

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: First Avenue Hotel

Other names/site number: First and Broadway Building/5DV.53

Name of related multiple property listing:

N/A

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

2. Location

Street & number: 101 N. Broadway

City or town: Denver State: Colorado County: Denver

Not For Publication: n/a Vicinity: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

Applicable National Register Criteria:

X A ___ B X C ___ D

Signature of certifying official/Title: Deputy State Historic Preservation Officer Date

History Colorado

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

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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

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register n/a

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC/hotel
COMMERCE/TRADE

Current Functions

(Enter categories from instructions.)

DOMESTIC/multiple dwelling
COMMERCE/TRADE

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS/Italian Renaissance

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Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick, Stone, PVC Membrane

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The First Avenue Hotel is located at 101 N. Broadway, approximately 2.5 miles south of downtown Denver at the northwest corner of the intersection of W. First Avenue and N. Broadway. The surrounding blocks running north to south along Broadway are primarily low- to mid-rise commercial buildings, and those running east to west are primarily single-family homes. The property contains a four-story, brick, U-shaped 1907 building, which measures 100' north-south and 100' east-west, and a five-story 2019 rear addition with similar dimensions. The building sits on an approximately 20,000-square-foot, or 0.45-acre, parcel at the southeast corner of the city block. The parcel runs approximately 120' north-south, fronting Broadway, and 200' east-west, fronting W. First Avenue. An alleyway runs along the rear of the parcel. The surrounding commercial buildings date to the early- to mid-twentieth century and are generally built to the lot lines, many sharing party walls. Directly across the street from the First Avenue Hotel is the six-story Broadway National Bank Building, constructed in 1914, the two-story Stuart Hotel, constructed in 1922, and the Mayan Theater, an Art Deco/Mayan Revival-style building constructed ca. 1930. Broadway is a primary thoroughfare in the city, with pedestrian sidewalks lined with trees.

The 1907 portion of the building, clad in tan brick and designed in an Italian Renaissance Revival-style, was built as a commercial Single-Room Occupancy (SRO) hotel building. The two street-facing sides are similar in materials, fenestration pattern, and design, whereas the west side consists of the 2019 addition and the north side is utilitarian red brick. The first floor interior of the 1907 portion of the building has a hotel lobby in the northeast corner, accessible at the north end of the east side, as well as retail space to the southeast, and a rear addition consisting of office and back-of-house spaces. The upper floors have a U-shaped configuration with double-loaded corridors providing access to the individual units. The building's typical floor contains twenty-five units. Over the course of its 113-year history, the ground floor has been modified in some ways. The storefront windows and entries were altered between 1920 and 1980 to angled aluminum-framed entries; and then rehabilitated in the late 1980s to more closely resemble the building's original construction by adding back recessed entries. In 2019, the building was renovated using Federal Rehabilitation Tax Credits and adapted for use as affordable housing. This project also involved the replacement of a heavily altered pre-1929 rear two-story addition with a new, five-story addition. Character-defining features on the exterior of the building include its materials and detailing, specifically its brick cladding and corbelling, decorative belt course and cornice, wood windows, and stone window sills. On the interior, the character-defining features include commercial uses on the ground floor, the plan and finishes of the historic lobby (specifically the tile floor, wood paneling, and wood trim), and the U-shaped, double-loaded corridors on the upper floors that feature historic doors, windows, and hardwood baseboard trim. The building retains sufficient integrity to convey its historical and architectural significance.

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Narrative Description

EXTERIOR

The 1907 portion of building is of steel-frame construction with brick masonry facing in a running bond pattern. It measures approximately 100' north-south and 100' east-west. Horizontally, the building is composed of four parts: the first-story base, the second-story surbase, the third- and fourth-story shaft, and the cornice capital. Its two street-facing sides, the east and the south, share similar characteristics. On the first floor, the sides feature three-part, wood-frame storefront windows. These storefronts include two storefront windows framing recessed entries with single modern doors and sidelights. Between the storefronts are wood pilasters with wood panels. Above and below the storefronts are wood panels. On upper floors, fenestration is consistent, with historic, wood, one-over-one windows. On the second story, there is a rusticated cast-stone stringcourse at the base. There is a decorative painted cast-metal belt course above the second-floor windows. Between the windows on the second story, the brick is corbelled to give the appearance of six horizontal bands. On the third and fourth floors, windows are framed at regular intervals by corbelled brick pilasters that have Ionic capitals. On the third floor, there is a rusticated cast stone sill spanning between pilasters. On the fourth floor, the pilasters span only between sets of windows. Above is an elaborate projecting metal cornice. The differences between these two sides, as well as the secondary north (rear) side, are discussed below.

East Side: The east side may be considered primary. On its upper floors, it is symmetrical with seven bays of paired windows. On the ground floor, there are five storefront entries. These do not align with the upper window bays. The southernmost entry is oriented diagonally to the southeast. At the northernmost bay is the original hotel entry. It is framed by a cast-stone arch and entablature flanked by Ionic columns. The recessed entry features a modern double-door entry set within the historic opening, surrounded with historic transoms and sidelights.

South Side: The south side is similar to the east side; however, it has a different organization of window bays in an A-B-B-B-C pattern between pilasters. In this pattern, the A bay at the southwest corner is one window wide, the B bays are four windows wide, and the C bay at the southeast corner is two windows wide. Below the window bays are three storefronts on the west half of the side. The east half is entirely storefront windows with wood pilasters between every two windows.

North Side: On the north side, the building shares a party wall with the adjacent one-story commercial building on the first floor. At the second through fourth stories, the interior stairway chase, elevator shaft, and elevator lobbies extend in plan as a large bay, about 15' north from the east side. At the center of this bay, there were originally window openings on the third and fourth floors. These were infilled with brick as part of the 2019 renovation. Beyond the projecting bay to the west are six windows on each of the second, third, and fourth floors. The easternmost window is a historic, wood, one-over-one window. To the west are five two-over-two windows. At the west end of the roof is a historic brick chimney. With high visibility along Broadway, the north side featured a number of painted and other signs over time. A circa 1920 photograph of Broadway shows the easternmost bays to have a what appears as a painted wall sign "1st AVE." across the length, complemented by "HOTEL" angled at 45 degrees upward from the street beginning at what would be the third floor. By circa 1970, the "HOTEL" portion was covered by a framed billboard, but with "HOTEL" painted below the 1st. By this time on the west side of this bay was another painted wall sign reading "single rooms/free parking." By 2017, only the last painted wall sign remained and it was preserved as part of the renovation. It appears that the other signs were removed in the 1986 modernization.

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Roof: The roof slopes slightly to the west and is covered with modern membrane roofing material. Low parapets—shown as concrete on Sanborn maps—at the west base of each U-plan stem guide rainwater into gutters on the inside corners of the light well. A small stairway penthouse rises from the northwest corner of the projecting bay. A 20-foot tall steel-pipe flagpole, topped by a large metal sphere, rises above the cornice at the southeast corner.

2019 Addition

The 2019 rear addition is connected to the 1907 building by a recessed glass-walled hyphen. The massing, scale, materials, and design of the addition reference the 1907 building but are distinctly modern, in compliance with the Secretary of the Interior Standards for Rehabilitation.¹ The first level consists of storefront windows divided by brick pilasters. The upper three levels are uniform and symmetrical with paired one-over-one windows, each level separated by a simple belt course. The roofline has a slight projecting cornice. The lower levels are clad in running bond brick. The fifth level is recessed and clad in metal-panel siding in a shingled running bond pattern.

North Side: The north side of the 2019 addition shares a party wall with the building to the north at its east edge. Windows are symmetrical and uniform, paired at the western three bays and in a group of three at the east bay.

South Side: The south side of the addition is connected to the 1907 building by a recessed steel hyphen with curtain glass windows on the upper three floors and a double-door storefront entry at the first floor. The windows of the hyphen are four-over-three with aluminum mullions. The addition has four bays on this side and double-entry doors with transoms in the center-west. The storefront windows are tripartite and consist of a major and minor section with metal spandrel bulkheads and transoms. The upper-story windows are paired on the outside bays and in groups of three in the center bays.

West Side: The west side (rear) comprises multiple sections. The central section consists of a utilitarian projection featuring a set of metal double doors and a single pedestrian door at the ground floor and three, single, one-over-one windows on each floor. The northernmost section has a roll-up garage door on the ground floor. The upper floors of this section are cantilevered and consist of two one-over-one windows. To the south are three sets of one-over-one windows separated by brick pilasters.

Roof: The roof is flat and covered by PVC membrane roofing material.

EXTERIOR ALTERATIONS

The 1907 portion of the building is largely intact aside from alterations to the ground floor storefronts and upper floor windows. The first known major alteration to the exterior of the 1907 building was installation of an angled corner entry at the southeast corner. This likely occurred ca. 1924, when longtime tenants and building owners, the Fleming Brothers, closed their hardware store in that location. That same year, the Strickland Drugstore took occupancy of the building and likely altered the entrance to face southeast. The storefronts along

¹ The Secretary of the Interior's Standards for Rehabilitation #9 states, "New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment."

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Broadway were also altered over the years. At some point between 1920 and 1980, each storefront was altered in different ways. Photos from ca. 1980 show that all transom windows had been covered and that the storefront windows had either been replaced with multi-light, aluminum-frame windows or boarded over (Figure 8). In some cases, such as the space addressed as #103, the storefronts were reconfigured to angle northward, likely to catch the eye of south-bound traffic after the conversion of Broadway from two-way to southbound one-way traffic in 1965. Original paneled bases below storefronts were replaced with either brick or plywood. By ca. 1980, the second-floor windows were boarded over. At some point, the original large vertical attached sign, “1st AVE,” was also removed.

In the late 1980s, the property and storefront windows were rehabilitated as a part of a project that attempted to use the Federal Rehabilitation Tax Credit. As a part of that process, a draft National Register of Historic Places nomination was written and photos taken (Figure 10). The storefronts were returned to their original appearance, with multiple recessed entries and single-light wood-frame storefront windows with wood panel bases. As part of the 2019 rehabilitation, new wood windows were installed in the 1907 portion of the building throughout the upper floors. On the eastern bay of the north side, two windows were infilled with brick.

Prior to 1929, a warehouse addition was constructed at the rear of the building to service the hardware store. Historically, the addition was clad in brick and had a flat roof. It had been heavily altered over the years, having been converted to a cabinet shop and police station by 1929, a church by 1951, and apartments by 1974.² By 2018, the roof had been replaced and the exterior stuccoed. It had been modified on the interior throughout the years, and both the historic entrance and windows had been replaced.³ The addition no longer retained historic integrity, and in 2019 it was replaced by a five-story compatibly-designed addition.

INTERIOR

In the 1907 portion of the building, the first floor consists of one retail space occupying the majority of the floor space with the historic hotel lobby at the northeast corner. To the northwest, north of the retail space, is a bike room. In the retail space, the steel-column system remains intact and some columns are clad in plaster and modern wallpaper. The historic hotel lobby in the northeast corner of the first floor is mostly intact. Throughout the lobby is a historic floor with small octagonal tiles set in geometric floral patterns. The lobby features historic oak doors, chair rails, wainscoting, and door trim, and the historic elevator door is extant. The walls and ceilings are gypsum board. There is an entry vestibule at the northeast corner that also features the historic floor tile and wood trim found in the primary portion of the lobby.

Above the primary hotel lobby are small elevator lobbies on the upper floors. These lobbies retain their historic spatial configurations, although the finishes have been updated. The floors are wood, and the walls and ceilings are finished with gypsum board. The historic elevator door is extant on all floors. To the south, the rooms are organized around a double-loaded corridor and a central light well. The baseboards, door, and window trim are all historic maple. The doors are all in their historic locations. The corridors are also in their historic locations. The walls and ceilings are gypsum board. Originally, the 1907 building was U-shaped with the opening of the U to the west; however, the 2019 addition was constructed such that it added a new U, and the building is now a full double-loaded circle around a central light well. The doors are generally spaced 12’ apart along the hallways and reflect the configuration of the historic hotel space. The apartments were rehabilitated in 2019 and

² Sanborn Map Co., “Denver, Colorado,” Volume One, page 82.

³ Anthony Gengaro, “First Avenue Hotel / First and Broadway Building,” *Draft National Register Nomination*, 1986. Files of the Office of Archeology and Historic Preservation, History Colorado.

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feature modern ceiling and wall finishes. The basement interior is unfinished, revealing rough-cut stone and brick perimeter foundation walls, wood framing under an extension below the concrete sidewalks along Broadway and First Avenue, and interior steel framing. The boiler room at the northwest is a large space excavated lower than the basement, accessed by brick stairways.

2019 Addition

The 2019 addition was constructed to integrate with the 1907 building on the interior. On the first floor are finished office spaces, common areas, a single retail space, and a primary north-south corridor. On upper floors, apartments are arranged around a U-shaped, double-loaded corridor with a full-height stair tower and two elevators at center west. On the east end of the fifth floor, a sky bridge connects the two ends of the U. Finishes are modern throughout.

INTERIOR ALTERATIONS

After the hotel closed ca. 1978, the third and fourth floors were abandoned.⁴ Plumbing fixtures and doors were removed, and the ceilings and floors sustained water damage from persistent roof leaks. Some second-floor hotel rooms near the elevator/stairway lobby were modified within the last decade in an unpermitted remodeling that also removed structural walls and failed to repair the roof leaks, resulting in a City/County of Denver order to vacate the building in 2013.⁵

Denver permit records chronicled a series of maintenance and upgrades at the hotel: repairing the rear brick firewall in 1928 for the Fleming Brothers; “remodeling brick [basement?] storeroom” in 1935 for the Flemings acting as their own contractor; installing a new coal stoker for the building’s boiler room in 1940; re-roofing the building in 1940 for then-owner George E. Green; rebuilding the Otis elevator in 1946 for \$3,000; and “enclose elevator shaft & stairway” with the current drywall in 1950. As noted earlier, over the years the interior of the ground floor was modified as tenants changed, although the hotel lobby remained largely intact. In 2010, El Diablo restaurant took occupancy of the two southernmost retail spaces and converted them into a single restaurant. There were two more retail spaces at that time on Broadway.

A 2019 rehabilitation of the building converted the existing hotel rooms into apartment units, reorganizing some interior partitions. The rehabilitation used Federal and State Historic Preservation Tax Credits. Character-defining features of the interior were preserved and repaired, including the interior circulation pattern; the historic lobby floors, doors, and trim; and the upper-floor wood trim and window material and design. On the upper floors, some of the doors are false (i.e. inoperable) due to the reorganization of the units. The building was brought up to code with building systems upgrades and ADA and fire and life-safety features.

⁴ Ibid.

⁵ Patricia Calhoun, “Sale of First Avenue Hotel Set to Be Finalized Today.” *Westword*. December 11, 2015.

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INTEGRITY

The First Avenue Hotel retains sufficient integrity to convey its historical and architectural significance as an excellent example of an early-twentieth-century, Italian Renaissance Revival commercial SRO hotel building. Specific to the seven aspects of integrity:

Location: The First Avenue Hotel is in its original location and, therefore, retains integrity of location.

Association: The building was originally a mixed-use commercial building with ground floor retail and a hotel on the upper floors. The building has been sensitively rehabilitated to reflect this association as a mixed-use apartment/commercial building. As such, the building retains its association with its conception by a master architect as a mixed-use building and its association with its contributions to the development of the south Broadway area as a very early commercial property in the neighborhood.

Feeling: To the casual observer, the building today looks essentially the same as when the property was built in 1907. Because the modern addition is connected via a recessed hyphen, it appears that exterior alterations are minimal and the building retains the feeling of an early-twentieth-century, mixed-use commercial building. These include the multiple storefront entries and windows, regular fenestration for units on the upper floors, and the exterior materials, including brick, stone window sills, and decorative belt course and cornice.

Setting: The surrounding neighborhood has evolved but the character of the setting has not changed from what it was during the period of significance: a centrally located commercial intersection. Surrounding buildings are low to mid-rise commercial buildings built to the lot lines and sharing party walls. The 1914 Broadway National Bank Building and 1922 Stuart Hotel, both across Broadway from the First Avenue Hotel, are still standing and are in much the same design as when they were built. The blocks east and west of Broadway are still largely dedicated to single-family residences. The First Avenue Hotel's period of significance, 1907-70, encompasses the great majority of changes to the surrounding blocks, all of which thus contribute to the history and evolution of the setting.

Design: The building is best understood as an Italian Renaissance Revival-style building. Distinctive elements of the style found on the building include the exterior corbelled brickwork on the second floor as well as upper-floor pilasters, rusticated stone window sills, decorative pressed metal belt courses, and decorative cornice with modillions. Though the storefronts have been altered over the years, they have been renovated to reflect the building's original design as seen in historic photographs. The building retains its design as an Italian Renaissance Revival-style commercial single room occupancy hotel building. Its exterior masonry walls and detailing are intact, as are its decorative belt course and cornice. The building's general mass and form are the same as when it was constructed: a four-story commercial building built to the lot line. On the interior, the historic lobby design is intact, including tile flooring and wood trim and finishes. The original 1907 portion of the building retains its U-shaped floor plan with double-loaded corridors on the upper floors. Its 1907 steel structural system is also intact. As noted, due to the design of the 2019 addition, modern alterations are recessive and do not detract from the original design.

Materials and Workmanship: Materials and workmanship both relate to the presence of historic fabric and, for purposes of this evaluation, are similar. As discussed previously, there have been minimal alterations to the character-defining features of the resource, including the exterior corbelled brickwork, rusticated stone window sills, ornate pressed-metal detailing, decorative belt courses, and decorative cornice. The historic cast-stone

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lobby entrance surround is also intact. These materials and their original craftsmanship from 1907 serve to express and embody the building's historic integrity as an Italian Renaissance Revival-style building. On the interior, the hotel lobby features original wood paneling, door trim, and small octagonal tile work on the floor. On upper floors, the original hardwood door, window, and wall trim is all extant, materials that express the building's historic use as a short-term-stay and single-room-occupancy hotel.

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.)

- 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

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

Period of Significance

1907-70

Significant Dates

1907

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Charles Quayle, Architect

Fleming Brothers, Builders

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

The First Avenue Hotel at Broadway and First Avenue in Denver, Colorado, was designed in 1906 by Denver architect Charles Quayle and completed in 1907 for his clients, the Fleming Brothers, longtime builders and developers along South Denver's Broadway corridor. The building is locally significant under Criterion A for Commerce as an early, mid-rise hotel with small commercial businesses occupying the first-floor storefronts that supported the economic growth of the neighborhood by attracting residents and increasing commercial activity in the area. In addition, the building is locally significant under Criterion C for Architecture as a work of master architect Charles Quayle, particularly exemplifying his skill in the Italian Renaissance Revival style in a hotel. The First Avenue Hotel was one of Quayle's first commercial projects, an early example of the style in Denver. Afterwards, he went on to become a prominent architect with several substantial civic and commercial developments in San Diego, California, which clearly also evidence his mastery.

The First Avenue Hotel as Locally Significant under Criterion A for Commerce

The construction of the First Avenue Hotel in 1907 was formative in the development of South Broadway as a commercial center for adjacent neighborhoods and spurred continued investment, much of which is still standing today. The building is locally significant to the South Broadway and Baker neighborhoods as one of the first major commercial buildings in the area, which enticed further commercial development and new residents to the neighborhood. The First Avenue Hotel was constructed in 1907 and, at the time, was one of the largest commercial buildings within several blocks. At the time of construction, there were few commercial enterprises so far south from the downtown area on Broadway. The First Avenue Hotel was constructed very early in the development of Broadway, which later became, and remains to this day, a primary thoroughfare of the city. The building's services, namely a hotel removed from downtown, helped mark the neighborhood as a burgeoning place to live, work, and visit. Shortly after the development of the First Avenue Hotel, adjacent corner lots were developed to house other services, such as banks and restaurants.

The intersection of Broadway and First Avenue was one of the few locations where two streetcar routes met along Broadway as early as 1890, which contributed to local interest in commercial buildings at the intersection. Especially in the early 1900s, before automobiles were commonplace, the public streetcar system was the primary means of transportation for the majority of Denver residents. Houses in the Baker Neighborhood, adjacent to the west of Broadway, had generally been constructed between 1880 and 1890, and the influx of residents sparked the need for increased commercial enterprises to support everyday life in the area. The First Avenue Hotel featured at least six retail spaces on its ground floor when it was opened, which added substantially to the commercial infrastructure of the area, particularly in a mid-rise, masonry, architect-designed building. There were no hotels in the immediate vicinity and no buildings on such a scale. The 1890 Fleming Brothers building, across Broadway and on the block to the south, was only three stories tall and four bays across. The First Avenue Hotel has been continually occupied by services for local residents since its time of construction. The First Avenue Hotel was, at the time of construction, a substantial commercial endeavor at a prominent intersection in a growing neighborhood. Its construction supported the commercial development of the neighborhood and, as such, is locally significant for such a contribution.

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The First Avenue Hotel was constructed by the Fleming Brothers as their second commercial real estate project. The brothers started their entrepreneurial real estate business with a lumber yard that, by 1909, turned into a banking company. By 1922, the Fleming Brothers had built masonry commercial buildings on three of the four corners at the intersection of Broadway and First Avenue, as well as a three-story masonry building just one door down along the east side of Broadway. In addition to these, they constructed dozens of speculative houses in the Broadway Terrace/Baker neighborhood, located directly west of the intersection of First Avenue and Broadway. When the Fleming Brothers constructed the First Avenue Hotel, they occupied the prominent southeast-corner retail space to manage their building supply, construction, and real estate finance office.

From the outset, the First Avenue Hotel served as a starting point for new Denver residents. Several newspaper articles listed “Wanted” advertisements posted by the hotel’s short-term residents in search of a job or more permanent housing. The hotel’s location bolstered not only the increased commercial activity of the neighborhood but also increased the neighborhood’s population.

By 1921, the First Avenue Hotel began to function as SRO housing, fulfilling another important role in the community. Documented by Paul Groth in *Living Downtown: A History of Residential Hotels in the United States*, the SRO was a distinct building type of the era, providing more privacy than rooming houses in an economically-priced, reasonable-quality lodging. Residents included teachers, plumbers, and employees of local industries. Many of these residents were likely new to the city, and the SRO building served as a form of transitional housing. Even today, the First Avenue Hotel maintains the character-identifying features of the SRO with a separate exterior hotel entry, direct access to upper floor rooms, and double-loaded corridor circulation that enables interior rooms to receive light and air via a light well. Common to SROs, decoration and superior finishes are located in public spaces while private spaces are comparatively austere. Historically, although no longer present in the First Avenue Hotel, it was not unusual to have common baths located down the hall, off the main corridor. The ground floor has continually provided commercial and retail services to serve its local community to the modern day. As such, its period of significance as an integral component of commercial development in the South Broadway and Baker neighborhoods, is 1907, the year of construction, until 1970, fifty years before the present, in accordance with National Register guidance.

The First Avenue Hotel as Locally Significant under Criterion C for Architecture as the Work of a Master

The architect of the First Avenue Hotel was Charles Quayle, a skilled architect familiar with the Classical influences of the Renaissance from very early in his career. The First Avenue Hotel exemplifies the Italian Revival Renaissance style as it could be applied to a hotel building and illustrates Quayle’s facile design hand.

Italian Renaissance Revival style: The style developed at the very end of the Victorian period of architecture. Like other classically-inspired styles, the Italian Renaissance Revival style looked to Italy and ancient world for inspiration. The style arose in direct contrast to the other popular styles of the time, including Gothic Revival, Queen Anne and Shingle styles. This version of the Italian Renaissance Revival style, like its predecessors, was modeled on the 16th century buildings of the Italian Renaissance.

The style’s most predominant features are its imposing scale and formal design that incorporates classical details, such as columns, rounded arches and balustrades. The style takes several distinct forms, but most are of masonry construction. One typical version is a large rectangular building, usually three or four stories in height,

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topped by a flat roof with a crowning balustrade. Another common feature is a rusticated stone first floor with upper floors that have a smooth finish. The style was first popularized on the East Coast by architects such as McKim, Mead & White as early as the 1880s. This elegant style is seen mostly in upscale, architect-designed buildings, such as mansions and public buildings, and is most common in urban settings. Distinctly identifiable features include masonry construction, a flat or low pitched roof, symmetrical facades, impressive size and scale, round-arched entryways, classical detailing, a roof line parapet or balustrade, and rusticated stone on the ground level. As detailed in *Denver: The City Beautiful*, the city's first recognized example of the style was found in the 1892 Equitable Building (730 17th Street). A second major example, built at the same time as the First Avenue Hotel, was Stoiberhof, a mansion at 1022 Humboldt in the Humboldt Street Historic District.

Quayle's design of the hotel is a strong application of this style. As the time of construction in 1907, the hotel towered over other neighborhood buildings and stood as a visual landmark for the neighborhood. The four-story building features masonry construction. Its two street facades are symmetrically organized. The hotel entry is arched and rusticated, while the ground floor features a series of storefronts. The masonry at the second floor is rusticated, but above that level, the masonry is smooth. Detailing is classical in form with distinctive pilasters and window surrounds. The roof line is pronounced with a distinct dentilated cornice, complemented by distinctive classically-detailed belt courses above the first and second floors.

Within this framework, Quayle's design for the First Avenue Hotel illustrates both a high degree of architectural sophistication and execution. Materially, the hotel's brickwork was surely guided by brick mason Patrick Fleming and the wood interior structure and maple highlights were likely approved by carpenter Carson Fleming. The pressed-metal stylistic details, partial steel framing, glass, tile, plaster, and other essential components were all raw building-material supplies probably furnished, in their best quality, by the Fleming Brothers Lumber Company a few blocks north on Broadway. Monumental in size, material, and massing, it was the largest building in the area for several blocks until 1914 when the Broadway National Bank was constructed. Quayle's ability to adapt local materials to the building's ornamentation and design gave the building a stylistic prominence that bolstered its prestige at the corner of an important streetcar intersection. This architectural skill contributed to the building's long lifespan and preservation.

In addition to the architectural style of the First Avenue Hotel, the location and use of the building speaks to Quayle's mastery of adapting architectural styles to specific times and places so early in his career. Its design in 1906, nearly two miles from the downtown of a city of, at that time, approximately 150,000 residents, could have been a "prototypical" streetcar commercial project. However, Quayle's design brought distinctiveness without a substantially greater cost. The building's contribution to the particular intersection, as well as the South Broadway and Baker neighborhood's commercial infrastructure, was significant. Its success both as a hotel and as a retail hub encouraged more significant investment in the area, including the Broadway National Bank Building, the Stuart Hotel, and the Mayan Theater, and continued to inspire the development of the area throughout the twentieth century. The First Avenue Hotel is, compared to other Quayle commercial buildings, outstanding in its historical and architectural integrity, ornamentation, and design. Its upper-floor belt courses, decorative cornice, brick corbelling, and the sensitive rehabilitation of its storefronts and windows all contribute to the building's significance as the work of a master architect from early in his career.

First Avenue Hotel within Quayle's Body of Work: The First Avenue Hotel is significant in the oeuvre of Charles Quayle's body of work as prototypical of the refined classical style he later employed in larger commercial buildings in San Diego, such as the Fletcher-Salmons Building and the Owl Drugstore, both four-

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story commercial buildings with first-floor commercial use. The Fletcher-Salmons building, also designed in the Italian Renaissance Revival style, has more subdued ornamentation than the First Avenue Hotel, lacking dentils on its cornice, decorative belt courses, or any brick corbelling. Other comparable buildings include the Pythias Lodge, also a mixed-use commercial building, though designed in a Romanesque Revival style and now demolished. Residential works by Quayle are markedly different, including small-scale residences along 23rd Avenue and larger residences, designed in a variety of eclectic styles, throughout the city of Denver.

The building's period of significance is 1907-70, from the year of the building's construction until fifty years before the present per National Register guidance, which encompasses the period when the First Avenue Hotel was an important commercial enterprise in the South Broadway and Baker neighborhoods. The building retains sufficient integrity to convey its historic significance. It retains all of its ornamentation on the upper levels, including brick corbelling, pressed-metal belt courses and cornice, and regular fenestration of one-over-one wood windows, though they are replacements installed in the 2019 renovation. In addition, it retains its historic hotel lobby with many of its original finishes. The building's continuing commercial use on the ground floor, spatial organization on the upper floors consisting of multi-unit housing arranged around a double-loaded corridor, and historic wood window, door, and baseboard trim throughout contribute to its lasting local significance.

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

Development of Denver and Broadway

The 1907 First Avenue Hotel was an important resource in the commercial development of South Broadway, at the south end of Denver, throughout the twentieth century. Denver traces its origins from the Colorado Gold Rush of the late 1850s and owes a share of its successes to entrepreneurs who built a supply town for subsequent gold and silver discoveries in the Rocky Mountains. The city's first street plats of the early 1860s created a 45-degree pattern, aligned with the roughly NE-SW flowing South Platte River and roughly NW-SE flowing Cherry Creek. By 1864, developers of new streets outside the original Denver grid began following the cardinal directions of the federal Public Lands Survey System, starting at the east side of the original city with Broadway running north-south, and on the south side with Colfax Avenue running east west. Subsequent expansions followed the federal surveys.⁶ Broadway became, and remains to this day, a primary north-south corridor of Denver.

In the 1860s and '70s, Broadway flourished as a major transportation route that connected the city's downtown to South Denver. In 1872, the Denver Horse Railroad Company established the first public transportation system in the city. Though it originally began as a single route through downtown, the system quickly expanded and, by 1880, had grown to extend south along Broadway to Alameda Avenue. This extension serviced neighborhoods that had begun to grow south of the city, both east and west of Broadway, including the newly platted Broadway Terrace subdivision on the west side of Broadway, as well as railroads and industries along the South Platte River. The extension of the horse car system south along Broadway in part encouraged the 1886 incorporation of the city of South Denver, which began south of Alameda Avenue. In 1887, Denver implemented new street-naming conventions that used Broadway as the separator between east and west streets.

⁶ Phil H. Goodstein, *Denver Streets: Names, Numbers, Locations, Logic* (Denver, Colorado: New Social Publications, 1994), 11.

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The horse cars on Broadway were upgraded to cable cars in 1888, resulting in considerable improvement of the street's surface and curbs. Just one year later, the cable cars were upgraded to electric trolleys. By 1890, streetcars ran south along Broadway all the way to the south edge of the city at Yale Avenue, as well as east-west along First Avenue. The First Avenue extension connected north-south connections near the west rail yards to southeast residential stops as far as University Park to the southeast, eight miles from downtown.⁷ The intersection of the streetcar routes at First Avenue and Broadway created a stimulus for commercial development on the blocks north and south of First Avenue along Broadway, including the First Avenue Hotel.

Commercial activity in the area surrounding the First Avenue Hotel was established along the east side of Broadway, north of the intersection with First Avenue, as early as 1890 according to Sanborn Maps. The following decades saw the adjacent blocks on Broadway become an important commercial center for the surrounding neighborhoods. This was likely due to the meeting of two streetcar routes at the intersection, bolstering travel to the area and supporting increased real estate and commercial investments. By 1904, commercial development had spread to the west side of Broadway as well as southward along the east side of the street, and included everyday services for the surrounding neighborhoods including a bicycle store, paint store, printing office, a cobbler, livery, and drugstores. By comparison, the blocks north of the intersection of Broadway and Sixth Avenue, where no streetcar routes intersected Broadway, were slower to experience such development. Sanborn Maps reveal that as late as 1929, very few commercial enterprises existed in the area other than automobile services.

Meanwhile, at the intersection of Broadway and First Avenue, substantial commercial buildings included several built by local builders, the Fleming Brothers, including the 1890 three-story Romanesque Revival building just south of First Avenue along Broadway (5DV.56), the 1907 four-story First Avenue Hotel (5DV.53), the 1909 six-story Broadway National Bank Building (5DV.54), and the Stuart Hotel (5DV.55), a two-story commercial building constructed in 1922 cater-corner from the First Avenue Hotel. All four structures are still standing today. Along with the single-story commercial buildings north of the First Avenue Hotel along Broadway, all of which date to as early as 1904, the blocks along Broadway are relatively intact to their early-twentieth-century appearance. Today, the intersection is still an important commercial center and has seen continued development into the modern era, particularly with the 2019 rehabilitation of the First Avenue Hotel, which retained the building's character-defining features and promoted its preservation for decades to come.

History of the First Avenue Hotel

In 1906, Charles Quayle received a commission from the Fleming Brothers to design a hotel at the intersection of First Avenue and Broadway. The building cost \$50,000 and was designed as a four-story hotel with retail shops on the ground floor. The size and cost of the building resulted in Charles Quayle's largest commission in independent practice, and one of the largest designed by the Quayle family since opening their Denver practice in 1880.⁸ Upon completion, the Fleming Brothers occupied the primary southeast-corner retail space, 101 Broadway. In 1914, the Fleming Brothers moved their financial offices and recently established banking company to their new Broadway National Bank Building across Broadway. However, they maintained their hardware and lumber store in the First Avenue Hotel building until at least 1921. Interestingly, in 1914 there

⁷ Denver Urbanism, "The History of Denver's Streetcars and Their Routes," accessed April 23, 2020, <https://denverurbanism.com/2017/08/the-history-of-denvers-streetcars-and-their-routes.html>

⁸ City and County of Denver Building Permit Records.

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was also an auction of all of the hotel's furniture, suggesting that the Fleming Brothers may have been managing the hotel, then sold management of the business upon moving to the Bank building.⁹ From its earliest years, the building had a large painted sign high on its north brick wall reading "1st AVE. HOTEL," readily visible above the adjacent one-story shops for travelers approaching by streetcar, private vehicle, or horse on Broadway from the north.

On the upper floors, the building was a short-term-stay hotel with ninety rooms that likely served visitors and new residents of the city. One advertisement in the May 24, 1908 edition of the *Denver Post* lists an advertisement searching for a cottage to rent, noting that the searcher was staying at the First Avenue Hotel. Several others from 1908 lists "Wanted" advertisements for jobs or housing, in care of the First Avenue Hotel. These were likely new residents to the city using the First Avenue Hotel as a starting point. The building was in continued use as a short-term hotel until approximately 1921, when it seems to have changed to an SRO hotel with tenants listed in city directories. These longer term tenants' occupations included engineers, plumbers, musicians, teachers, and employees of the railroad and a local foundry. Newspaper advertisements in the *Denver Post* offered rooms for rent, with reduced rates for long-term occupants. Around this same time, the Fleming Brothers constructed the Stuart Hotel cater-corner to the southeast. Although only two stories, the new hotel likely replaced the First Avenue Hotel as the first-rate hotel in the neighborhood. Meanwhile, the First Avenue Hotel had evolved to meet more long-term housing needs.

In regards to the commercial spaces, little is known of first occupants other than the Fleming Brothers. As early as 1924, the primary corner retail space was occupied by the Strickland Drug Company, who likely altered the storefront entry to angle to the southeast. That same year, Woolworth's was located in the space addressed as number 107 and the Pickens-Preston Clothing Company was addressed in the 111 space.¹⁰ In 1940, the 105 space was occupied by a liquor store and the 103 space by a beauty parlor. By 1945, the City Directories no longer listed tenants in the 115/First Avenue Hotel space, suggesting that the upper floors may have returned to hotel use or were vacant at that time.

In 1945 Walgreens Co. moved into the 101 space. The liquor store was still in the 105 space. Sami Rosen, a tailor, was in the 103 space and Singer Sewing Machines in the 111 space. In 1956, Walgreens vacated the corner space and was replaced by Seaboard Finance Co. That same year, the 103 space had a cleaning company, the 105 space a cafe, the 107 space a wallpaper and paint company, and the 111 space a real estate office.

From the 1960s to the 1990s, the lower retail spaces were occupied by industrial-type services, such as an import company, dry cleaners, a trash service company, and the 101 corner space by a temporary employment agency. The building was referred to as the "First and Broadway Building" during this time. Through the early 2000s, tenants were art-oriented, including two galleries: the "Pinion Fine Art LLC" and the Denver Art News Company. In the 2010s, occupants included Body Lab fitness gym and the El Diablo restaurant in the corner 101 space. By this time, the corner space had been expanded to include the 101, 103, and 105 storefronts, which housed El Diablo. As the "First and Broadway Building, 101–115 Broadway/15–27 West 1st Avenue," the building was designated a Denver Landmark through Ordinance No. 289 in May 1986.

⁹ "Furnishings from Hotel," *Denver Post*, April 16, 1914.

¹⁰ Denver Public Library, "City and Householder Directories – 1924 Denver Householder's Directory and Street and Avenue Guide," accessed April 23, 2020, <https://digital.denverlibrary.org/digital/collection/p16079coll28/id/38622/rec/6>.

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Charles Quayle, Architect

The First Avenue Hotel was designed by Charles Quayle, son of English architect William Quayle. William Quayle relocated from Peoria, Illinois, to Denver in 1880 and opened an architecture firm in the city. In 1882, Charles joined his father's company as a draftsman, followed in 1889 by his brother, Edward. The Quayles' prolific practice in the 1880s and 1890s centered on downtown Denver, Colfax Avenue, and the Lower Highlands, north across the South Platte River from downtown. Surviving works of the William Quayle firm include the Silver Plume School in Silver Plume, Colorado; a two-story masonry Romanesque Revival-style building designed in 1894 that contributes to the Georgetown-Silver Plume National Register Historic District (5CC.3.106; NRIS.66000243); the ca. 1885 Queen Anne-style brick residence at 2345 7th Street (5DV.200; NRIS.76000554), now an office; and the 1890 National Register-listed Pitkin County Courthouse in Aspen, Colorado (5PT.34; NRIS.75000531). William Quayle was skilled at adapting eclectic architectural styles to local materials and uses, a skill that he taught his sons, Charles and Edward.

Charles Quayle briefly practiced in the mining boomtown of Cripple Creek, Colorado, probably returning to Denver after the silver collapse of 1893. In 1899, the family renamed the Denver firm Quayle & Company, but, in 1900, William and his younger son, Edward, departed to establish an architectural practice in San Diego, California.¹¹ In 1900, William Quayle was one of only three architects working in San Diego alongside Irving Gill and William S. Hebbard.¹² Charles Quayle continued in the Denver office, designing residences and apartment buildings in central Denver. One extant example is the brick 1902 Colonnade Apartments at 1210 East Colfax Avenue (5DV.2611; Denver Local Landmark, listed 2000). The Denver Public Library's Western Historic Subject Index lists twelve buildings designed by Charles Quayle from 1903-04. Though the locations given are general (e.g. Ogden between 20th and 22nd), a survey of these city blocks shows that few buildings of such a vintage remain. Notable structures that may be attributed to Charles Quayle listed in the Subject Index include the four-story masonry building at the corner of Ellsworth and Broadway and, potentially, an addition to the Walcott School at the corner of 14th and Marion Street in 1906. The Subject Index suggests that at the turn of the century, Quayle's works were found throughout the city, including on Court Place downtown, on West Colfax, and in the Capitol Hill neighborhood. Today, the Colorado Office of Archaeology and Historic Preservation's database reveals seven works by Quayle in Denver, including the Colonnade Apartments, the First Avenue Hotel, and five residences, including 3639 N. Eliot Street, which contributes to the Potter Highlands Historic District, and five small-scale homes at 2202, 2206, 2212, and 2216 E. 23rd Avenue.

Patriarch William Quayle died in 1906 in San Diego. Shortly after completion of the First Avenue Hotel in 1907, Charles moved to California to join his brother, Edward, in the thriving practice there. They ran a highly successful firm that enjoyed many large civic and commercial commissions and designed buildings in a variety of eclectic revival styles. One such commission was for the Railroad Exposition Building and Balboa Stadium for the 1915 Panama-California Exposition. Neither building is extant today; however, both were monumental in both scale and reputation. The Railroad Exposition Building displayed the brothers' mastery of Classical styles in a large and, as is typical of world's fair buildings, almost fanciful commission. Although the exposition was noted for popularizing the Mission Revival style, the Railroad building was awarded a gold medal for

¹¹ Cappeto, "Fleming Bros. of South Denver"; Noel and Norgren, *Denver: The City Beautiful*, 215–16; Feeley, Jennifer. "Biographies of Established Masters." San Diego Historical Resources Board Staff, 2011.

<https://www.sandiego.gov/sites/default/files/201109biographies.pdf>, accessed April 2020.

¹² ASM Affiliates, "Point Loma High School Whole Site Modernization and Athletic Facilities Upgrade Report," March 10, 2016, page 18.

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design, particularly for its specialized interior rooms and educational displays.¹³ It was noted as being “the first building of its kind ever erected at any exposition for a publicity event... to provide information to world travelers and comforts to Exposition visitors.”¹⁴ Another of their early works, the Pythias Lodge Building in San Diego, was designed in the Beaux-Arts style and was listed in the National Register of Historic Places in 1981 (NRIS.81000171). The National Register nomination assesses that the building was “an outstanding example of the modified Beaux Arts style of architecture that related to contemporary vernacular elements to a historic style.” Unfortunately, it was demolished in the early 1980s to make way for a shopping center.

The Quayle Brothers designed commercial, residential, and civic structures throughout San Diego during the first half of the twentieth century. Their firm was considered influential for their use of brick corbelling – likely a takeaway from the firm’s beginnings in Colorado, a departure from the plaster and stucco buildings that were common at the time in southern California.¹⁵ However, they were masterful at designing in a variety of styles, including Classical Revival, Italian Renaissance Revival, Prairie Style, Beaux-Arts, Craftsman, Art Deco, and Spanish Revival. Many, if not all, of their surviving buildings in San Diego are local landmarks. Only one of their surviving buildings, the 1939 City of San Diego Police Headquarters, Jails and Courts, is listed in the National Register (NRIS.98000833). It is particularly notable for adapting the Spanish Revival style to a full city block development that housed the San Diego Police Headquarters, comprising an office, courts, and a jail. The Quayle Brothers firm is listed by the City of San Diego’s Historic Resources Board as a Master Architectural firm and all of their extant buildings are listed as San Diego Historic Resources. The Quayle brothers retired about the time their police building was completed in 1939, and both died in 1940.¹⁶ Below is a selection of known works by Charles Quayle in Denver and the Quayle Brothers in San Diego that includes location, year built, style, condition, and designation status, as applicable.

Building	City	Year Built	Style	Extant/ Demolished	Listing
Colonnade Apts.	Denver	1902	Classical Revival	Extant	—
First Avenue Hotel	Denver	1906	Italian Renaissance Revival	Extant	Officially National Register Eligible
Charles Quayle House	San Diego	1907	Prairie Style	Extant	San Diego Landmark
Fletcher-Salmons Building	San Diego	1910	Italian Renaissance Revival	Extant	San Diego Landmark
Pythias Lodge Building	San Diego	1911	Beaux-Arts	Demolished	National Register/ San Diego Landmark
Carnegie Apartments	San Diego	1912	Italian Renaissance Revival	Extant	San Diego Landmark
Owl Drug Store	San Diego	1913	Classical Revival	Extant	San Diego Landmark
Railroad Exposition Building	San Diego	1915	Classical Revival	Demolished	—
Edward Quayle House	San Diego	1915	Craftsman Bungalow	Extant	San Diego Landmark
Fire Station No. 19	San Diego	1927	Spanish Revival	Extant	San Diego Landmark
Carnation Dairy Building	San Diego	1928	Art Deco	Extant	San Diego Landmark
North Park Theater	San Diego	1928	Spanish Revival	Extant	San Diego Landmark
Elk’s Hall	San Diego	1930	Italianate	Extant	San Diego Landmark
City of San Diego Police Headquarters, Jails and Courts	San Diego	1939	Spanish Revival	Extant	National Register/ San Diego Landmark

¹³ *Railway and Locomotive Engineering*, Volume XXVIII (October 1915), 357.

¹⁴ *Railroad and Locomotive Firemen and Enginemen’s Magazine*, Volumes 58-59, 396.

¹⁵ ASM Affiliates, “Point Loma High School Whole Site Modernization and Athletic Facilities Upgrade Report,” March 10, 2016, 18.

¹⁶ Feeley, “Biographies of Established Masters.”

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History of the Fleming Brothers Company

The First Avenue Hotel was owned and constructed by the Fleming Brothers, a local building supply, construction, and, later, financing company that had a particularly strong influence on the development of the South Broadway neighborhood and the intersection of Broadway and First Avenue in particular. The Fleming brothers – Jesse, Calvin, Carson, a carpenter, and Patrick, a bricklayer – followed in the footsteps of their cousin, James A. Fleming, a successful real-estate developer in Denver. James, no doubt, encouraged the brothers to take part in greater Denver’s building and transportation boom, which was well under way by the late 1800s.¹⁷ By 1886, the four Fleming brothers had opened their own lumber yard on Broadway just north of Cherry Creek.

The Fleming Brother Lumber Company was a success, and in 1890 the Fleming Brothers built their first commercial building at 70-74 Broadway, on the block just south of First Avenue (5DV.56). It still stands today in its original design, in what would have been at the time an imposing Romanesque Revival-style three-story office building of brick and sandstone. High above the tall iron-supported glass storefront, between brick window arches, “FLEMING BROS.” was chiseled into a red sandstone banner just below the cornice.¹⁸

The Fleming Brothers used their new building as office space as they expanded their development enterprises into adjacent residential neighborhoods. Through the late 1880s and ’90s, they built speculative homes in Broadway Terrace and other subdivisions radiating from the intersection of Broadway and First Avenue. Their businesses included the quick and efficient construction of small- to medium-scale houses and apartments throughout the new mid-south and South Denver subdivisions using architectural pattern-book designs. The Fleming Brothers built 59 houses in the area in 1889 alone and were well-known for their quality of craftsmanship.¹⁹ The houses were speculative developments with installment financing by the Fleming Brothers’ real estate financial arm as a part of their sale. “It seems no more trouble for them to build a house than it is for a shoemaker to half-sole a pair of shoes,” quipped a south Denver newspaper in 1890.²⁰ Their real estate ventures were full service, including building supply, building construction, and financing. The Fleming Brothers also sold lumber to railroad companies during this period, further growing their business ventures. The company continued to expand. As a 1925 article in the *Fort Collins Coloradoan* noted, the Fleming Brothers were “lumbermen, builders, and bankers.”²¹

In 1906, the Flemings commissioned architect Charles Quayle to design the First Avenue Hotel out of which they operated a hardware store, home sales, and financing business, and, beginning in 1909, the Fleming Brothers Bank. In 1914, they constructed the Broadway National Bank Building across the street, renaming their banking company the Broadway National Bank, through which they continued to manage the sales of their speculative homes in the nearby neighborhoods.²² Although their bank business was moved to the new building,

¹⁷ Jennifer Cappeto, “Fleming Bros. of South Denver,” *The Masonry of Denver*. <http://www.masonryofdenver.com/2014/09/fleming-bros-south-denver/>, accessed April 2020.

¹⁸ Cappeto, “Fleming Bros. of South Denver.”

¹⁹ Barbara Norgren, “South Side – Baker Historic District,” *National Register of Historic Places Nomination*, April 22, 1985. NRIS. 85002932.

²⁰ Thomas J. Noel and Barbara Norgren, *Denver: The City Beautiful* (Denver, Colorado: Historic Denver, Inc., 1987), 60.

²¹ “Rainbows in the Slush Pit,” *Fort Collins Coloradoan*, February 27, 1925.

²² Cappeto, “Fleming Bros. of South Denver.”

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a ca. 1921 photograph of the hotel shows two long narrow, “FLEMING BROS.” signs still wrapped around the shop front (Figure 3).²³ The Fleming Brothers managed the bank for the remainder of their careers.

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²³ Cappeto, “Fleming Bros. of South Denver”; Anthony Gengaro, “First Avenue Hotel / First and Broadway Building,” *Draft National Register Nomination*, 1986.

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Railway and Locomotive Engineering, Volume XXVIII (October 1915): 357.

"Rainbows in the Slush Pit." *Fort Collins Coloradoan*, February 27, 1925.

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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 (5/22/1981, #65001161)
- 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: _____

Historic Resources Survey Number (if assigned): 5DV.53

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10. Geographical Data

Acreage of Property less than one

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|------------------------|------------------------|
| 1. Latitude: 39.718643 | Longitude: -104.987857 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

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

The boundary encompasses Lots 15, 16, and a portion of Lot 17 of Block 13 in the Broadway Terrace subdivision of Denver, Colorado. The property encompasses the entirety of the Denver tax parcel 0510233033033.

Boundary Justification (Explain why the boundaries were selected.)

The boundary encompasses the original and historic boundary of the property containing the First Avenue Hotel building and the 2019 addition.

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11. Form Prepared By

name/title: John M. Tess, President (for the property owner)

organization: Heritage Consulting Group

street & number: 1120 NW Northrup Street

city or town: Portland state: Oregon zip code: 97209

e-mail jmtess@heritage-consulting.com

telephone: (503) 228-0272

date: September 28, 2020

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Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **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, TPO, or FPO for any additional items.)

Map 1 of 2: USGS Topographic Map of Denver.

Map 2 of 2: Property Boundary Map.

Figure 1 of 8: Ground Floor Plan (JG Architects, 2019)

Figure 2 of 8: Upper Floor Plan (JG Architects, 2019)

Figure 3 of 8: East Elevation (JG Architects, 2019)

Figure 4 of 8: South Elevation (JG Architects, 2019)

Figure 5 of 8: Sanborn Fire Insurance Map Detail, 1929

Figure 6 of 8: Historic photo ca. 1917, looking northwest.

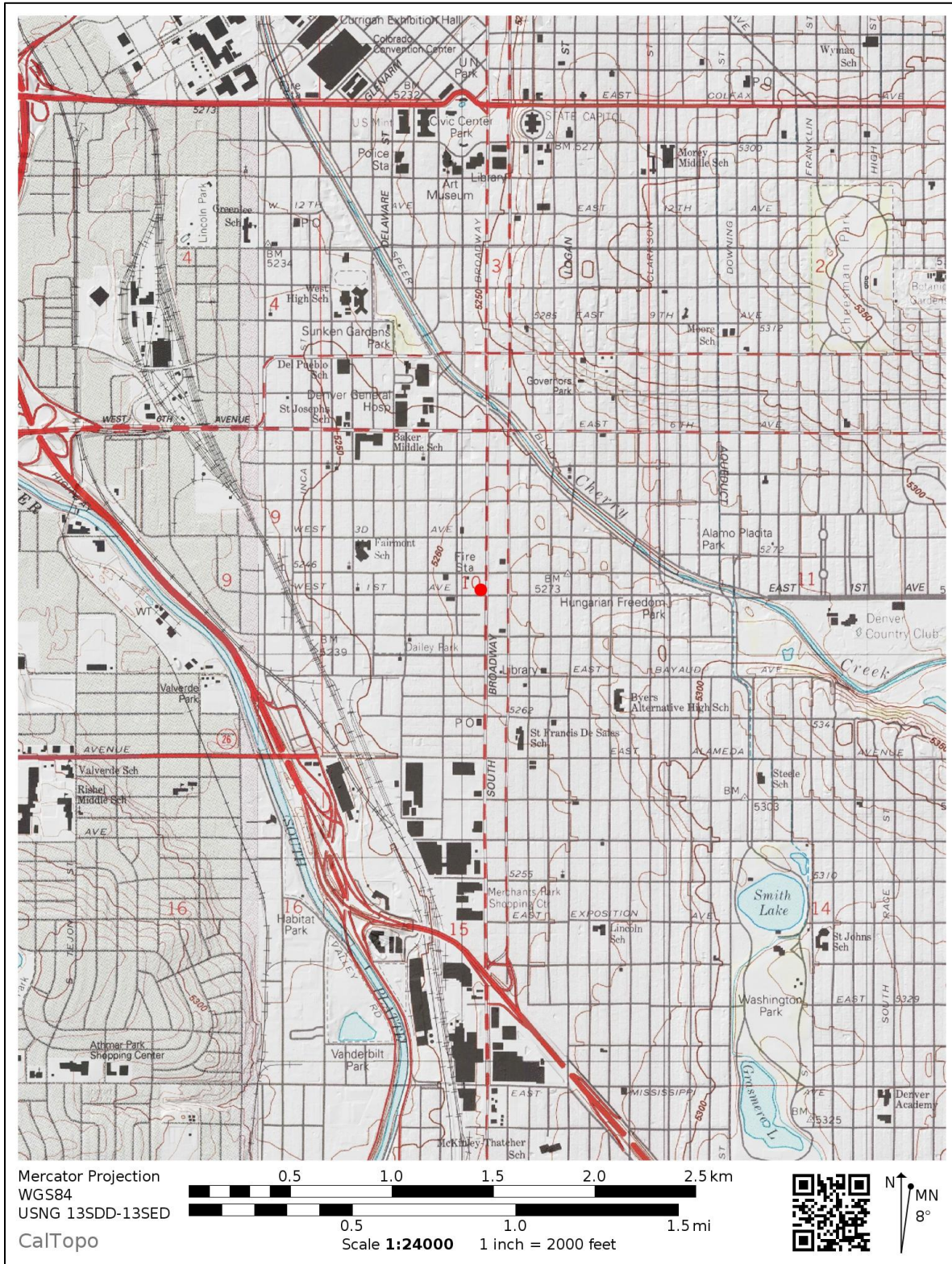
Figure 7 of 8: Historic photo ca. 1921, looking northwest.

Figure 8 of 8: Historic photo ca. 1985, looking southwest.

First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Map 1 of 2: USGS Topographic Map of Denver



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

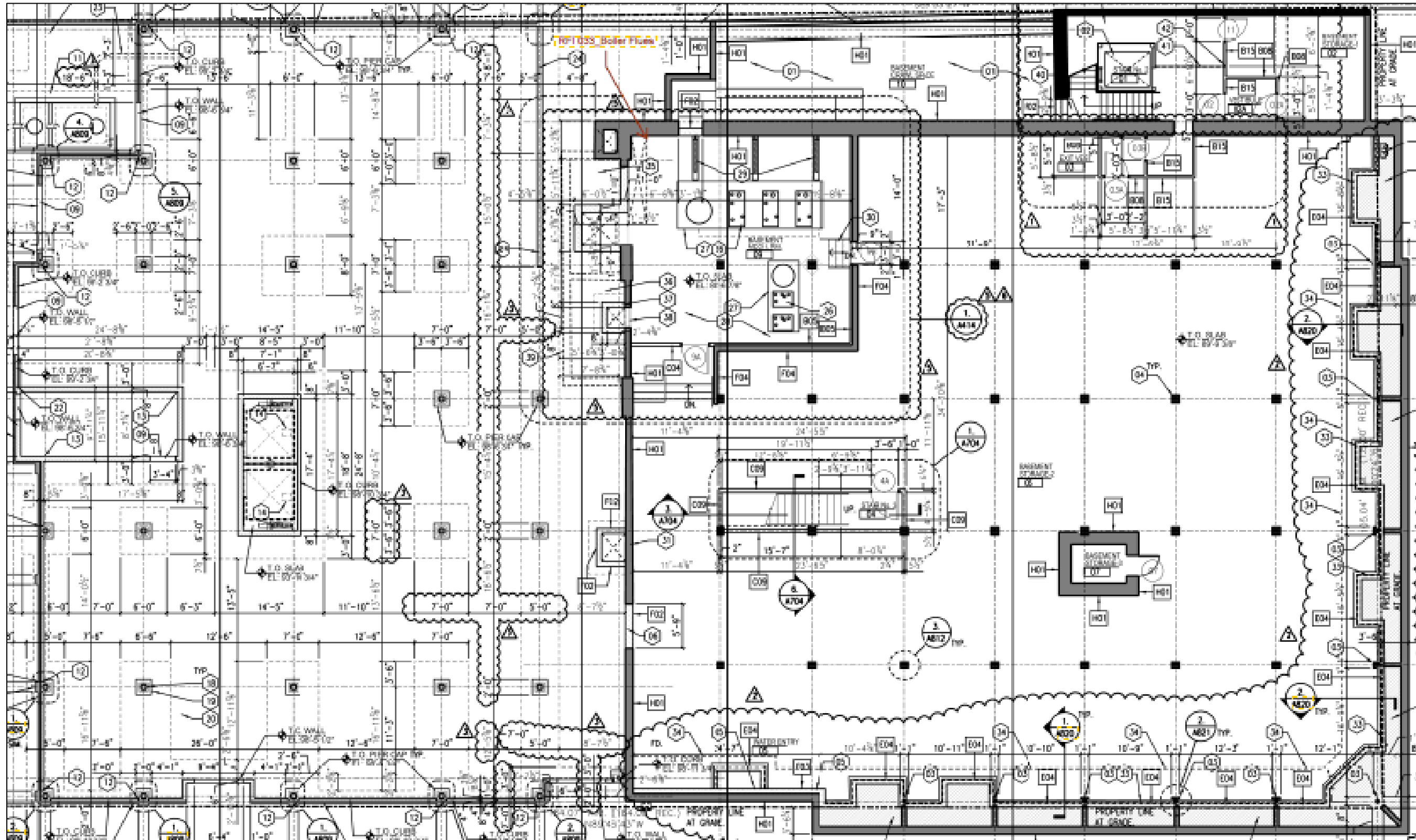
Map 2 of 2: Property Boundary Map. Property outlined in red.



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

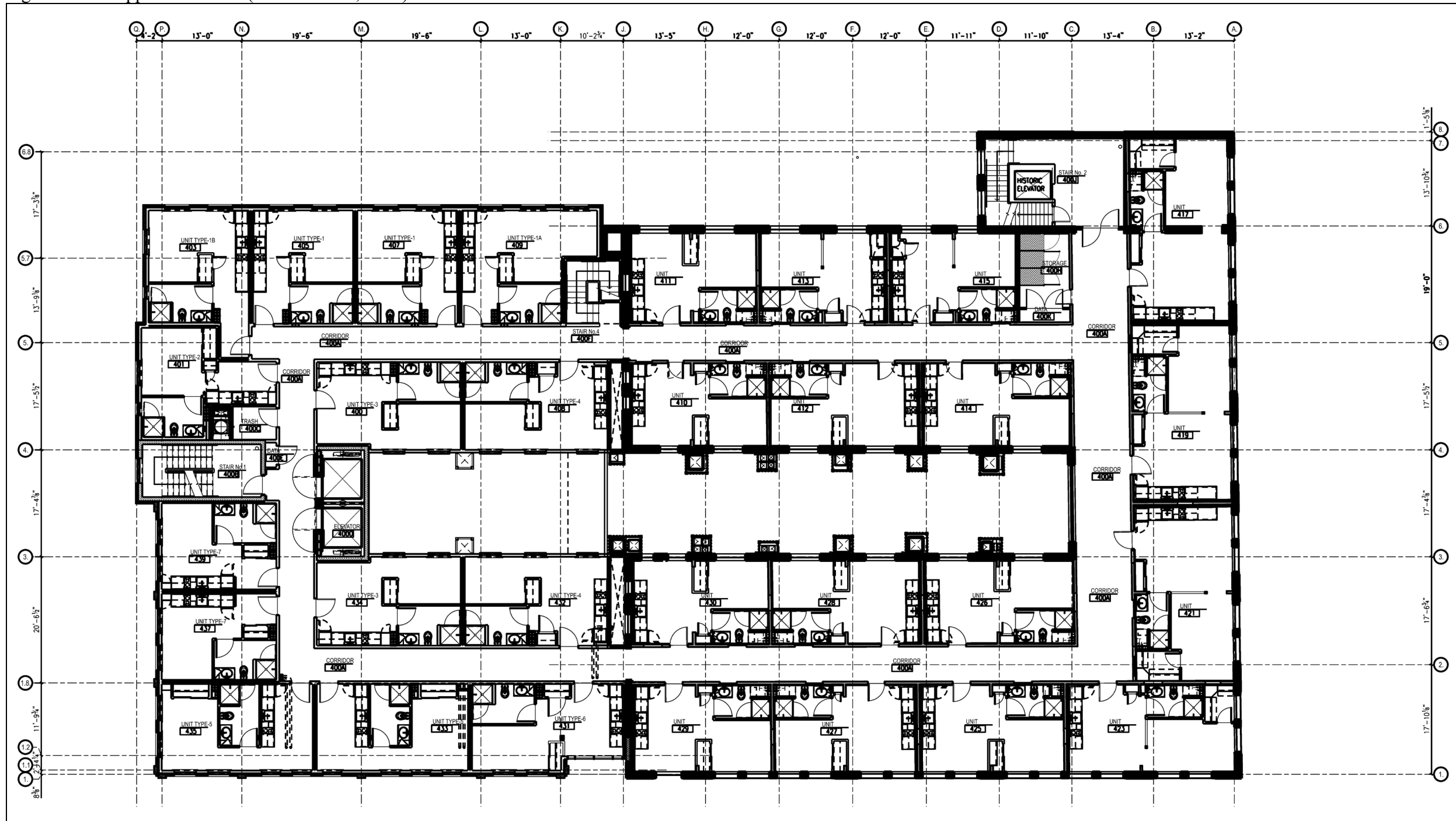
Figure 1 of 8: Ground Floor Plan (JG Architects, 2020)



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Figure 2 of 8: Upper Floor Plan (JG Architects, 2019)



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Figure 3 of 8: East Elevation (JG Architects, 2019)



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

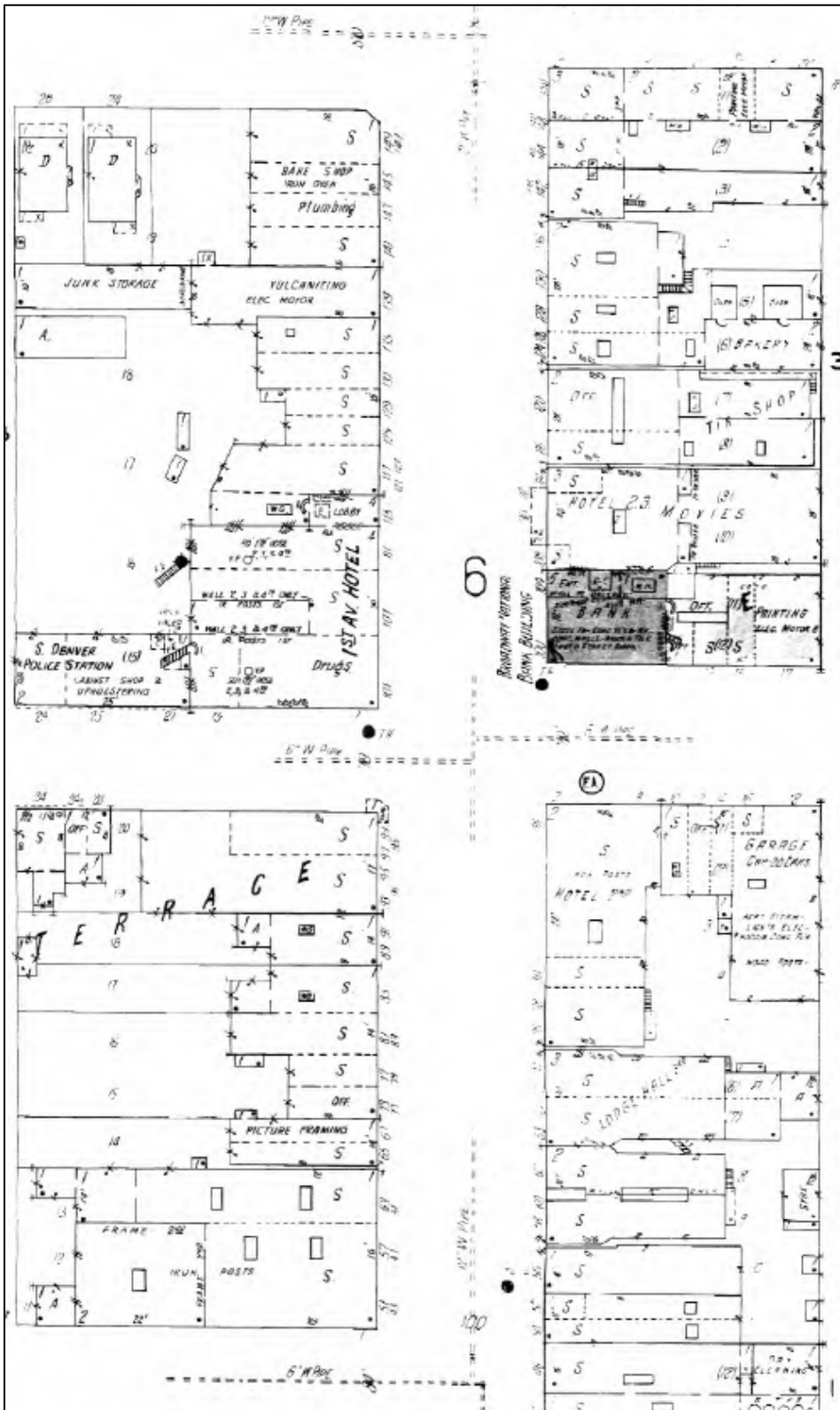
Figure 4 of 8: South Elevation (JG Architects, 2019)



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Figure 5 of 8: Sanborn Fire Insurance Map Detail, 1929.



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Figure 6 of 8: Historic photo ca. 1917, looking northwest. (Source: Denver Public Library Digital Collections)



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Figure 7 of 8: Historic photo ca. 1921, looking northwest. (Source: Denver Public Library Digital Collections)



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Figure 8 of 8: Historic photo ca. 1985, looking southwest. (Source: Denver Public Library Digital Collections)



First Avenue Hotel
Name of Property

Denver County, Colorado
County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: First Avenue Hotel

City or Vicinity: Denver

County: Denver

State: Colorado

Photographer: Heritage Consulting Group

Date Photographed: September 2019

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo 1 of 13: Exterior view, east side, looking west.

Photo 2 of 13: Exterior view, east and south sides, looking northwest.

Photo 3 of 13: Exterior view, west and south sides, looking northeast.

Photo 4 of 13: Exterior view, west side, looking east.

Photo 5 of 13: Exterior view, north side, looking south.

Photo 6 of 13: Exterior view, east and north sides, looking southwest.

Photo 7 of 13: Exterior view, east side hotel lobby entry, looking west.

Photo 8 of 13: Interior view, first floor, lobby at northeast, looking east.

Photo 9 of 13: Interior view, first floor, lobby at northeast, looking west.

Photo 10 of 13: Interior view, first floor, retail space at east, looking west.

Photo 11 of 13: Interior view, second floor, eastern north-south hallway at south, looking north.

Photo 12 of 13: Interior view, fourth floor, unit 417, looking east.

Photo 13 of 13: Interior view, second floor, unit 235, looking northwest.