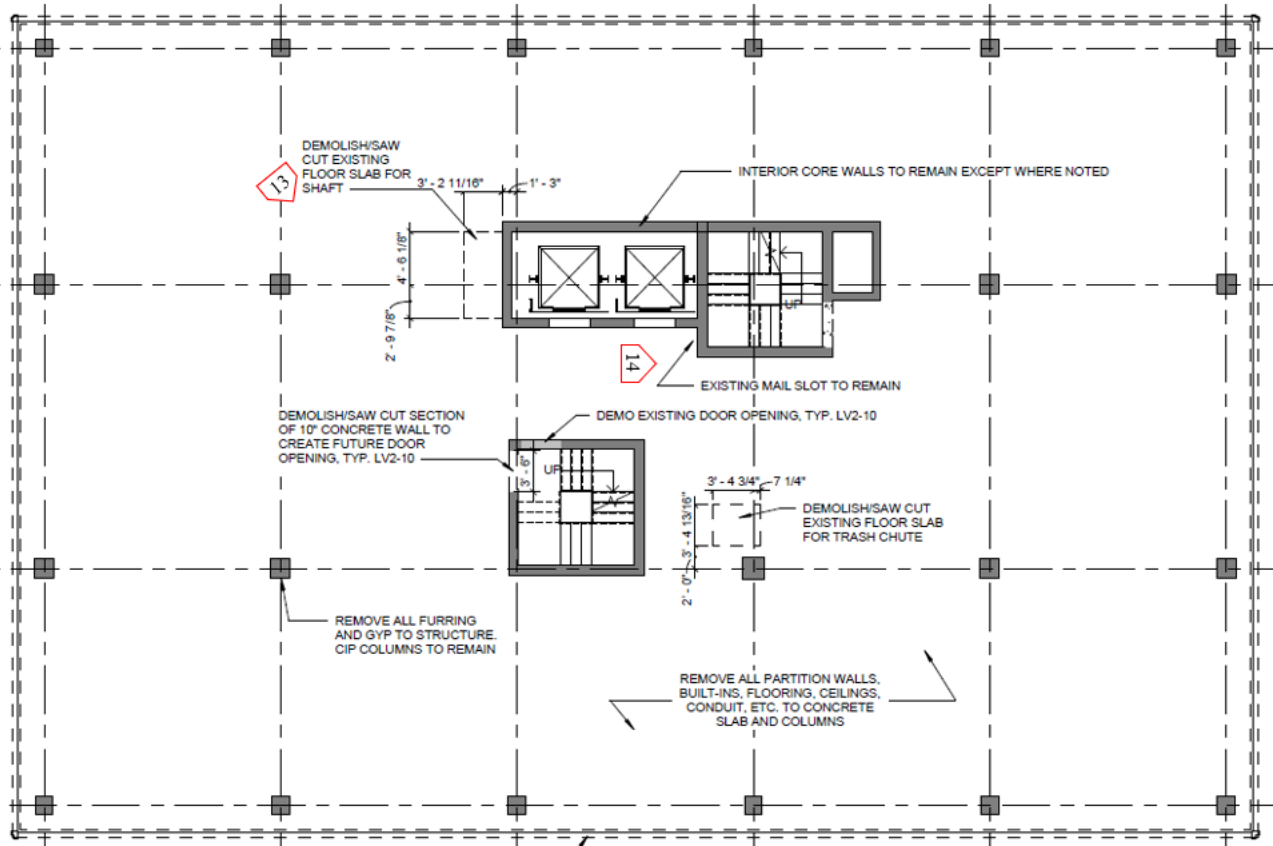




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Additional Documentation 7 of 22: 655 Broadway Building Second Floor Plan and Photo Location Map  
(Photographs #13-14)

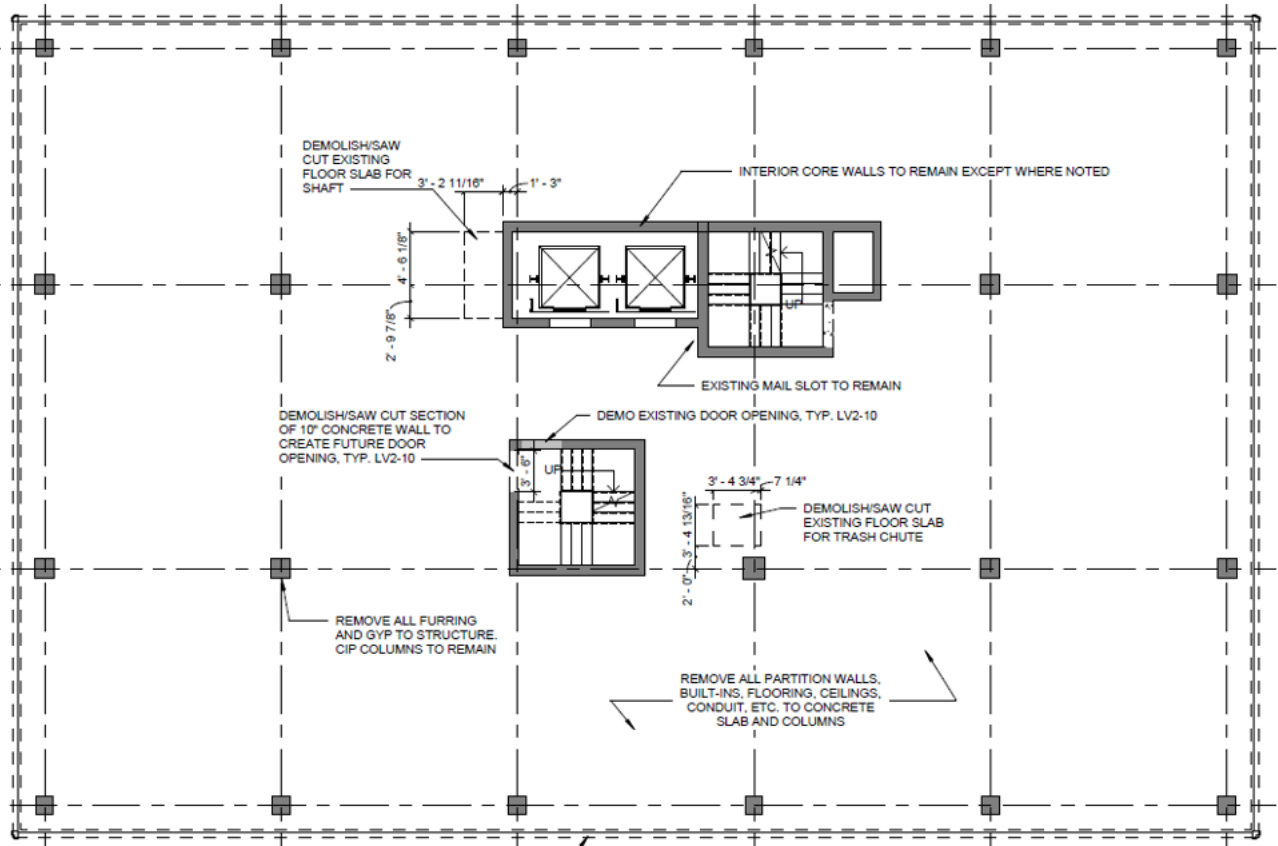




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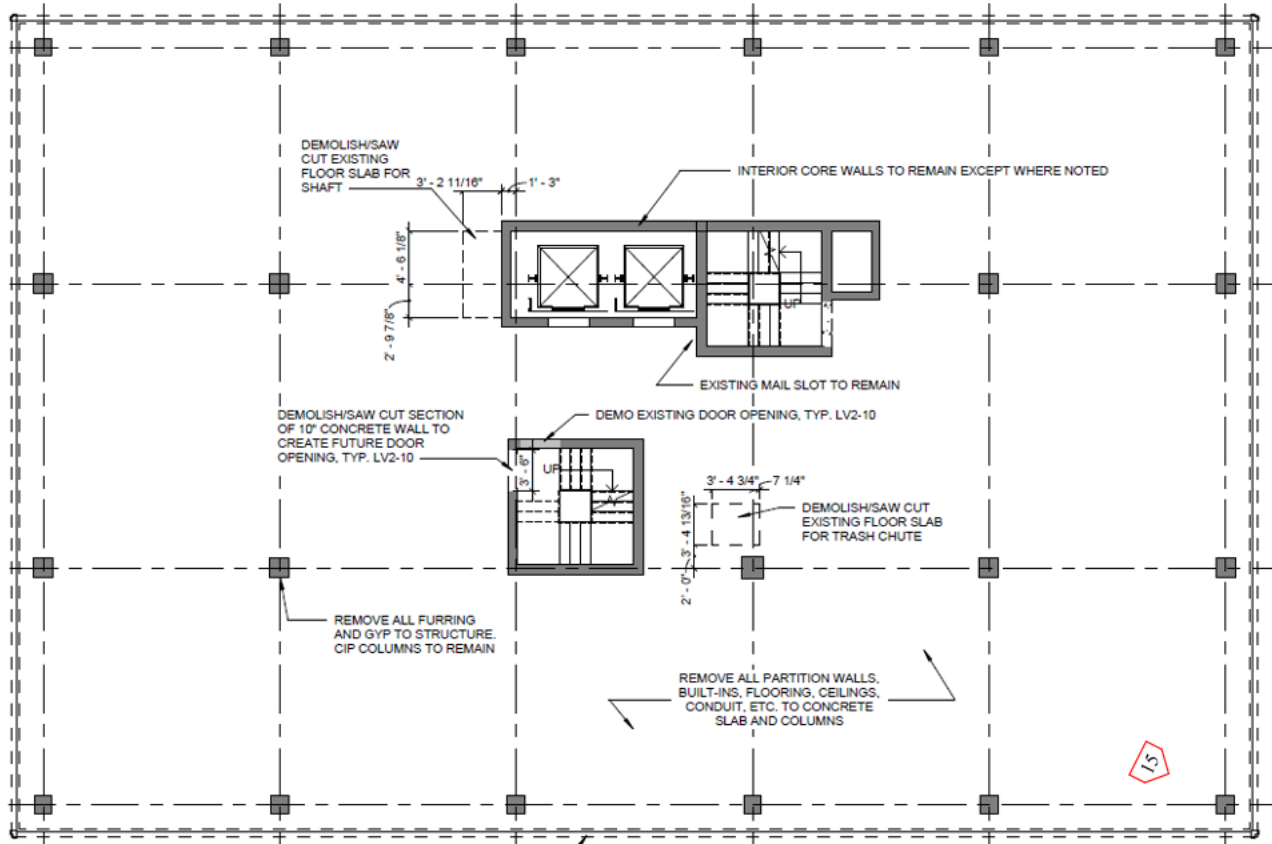
Additional Documentation 8 of 22: 655 Broadway Building Third Floor Plan and Photo Location Map  
(No photographs at this floor level)



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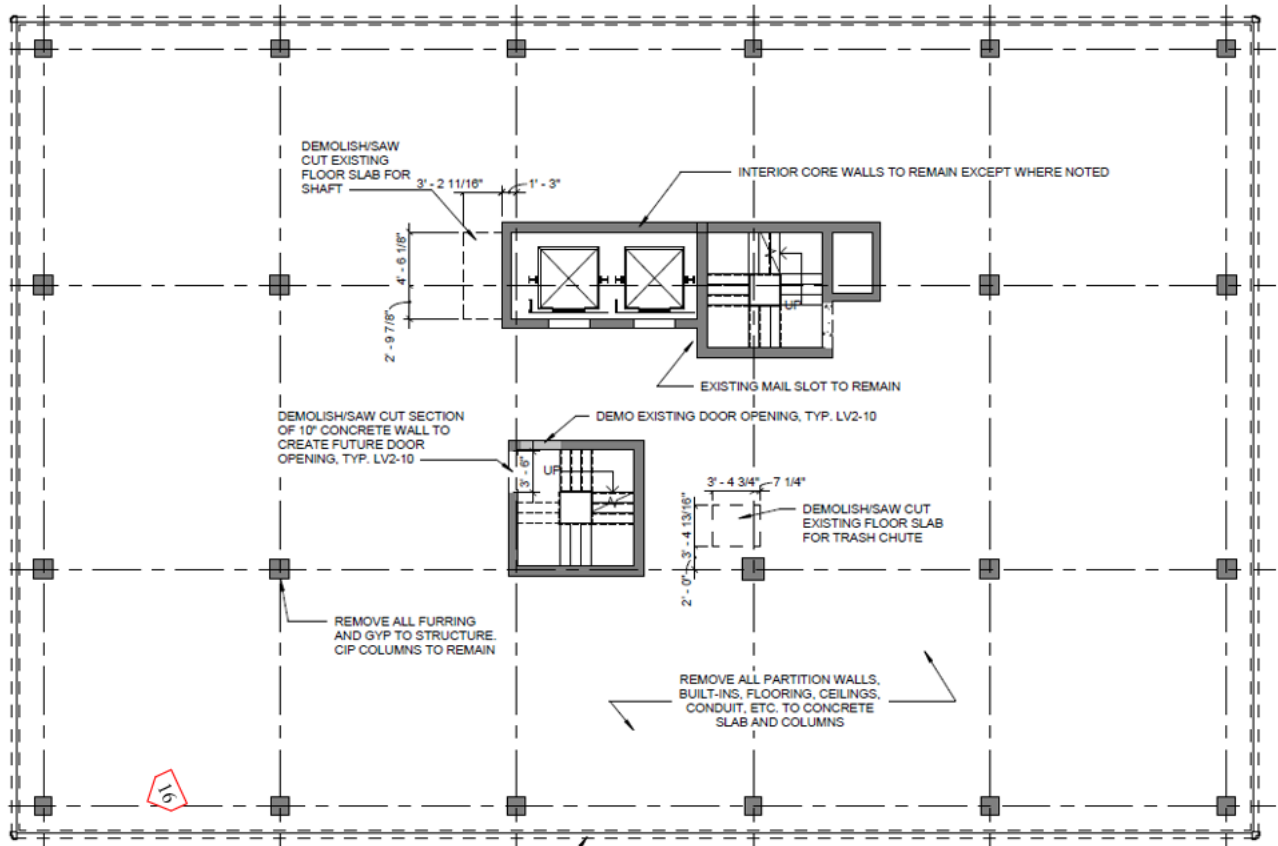
### Additional Documentation 9 of 22: 655 Broadway Building Fourth Floor Plan and Photo Location Map (Photograph #15)



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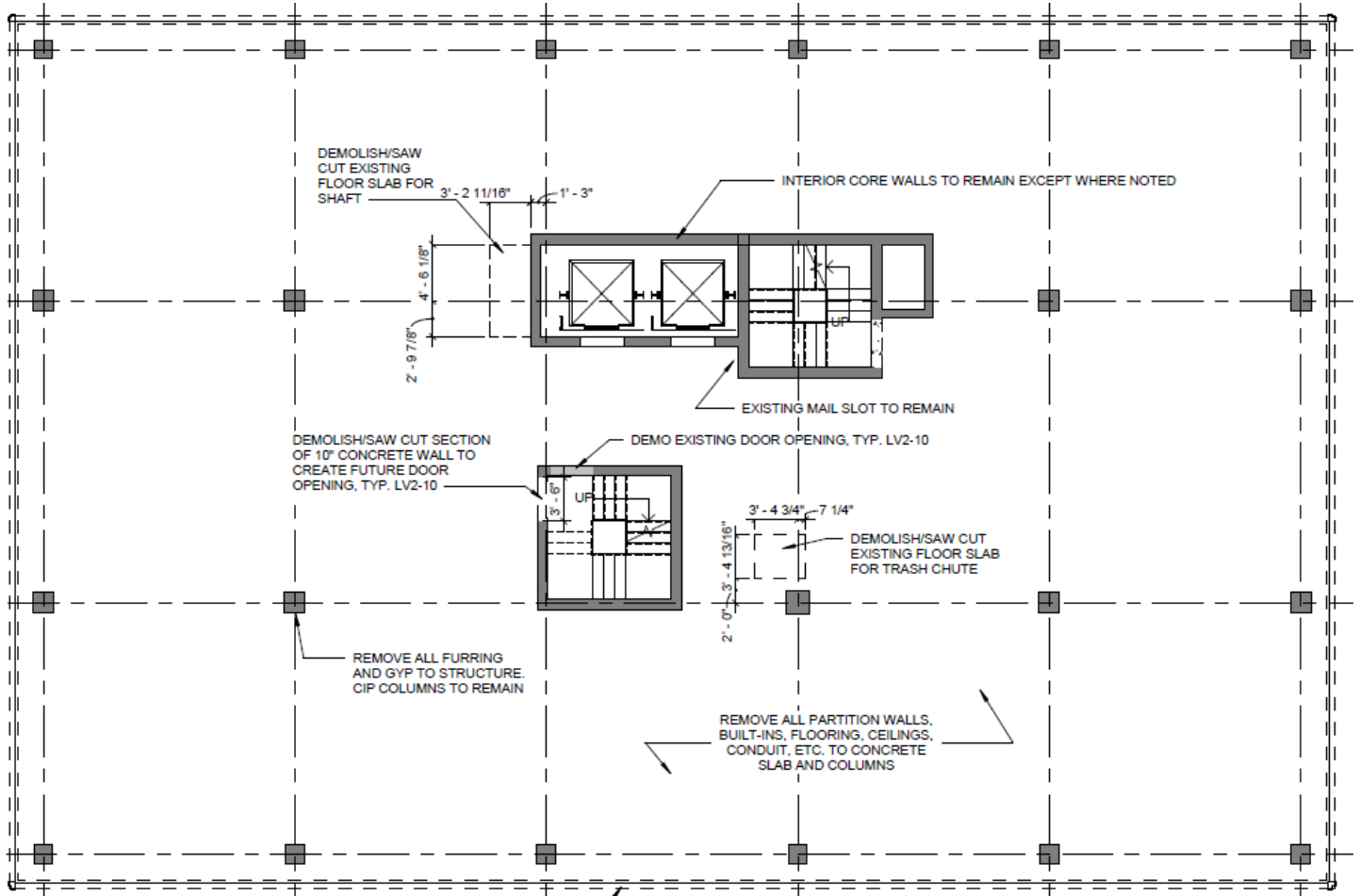
Additional Documentation 10 of 22: 655 Broadway Building Fifth Floor Plan and Photo Location Map  
(Photograph #16)



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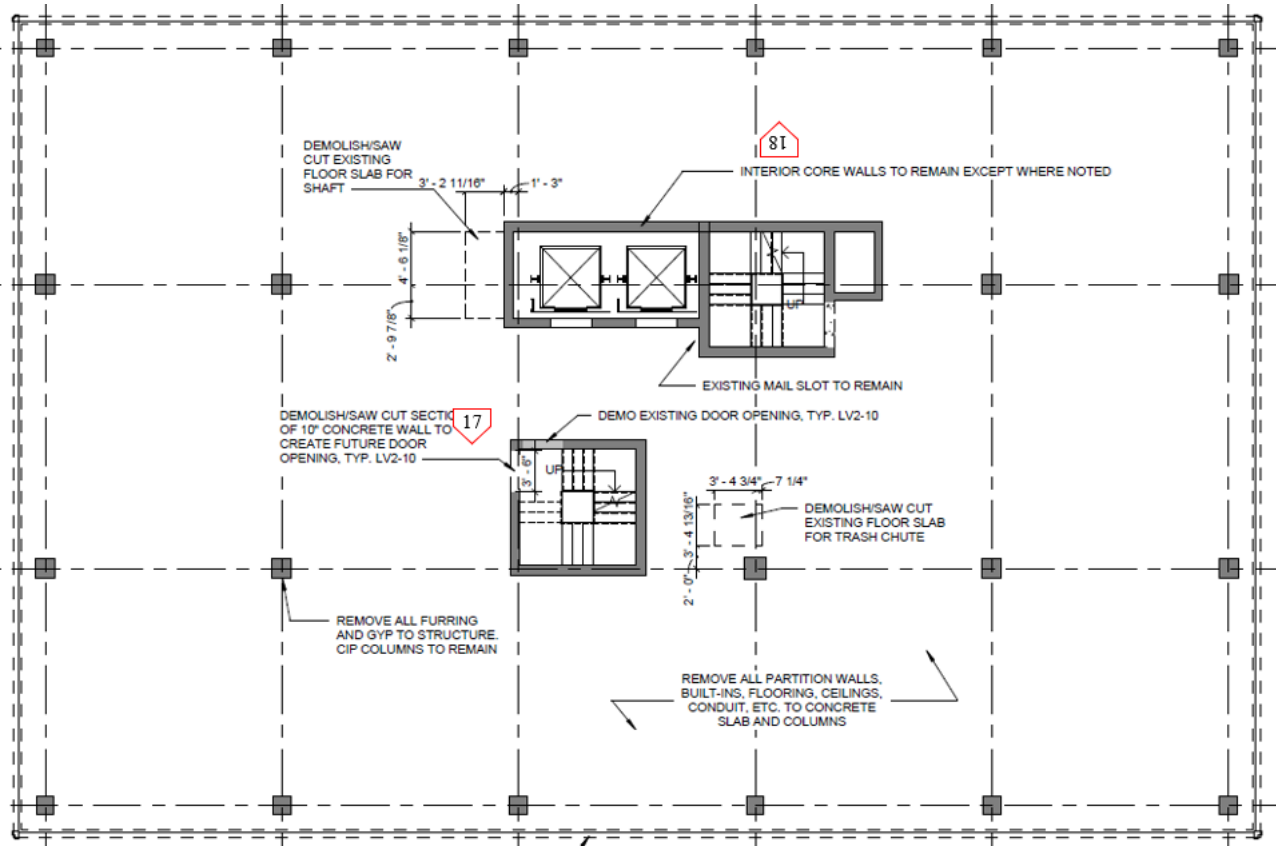
Additional Documentation 11 of 22: 655 Broadway Building Sixth Floor Plan and Photo Location Map  
(No photographs at this floor level)



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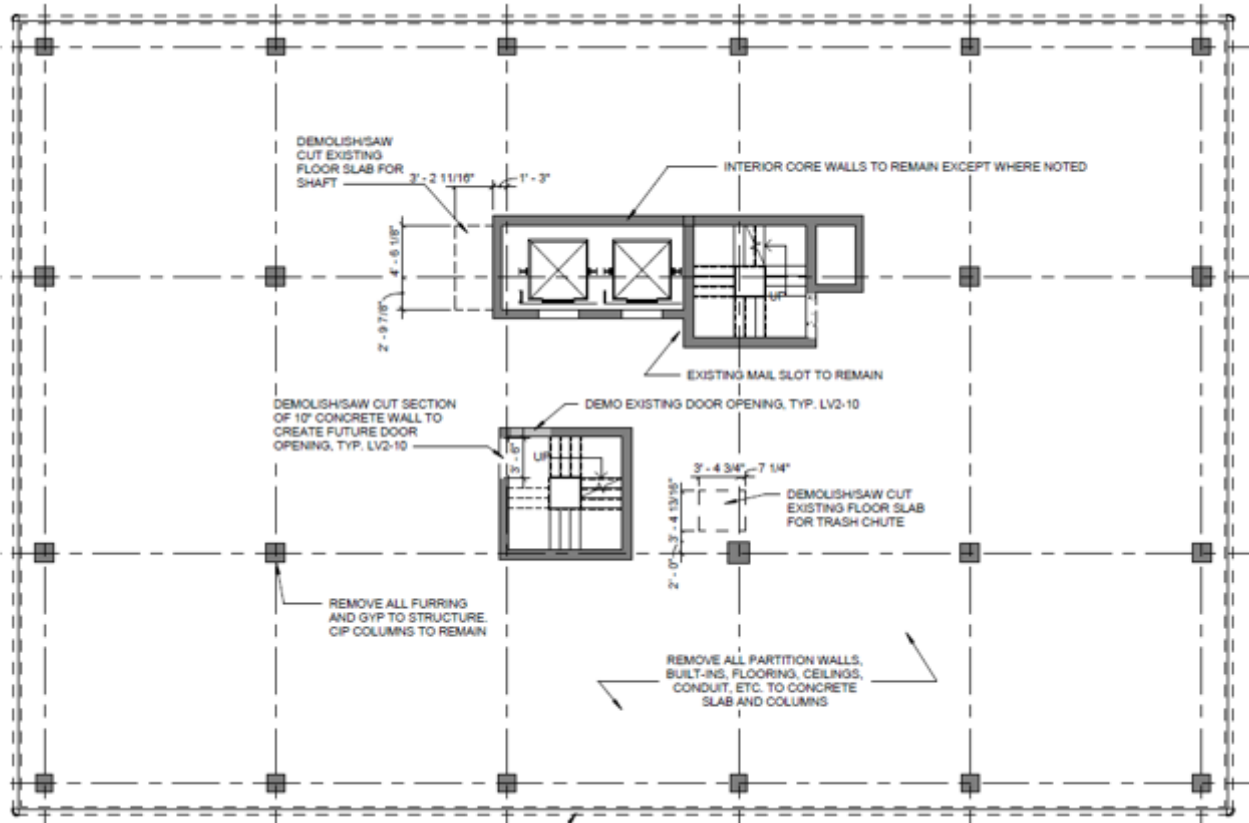
Additional Documentation 12 of 22: 655 Broadway Building Seventh Floor Plan and Photo Location Map  
(Photographs #17-18)



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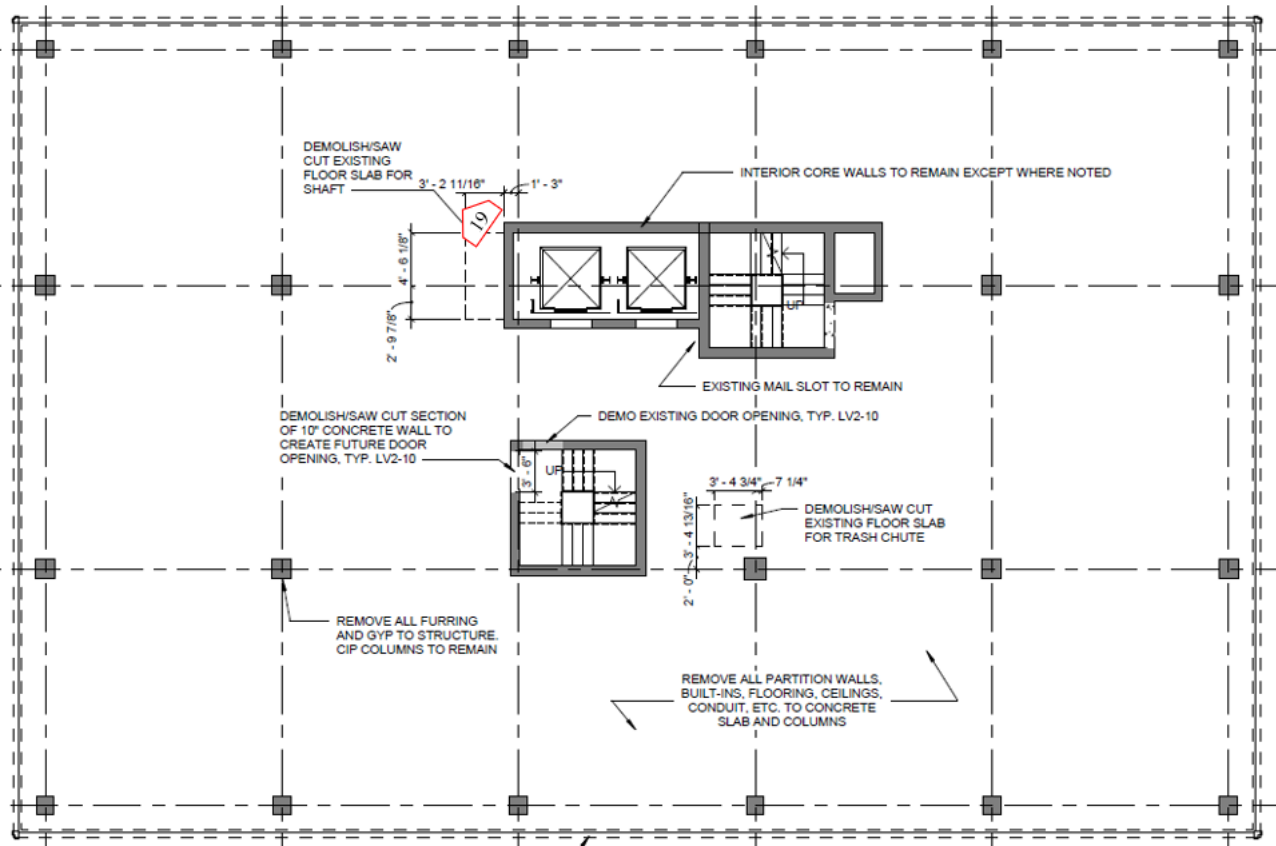
Additional Documentation 13 of 22: 655 Broadway Building Eighth Floor Plan and Photo Location Map  
(No photographs at this floor level)



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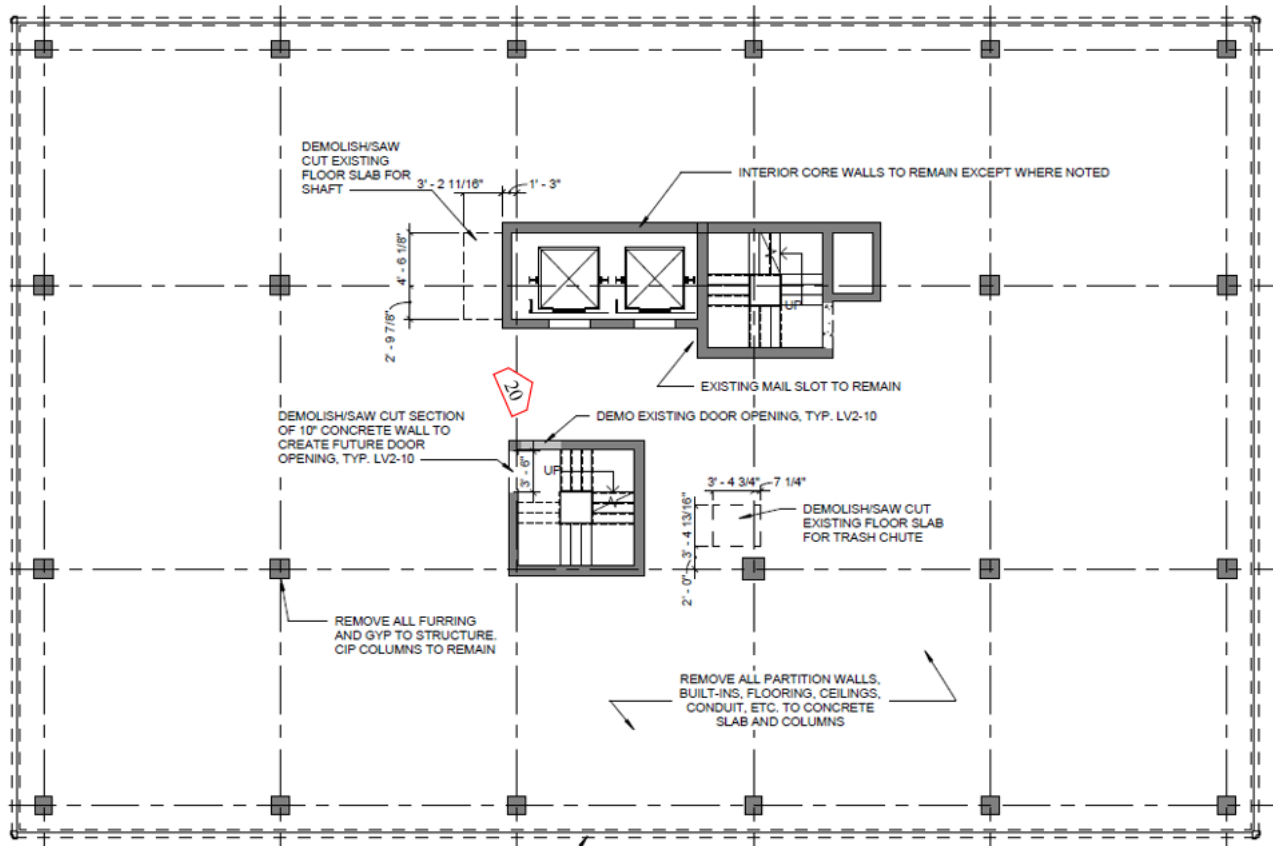
### Additional Documentation 14 of 22: 655 Broadway Building Ninth Floor Plan and Photo Location Map (Photograph #19)



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Additional Documentation 15 of 22: 655 Broadway Building Tenth Floor Plan and Photo Location Map  
(Photograph #20)

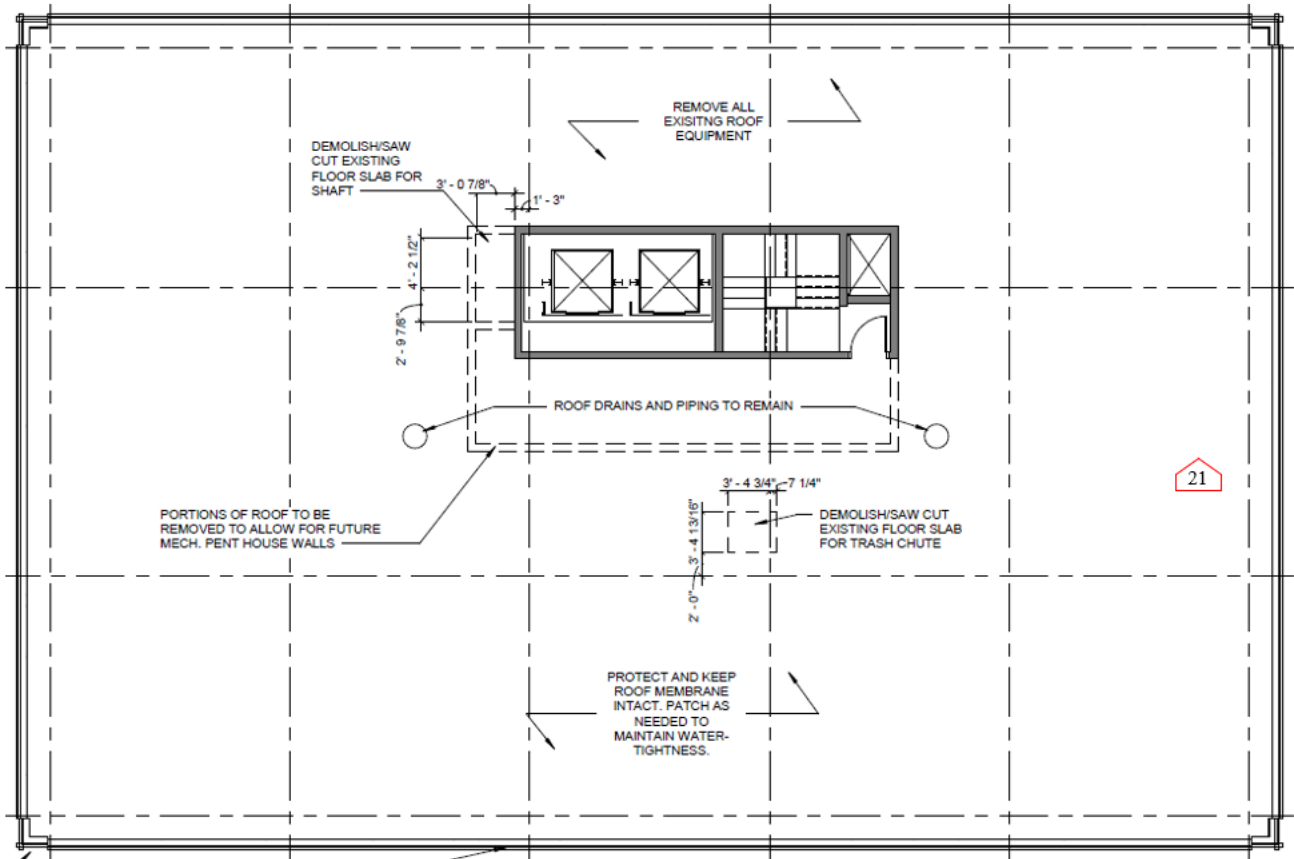




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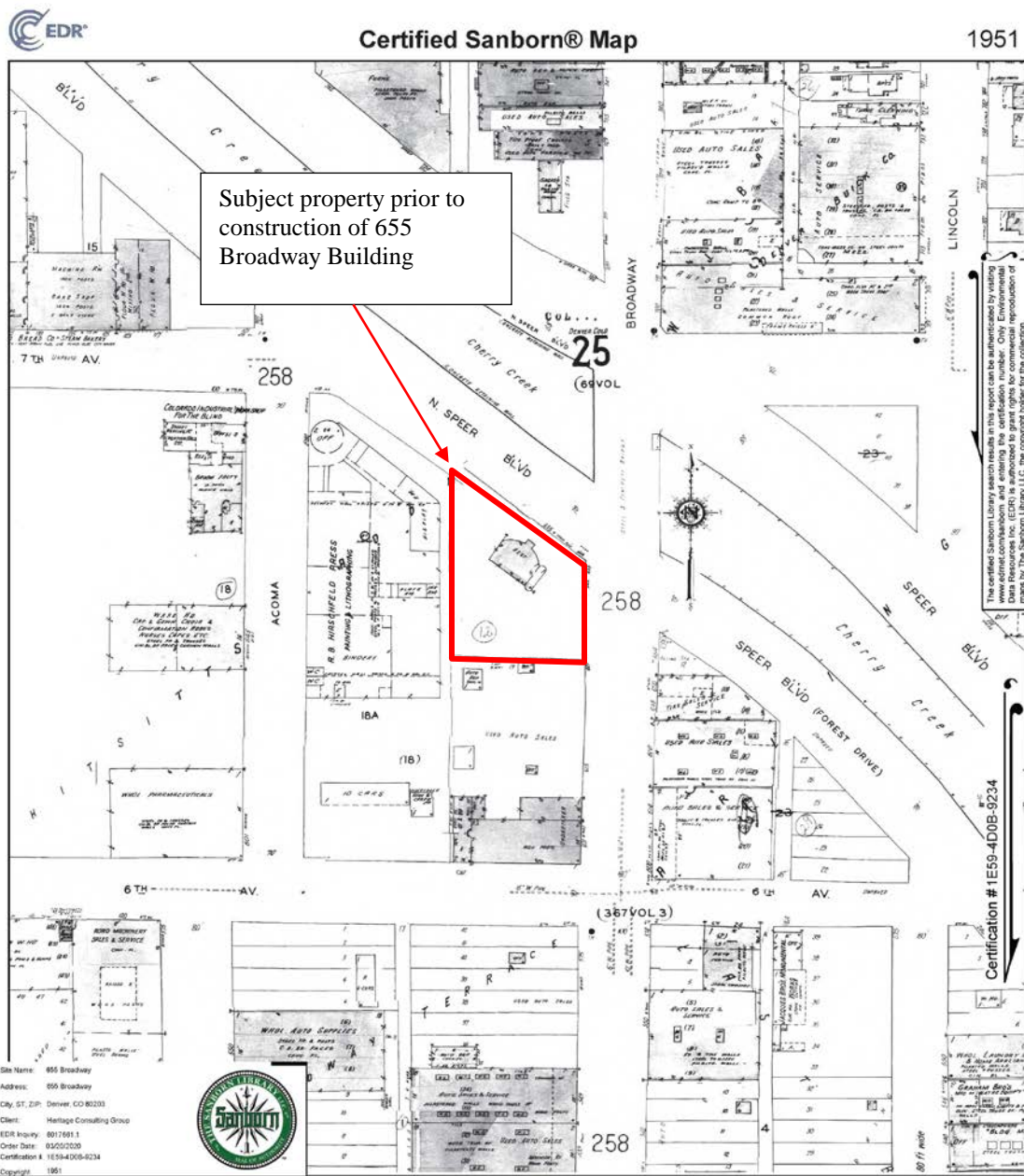
Additional Documentation 16 of 22: 655 Broadway Building Roof Plan and Photo Location Map  
(Photograph #21)



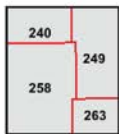
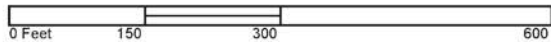
655 Broadway Building  
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Additional Documentation 17 of 22: Sanborn Fire Insurance Company Map, 1951



This Certified Sanborn Map combines the following sheets.  
Outlined areas indicate map sheets within the collection.



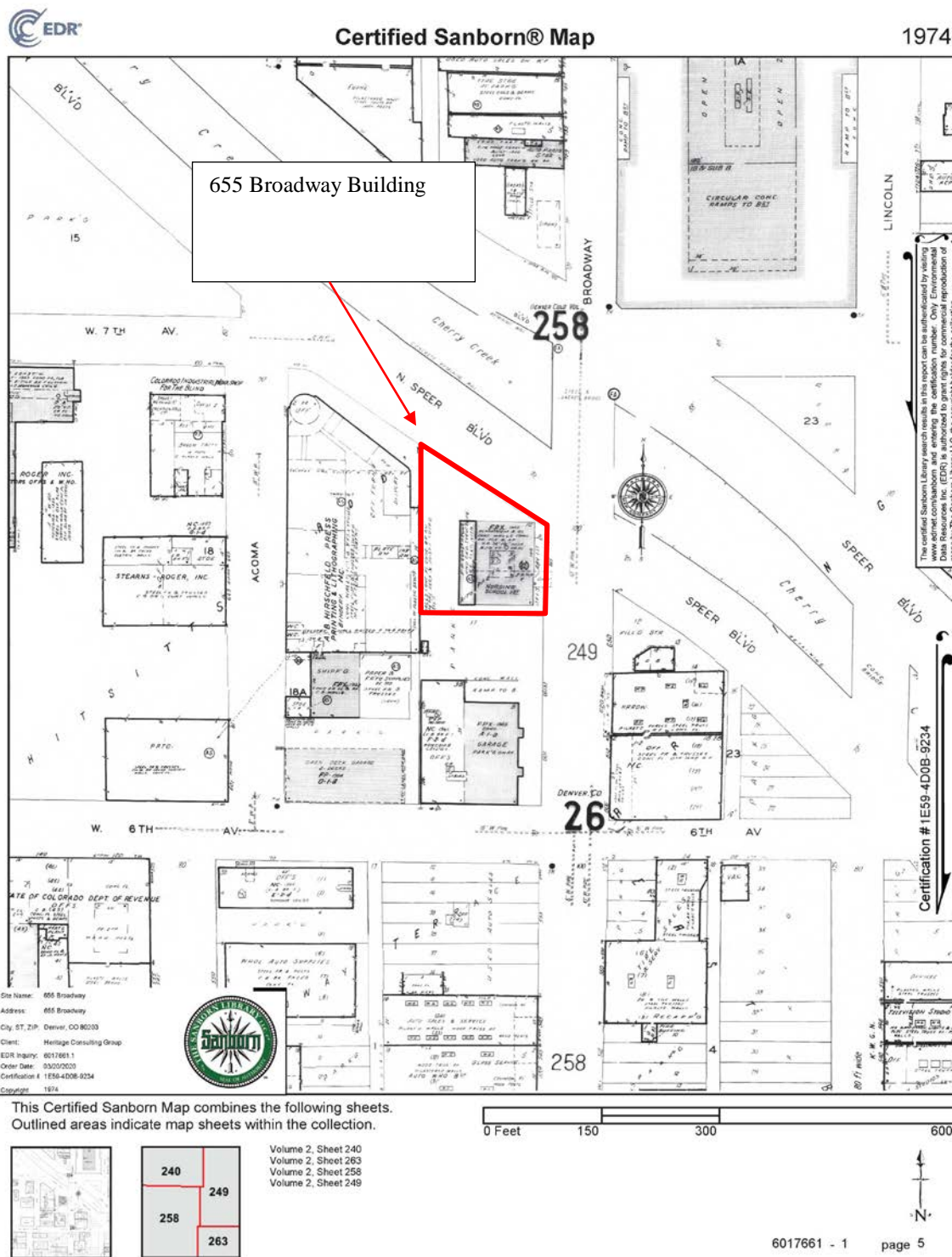
Volume 2, Sheet 263  
Volume 2, Sheet 258  
Volume 2, Sheet 249  
Volume 2, Sheet 240



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Additional Documentation 18 of 22: Sanborn Fire Insurance Company Map, 1974



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Additional Documentation 19 of 22: February 20, 1956 photograph from *The Denver Post* of 655 Broadway Building under construction. Photo view looking northwest.

(Source: Getty Images)

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Additional Documentation 20 of 22: December 22, 1956 photograph from *The Denver Post* of 655 Broadway Building. Photo view looking southwest.

(Source: Getty Images)

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Additional Documentation 21 of 22: June 16, 1957 photograph from *The Denver Post* of 655 Broadway Building addition. Photo view looking southeast.

(Source: Getty Images)

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Additional Documentation 22 of 22: February 1986 photograph of A.B. Hirschfeld Press Building showing 655 Broadway Building in background, with the name "Silverado Building" prominent on its north face.

Photo view looking southeast.

(Source: Denver Public Library)



**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.