

June 14, 2013

Becca Farrar – Hughes  
City of Minneapolis  
250 South 4th Street - Room 300 PSC  
Minneapolis, MN 55415

Re: Heritage Preservation Application – Project Description  
3022 Hennepin Avenue South – Suburban World / Granada Theater

### Statement of Proposed Use and Description

The development proposes to rehabilitate the vacant Suburban World Theatre as a retail showcase. The atmospheric theater provides a unique venue for retail use with the twinkling blue sky ceiling and scenic plastered walls. The reuse will include the restoration of the exterior, structural repair, interior alterations and removal of interior additions in the lobby for the kitchen of the previous Restaurant / Movie House use, while maintaining the wonderful scenic atmosphere of the theater itself.

The interior demolition will include removing many of the unsympathetic remodeling elements from the 1999 conversion of the theater to a restaurant and movie house. In the lobby area and north side of the building, the kitchen walls, equipment and overlaid floor and walls will be removed on the main floor and at the below grade areas as well. In the main theater area, the platforms created for the seating will be removed as well and the stage area curtain and screen surround. The mechanical system, housed in a partial basement on the west side of the building is in need of major repair and a majority of the equipment will be replaced – however, the existing below floor distribution system will be retained.

The exterior restoration will concentrate on the Hennepin Avenue front façade, but will also include the other walls as well. The sandstone veneer walls on the West façade will be cleaned and repointed and dislodged stones will be reset. The existing marquee will be rehabilitated and the wrought iron screens over the center windows will be cleaned of rust. The brick side and rear walls will be repointed as necessary and damaged non-original doors will be replaced in kind. The non-historic infill at the sides of the main entry will be opened and the transom glass above the front entry will be clear glass again as it was originally. New glass entry doors will be installed at the main entry.

The interior rehabilitation will include the cleaning and repainting of the historic plaster scenic walls. The plaster ceiling has been damaged by water in several locations and repair and repainting of the plaster will be completed in kind. The twinkling ceiling lights, original to the theater, will be repaired or replaced as needed. In order to make the theater suitable for retail use, a platform will be installed over the rake of existing theater main floor and a partial area of the balcony. These platforms will be held off the existing walls to maintain their character and the glass guard railing surrounding the platform will maintain visual connection from the platform. In order to make the theater space accessible, a lift will be installed in the lobby and a platform installed over the north side ramp, keeping the existing structure intact. The original proscenium at the screen was removed in the 1960's, but a later proscenium appears to remain behind a boxed out addition. Investigation into the condition and character of this proscenium will be investigated, however actual conditions cannot be currently established.

All additive platforms and framing proposed for the rehabilitation of the theater into retail space are reversible. No changes to the original structure of the theater is planned with the exception of repair of the roof framing, which is hidden above the ceiling.

Areas not in the scope of this rehabilitation of the theater include the projection room and the original lower restrooms areas. These areas will be cleared of the existing kitchen equipment and then used as either storage, or in the case of the projection room, closed to the public.

We are very excited to bring this dynamic space and building back to life. We believe the removal of many of the 1990's additions will add new clarity and appreciation of the interior and the preservation work on the exterior of the building will ensure the building stays a local icon of the Uptown neighborhood. .

Sincerely,

A handwritten signature in black ink, appearing to read 'Sheldon Berg', with a long, sweeping horizontal stroke extending to the right.

Sheldon Berg, AIA, NCARB  
Principal

June 14, 2013 – **Revised July 2, 2013**

Becca Farrar – Hughes  
City of Minneapolis  
250 South 4th Street - Room 300 PSC  
Minneapolis, MN 55415

Re: Heritage Preservation Application – Certificate of Appropriateness  
3022 Hennepin Avenue South – Suburban World / Granada Theater

Dear Ms. Farrar-Hughes:

Please see our responses to the required findings below.

(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 building was locally designated in 1991 for its Spanish Churrigueresque Revival style façade and scenic auditorium. Many of the historic characteristics of the exterior and auditorium, as identified in the local designation documentation, remain in good condition. The proposed rehabilitation work items will maintain the character-defining features of the exterior and interior spaces and will not materially affect their integrity.**

**Exterior: The stone and brick facades will be carefully assessed for deterioration and needed repairs. The existing mortar will be tested, and deteriorated mortar joints will be repointed as needed, using mortar that is consistent in composition, hardness, and color with the existing. Mortar joint style and depth will also be matched. Individual stones and bricks that have dislodged over time will be reset, preserving the original material.**

**A new assembly of fixed and operable frameless glass panels is proposed for the main entrance opening. The entrance assembly will consist of two sets of double doors flanked by sidelights and a slightly wider fixed center panel, with clear glass transoms above. A narrow, light-colored anodized aluminum frame will be placed around the perimeter only; the spaces between the frameless panels will be filled with clear silicone. The existing entrance configuration, with two sets of multi-light double doors, multi-light fixed panels, and frosted-glass, multi-light transoms, is not original to the building and conflicts somewhat with the historic character of the façade. Furthermore, the existing doors are deteriorated and warped, making operation difficult. The proposed treatment will retain the original dimensions of the main entrance, will present a more visually open and welcoming appearance, and will be a modern interpretation that does not detract from the historic grandeur still present on the upper facade of the building.**

**The existing infill panels on either side of the main, street-level opening will be removed and storefront glazing will be installed, consisting of two vertical fixed panels and two transom panels with light-colored anodized aluminum mullions and frames. The two existing infill panels are not original to the building and currently detract from the historic character of the façade; the proposed treatment will offer a modern interpretation of the more transparent historic fenestration pattern.**

**New architectural lighting on the exterior of the building will highlight and enhance the historic features. The fixtures will be minimal in size and will be located in such a way that they will not be visible from the street.**

**The rear of the building is brown brick veneer and is not recognized as significant in the designation. A deteriorated door on the rear façade will be replaced in-kind and an existing opening will be closed, using brick that is similar but not an exact match, in order to demonstrate the building's change over time.**

**Interior:** There are three main components of the interior rehabilitation, which will remove unsympathetic additions to the lobby and auditorium and make the space more conducive for modern retail. The proposed alterations will restore the original circulation pattern of the theater lobby while retaining the significant interior architecture of the auditorium.

The lobby kitchen constructed in 1999 will be removed and an accessible ramp and stairs will be constructed in its place, restoring the historic circulation pattern. An accessible lift will be added for equal access. These elements will be placed over the existing structure, allowing them to be removed in the future without affecting the original ramp structure, which may still exist below the kitchen. The existing ramp on the south side of the lobby will be retained, and auditorium doors added in the 1990s will be removed.

The existing stepped seating platforms in the main level auditorium, which were added in the 1990s, will be removed and replaced with a single level platform. The historic sloped auditorium floor will remain intact beneath the platform, and the installation of the platform can be readily reversed in the future. The proposed single platform will not markedly detract from the volume of the space and is set back four feet from the historically designated scenic walls to preserve these character-defining features. The platform will not connect in any way to the existing walls. A frameless glass guardrail at the perimeter of the platform, required by code, will preserve views of the historic interior ornament while not detracting from the visual character or volume of the space.

Three narrow seating platforms at the rear of the auditorium, which were added in the 1990s, will be replaced with two larger platforms with frameless glass guardrails. The existing steps and railings on each side will be retained, preserving the historic circulation pattern and indicating the historic stepped seating arrangement at the rear of the auditorium.

Interior walls that were added in 1999 along the north side of the auditorium to enclose the kitchen will be taken out, removing a visual intrusion onto the historic character of the auditorium. Areas of damaged plaster on the auditorium walls and ceilings will be repaired in-kind. Wall surfaces will be cleaned and repainted throughout. The existing curtain and box surround, which are not historic features, will be removed and if feasible, a proscenium dating from the mid-twentieth century will be restored, though its condition is currently hidden behind structure so its condition cannot be confirmed.

At the left front of the auditorium behind the proscenium, an accessible bathroom will be installed in lieu of the restroom that was added in the lobby in the 1999 remodel. The restroom will fit within the existing walls and a new wood door will be installed at the existing opening from the auditorium. The door will be recessed within the larger existing opening and the structure for the original framed opening will be preserved.

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

**As explained above, the new glass panels proposed for the three historic openings on the front façade are visually unobtrusive, and will not detract from the historic character of the highly ornamental façade.**

The work in the interior of the building will retain all aspects of the historic scenic walls in the auditorium as described in the historic designation. The platform will be held back from the walls to maintain their integrity and to maintain views.

There are no remaining historic features in the lobby, due to an extensive 1960s remodel. The proposed removal of the kitchen addition will reopen the historic circulation path to the auditorium, restoring this element of its original use.

(3) The alteration is compatible with and will ensure continued integrity of the landmark or historic district for which the district was designated. **No historic fabric will be removed in the proposed rehabilitation, assuring that the remaining integrity of the building is preserved.**

(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 building was locally designated, but does not fall within a historic district with applicable guidelines; the Secretary of the Interior's Standards for the Treatment of Historic Properties have been used as guiding principles for this renovation.**

The proposed alterations on the exterior will not impair the integrity of the landmark as they are not replacing any historically significant elements. The proposed new entrance assembly is a modern interpretation that demonstrates change over time, and is not incompatible with the ornamental facade of the building. The goals of the proposed rehabilitation are to stabilize the building façade and to replace non-historic elements with ones suitable to the new use.

The interior alterations will remove non-historic elements and create a platform allowing for a new, more flexible use of the space. The platform will be built upon the existing floor and held back from the historic scenic wall construction to preserve the integrity of these features and maintain their visibility. All significant interior features of the building identified in the designation documentation will be retained.

(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. **As stated above, the proposed alterations have been guided by the Secretary of the Interior's Standards for the Treatment of Historic Properties. The Rehabilitation standard has been applied in respect to proposed new elements, and the new entrance, stairs and lift, and platforms will not harm the historic fabric of the building or change the characteristics for which it was locally designated. Where existing character-defining features on the interior and exterior of the building will be affected, repairs, cleaning, and other treatments will be consistent with the Secretary's Standards for Preservation.**

(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 rehabilitation is in keeping with the uses outlined in the comprehensive plan and zoning requirements. The building is being preserved and rehabilitated and put back to use and enjoyment for the public as an open and accessible retail space.**

(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 description of the property from the 1991 designation recognizes the Granada Theater for the design of its façade (stonework, upper windows, and terra cotta ornament) and atmospheric auditorium. All referenced historic features of the façade will be retained. On the interior, there are no historic features remaining in the lobby due to an extensive renovation in the 1960s. The significant historic features of the auditorium will be retained and enhanced by being more visually accessible.**

(8) Where applicable, Adequate consideration of Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review. **This existing property is not subject to site plan review as identified in Table 530-1 of Chapter 530 as it is neither a new or expanding use for the building, nor does it propose to include dwelling units.**

(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. **As stated above, the proposed alterations have been guided by the Secretary of the Interior's Rehabilitation standard has been applied in respect to proposed new elements, and the new entrance, stairs and lift, and platforms will not harm or detract from the historic fabric of the building. Where existing character-defining features on the interior and exterior of the building will be affected, repairs, cleaning, and other treatments will be consistent with the Secretary's Standards for Preservation.**

Sincerely,

A handwritten signature in black ink, appearing to read 'Sheldon Berg', with a long horizontal stroke extending to the right.

Sheldon Berg, AIA, NCARB  
Principal

June 14, 2013

Meg Tuthill  
Councilperson, Ward 10, City of Minneapolis  
350 S. 5th St., Room 307  
Minneapolis, MN 55415

Re: Notice of Heritage Preservation Application  
3022 Hennepin Avenue South – Suburban World / Granada Theater

### Statement of Proposed Use and Description

The development proposes to rehabilitate the vacant Suburban World Theatre as a retail showcase. The atmospheric theater provides a unique venue for retail use with the twinkling blue sky ceiling and scenic plastered walls. The reuse will include the restoration of the exterior, structural repair, interior alterations and removal of interior additions in the lobby for the kitchen of the previous Restaurant / Movie House use, while maintaining the wonderful scenic atmosphere of the theater itself.

We are applying to the Heritage Preservation Commission for approval of the proposed preservation and rehabilitation of the building into a retail venue. The future tenant is not yet determined.

The interior demolition will include removing many of the unsympathetic remodeling elements from the 1999 conversion of the theater to a restaurant and movie house. In the lobby area and north side of the building, the kitchen walls, equipment and overlaid floor and walls will be removed on the main floor and at the below grade areas as well. In the main theater area, the platforms created for the seating will be removed as well and the stage area curtain and screen surround. The mechanical system, housed in a partial basement on the west side of the building is in need of major repair and a majority of the equipment will be replaced – however, the existing below floor distribution system will be retained.

The exterior restoration will concentrate on the Hennepin Avenue front façade, but will also include the other walls as well. The sandstone veneer walls on the West façade will be cleaned and repointed and dislodged stones will be reset. The existing marquee will be rehabilitated and the wrought iron screens over the center windows will be cleaned of rust. The brick side and rear walls will be repointed as necessary and damaged non-original doors will be replaced in kind. The non-historic infill at the sides of the main entry will be opened and the transom glass above the front entry will be clear glass again as it was originally. New glass entry doors will be installed at the main entry.

The interior rehabilitation will include the cleaning and repainting of the historic plaster scenic walls. The plaster ceiling has been damaged by water in several locations and repair and repainting of the plaster will be completed in kind. The twinkling ceiling lights, original to the theater, will be repaired or replaced as needed. In order to make the theater suitable for retail use, a platform will be installed over the rake of existing theater main floor and a partial area of the balcony. These platforms will be held off the existing walls to maintain their character and the glass guard railing surrounding the platform will maintain visual connection from the platform. In order to make the theater space accessible, a lift will be installed in the lobby and a platform installed over the north side ramp, keeping the existing structure intact. The original proscenium at the screen was removed in the 1960's, but a later proscenium appears to remain behind a boxed out addition. Investigation into the condition and character of this proscenium will be investigated, however actual conditions cannot be currently established.

All additive platforms and framing proposed for the rehabilitation of the theater into retail space are reversible. No changes to the original structure of the theater is planned with the exception of repair of the roof framing, which is hidden above the ceiling.

Areas not in the scope of this rehabilitation include the projection room and the original lower restrooms areas. These areas will be cleared of the existing kitchen equipment and then used as either storage, or in the case of the projection room, closed to the public.

We are very excited to bring this dynamic space and building back to life. We believe the removal of many of the 1990's additions will add new clarity and appreciation of the interior and the preservation work on the exterior of the building will ensure the building stays a local icon of the Uptown neighborhood. .

Sincerely,

A handwritten signature in black ink, appearing to read 'Sheldon Berg', with a long, sweeping horizontal stroke extending to the right.

Sheldon Berg, AIA, NCARB  
Principal

June 14, 2013

Sarah Sponheim, President  
ECCO  
2751 Hennepin Avenue S. Box 13  
Minneapolis, MN 55408

Re: Notice of Heritage Preservation Application  
3022 Hennepin Avenue South – Suburban World / Granada Theater

### Statement of Proposed Use and Description

The development proposes to rehabilitate the vacant Suburban World Theatre as a retail showcase. The atmospheric theater provides a unique venue for retail use with the twinkling blue sky ceiling and scenic plastered walls. The reuse will include the restoration of the exterior, structural repair, interior alterations and removal of interior additions in the lobby for the kitchen of the previous Restaurant / Movie House use, while maintaining the wonderful scenic atmosphere of the theater itself.

We are applying to the Heritage Preservation Commission for approval of the proposed preservation and rehabilitation of the building into a retail venue. The future tenant is not yet determined.

The interior demolition will include removing many of the unsympathetic remodeling elements from the 1999 conversion of the theater to a restaurant and movie house. In the lobby area and north side of the building, the kitchen walls, equipment and overlaid floor and walls will be removed on the main floor and at the below grade areas as well. In the main theater area, the platforms created for the seating will be removed as well and the stage area curtain and screen surround. The mechanical system, housed in a partial basement on the west side of the building is in need of major repair and a majority of the equipment will be replaced – however, the existing below floor distribution system will be retained.

The exterior restoration will concentrate on the Hennepin Avenue front façade, but will also include the other walls as well. The sandstone veneer walls on the West façade will be cleaned and repointed and dislodged stones will be reset. The existing marquee will be rehabilitated and the wrought iron screens over the center windows will be cleaned of rust. The brick side and rear walls will be repointed as necessary and damaged non-original doors will be replaced in kind. The non-historic infill at the sides of the main entry will be opened and the transom glass above the front entry will be clear glass again as it was originally. New glass entry doors will be installed at the main entry.

The interior rehabilitation will include the cleaning and repainting of the historic plaster scenic walls. The plaster ceiling has been damaged by water in several locations and repair and repainting of the plaster will be completed in kind. The twinkling ceiling lights, original to the theater, will be repaired or replaced as needed. In order to make the theater suitable for retail use, a platform will be installed over the rake of existing theater main floor and a partial area of the balcony. These platforms will be held off the existing walls to maintain their character and the glass guard railing surrounding the platform will maintain visual connection from the platform. In order to make the theater space accessible, a lift will be installed in the lobby and a platform installed over the north side ramp, keeping the existing structure intact. The original proscenium at the screen was removed in the 1960's, but a later proscenium appears to remain behind a boxed out addition. Investigation into the condition and character of this proscenium will be investigated, however actual conditions cannot be currently established.

All additive platforms and framing proposed for the rehabilitation of the theater into retail space are reversible. No changes to the original structure of the theater is planned with the exception of repair of the roof framing, which is hidden above the ceiling.

Areas not in the scope of this rehabilitation include the projection room and the original lower restrooms areas. These areas will be cleared of the existing kitchen equipment and then used as either storage, or in the case of the projection room, closed to the public.

We are very excited to bring this dynamic space and building back to life. We believe the removal of many of the 1990's additions will add new clarity and appreciation of the interior and the preservation work on the exterior of the building will ensure the building stays a local icon of the Uptown neighborhood. .

Sincerely,

A handwritten signature in black ink, appearing to read 'Sheldon Berg', with a long, sweeping horizontal stroke extending to the right.

Sheldon Berg, AIA, NCARB  
Principal

June 14, 2013

Scott Engel, Executive Coordinator  
CARAG  
3612 Bryant Avenue South  
Minneapolis, MN 5509

Re: Notice of Heritage Preservation Application  
3022 Hennepin Avenue South – Suburban World / Granada Theater

### Statement of Proposed Use and Description

The development proposes to rehabilitate the vacant Suburban World Theatre as a retail showcase. The atmospheric theater provides a unique venue for retail use with the twinkling blue sky ceiling and scenic plastered walls. The reuse will include the restoration of the exterior, structural repair, interior alterations and removal of interior additions in the lobby for the kitchen of the previous Restaurant / Movie House use, while maintaining the wonderful scenic atmosphere of the theater itself.

We are applying to the Heritage Preservation Commission for approval of the proposed preservation and rehabilitation of the building into a retail venue. The future tenant is not yet determined.

The interior demolition will include removing many of the unsympathetic remodeling elements from the 1999 conversion of the theater to a restaurant and movie house. In the lobby area and north side of the building, the kitchen walls, equipment and overlaid floor and walls will be removed on the main floor and at the below grade areas as well. In the main theater area, the platforms created for the seating will be removed as well and the stage area curtain and screen surround. The mechanical system, housed in a partial basement on the west side of the building is in need of major repair and a majority of the equipment will be replaced – however, the existing below floor distribution system will be retained.

The exterior restoration will concentrate on the Hennepin Avenue front façade, but will also include the other walls as well. The sandstone veneer walls on the West façade will be cleaned and repointed and dislodged stones will be reset. The existing marquee will be rehabilitated and the wrought iron screens over the center windows will be cleaned of rust. The brick side and rear walls will be repointed as necessary and damaged non-original doors will be replaced in kind. The non-historic infill at the sides of the main entry will be opened and the transom glass above the front entry will be clear glass again as it was originally. New glass entry doors will be installed at the main entry.

The interior rehabilitation will include the cleaning and repainting of the historic plaster scenic walls. The plaster ceiling has been damaged by water in several locations and repair and repainting of the plaster will be completed in kind. The twinkling ceiling lights, original to the theater, will be repaired or replaced as needed. In order to make the theater suitable for retail use, a platform will be installed over the rake of existing theater main floor and a partial area of the balcony. These platforms will be held off the existing walls to maintain their character and the glass guard railing surrounding the platform will maintain visual connection from the platform. In order to make the theater space accessible, a lift will be installed in the lobby and a platform installed over the north side ramp, keeping the existing structure intact. The original proscenium at the screen was removed in the 1960's, but a later proscenium appears to remain behind a boxed out addition. Investigation into the condition and character of this proscenium will be investigated, however actual conditions cannot be currently established.

All additive platforms and framing proposed for the rehabilitation of the theater into retail space are reversible. No changes to the original structure of the theater is planned with the exception of repair of the roof framing, which is hidden above the ceiling.

Areas not in the scope of this rehabilitation include the projection room and the original lower restrooms areas. These areas will be cleared of the existing kitchen equipment and then used as either storage, or in the case of the projection room, closed to the public.

We are very excited to bring this dynamic space and building back to life. We believe the removal of many of the 1990's additions will add new clarity and appreciation of the interior and the preservation work on the exterior of the building will ensure the building stays a local icon of the Uptown neighborhood. .

Sincerely,

A handwritten signature in black ink, appearing to read 'Sheldon Berg', with a long, sweeping horizontal stroke extending to the right.

Sheldon Berg, AIA, NCARB  
Principal



June 14, 2013

Becca Farrar – Hughes  
City of Minneapolis  
250 South 4th Street - Room 300 PSC  
Minneapolis, MN 55415

Re: Heritage Preservation Application – Application Authorization  
3022 Hennepin Avenue South – Suburban World / Granada Theater

Dear Ms. Farrar,

We acknowledge and authorize the HPC application being submitted for the property by Elion Acquisitions.

Sincerely,



Brian C. Mallak  
Senior Vice President