

**PRESERVATION
DESIGN WORKS, LLC**

PROJECT BRIEF

HOLLYWOOD THEATER
2815-2819 Johnson Street Northeast
Minneapolis, Minnesota 55418

May 14, 2012

FOR MINNEAPOLIS HERITAGE PRESERVATION COMMISSION (HPC)
REVIEW AND COMMENT

For questions and comments:
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I. INTRODUCTION

The Hollywood Theater is being studied for viability for redevelopment by Andrew Volna of Apiary, Inc. and Preservation Design Works (PVN). The purpose of this document is to provide additional information to the Minneapolis Heritage Preservation Commission on the scope of the exterior rehabilitation; the interior and site work are not addressed at this time. This narrative should be used in conjunction with the exterior drawings for HPC Review dated May 14, 2013. All information shown is subject to approval by the City of Minneapolis and further evaluation of project costs; these documents are not for construction and are subject to change.

A. Project Contact Information

Current building owner: City of Minneapolis
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Proposed owner: Andrew Volna
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B. Proposed Use

The proposed program for the building is creative office space. Aside from extensive repair, the building envelope will remain largely unchanged. New window openings may be needed on the north side of the building, but the primary entrance and exit will remain on the west façade along Johnson Street. The north lot will be used to support the building; uses may include exiting for the building, a green space, limited parking, loading and unloading, a trash enclosure, and screened mechanical equipment. While it is not currently in the scope of this review, the entry vestibule, outer lobby, and inner lobby will serve as reception and circulation spaces. The main auditorium will generally serve as the primary office and work space; the balcony will be mezzanined for additional office space, meeting rooms, or collaborative work areas. A “reversible” level floor will be added over the sloped auditorium floor. New restrooms, including an accessible restroom, are proposed for the first level. The basement will be used to support tenant needs, such as additional restrooms, storage, or mechanical equipment. All new mechanical, electrical, and plumbing systems will be installed.

C. Sequence of Work

The project is proposed as a phased rehabilitation. The four phases include 1) optional “staging,” 2) exterior, 3) interior, and 4) site work at the north lot. The staging phase, if required, will be relatively small compare to later phases, and may include some of the items listed in the exterior and interior phases.

1. Staging improvements may include:

- a. Some selective demolition
- b. Temporary exterior lighting and signage
- c. Fountain restoration (see Specialties section)
- d. Terrazzo floor restoration (see Finishes section)
- e. Temporary lighting in the outer lobby
- f. Repair and additional security at exiting doors in outer lobby (see Doors and Windows section for replacement of exiting doors)
- g. Temporary installation of photos displayed on easels

2. The exterior phase will generally include the following:

- a. Selective demolition
- b. Hazardous materials mitigation, if required
- c. Areaway removal and foundation wall repair
- d. Connection of stormwater pipe from building to city-provided bulkhead
- e. Sidewalk replacement
- f. Exterior concrete repair
- g. Exterior masonry repair
- h. New door and window openings
- i. Roof repair
- j. Door and window repair or replacement
- k. Marquee, canopy, and poster case restoration
- l. Ticket booth reconstruction
- m. Exterior light fixture repair
- n. Internal rain leader re-routing
- o. Installation of new mechanical systems
- p. Retrofit of electrical service

3. The interior phase will generally include the following:

- a. Interior concrete repair at the boiler room ceiling, stair support, and one concrete pier in the basement
- b. Installation of level floor in auditorium
- c. Interior masonry repair at the stairwell
- d. Railing restoration
- e. Installation of balcony mezzanines
- f. Tenant-related improvements
- g. Plaster restoration
- h. Terrazzo repair and restoration
- i. Restoration of historic light fixtures
- j. Wall and floor finishes
- k. New restrooms and plumbing fixtures

- l. Exiting signage
- m. Lighting
- n. Lobby fountain restoration

4. The north lot improvements may include:

- a. Grading
- b. Retaining walls
- c. Landscaping

II. PRESERVATION STRATEGY

The building is currently designated as a local landmark, and is being nominated for the National Register of Historic Places. As a local landmark, all phases of the project will be subject to the review and approval of the Heritage Preservation Commission (HPC), and all other regulations of Title 23, Chapter 599, Heritage Preservation, of the City of Minneapolis Code of Ordinances. The overall preservation strategy is “rehabilitation” of the building. All proposed changes are reversible and will preserve the building’s capacity to serve its original purpose as a single screen neighborhood movie theater in the future. The exterior, including the current marquee and canopy, poster cases, and masonry will be repaired and restored. The ticket booth will be reconstructed as is structurally feasible. The remaining poster cases will be repaired. The entry vestibule and outer lobby will generally be restored to their original condition. The inner lobby will be rehabilitated to support the new office use, while remaining historic elements such as plaster details and light fixtures will be restored. The auditorium will be stabilized, remaining historic elements preserved, and the space rehabilitated for use as office work space. The basement areas will be rehabilitated, and the railing restored. All work will respect the recommendations of the National Park Service Technical Preservation Briefs, including cleaning, material selection, and repair methods.

A. Framework

In 2009, the HPC adopted the “Framework for the Treatment of Character Defining Features for the Reactivation of the Hollywood Theater.” The purpose of the Framework is to provide guidance for the treatment of significant historical features of the Hollywood. The document is divided into exterior and interior features. The requirements of the Framework are described below along with the specific project response. Only exterior requirements are addressed at this time.

Requirement	Framework Requirement	Project Response
New Openings	New openings shall not be allowed in the primary façade. New openings will be allowed on the north auditorium wall. New skylights in the roof may also be considered to allow for additional natural light into the auditorium space. Material removed	Drawing sheet A203 shows proposed areas of new openings. Number, size, and actual locations will be determined with a tenant. All material will remain on site; salvaged bricks will likely be used for repair in other areas of the exterior

	for new openings shall be retained onsite.	walls. No skylights are proposed at this time.
Materials	<p>The front façade is wrapped in Kasota stone with a granite base. The sides and rear are common brick with brick details in toward the front of the sides of the structure. The stone around the chimney is reinforced with steel banding, which is not original.</p> <p>The materials shall be rehabilitated and repaired as needed. New or enlarged openings in the front façade shall be prohibited.</p>	<p>Substantial repair and restoration of the masonry materials is required. Masonry work includes repointing, crack repair, replacement of damaged or cracked masonry units, and rebuilding of significantly deteriorated areas. The anticipated extent of masonry repair is shown on sheets A200 through A203.</p> <p>The structural integrity of the chimney masonry will be investigated. If the stone veneer can be re-anchored, the metal bands will be removed. See sheet A200.</p>
Ticket Booth	<p>The original materials for the ticket booth appear to be missing. It is currently plywood and other structural materials.</p> <p>The ticket booth shall be reconstructed.</p>	<p>Structural feasibility of reconstruction of the ticket booth is being evaluated. The ticket booth extends from the face of the building and was historically supported on the sidewalk. Lack of support has led to significant deterioration of the ticket booth including damage to the granite panels. See sheets A200 and A500.</p>
Poster Cases	<p>This original feature is mostly intact; however the glass is missing.</p> <p>The poster cases are historically significant and shall rehabilitated and new glass installed.</p>	<p>One poster case remains on the exterior of the building. A group of three poster cases is located inside the building. Two poster cases are missing. The remaining poster cases will be repaired, rehabilitated, and re-mounted at the exterior. Costs for reproduction of the missing poster cases are being evaluated. See sheets A200 and A500.</p>
Marquee, canopy, and sign	<p>The current canopy, sign and marquee are not original; however they were designed by Liebenberg and Kaplan,</p>	<p>The proposed period of significance for the building is 1935 to 1952. The canopy, sign, and marquee will be</p>

	<p>the original architects, and installed in 1948. While they are not original they are historically significant features that warrant preservation and shall be rehabilitated.</p> <p>While they are not original they are historically significant features that warrant preservation and shall be rehabilitated.</p>	rehabilitated. See sheet A200.
Green Tile	<p>The green tile system was added in 1948 when the original sign and marquee were removed. The green tile above the canopy has been removed to protect the structure from damage caused by falling tile due to the failure of the system used to fasten the tile to the building.</p> <p>The green tile may not be original, but it is historically significant and warrants preservation. Green tile system shall be reinstalled with rehabilitated tile or replacement tile.</p>	<p>The existing wood furring and attachment system will be replaced with a metal channel system. Existing tiles will be repaired and refastened. Missing tiles will be replaced. See sheet A200.</p>

B. Selective Demolition

All remaining historic materials shall be retained to the greatest extent possible.

1. Some historic materials must be retained on site, including:

- a. Any clay masonry units removed for new openings
- b. End caps for the seats

2. Selective demolition will likely include:

- a. Areas of the concrete slab-on-grade at the basement lounge area
- b. Remaining theater seats
- c. Non-historic wood stage extension
- d. Deteriorated catwalks in the stage area
- e. Non-structural ceiling grid in the main auditorium
- f. Exposed ductwork
- g. Concessions counter and shelving
- h. Decommissioned electrical conduit
- i. Decommissioned water pipes and rain leaders

III. SCOPE OF WORK

The anticipated scope of work for the exterior rehabilitation is described below, and should be used to provide additional information for the drawings for HPC Review. The scope of work is generally organized by specification section. Staging, interior, and site improvements are not presented at this time.

A. Division 03: Concrete

Exterior concrete work will likely include:

1. Investigation, repair, or replacement of the concrete chimney cap
2. Repair or replacement of three broken precast roof panels
3. Concrete repair at exterior door thresholds

B. Division 04: Masonry

Stone, clay, and concrete masonry units are present at the site. Exterior masonry work will likely include:

1. Graffiti removal
2. Repointing of exterior masonry
3. Investigation and re-anchorage of the parapet cap stones and clay tile caps
4. Investigation and re-anchorage of brick piers at column locations. Installation of sheet metal caps at piers (coordinate with Div. 07). Introduction of soft joint at east side of piers.
5. Replacement of missing brick masonry units with matching brick
6. Removal of steel straps, investigation of clay masonry back-up, and re-anchorage of stone at chimney
7. Reinstallation of displaced granite veneer and replacement of missing veneer.
8. Large crack repair at clay masonry walls ("large" cracks are 1/8" or greater in width that have occurred in the masonry units)
9. Repair of interior masonry walls at junction of roof where significant mortar loss is visible
10. Openings at new window locations
11. Replacement of spalled or deteriorated brick with more than 1/2 inch of depth missing, such as at downspout areas
12. Rebuilding of top of walls at air intake shaft on north side of building

C. Division 05: Metals

Exterior metal work will likely include:

1. Repair and reinstallation of green tiles at chimney. Replacement with reproduction tile if necessary. Some tiles are numbered and stored on site.
2. Installation of lintels at proposed new openings
3. Verification and replacement if necessary of the air intake shaft roof and lintel
4. Replacement of metal soffit at north side of building
5. Repair and refinishing of metal trim at west façade openings

D. Division 07: Thermal and Moisture Protection

The roof consists of a gambrel area over the auditorium, lower flat roofs, and the canopy roof. The roof will be inspected by RoofSpec and detailed recommendations provided. Work may include:

1. Local repair at the auditorium and flat roofs
2. Repair of the canopy roof
3. Installation of sheet metal caps at the column piers (coordinate with Div. 04)
4. Rerouting of downspout from canopy and modifications to other downspouts to improve drainage, if needed.
5. Installation of new roof drains or scuppers if needed

E. Division 08: Doors and Windows

New windows are proposed for the north wall of the auditorium. Size and location have not been determined. Work will likely include:

1. Installation of new windows at the north wall
2. Replacement of the entrance door at the entry vestibule
3. Replacement of the exit doors at the outer lobby with fixed non-operable door panels to match existing
4. New windows in the 3 existing openings at the projection room
5. Repair or replace existing hollow metal doors at existing exits
6. New windows at the existing ticket booth to match the historic configuration
7. Repair or replace the existing window at the front office area

F. Division 09: Finishes

Historic finishes will generally be restored. Exterior work will likely include:

1. **Paint**
 - a. Repair, refinish and repaint existing steel lintels and metal trim
 - b. Primer at new steel lintels

G. Division 10: Specialties

Remaining historic elements will require restoration. Exterior specialty work will likely include:

1. **Light fixtures**
 - a. Repair and restoration of exterior light fixtures at the front (west) façade
 - b. Location and extent of new exterior lighting has not been determined
2. **Other Historic Elements**
 - a. The existing marquee and canopy will be restored.
 - b. Existing exterior poster cases will be repaired. One poster case remains at the exterior. Three poster cases have been stored on the interior. Two poster cases are missing.

H. Division 15: Mechanical

1. Heating, ventilation, air conditioning (HVAC)

The building does not have any functioning mechanical systems. Existing equipment, particularly the cooling equipment in the basement, and concealed ductwork can remain.

- a. Rooftop units are not desirable on the flat roof areas.

2. Plumbing

- a. The water main is located at the northwest corner of the property. The pipe enters at the boiler room in the basement. No water service is currently available.
- a. Location and size of the sanitary sewer connection has not been determined

3. Stormwater

- a. The building does not require a stormwater management plan
- b. A new storm sewer pipe will be installed from the intersection of Johnson Street NE and 28th Street. The bulkhead will be located at the basement level, at roughly the centerline of the building, at the curb, approximately 6 feet from the building. A connection will be required from the building to the bulkhead.
- c. New downspouts from the canopy roof are needed. The canopy will drain onto the vacant north lot. (Coordinate with Division 7.)

4. Electrical

Electrical service enters the building from the alley. An electrical panel is located along the east wall at the first floor.