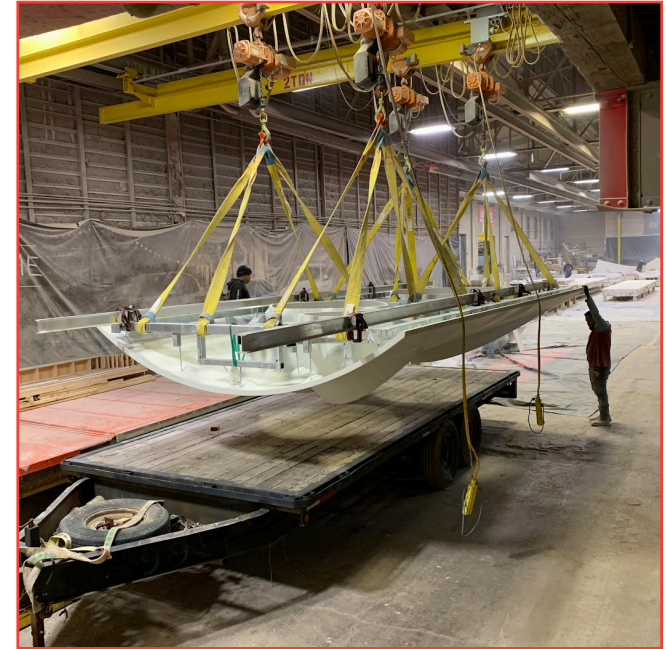
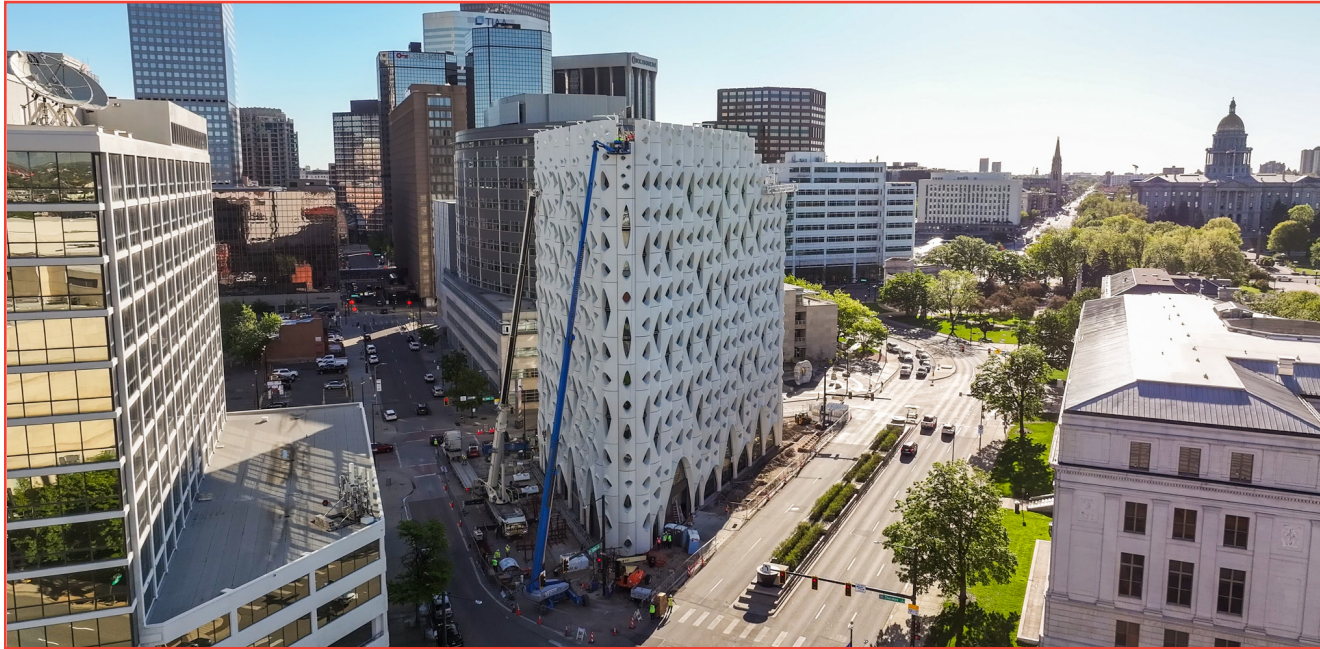


14th & Court - Populus Hotel

Denver, Colorado



On the corner of 14th and Court Street in downtown Denver, a striking new hotel has emerged, capturing the attention of urban pedestrians with its innovative design. Drawing inspiration from Colorado's iconic aspen trees, the building's unique façade is only part of the story. Beneath its striking exterior lies a model of smart engineering and long-term durability, thanks to the decision to use hot-dip galvanizing—a choice that ensured both performance and sustainability.

Though Denver is known for its scenic views, it also endures harsh climate changes throughout the year making durability a top priority. The Beck Group, the general contractor for the project, knew the building needed a coating solution that could handle these challenging conditions without frequent repairs or maintenance. The hotel's façade features custom glass fiber reinforced concrete (GFRC) panels, each with steel frames cast into them. To ensure these frames would stand the test of time, they were galvanized, providing a lasting, corrosion-resistant finish. ➔

"Working with the galvanizer took the guesswork out of the process, ensuring we achieved the quality and durability we needed," said the project's owner, Urban Villages.

Galvanizers

Valmont Coatings - Intermountain Galvanizing

Architect

Studio Gang

Engineer

Ensign Engineering

Fabricator

Unlimited Designs

Owner

Urban Villages

Building & Architecture



American Galvanizers Association

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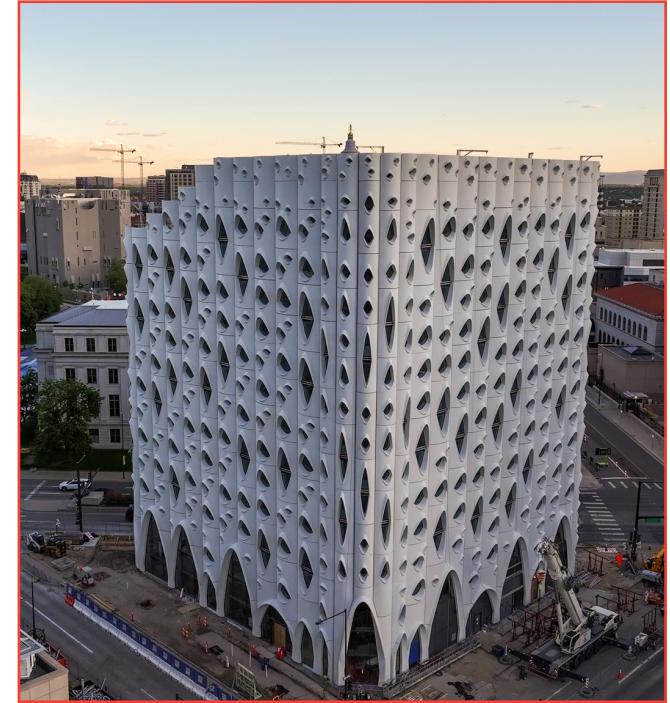
After considering other options, hot-dip galvanizing proved to be the best choice because of its sustainability, coating durability and corrosion performance over time. For the project owners, this was a no-brainer as they wanted a low-maintenance solution that wouldn't need constant repairs.

From the outset, the galvanizer worked closely with the fabricator to ensure high quality and on-time delivery. The project presented some challenges, particularly

with the large, intricately shaped steel frames that required progressive dipping to ensure full coverage. This meticulous process guaranteed every surface and crevice received a uniform protective coating.

Drawing on their extensive experience, the galvanizer provided invaluable advice, such as attaching flex anchors (the parts securing the steel within the concrete) after galvanizing, which made handling and transporting the frames smoother and helped prevent damage during transit. The galvanizer also met the tight project deadlines with expedited services, ensuring the project stayed on track.

As the hotel now rises proudly on the Denver skyline, its steel frames—protected by hot-dip galvanizing—are built to endure for nearly 100 years. The weather-resistant coating will shield the structure from the harsh elements, ensuring it remains a lasting fixture in the city. This project is a great example of how both practical benefits and thoughtful design can create a lasting legacy—one that will continue to serve the community for generations to come. ■



"This was our first experience with hot-dip galvanizing, and the galvanizer helped us learn all of the proper techniques of the process. This took the guesswork out of learning a system that was new to us." - Matt Gehring, Unlimited Designs

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