

Department of Community Planning and Economic Development
Certificate of Appropriateness
BZH-27810

Date: July 23, 2013

Proposal: Allow for interior and exterior modifications in order to convert the theater to a retail use.

Applicant: Elion Acquisitions

Address of Property: 3022 Hennepin Avenue South

Project Name: Suburban World Theater (formerly the Granada Theater)

Contact Person and Phone: DJR Architecture, Inc., Attn: Sheldon Berg,

CPED Staff and Phone: Becca Farrar-Hughes, Senior City Planner, 612-673-3594

Date Application Deemed Complete: June 14, 2013

Public Hearing: July 23, 2013

Appeal Period Expiration: August 2, 2013

Ward: 10

Neighborhood Organization: East Calhoun Community Organization (ECCO) and Calhoun Area Residents Action Group (CARAG)

Concurrent Review: N/A

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CLASSIFICATION:	
Historic District	N/A
Period of Significance	1927-1945
Criteria of Significance	-Architecture/Design -Technological/Innovation -Social History
Date of Local Designation	1991
Date of National Register of Historic Places Listing	N/A
Applicable Design Guidelines	- <i>Neighborhood Movie Theater Thematic District - Guidelines for Rehabilitation</i> - <i>Secretary of Interior Standards for Treatment of Historic Properties</i> - <i>Design Guidelines for On-Premise Signs & Awnings</i>

PROPERTY INFORMATION:	
Current name	Suburban World Theater
Historic Name	Granada Theater
Current Address	3022 Hennepin Avenue South
Historic Address	3020 Hennepin Avenue South
Original Construction Date	1927
Original Contractor	Day Laborers
Original Architect	Leibenberg and Kaplan
Historic Use	Culture/Recreation – Motion Picture Theater
Current Use	Vacant
Proposed Use	Retail

BACKGROUND:

The Suburban World Theater (formerly the Granada Theater) located on the property at 3022 Hennepin Avenue South, is a designated local landmark (1991) and the designation includes both the exterior of the structure and the auditorium within the interior of the structure. The building was designed by Leibenberg and Kaplan and constructed in 1927. The building is a rectangular brick building that consists of three bays with a sandstone veneer on the façade. The theater is architecturally significant for its Spanish Churrigueresque Revival Style façade or Spanish Baroque design as well as the atmospheric auditorium design. Further, the theater is historically significant as it was the first neighborhood theater to show talking pictures. The Granada Theater is also the only surviving example of an atmospheric auditorium in Minneapolis and one of the last remaining in the state.

The Spanish Churrigueresque Revival Style design and the original name, Granada Theater, evoke the image of the town of Granada, a center of Moorish learning and culture in medieval Spain. The rectangular plan of the auditorium was designed to resemble an exterior courtyard or the linearity of a Persian garden. The Churrigueresque style is carried into the interior through the use of mock balconies, balustrades, and arched windows. Artificial trees were included to add to the illusion of an outdoor

setting and the curve ceiling simulated a night sky and the projection of atmospheric effects of stars and clouds. Originally, the atmospheric effects included a moon that rose and set during a film screening.

The theater was designated in 1991, including the exterior and its auditorium as described in the National Register of Historic Places Inventory. The Heritage Preservation Commission (HPC) adopted an addendum to the National Register description which stated that “the theater, seating, the curtain and awning surrounding the projection screen, the projection screen, the stage front and platform, and additions to the projection booth are not essential to the historic or architectural integrity of the auditorium interior.” The Suburban World Theater/Granada Theater is one of five movie theaters that were designated concurrently that are examples of the architecture and social history related to the development of movie houses in Minneapolis in the early 20th century (the others include the Loring Theater, Uptown Theater, Hollywood Theater and Avalon Theater). While the theaters collectively represent a range of styles, the theaters also relate closely to the pattern of theater development in other American cities during the inter-war era. Some of their common characteristics include: seating capacity (between 500-900); most were owned by large theater consortiums; and all were located in or near streetcar lines.

The original design of the lobby and the façade were altered in 1966. None of the lobby’s original finishes remain and the layout of the ground floor was modified as a result of the alteration. At the same time, the original “Granada” marquee was replaced. The auditorium, however, has escaped any major irreversible alterations through the years.

The HPC reviewed and approved a Certificate of Appropriateness application in 1999 that resulted in modifications to the exterior and relatively substantial modifications to the interior of the structure that allowed for the Cinema Grill. The alterations that were approved included:

- Storefront alterations: The existing marquee was repaired, two side windows were replaced with new wood display windows and a new stone base, a new wood door arrangement was installed.
- Auditorium alterations: The auditorium was proposed to be shortened in the rear in order to create a second theater in the balcony. A sound wall was proposed through the center of the theater and a tower (9 feet, 5 inches wide by 18 feet tall) was proposed in the center of the theater between the two theaters for an office, coolers and a projection for the front theater. The wall that was proposed to separate the two theaters would have interfered with the atmospheric ceiling and would have abutted the decorative wall features. The stadium seating was proposed to be removed and both theaters would have a table and chair arrangement.
- Lobby alterations: The 1966 lobby was proposed to be gutted as it was not part of the designation.

After receiving approval, the applicant elected to not separate the theater into two separate theaters. Further, the storefront alterations that were proposed resulted in the installation of hollow metal not wood doors and frames.

Two Certificates of No Change were approved administratively in 2011 that were consistent with the Secretary of the Interior Standards for the treatment of historic properties. The first allowed for the replacement of the roof in-kind with a rubber membrane roof attached to the parapet wall below the clay

tile parapet cap. The second allowed for work to meet the requirements of the City's rain-leader disconnect program.

SUMMARY OF APPLICANT'S PROPOSAL:

DRJ Architecture, Inc., on behalf of Elion Acquisitions, has applied for a Certificate of Appropriateness application to allow for interior and exterior modifications to the existing Suburban World Theater/Granada Theater. The building is a local landmark and the designation includes both the interior and exterior of the building. The modifications would allow for the structure to be converted to a retail use.

Proposed Exterior Modifications

Hennepin Avenue façade (east elevation):

- The existing sandstone façade to be cleaned and mortar to be repointed;
- The wrought iron screens to be cleaned and refurbished;
- Existing marquee to be refurbished including marquee ceiling;
- The individual "Suburban World" letters are proposed to be removed from the marquee;
- Reset dislodged stones;
- Infill framing to be removed;
- Include new architectural lighting;
- Remove hollow metal doors and frames on the front façade of the building from the 1999 remodel;
- Concrete at the base of the building would be repaired.

Rear elevation (west elevation):

- Clean and repair brick;
- Install new fresh air intake;
- Clean and repaint metal bay;
- Remove doors and frame.

Interior side elevation (south elevation):

- Clean and repair brick.

Proposed Interior Modifications

Entry Lobby – South side/ramp:

- Remove restroom walls and fixtures;
- Remove non-historic ticket booth counter;
- Maintain ramp and replace existing light fixtures.

Entry Lobby – North side:

- Remove walls from 1999 kitchen remodel;
- Maintain and refinish original floor;
- Install new accessible lift and platform over ramp to meet accessibility requirements.

Lower Level Kitchen:

- Remove all kitchen, dishwasher, food prep area equipment;
- Maintain stair but replace the handrail.

Main Level Kitchen:

- Remove all kitchen equipment and drop ceiling.

Main Auditorium & Balcony Level:

- Remove acoustical tiles and repair plaster walls and ceiling;
- Clean and repaint atmospheric side walls;
- Remove all 1999 platforms and low walls;
- Remove all existing kitchen walls and door;
- Remove curtain and proscenium surround;
- Install new restroom;
- Install new level platform over existing sloped floor (new wood stud and joist framed floor over frame on existing concrete floor) – include in-floor HVAC system;
- Clean and paint projection booth;
- Repaint railings;
- Installation of new platform frame over existing balcony floors with glass guardrails.

PUBLIC COMMENT:

Staff has not received any official correspondence from the East Calhoun Community Organization (ECCO) or Calhoun Area Residents Action Group (CARAG) prior to the printing of this report. Any correspondence received prior to the public hearing will be forwarded on to the Heritage Preservation Commission for consideration.

CERTIFICATE OF APPROPRIATENESS: Certificate of appropriateness to allow for interior and exterior modifications to the existing Suburban World Theater in order to allow for the conversion to a retail use.

Findings as required by the Minneapolis Preservation Code:

The Minneapolis Community Planning and Economic Development Department has analyzed the application based on the findings required by the Minneapolis Preservation Ordinance. Before approving a certificate of appropriateness, and based upon the evidence presented in each application submitted, the commission shall make findings based upon, but not limited to, the following:

- (1) The alteration is compatible with and continues to support the criteria of significance and period of significance for which the landmark or historic district was designated.**

The designated local landmark is significant for its architecture/design, technological innovation, and social history. The period of significance for which the landmark was designated was from 1927-1945. The current proposal would remove the majority of the interior modifications that resulted from the HPC approvals in 1999. With the change in use from a theater to a retail use, it

could arguably be perceived that the structure loses some of its historical significance or integrity relative to social history and technological/innovation. However, given the fact that all proposed interior and exterior changes are reversible, and that the primary character-defining features that contribute to the significance of the building are maintained, Staff would contend that the building retains its historical significance relative to social history and technological/innovation. In general, changes to the design of the theater would impact the significance or integrity related to architecture. The majority of the changes proposed by the applicant would meet this finding; however, the proposal to replace the existing hollow metal storefront system with a frameless system would not. Staff's position is that the contemporary storefront system proposed would detract from the integrity of the architecture of the building, thus impacting the architectural criteria of significance.

(2) The alteration is compatible with and supports the interior and/or exterior designation in which the property was designated.

The Suburban World/Granada Theater is significant for its representation of Spanish Churrigueresque Revival Style architecture or Spanish Baroque design, as well as the atmospheric auditorium design. Further, the theater is historically significant as it was the first neighborhood theater to show talking pictures. The Granada Theater is also the only surviving example of an atmospheric auditorium in Minneapolis and one of the last remaining in the state. The building was designed by Liebenberg and Kaplan, who are well known for their work on movie theaters during this era. Alterations to the interior and exterior that are intended to improve the adaptive reuse/viability of the existing theater are compatible with the designation of the property.

(3) The alteration is compatible with and will ensure continued integrity of the landmark or historic district for which the district was designated.

The City of Minneapolis' Heritage Preservation Regulations and the National Register of Historic Places identify integrity as the authenticity of historic properties and recognize seven aspects that define a property's integrity: location, design, setting, materials, workmanship, feeling and association. Based upon the evidence provided below, the proposed work would impact but not fully impair the integrity of the landmark.

Location: The applicant is not proposing to change the location of the structure, thus the project will not impair the landmark's integrity of location.

Design:

- Exterior alterations: Many of the exterior alterations are tied to restoration efforts on the front façade of the building along Hennepin Avenue, although other elevations would be cleaned and repaired/repointed as well. Regarding the masonry cleaning and repairing/repointing, Staff will recommend that the HPC require hand-raking, not mechanical methods, to remove deteriorated mortar to avoid damaging the masonry; that the replacement mortar duplicate existing mortar in strength, composition, color, and texture; that replacement mortar joints duplicate existing mortar joints in width and in joint profile and

that the cleaning be conducted using the gentlest method possible, starting with low pressure water and detergents, using natural bristle brushes.

The applicant proposes to remove the existing non-original storefront system and replace in-kind with a modern frameless storefront. The non-historic fill at the sides of the main entry would be opened and the transom glass above would be clear glass as it was originally designed. Staff's position is that while the proposed replacement of the entry windows/doors is a positive in terms of design, the selected storefront system is inappropriate and would have a substantial impact on the integrity of design. Staff would recommend that the HPC require that the new storefront system match the historic storefront and the fenestration pattern as outlined in the original attached plans prepared by Liebenberg and Kaplan. Further, the original plans appear to indicate that wrought iron screens (with a similar pattern to those that currently exist on the façade) were once located in the area where the transom windows are currently located and that terra cotta details and leaded glass were located above where the non-historic fill at the sides of the main entry exists today. Staff would recommend that the HPC require that wrought iron replica screens be installed in front of the transom windows on the outside doors. Restoring the original fenestration pattern will improve the integrity of design for the building.

The proposal to remove the "Suburban World" lettering could arguably be considered acceptable as the lettering falls outside of the period of significance (1927-1945); however, Staff would argue that the identity of the building since 1966, or the past 47 years has been as the Suburban World theater. With the conversion of the use to retail and without a proposal to restore the original 'Granada' marquee, Staff would argue that the identity of the structure would be compromised by allowing the lettering to be removed.

The applicant is proposing to install new decorative architectural lighting on the front façade of the building. Provided the lighting is a natural color (no reds, blues, etc. or changing colors), screened from view and reversible, and the conduit runs through the mortar joints, the lighting would have no adverse effect on the integrity of design for the building.

The proposal to remove the egress at the rear (west) end of the building and infill with similar colored brick would have no adverse impact on the integrity of design for the building as it is reversible, complimentary, and at the rear of the building.

- **Interior alterations:** The proposed interior demolition would remove many of the remodeling elements from the 1999 conversion of the theater to the Cinema Grill. All proposed additions and alterations are reversible and would not affect the primary character-defining features that contribute to the significance of the auditorium; therefore, the proposed interior alterations are consistent with the integrity of the design. Further, the proposal does not propose to break up the volume in the auditorium. The platform proposed to be placed over the existing floor preserves the historic floor while maintaining perimeter access, it is similar to the floor approved in 1999 (and currently in the space), reversible, and complements the character of the historic space while not creating a false sense of history. The proposed glass walls are somewhat debatable, but they do enable better views of the historic walls and auditorium space. In addition, the alterations proposed to the lobby, a secondary non-historic

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space that leads visitors into the auditorium should and do appear to maintain some elements consistent with a theater lobby. Provided the ceiling repair that needs to transpire is done in a manner consistent with the rehabilitation guidelines of the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, the integrity of the ceiling would be maintained. The atmospheric lights in the ceiling would be retained and operable.

Setting: The applicant is not proposing any modifications that would have an impact on the integrity of setting.

Materials: None of the proposed alterations would result in the loss of any historic building materials as the storefront and glazing systems have been replaced over time. Staff will recommend that the HPC require that the new storefront system match the historic storefront and the fenestration pattern as outlined in the original attached plans prepared by Liebenberg and Kaplan which are compatible with the period of significance and architecture of the building. Further, the original plans appear to indicate that wrought iron screens (with a similar pattern to those that currently exist on the façade) were once located in the area where the transom windows are currently located and that terra cotta details and leaded glass were located above where the non-historic fill at the sides of the main entry exists today. Staff would recommend that the HPC require that wrought iron replica screens be installed in front of the transom windows on the outside doors.

Workmanship: The proposed alterations would not require the removal or alteration of any distinct decorative or character defining elements on the building. However, replacing the existing storefront system with the proposed modern frameless storefront would have an impact on the integrity of workmanship.

Feeling: The proposed replacement of the existing storefront system with the proposed modern frameless storefront could impact the integrity of feeling. It would change the appearance of the primary façade of the building.

Association: The proposed alterations would not have a substantial impact on the integrity of association provided the storefront system match the historic storefront and the fenestration pattern as outlined in the original attached plans prepared by Liebenberg and Kaplan.

- (4) The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the applicable design guidelines adopted by the commission.**

The Heritage Preservation Commission adopted the *Neighborhood Movie Theater Thematic District Guidelines for Rehabilitation* in July of 1991. The guidelines apply to all five of the previously mentioned movie theaters that were designated concurrently. The guidelines outline what the HPC would find acceptable in terms of alterations to existing structures and of new construction. The interior restoration standards apply only to the historically significant areas identified in the designation and the exterior restoration standards apply to principle facades that face the street.

Exterior Restoration (front façade): Many of the exterior alterations are tied to restoration efforts on the front façade of the building along Hennepin Avenue (although other elevations would be cleaned and repaired/repointed as well). The applicant also proposes to remove the existing non-original storefront system and replace in-kind with a modern frameless storefront. The non-historic fill at the sides of the main entry would be opened and the transom glass above would be clear glass as it was originally designed. The applicant proposes to remove the “Suburban World” lettering on the existing marquee as well as add decorative architectural lighting on the front façade of the building.

As previously noted, the guidelines only apply to the proposed modifications on the front façade of the building. The following guidelines and specifications that apply are as follows:

Masonry repair:

- a. No exterior sandblasting is permitted;
- b. Chemical cleaning is not permitted on glazed brick, terra cotta, limestone, marble or other masonry material susceptible to damage from chemical exposure;
- c. Repointing of masonry joints shall be done with a mortar composition and color to match original mortar, joints shall be tooled to match original profile.

Staff would recommend that the HPC require hand-raking, not mechanical methods, to remove deteriorated mortar to avoid damaging the masonry; that the replacement mortar duplicate existing mortar in strength, composition, color, and texture; that replacement mortar joints duplicate existing mortar joints in width and in joint profile and that the cleaning be conducted using the gentlest method possible, starting with low pressure water and detergents, using natural bristle brushes. The proposal is in compliance with this standard.

Marquee:

- a. Wherever existing materials remain, they shall be retained in their original condition;
- b. Wherever structurally unsound materials of deteriorated material require replacement that shall be constructed of materials to match the original.

The applicant proposes to remove the “Suburban World” lettering that falls outside of the period of significance (1927-1945); however, while acknowledging that the lettering was not part of the original marquee, Staff would argue that the identity of the building since 1966, or the past 47 years has been as the Suburban World theater. With the conversion of the use to retail and without a proposal to restore the original ‘Granada’ marquee, Staff would argue that the identity of the structure would be compromised by allowing the lettering to be removed.

Exterior Lighting and Signage:

- a. Historically significant signage and lighting shall be retained;
- b. Replacement of this signage or lighting, necessary when deteriorated beyond repair shall match the original materials and be designed in the spirit of the original;
- c. Additional signage will be permitted subject to HPC signage guidelines.

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The applicant is proposing to install new decorative architectural lighting on the front façade of the building. Provided the lighting is a natural color (no reds, blues, etc. or changing colors), screened from view and reversible, and the conduit runs through the mortar joints, the lighting would be supported by Staff. No signage is proposed at this time (although the marquee is proposed to be modified by removing the Suburban World lettering). Any future signage must either comply with the HPC's *Design Guidelines for On-Premise Signs & Awnings* or it will require a public hearing in front of the HPC through the Certificate of Appropriateness process.

Window Replacement:

- a. Windows which have unique architectural or historical significant details which cannot be duplicated must be retained;
- b. Window replacement other than as listed above shall be permitted if original windows have deteriorated beyond repair or provide inadequate thermal performance;
- c. Replacement of original windows shall match original materials and profiles;
- d. Replacement windows will have a paint finish unless historical documentation suggests otherwise;
- e. Replacement glazing shall have clear glass unless historical documentation suggests otherwise.

The guidelines for window replacement are primarily written to address replacement of historic windows. The existing windows are either infill panels, non-historic transom windows or replacement windows. The applicant proposes to remove the non-historic fill at the sides of the main entry and incorporate clear, fixed frameless windows. Staff's position is that while the proposed replacement is a positive in terms of design, the selected modern frameless design is inappropriate. Staff would recommend that the HPC require that the new fenestration match the historic fenestration pattern as outlined in the original attached plans prepared by Liebenberg and Kaplan. Further, the original plans appear to indicate that wrought iron screens (with a similar pattern to those that currently exist on the façade) were once located in the area where the transom windows are currently located and that terra cotta details and leaded glass were located above where the non-historic fill at the sides of the main entry exists today. Staff would recommend that the HPC require that wrought iron replica screens be installed in front of the transom windows on the outside doors. An anodized finish will not be permitted for the window systems.

Entries and Entrance doors:

- a. Wherever existing entries remain, critical details shall be retained, e.g. wood molding, stone, terra cotta, art glass;
- b. Modifications of entries shall be permitted as required for the adaptive reuse of the building. Modifications shall be constructed of materials to match original entries;
- c. Additional entries on street facades are not permitted. Existing entries shall be used. If original entries have been removed they shall be restored in their original location;
- d. If entries are abandoned they shall retain their character as an entry.

The principal entrances would remain in the same location although the applicant proposes to remove the existing non-original storefront system and replace in-kind with a modern frameless

storefront. The non-historic fill at the sides of the main entry would be opened and the transom glass above would be clear glass as it was originally designed. Staff's position is that while the proposed replacement of the entry doors is a positive in terms of design, the selected storefront system is inappropriate. Similar to the above-noted changes to the proposed window openings, Staff would recommend that the HPC require that the new storefront system match the historic storefront and the fenestration pattern as outlined in the original attached plans prepared by Liebenberg and Kaplan.

Interior Restoration: The interior modifications proposed include the demolition of many of the remodeling elements from the 1999 conversion of the theater to the Cinema Grill. All proposed additions and alterations are reversible and would not affect the primary character-defining features that contribute to the significance of the auditorium. Further, the proposal does not propose to break up the volume in the auditorium. The platform proposed to be placed over the existing floor preserves the historic floor while maintaining perimeter access, it is similar to the floor approved in 1999 (and currently in the space), reversible, and complements the character of the historic space while not creating a false sense of history. The proposed glass walls are not historically consistent, but they do enable better views of the historic walls and auditorium space. In addition, the lobby has no original elements or details other than the existing terrazzo floor which will remain.

As previously noted, the guidelines only apply to the historically significant areas identified in the designation. The following guidelines and specifications that apply are as follows:

Design Intent:

- a. The restoration of historically significant areas shall retain original materials, architectural, detailing and spirit of design;
- b. Replacement of original materials which have deteriorated or no longer exist shall replicate original materials and spirit of design;
- c. Significant restoration of areas which have previously been modified shall be historically sympathetic and revive original details, materials, and spacial design;
- d. Historically significant areas shall not be subdivided into smaller rooms;
- e. Alterations to historically significant rooms to allow adaptive reuse may be permitted subject to HPC approval;
- f. The above items a. thru e. apply to all elements which compose each space and include the restoration of walls, floors, ceiling, lighting and interior furnishings.

The applicant proposes the following modifications to the auditorium: remove acoustical tiles and repair plaster walls and ceiling; clean and repaint atmospheric side walls; remove all 1999 platforms and low walls; remove all existing kitchen walls and door; remove curtain and proscenium surround; install new restroom; install new level platform over existing sloped floor (new wood stud and joist framed floor over frame on existing concrete floor) – include in floor HVAC system; clean and paint projection booth; repaint railings; install new platform frame over existing balcony floors with glass guardrails. The proposal complies with the standards relevant to design intent for the auditorium, the designated component of the building.

Floor Materials:

- a. Architecturally significant floors of hard surface materials which are patterned, contributing to the overall design of the room shall be retained and not covered up with other materials.

The applicant proposes to install a new platform over the existing sloped floor in order to level the floor for the proposed retail use. The platform preserves the historic floor while maintaining perimeter access, it is similar to the floor approved in 1999 (and currently in the space) reversible, and complements the character of the historic space while not creating a false sense of history. Further, even though the lobby is not a component of the interior designation, the original terrazzo floors would be retained as part of the proposal.

Color Selection:

- a. Color selection of restored materials is as important as the design itself. The color pallet selected for restoration shall be appropriate for the period in which the theater was constructed. Documentation of original colors is strongly encouraged;
- b. Interiors which have multicolor schemes shall be retained in their original locations;
- c. Color selection of restoration shall be submitted to HPC for approval;

The applicant has stated that all restoration efforts regarding painting will comply with these standards and would be appropriate for the period in which the theater was constructed.

Interior Lighting:

- a. Theater lighting was integrally designed for each space. Historically significant lighting shall be retained;
- b. Replacement of this lighting, necessary when deteriorated beyond repair, shall match the original materials and be designed in the spirit of the original lighting concept.

The applicant proposes to restore and retain all interior historical lighting within the auditorium. The proposal complies with the standards relevant to interior lighting.

Wall Treatments:

- a. Historically significant wall treatments such as decorative plaster, wood or metal finishes shall be retained;
- b. Replacement of these treatments, necessary when damaged beyond repair, shall match original configuration. A simplified version of the spirit of the original may be considered when replication of the original is too difficult.

The applicant proposes to patch and repair the plaster ceiling and walls where needed. The proposal complies with the standards relevant to wall treatments.

Handrails and Hardware:

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- a. Historically significant handrails and hardware, such as door pulls, shall be retained;
- b. When railings or other hardware need to be revised to meet handicap codes (1990) the original railings may be modified to accept the code. However, the modified design shall be in the spirit of the original design and is subject to approval by the Commission.

The applicant is proposing to install glass walls around the perimeter of the new floor and the new platform spaces. The glass walls would not be historically representative of the era in which the theater was constructed, but they do enable better views of the historic walls and auditorium space. Staff would support the incorporation of these glass walls into the auditorium space; however, should the HPC believe that the treatment is inappropriate, the HPC could condition that the walls instead be simple, black, painted, Building Code-compliant steel handrails.

Overall, with the suggested alterations, the proposed exterior and interior alterations would not materially impair the significance and integrity of the historic district.

- (5) **The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.**

The majority of the proposed alterations are compatible with the guidelines of *The Secretary of the Interior's Standards for the Treatment of Historic Properties (Standards for Rehabilitation)*. The applicable rehabilitation standards are as follows:

- *Standard 1: A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.*

The structure is undergoing both external and internal renovations aimed at allowing for an adaptive reuse of the structure from a theater to a retail use. The most controversial aspect of the proposal is the selection of a modern frameless window/storefront system proposed on the front façade of the structure. While Staff is supportive of the replacement of these features; the selected treatments would have an adverse impact on the integrity of the structure. Staff would recommend that the applicant match the historic storefront and the fenestration pattern as indicated in the original plans. With this condition of approval in place, the alterations proposed are reversible and maintain the integrity of the structure and all character defining features of this designated local landmark.

- *Standard 2: The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.*

The proposal complies with this standard provided the modern frameless window/storefront system proposed on the front façade of the structure is replaced by a window/storefront system that matches the original historic storefront and fenestration pattern.

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- *Standard #5 states: Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.*

The proposal complies with this standard provided the modern frameless window/storefront system proposed on the front façade of the structure is replaced by a window/storefront system that matches the original historic storefront and fenestration pattern.

- *Standard #6 states: Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.*

The existing windows/storefront on the front façade of the building is not original. There is sufficient evidence that could be used for historically appropriate replacements to be installed instead of replacing with a modern frameless system that is inconsistent with the character and integrity of the structure.

- *Standard # 7 states: Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.*

The applicant proposes to use appropriate masonry repair treatment strategies that are consistent with the *Neighborhood Movie Theater Thematic District - Guidelines for Rehabilitation* as noted above.

- (6) The certificate of appropriateness conforms to all applicable regulations of this preservation ordinance and is consistent with the applicable policies of the comprehensive plan and applicable preservation policies in small area plans adopted by the city council.**

The project would comply with Policy 8.1 which states that the City will, “Preserve, maintain, and designate districts, landmarks, and historic resources which serve as reminders of the city's architecture, history, and culture,” as well as implementation step 8.1.1, which states: “Protect historic resources from modifications that are not sensitive to their historic significance.”

The proposed project is consistent and compatible with *The Minneapolis Plan for Sustainable Growth* and the *Neighborhood Movie Theater Thematic District - Guidelines for Rehabilitation*

Before approving a certificate of appropriateness, and based upon the evidence presented in each application submitted, the commission shall make findings that alterations are proposed in a manner that demonstrates that the applicant has made adequate consideration of the following documents and regulations:

- (7) Adequate consideration of the description and statement of significance in the original nomination upon which designation of the landmark or historic district was based.**

The applicant submitted a statement outlining how they feel the proposed work meets the guidelines of *The Secretary of the Interior's Standards for the Treatment of Historic Properties*. Please see the applicant's statement which is attached for reference.

(8) Where applicable, Adequate consideration of Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review.

The proposal does not trigger Site Plan Review as required by Zoning Code Chapter 530.

(9) The typology of treatments delineated in the Secretary of the Interior's Standards for the Treatment of Historic Properties and the associated guidelines for preserving, rehabilitating, reconstructing, and restoring historic buildings.

The applicant submitted a statement indicating that the alteration makes adequate consideration for the treatments delineated in the *Secretary of the Interior's Standards for the Treatment of Historic Properties (Standards for Rehabilitation)* as the proposed scope of work is compatible and the project alterations are reversible. Staff finds that most, but not all aspects of the proposed work comply with the rehabilitation guidelines of the *Secretary of the Interior's Standards for the Treatment of Historic Properties* as discussed in finding #5 above and as conditioned below.

STAFF RECOMMENDATION

The Department of Community Planning and Economic Development recommends that the Heritage Preservation Commission adopt the above findings and **approve** the Certificate of Appropriateness to allow for interior and exterior modifications to the designated local landmark in order to convert the theater to a retail use on the property located at 3022 Hennepin Avenue South subject to the following condition(s):

1. All workmanship must be completed in conformance with the Secretary of Interior Standards, see: <http://www.nps.gov/history/hps/tps/standguide/>.
2. The Applicant shall obtain all other necessary City approvals prior to the commencement of work.
3. By ordinance, approvals are valid for a period of two years from the date of the decision unless required permits are obtained and the action approval is substantially begun and proceeds in a continuous basis toward completion. Upon written request and for good cause, the planning director may grant up to a one year extension if the request is made in writing no later than July 23, 2015.
4. By ordinance, all approvals granted in this Certificate of Appropriateness shall remain in effect as long as all of the conditions and guarantees of such approvals are observed. Failure to comply with such conditions and guarantees shall constitute a violation of this Certificate of Appropriateness and may result in termination of the approval.
5. Final plans shall comply with the *Neighborhood Movie Theater Thematic District - Guidelines for Rehabilitation* as noted within this report.
6. The proposed windows and storefront entry on the front façade of the building shall match the historic storefront and the fenestration pattern as outlined in the original attached plans prepared by Liebenberg and Kaplan. Wrought iron screens (with a similar pattern to those that currently exist on

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the façade) shall be installed in front of the transom windows on the outside doors consistent with the original design.

7. The Suburban World letters shall be retained on the marquee.
8. Signage shall comply with the HPC's *Design Guidelines for On-Premise Signs & Awnings* or it will require a separate Certificate of Appropriateness and approval from the HPC.
9. All proposed exterior decorative lighting shall be a natural color (no reds, blues, etc. or changing colors), screened from view, reversible, and the conduit shall run through the mortar joints.
10. Masonry cleaning and repointing on the building shall be undertaken in the following manner: hand-raking, not mechanical methods, shall be used to remove deteriorated mortar to avoid damaging the masonry; replacement mortar shall duplicate existing mortar in strength, composition, color, and texture; replacement mortar joints shall duplicate existing mortar joints in width and in joint profile; and cleaning shall be conducted using the gentlest method possible, starting with low pressure water and detergents, using natural bristle brushes.

Attachments:

1. Project description and applicable Certificate of Appropriateness findings
2. Correspondence – Ward 10, East Calhoun Community Organization (ECCO) and Calhoun Area Residents Action Group (CARAG)
3. Plans – site, demo, floor plans, exterior elevations, perspectives and cross sections
4. Photo Documentation