

LOVELAND HISTORIC LANDMARK NOMINATION –Application

1. NAME OF PROPERTY

Historic Name: Loveland Community Building/Pulliam Community Building

Current Name: Pulliam Community Building

2. LOCATION

Address: 545 N Cleveland Avenue

Legal Description: S 70 FT OF LOTS 1 THRU 8, BLK 11, LOV

3. OWNER INFORMATION

Name: CITY OF LOVELAND

Street Address: 410 East 5th Street

City: Loveland

State: CO

Zip: 80537

Phone: 970-962-2346

4. APPLICANT

Property Owner

City Council (attach meeting minutes initiating action)

Commission Designees (pursuant to 15.56.170)

Historic Preservation Commission (attach meeting minutes initiating action)

5. PROPOSED LANDMARK INFORMATION

Construction Date: 1937-1939

Source of Information: Larimer County Property Report

Architect: Unknown

Builder/Contractor: Unknown: Works Progress Administration (WPA) Project

Source of Information: WPA Loveland Reporter Herald 05/02/95; The Living New Deal livingnewdeal.org

Original Owner: City of Loveland

Source of Information: Larimer County Property Report

Building Materials: Board formed cast in place concrete.

Is the structure on its original site? Yes No If No, Date moved: _____



410 East 5th Street
Loveland, CO 80537
970-962-2346
www.cityofloveland.org/historicpreservation

Original Use: Community Building/City OfficesPresent Use: Community BuildingArchitectural Style: Art Moderne**6. SIGNIFICANCE**

To qualify as a Loveland Historic Landmark, a property must be at least 50 years old and meet at least one criterion below. The property must also have historic and physical integrity. Please identify which criterion you believe the property qualifies under. ***You must provide a statement explaining how the structure meets the criterion and therefore qualifies as a Loveland Historic Landmark.***

Architectural

- Exemplifies specific elements of an architectural style or period.
- Demonstrates superior craftsmanship or high artistic value.
- Represents an innovation in construction, materials, or design.
- Represents a built environment of a group of people in an era of history.
- Exhibits a pattern or grouping of elements representing at least one of the above criteria.

Social/Cultural

- Is a site of an historic event that had an effect upon society.
- Exemplifies the cultural, political, economic, or social heritage of the community.
- Is associated with a notable person(s) or the work of a notable person(s).

Geographic/Environmental

- Enhances sense of identity of the community.
- Is an established and familiar natural setting or visual feature of the community.

Statement of Significance:

The Pulliam Community Building embodies considerable architectural and historical significance, and qualifies individually for inclusion on the Loveland Landmark Register. The building is important as a noteworthy product of the New Deal federal relief programs created during by the Great Depression. The Community Building was perhaps the most important and visible of several WPA projects completed in Loveland during the 1930s, and tangibly represents the optimism of the New Deal. It is deemed important for its association with D.T. and Lillian Pulliam, prominent citizens who contributed significantly to the development of Loveland in the early 20th century. Moreover, the building is an outstanding local example of PWA Art Moderne architecture, a unique, monumental, and austere style produced by New Deal construction projects nationwide. The style incorporates stylized Art Deco elements, and the building is also architecturally significant, as are many other examples of the PWA Moderne style, for its use of reinforced concrete as a structural material.



7. ARCHITECTURAL DESCRIPTION

The architectural style was originally thought to be Art Deco, and it does possess some Art Deco elements, it is considered to be Art Moderne in style. Art Moderne is a late type of the Art Deco architecture and design that emerged in the 1930s. Projects of the Works Progress Administration (WPA) were simplified and streamlined to reduce the ornamentation of the Art Deco style. The primary goal of the WPA, one of many 1930s New Deal relief and recovery programs, was to put people to work. Most projects were designed to spend a majority of the funds on labor, not materials.

Located on the west side on North Cleveland Avenue between Fifth and Sixth Streets in downtown Loveland, the Pulliam Community Building is a monumental edifice whose unpainted concrete walls and massing present an appearance of stark beauty. The two story building has a rectangular plan, and measures approximately 60 feet wide by 135 feet long. It consists of two major parts, including a flat-roofed front section containing the foyer and basement stairwells; the much larger rear portion on the building contains a large auditorium and stage covered by a vaulted roof.

The building's facade is symmetrically arranged, and consists of a wide recessed central bay containing three sets of double doors accessed by a wide set of concrete steps, flanked on both sides by narrower projecting masses fenestrated on both floors by pairs of large windows. The facade's central bay is taller than the projecting north and south side bays, and culminates in a flat parapet. The cornice of the central bay is simply embellished by a repeated pattern of impressed corrugated elements. Below the parapet is a huge clock faced with dark painted wooden hands that point to tubular aluminum or stainless steel Roman numerals arrayed radially. Below the clock are three identical small windows each with a central hopper sash. The main entry doors are glazed metal frame doors. Directly above the entry is a sign constructed of tubular aluminum or stainless steel letters affixed to parallel metal strips that proclaims "COMMUNITY BUILDING."

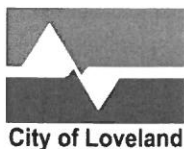
The sides of the building are distinguished by full-height square-sided piers or buttresses placed at intervals, as well as by numerous rectangular window openings containing multi-light steel sash casement windows. The north elevation is obscured by another building. The south elevation, which faces the alley, is clearly visible. The south side of the front (foyer) portion features a stepped parapet, and is fenestrated with distinctive sets of paired windows on both floors; it is also penetrated by a side entry equipped with glazed metal frame double doors. The auditorium portion is divided by the vertical concrete piers into five identical bays, each containing pairs of steel sash casement windows, most of which have been painted over to darken the auditorium. The rear (stage) portion on the building is windowless. An entry with a solid painted wooden door is near the building's southwest corner of the stage area. Attached to the rear (west) end of the building is a substantial exterior chimney made of concrete.

Reference: *Inventory #5LR_5064* 1999; Jason Marmor and Carl McWilliams, Cultural Resource Historians, 1607 Dogwood Court, Fort Collins, CO 80525.

8. HISTORICAL DESCRIPTION

The Loveland (Pulliam) Community Building was constructed between 1937 and 1939 with labor provided by the Works Progress Administration (WPA), an unemployment relief program sponsored by the federal government during the Great Depression. The site for the building as well as \$20,000 toward its cost were donated to the City of Loveland by philanthropists David T. and Lillian Pulliam in 1936. The Pulliams intended for the building to serve as a community focal point and gathering place, and this idea was combined with requests for a new city hall. Plans were drawn up, and funding for the \$150,000 structure was authorized by the WPA. This "New Deal" program, created under the presidency of Franklin D. Roosevelt, created temporary jobs in large construction projects nationwide, including numerous buildings, dams, and a variety of other improvements. The Loveland Community Building was built by 180 laborers hired with WPA funding. The substantial building featured reinforced concrete walls ranging from ten to fourteen inches thick, and its cavernous interior contained a 556-seat auditorium as well as two offices, two meeting rooms, and a community meeting room.

Upon completion (1939), the municipal government moved into the new building from its former City Hall at 226 E. Fifth Street (no longer exists). In addition to its governmental function, the Loveland Community Building was used for a wide variety of meetings, shows, and community events. In the late 1960s some governmental offices were relocated, however, the building continued to house the Loveland City Dining Room as well as the municipal Human Relations and Recreation Departments through the mid-1980s. More recently the building was used as the home of the Loveland Community Theater. In 1988 it was officially renamed the Pulliam Community Building in honor of its benefactors, D.T. and Lillian Pulliam. The Pulliams settled in Loveland in 1901, and achieved great success in agriculture and irrigation development. Mr. Pulliam served as president of the First National Bank for many years, and was also involved in real estate and insurance endeavors. The Pulliam's philanthropy also included gifts to three colleges, several mission hospitals, and the First Baptist Church in Loveland. The Community Building stands as a monument to their generosity.



9. PHOTOGRAPHS

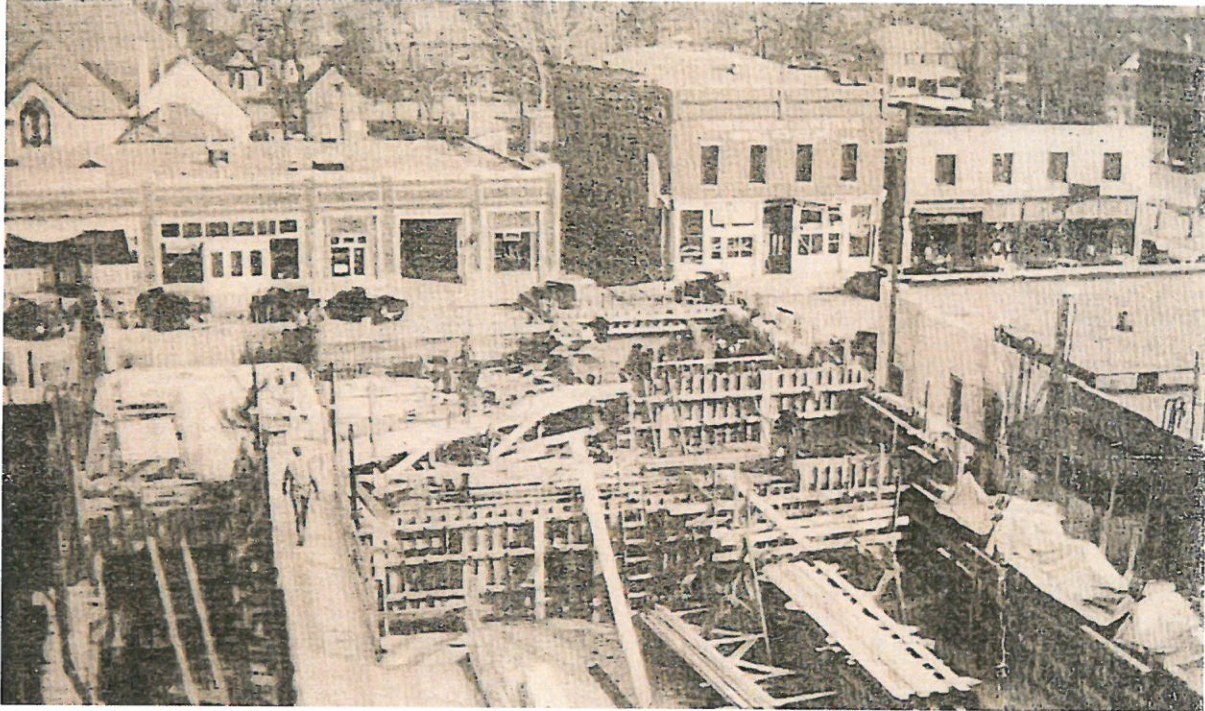


Figure 1. Pulliam Building Under Construction. View from West.

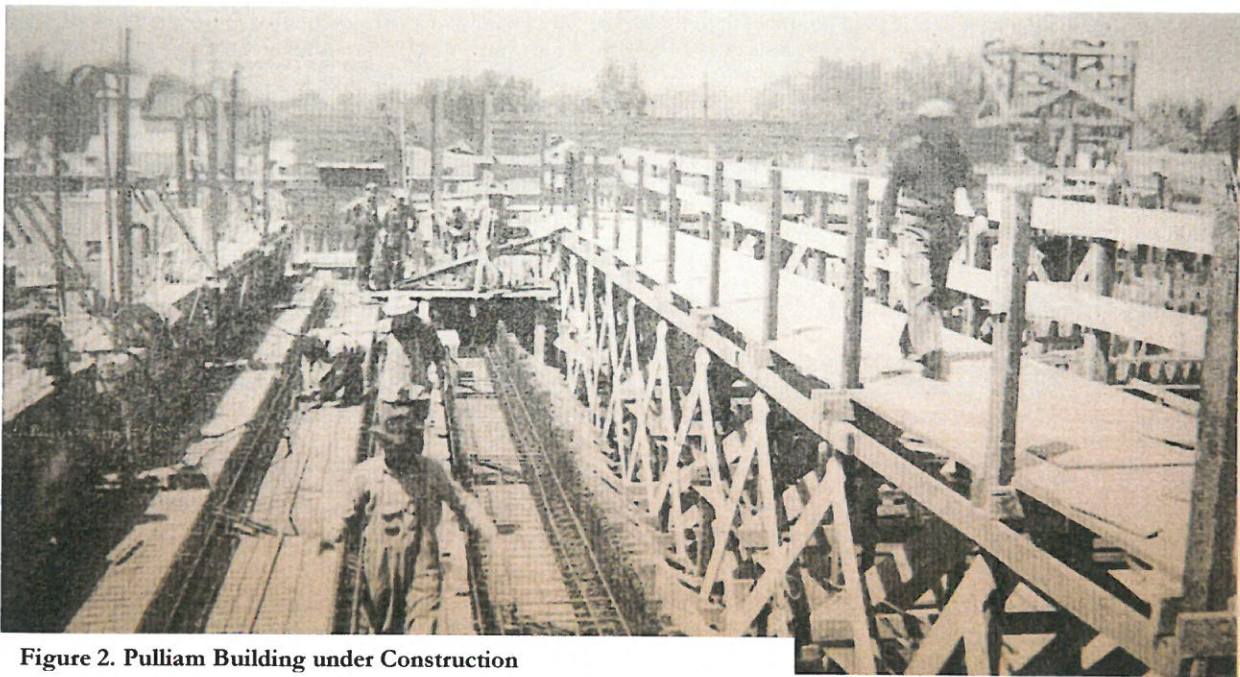


Figure 2. Pulliam Building under Construction



Figure 3. Pulliam Building circa 1940



Figure 4. Pulliam Building Present Day. East (front) Elevation.



Figure 5. View from South-East



Figure 6. The Pulliam Auditorium with the Lamella Truss Roof

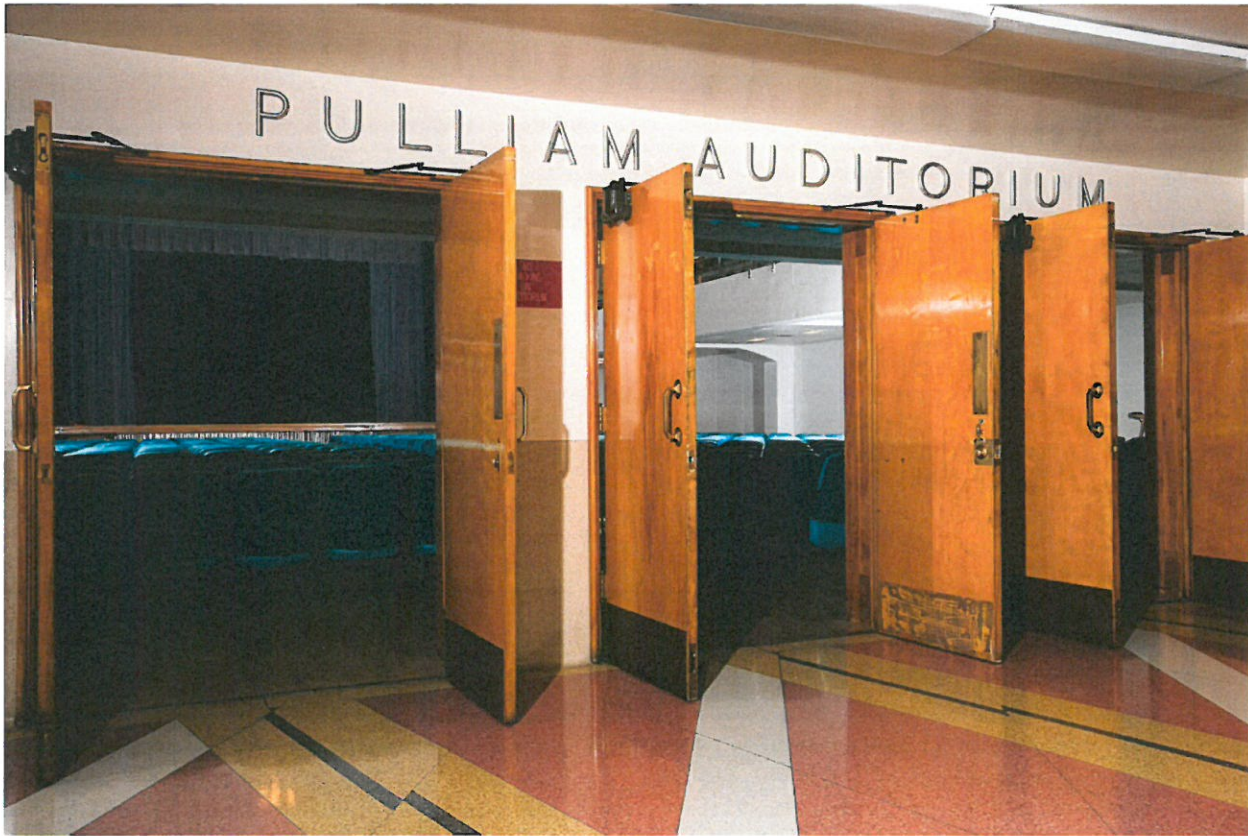
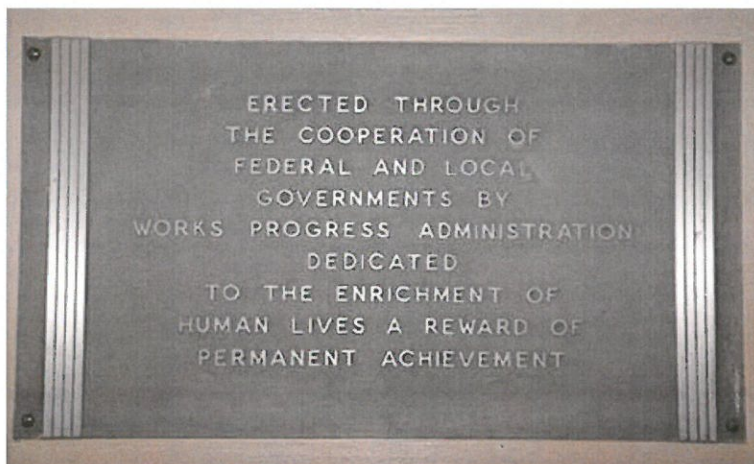


Figure 7. Entrance to the Pulliam Auditorium. Lamella Truss Pattern is Repeated on the Floor.



10. RESOURCES:

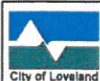
Inventory #5LR_5064 1999; Jason Marmor and Carl McWilliams, Cultural Resource Historians, 1607 Dogwood Court, Fort Collins, CO 80525.

Sanborn Fire Insurance Maps of Loveland, dated June 1886, December 1890, September 1893, November 1900, March 1906, May 1911, April 1918, August 1927, and August 1937.

LOCATION MAP



City of Loveland



**Pulliam Community Building
Location Map**



East 5th Street
Loveland, CO 80537
970-962-2346
historicpreservation

Application

Historic Landmark Nomination

11. AGREEMENT

The Property Owner, by signature below and submittal of this application, acknowledges and agrees that if the Property is designated as a historic landmark, the Property will be subject to the provisions of Chapter 15.56 of the Loveland Municipal Code, as they may be amended from time to time by action of the Loveland City Council. The provisions of Chapter 15.56 of the Loveland Municipal Code are available to the Property Owner at <http://www.cityofloveland.org/historicpreservation> and currently include, among other provisions:

- Requirements for maintenance of a historic landmark as set forth in Code Section 15.56.150; and
- Requirements that any proposed alteration, relocation or demolition of a designated historic landmark is subject to approval, which may include application, public notice and hearing, and decision by the Historic Preservation Commission and/or City Council, prior to undertaking such actions, as more fully set forth in Code Sections 15.56.60-.80, 15.56.110-.140 and 15.56.170; and
- Remedies for violation as set forth in Code Section 15.56.090, including but not limited to provisions that moving or demolishing a designated landmark or a structure without an approved landmark alteration certificate will result in a five-year moratorium on all moving, demolition, or building permits for the structure and for the property at the structure's original location, and that altering a designated landmark without an approved landmark alteration certificate will result in a one year moratorium on all building permits for the property.

Further, the Property Owner authorizes the recording of any Ordinance designating the Property as a historic landmark in the real property records of the Larimer County Clerk and Recorder and agrees to disclose to any purchaser of the Property the designation of the Property as a historic landmark subject to the benefits and obligations of Chapter 15.56 of the Loveland Municipal Code.

Signature of Property/Site Owner(s): Stephen Adams Date: 1-9-2017

The Property Owner has read and agrees with all that is contained in Section 15.56.090 of the Loveland Municipal Code and understands all the benefits and obligations of said code. The Property owner specifically understands and agrees that once the property is a designated landmark, any proposed alterations must receive an approved Landmark Alteration Certificate prior to construction. The Property owner also understands and agrees that unauthorized alterations will result in a one-year moratorium on all permits for the property and may result in rescission of the landmark designation, and moving or demolishing a designated landmark or a structure without an approved landmark alteration certificate will result in a five-year moratorium on all moving, demolition, or building permits for the structure and for the property at the structure's original location. Additionally, the Property owner will disclose to future owners of the property all the benefits and obligations of Section 15.56.090 of the Loveland Municipal Code.

Signature of Property/Site Owner(s): Stephen Adams Date: 1-9-2017



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