February 20, 2020

**Address:** 715-731 S. University Blvd.

**Legal Description:** Lots 39-42, Inclusive, Block 8 BOHMs Subdivision Second Filing, City and County of Denver, State of Colorado

**Current Building Name:** NA

**Construction Date:** c. 1951

**Source of Information:** Denver Assessor’s Office; Sanborn Insurance Maps from 1929 (corrected to 1951); Denver householder’s Directory and Street Avenue Guide 1924-1950.

**Architectural**
Architectural Style: Mid-century Modern with elements of Streamline design.
Architect/Builder: unknown
Source of Information: visual inspection

**Historical**
Original owner: Sam Reed & Son
Original use(s): Commercial
Current use(s): Commercial
Historical background:

**Source of Information:** Denver Assessor’s Office; Sanborn Insurance Maps from 1929 (corrected to 1951); Denver householder’s Directory and Street Avenue Guide 1924-1950.

715-731 S. University Blvd. includes five store fronts that face on to the University St. Parkway. Records do not show the exact date of construction for the buildings, but Sanborn Maps show the building as early as 1951. 715-731 S. University Blvd. was part of a larger commercial strip that was located along the street car line. The expansion and construction of this small commercial node occurred primarily after World War II and it primarily served the surrounding residential neighborhood.

**Designation Eligibility Assessment**

**Landmark Designation Criteria:**
A structure or district may be designated for preservation if, due to its significance, it meets the criteria listed in subsections (1), (2), and (3) below
(1) The structure or district maintains its integrity;
(2) The structure or district is more than 30 years old, or is of exceptional importance; and
(3) The structure or district meets at least 3 of the following 10 criteria:

☒ It has a direct association with a significant historic event or with the historical development of the city, state, or nation;
☐ It has direct and substantial association with a recognized person or group of persons who had influence on society;
☒ It embodies the distinctive visible characteristics of an architectural style or type;
☐ It is a significant example of the work of a recognized architect or master builder;
☐ It contains elements of design, engineering, materials, craftsmanship, or artistic merit which represent a significant innovation or technical achievement;
☒ It represents an established and familiar feature of the neighborhood, community or contemporary city, due to its prominent location or physical characteristics;
☒ It promotes understanding and appreciation of the urban environment by means of distinctive physical characteristics or rarity;
☐ It represents an era of culture or heritage that allows an understanding of how the site was used by past generations;
☐ It is a physical attribute of a neighborhood, community, or the city that is a source of pride or cultural understanding;
☐ It is associated with social movements, institutions, or patterns of growth or change that contributed significantly to the culture of the neighborhood, community, city, state, or nation.

**Integrity**: If a structure maintains its integrity, it may be designated for preservation.

☒ Has integrity
☐ Does not have integrity

**Does the structure have potential for designation?**

☒ Has potential for designation
☐ Does not have potential for designation
The building along South University Boulevard is potentially significant for its association with the historical development of the city. Historically a rural agricultural area, this neighborhood slowly transitioned into a residential suburb with commercial nodes to support the surrounding neighborhood. 715-731 S. University is directly associated with this post-war transition to suburban neighborhood and the commercial growth that accompanied that development.

715-731 S. University Blvd. is potentially significant for its embodiment of distinctive architectural styles as a Mid-Century Modern style building with elements of Streamline design. The building is representative of post-war commercial architecture with its simple form, flat roof, large storefront openings, glazed tile cladding, and rounded glazed tile trim. The building typifies the one-part commercial block that were generally one-story commercial retail stores, commonly associated with modest development in neighborhoods, and frequently found along streetcar lines. While there are some modern alterations to the building’s storefronts, the overall form and building materials remains intact. Overall the building retains its integrity.

715-731 S. University is potentially significant for its representation of an established and familiar feature of the neighborhood and for its promotion of understanding the urban environment. The prominent Mid-Century Modern design of the building and eye-catching glazed tile cladding make the building a distinctive visual feature along University Boulevard. Additionally, the building contributes to the area’s character as a long-standing commercial building that serves the surrounding residential neighborhood. The commercial block that contains 715-731 S. University is well-known in the neighborhood and is an established and orienting feature of the city.