

1962 Market | LDDRC Resubmission FAQ & Spokesperson Quotes

Frequently Asked Questions

What has happened since we last heard about the project?

- Monfort Companies and Historic Denver share a desire to preserve the historical integrity of Denver's built environment while fostering an activated space for all to enjoy.
- A series of meetings have been held over the past three months between Monfort Companies and Historic Denver, stakeholders, and consultants, which have significantly contributed to, strengthened and aligned our vision for the future of 1962 Market and the direction of the redevelopment.
- As part of this process, local architects Chris Shears with SAR+ and Richard Farley of Richard Farley Urban Design, both of whom are widely respected for their historic preservation work locally, were invited to join the meetings in a peer review capacity alongside the project architect Peter Koliopoulos with Circle West Architects, to ensure that the vision of all parties was being respected and fully realized, while managing the realities of the existing building.
- Together, Monfort Companies and Historic Denver identified a path forward that will honor the historic and cultural significance of the property while introducing thoughtful modern enhancements that meet current and future demands and support our vision for the 20th Street corridor.
- What has never changed is our commitment to and investment in the area and this project, to include honoring and preserving the rich history of this block. Through not only collaboration but also a significant investment in the form of capital, time and resources, Monfort Companies was able to work through project complexities with Historic Denver and arrive at a design solution that is tailored to meet community needs and operational goals, promising to revitalize the area while respecting its heritage. We're confident the result we've arrived at will contribute meaningfully to the reinvigoration of the block.
- Monfort Companies recognizes the execution challenges ahead as it relates to preserving the selected portion of the building, but maintain a high degree of confidence in our team and contractor partners.

What features are included in the new design? What has changed?

- Monfort Companies' long-term vision for the Ballpark neighborhood has always been to create a world-class entertainment district, and that includes honoring and preserving the rich history of this block. That's what we executed at 1946 Market and 1920 Market and was always our intent with the 1962 Market building.
- Monfort Companies was able to identify a solution in collaboration with Historic Denver that prioritizes the preservation of the building's distinctive corner and signage.
- While specific details are still being finalized, the new proposed design significantly preserves portions of the original brick and iconic signage on the corner of Market & 20th Street and a portion of the original materials of the north- and west-facing walls. Additionally, the building's original envelope and silhouette will be echoed through a new glass structure with a brick pattern etched into the glass at the upper level to provide the impression of the 130-year-old brick continuing along the street but in a new and contemporary material

- In order to shore up the existing brick façade, the design solution will include a combination of load-bearing concrete masonry and structural steel columns with lateral steel ties into the existing brick, with updated tuck pointing and sealant.
- With Monfort’s goal of increasing safety in public spaces, the transparency of the glass wall will transform the currently dark and largely windowless structure into a well-lit, pedestrian-friendly and active space, meeting our goal for improved safety and visibility for downtown visitors.
- Extended from the adjacent 1320 20th St. building – the historic preservation and restoration of which is a component of the project – is a second-story balcony, creating multi-level activation and a scaled space for restaurant operators.
- While the revised scope has added delays and cost related to the work and redesign associated with the preserved portion, Monfort Companies feels that we addressed the community’s needs, and recognize that this is a prime example of the kind of collaboration our city needs in order to help existing, historically significant buildings evolve and change to meet modern needs. The thoughtful combination of new development and historic integrity sustains the authentic character of our city.

What are the next steps?

- With a shared commitment to this project and to facilitate a streamlined approval process, Historic Denver has withdrawn its application for landmark designation and Monfort has pulled its original Lower Downtown Design Review Commission (LDDRC) application. This mutual step underscores a joint commitment to and collaboration on this project.
- The new project design has been resubmitted to the LDDRC as of today, June 18. The design will now be reviewed by the LDDRC, a process that still allows for further committee edits or adaptations of the project design.

Spokesperson Quotes

Kenneth Monfort, Executive Vice President of Monfort Companies

We’re thrilled to share the progress of the 1962 Market redevelopment project. Over the past three months, Monfort Companies and Historic Denver have held productive meetings with stakeholders and consultants, aligning our shared vision for the project. Collaborating with local architects and under the leadership of Peter Koliopolis from Circle West Architects, we have redesigned the project to honor the property’s historic significance while introducing modern enhancements that meet current and future needs, supporting our vision for the 20th Street corridor.

Though the building’s integrity poses significant safety issues, and many major elements of the structure remain impossible to save, we invested significantly in developing a solution that prioritizes the preservation of the building’s distinctive architectural elements. The new design bridges past and present, anchoring the building’s history through its most memorable design elements and representing the building’s original envelope and silhouette through a new glass structure. This will transform the previously dark, windowless building into a well-lit, pedestrian-friendly area for our Ballpark neighborhood.

John Deffenbaugh, CEO of Historic Denver

We are delighted to have worked alongside Monfort Companies on a solution that celebrates the rich history of 1962 Market Street and integrates elements of the existing building into an exciting



new design. The 'Pec means many things to many people and retaining part of the 130-year-old building will keep these memories alive and ensure that Denverites and visitors have an insight into the legacy of world-class jazz that once rang out from this corner. This is an example of the classic adage 'where there is a will, there is a way,' and we appreciate the energy and resources Monfort Companies committed to ensuring this unique piece of history lives on. This is the kind of win-win collaboration that Denver needs; the authentic character of our city will be sustained by the thoughtful combination of historic places and new developments.

Elbra Wedgeworth, Former Denver City Councilmember

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