

CPED STAFF REPORT

Prepared for the Heritage Preservation Commission
HPC Agenda Item #1
July 28, 2015
BZH-28705

HERITAGE PRESERVATION APPLICATION SUMMARY

Property Location: 22 Fifth Street North
Project Name: Rosenthal Furniture Façade Rehabilitation
Prepared By: Lisa Steiner, City Planner, (612) 673-3950
Applicant: Rosenthal Furniture
Project Contact: Phillip Koski, Koski Architecture
Ward: 3
Neighborhood: Downtown West
Request: To rehabilitate the front façade of the existing building and install a new sign.
Required Applications:

Certificate of Appropriateness	For rehabilitation and a new sign.
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HISTORIC PROPERTY INFORMATION

Current Name	Rosenthal Furniture
Historic Name	None
Historic Address	22 5 th Street North
Original Construction Date	1908
Original Architect	Unknown
Original Builder	Unknown
Original Engineer	Unknown
Historic Use	Bar
Current Use	Commercial
Proposed Use	No change

Date Application Deemed Complete	June 25, 2015	Date Extension Letter Sent	Not applicable
End of 60-Day Decision Period	August 24, 2015	End of 120-Day Decision Period	Not applicable

CLASSIFICATION

Local Historic District	Minneapolis Warehouse Historic District
Period of Significance	1865 - 1930
Criteria of Significance	<p><i>Criteria 1:</i> The property is associated with significant events or with periods that exemplify broad patterns of cultural, political, economic or social history</p> <p><i>Criteria 4:</i> The property embodies the distinctive characteristics of an architectural or engineering type or style, or method of construction.</p> <p><i>Criteria 6:</i> The property exemplifies works of master builders, engineers, designers, artists, craftsmen or architects.</p>
Date of Local Designation	1978
Date of National Register Listing	1989
Applicable Design Guidelines	<i>Minneapolis Warehouse District Design Guidelines (2010)</i>

SUMMARY

BACKGROUND. The two-story commercial brick building features a seven-bay façade. The exact date of construction is unknown, though assessor data and the National Register documentation note that the building was constructed in 1908. The ground floor storefront has been altered many times according to permit history. The second-story windows have rusticated stone sills and flat segmented arches. The brick has been painted but appears from historic photos to have been a glazed white brick.

The second floor windows were covered at some point in the early 1950s and then were uncovered within the last 30 years (see photos in the appendix). The building has been occupied by Rosenthal Furniture since 1974 and is currently utilized as their furniture showroom and design studio. The building was designated within the original North Loop Warehouse Historic District in 1978 and within the National Register historic district in 1989. The building is a contributing resource.

APPLICANT’S PROPOSAL. The applicant is proposing to rehabilitate the 5th Street North façade in order to modernize the façade and perform maintenance upgrades. The scope of the project first includes the removal of non-historic awnings, signage, and exterior lighting. In order to expose the glazed white brick, the applicant is proposing to strip the paint from the brick. Additionally, the applicant is proposing to rehabilitate and paint the existing wood and metal windows and the cornice. The non-historic storefront windows would remain in place. A window in the center bay of the second story was replaced at some point with mechanical work and would remain. No exterior work is proposed on any of the other sides of the building.

Where the existing sign is to be removed, the applicant is proposing to install a projecting shelf above the storefront. This architectural feature would project 16 inches from the building and appears to have existed in a similar capacity historically. A sign consisting of painted metal channel letters would be mounted along the front edge of the shelf. The sign would be 77 square feet in area and would sit 15 feet above grade in the historic sign band area. The sign most closely meets the definition of a wall sign as it would sit only 1 foot 4 inches off of the wall face. An LED fixture would light the building behind the sign but the sign itself would not be illuminated.

The *Design Guidelines for On-Premise Signs and Awnings*, adopted in 2003, require that sign or awning proposals that do not conform to the design guidelines obtain Certificate of Appropriateness approval from the Heritage Preservation Commission.

Finally, there is an approximately 5 foot wide band on the building between the top of the storefront and the sill of the second floor windows which appears to have been covered over with stucco and a large sign at least since the 1980s (see photo in appendix). In this area, the applicant is proposing to repair the stucco behind the existing sign and if any historic brick is discovered in the process, it would be cleaned and left intact. The stucco portion would be painted grey.

PUBLIC COMMENTS. No comments had been received as of the writing of this report. Any additional correspondence received prior to the public meeting will be forwarded on to the Heritage Preservation Commission for consideration.

ANALYSIS

CERTIFICATE OF APPROPRIATENESS

The Department of Community Planning and Economic Development has analyzed the application to allow the rehabilitation of the front façade and a new sign based on the following findings:

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 period of significance for the district is identified as 1865 through 1930. The Minneapolis Warehouse Historic District is historically significant as an early example of commercial growth as the city's warehouse and wholesaling district. The district expanded during the late nineteenth and early twentieth centuries and helped transform Minneapolis into a major distribution and jobbing center. The buildings, structures, and industrial landscape of the Minneapolis Warehouse Historic District reflect the genesis and evolution of these industries. The district is also architecturally significant for its remarkably intact concentration of commercial buildings designed by the city's leading architects which demonstrate every major architectural style from the late nineteenth to early twentieth century.

The district was also occupied by saloons, taverns, hotels and other industries that supported visitors and workers in the warehouse district. The designation study notes that this building is an intact example of the supporting industry buildings with retail or services on the first floor and offices on the second floor. The proposed alterations, including the rehabilitation of the front façade and the installation of a new sign, are compatible with and continue to support the criteria of significance and period of significance for which this building is designated within the Minneapolis Warehouse Historic District.

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

The subject building is an intact example of the supporting industry buildings which also occupied the area during the period of significance for the district. The proposed alterations will repair and rehabilitate character-defining features of the façade like the bracketed cornice and will restore the appearance of the glazed brick façade. The building's storefront has been modified numerous times throughout history. The new sign and shelf feature will echo the historic appearance of the building while providing a contemporary but compatible new feature. Overall, the alterations are compatible

with and support the exterior designation of the property within the Minneapolis Warehouse Historic District.

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

This proposal will not impact integrity of location, setting, workmanship, feeling, or association of the building within the district. The design of the architectural shelf feature draws from a feature which existed historically on the building. The sign would be a contemporary but compatible design. With the recommended conditions of approval, the brick façade would be carefully stripped of its paint to reveal the glazed white brick beneath and the original design feature and materials of the historic building. The alterations proposed are compatible with and will ensure the continued integrity of the Warehouse Historic District.

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 *Warehouse Historic District Design Guidelines* were adopted in 2010. The following design guidelines for existing buildings are applicable to the proposal:

General Guidance

Requirement

- 2.2. Distinctive architectural features shall be preserved.
- 2.4. A building's original pedestrian entrance shall remain and shall be used as the building's primary entrance.
- 2.9. Only replace features that are missing or proven beyond repair with the same kind of materials. Replacement with a substitute material will be considered if the form and design of the substitute material is proven durable and conveys the visual appearance of the original material.

Staff Comment

The proposal preserves the distinctive architectural features of the building. The original pedestrian entrance will remain and will continue to be used as such. No historic features are proposed to be replaced; the cornice and windows are proposed to be repaired.

Façade Materials

Requirement

- 2.12. Abrasive cleaning techniques, such as sandblasting, soda blasting, or high-pressure water wash shall not be used under any circumstances.
- 2.13. Façade cleaning methods that are considered to be gentle, non-abrasive methods such as a low pressure (100 psi or less) water wash shall be used.
- 2.16. Mortar joints shall only be repointed where there is evidence of a moisture problem or when a substantial amount of the mortar is missing.

- 2.17. Mortar joints shall be cleared with hand tools. The use of electric saws and hammers to remove mortar can seriously damage the adjacent brick and are inappropriate.
- 2.18. Replacement mortar shall duplicate the original mortar's composition, color, texture, joint width, and joint profile.
- 2.19. When patching an area of historic brick wall, the new brick and mortar shall match the original brick and mortar in material, color, profile, dimension, and texture.

Other Considerations

- 2.20. Chemical cleaning will be considered only in consultation with CPED. Consultation includes an agreement on the area to test the treatment, reviewing the results, and developing an agreed upon process to complete the cleaning.

Staff Comment.

The applicant is proposing to remove the paint on the brick to expose the original white glazed finish. No specifics were provided as to how the paint would be removed. Notes on the plans indicate compliance with the requirement guidelines. Based on information in the National Park Service's brief on removing paint, it is likely that chemical cleaning will be necessary.¹ Staff recommends a condition of approval which requires the applicant to submit a more detailed masonry cleaning plan prior to building permit issuance which includes test areas and utilizes the gentlest means possible to remove the paint.

Fenestration – Windows: Windows are an important character defining feature of existing buildings. Original windows can often be repaired instead of being replaced. Simple modifications, that are sensitive to the original fabric, can often be made to improve their thermal capacity.

Requirement

- 2.21. Original and historically significant windows shall be retained and repaired.
- 2.22. All decorative trim around the windows shall be retained, including lintels, pediments, moldings or hoods and if replacements are proven necessary, the original profile shall be replicated.

Staff Comment

The proposal will retain and repair the original and historically significant windows on the second floor and retain all decorative trim.

¹ Robert C. Mack, FAIA, and Anne E. Grimmer, *Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings*, National Park Service: Preservation Brief 1 <http://www.nps.gov/tps/how-to-preserve/briefs/1-cleaning-water-repellent.htm>

Roofs & Parapets:

Requirement

- 2.62. The original building roofline including the cornice, parapet, and other elements shall be retained and not altered.

Staff Comment

The proposal will retain and repair the original cornice.

The adopted *Design Guidelines for On-Premise Signs and Awnings* state that a Certificate of Appropriateness is required for sign or awning proposals that do not conform to the design guidelines. The proposal does not comply with the specific guidelines for awning signs, as discussed below. In determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the guidelines state that the HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals. The following guidelines apply to this proposal:

Wall Signs:

Location. Wall signs should be located between the first and second floor and should not be higher than fourteen (14) feet, except where the historic sign band is higher. Wall signs should not conceal architectural features or obstruct openings.

Size. Wall signs should be no more than two (2) feet high and thirty-two (32) square feet in area and should not extend outward from the building more than eight (8) inches.

Materials. Wall signs may be constructed of wood, metal, painted fiberglass or painted plastic.

Installation. Wall signs should be attached to the building through the mortar joints. If illuminated, a wall sign should be placed adjacent to or over a permanent mounting plate for electrification. Electrical conduit and lighting fixtures should be attached to the top of the wall sign, and should not be attached to the building. Wall signs should not be painted directly on the surface of the building, except as part of the maintenance or restoration of an existing historic sign.

Staff Comment

Although the sign would sit 15 feet above grade, it would be located between the first and second floor but in the location of the historic sign band as evidenced by historic photographs. This is an appropriate location for the sign.

The proposed sign is 77 square feet in area, which exceeds the maximum area allowed by the design guidelines. However, the sign also serves to cover up an area of the building that has been altered many times due to signage (see photos in the appendix) and no longer has historic materials. The sign only extends outward from the building by 16 inches and would sit on the new projecting shelf feature. The sign and sign shelf will be attached to the non-masonry, non-historic portion of the wall. The wall sign would

be made of metal letters. The sign would not extend beyond the outer edge of the storefront windows or second floor windows.

The building has had large signage for at least the last 30 years and furniture retailers typically had exceptionally large signage (see photos in appendix). The zoning code would allow a wall sign up to 120 square feet in area. Staff finds the proposed sign to be reasonable as removing the existing sign will allow the façade to be rehabilitated, historic photos reveal that there is precedent for this type of signage for this building and this type of use, and staff finds this to be an exceptional design proposal which reintroduces a contemporary interpretation of an original design feature on the building.

Staff finds that with the recommended condition of approval related to the paint removal, the proposal will not materially impair the significance and integrity of the property within the historic district as evidenced by the consistency of alterations with the applicable design guidelines noted above.

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.*

With the recommended conditions of approval, the certificate of appropriateness would comply with the following applicable recommendations in the *Secretary of the Interior's Standards for the Treatment of Historic Properties*:

- A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

No change to the use is proposed. The historic character of the property will be retained and preserved as no historic materials are proposed to be removed and no character-defining features are proposed to be altered. The alterations will not create a false sense of historic development. Distinctive features, such as the stone sills, original second floor windows, and bracketed cornice, will be preserved and repaired. With the recommended conditions of approval, the paint removal from the glazed brick will be achieved in the gentlest means possible as stated in the standards.

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 proposal conforms to all applicable regulations of the preservation ordinance and is consistent with the following applicable policies of the comprehensive plan:

Heritage Preservation Policy 8.1: Preserve, maintain, and designate districts, landmarks, and historic resources which serve as reminders of the city's architecture, history, and culture.

8.1.1 Protect historic resources from modifications that are not sensitive to their historic significance.

Heritage Preservation Policy 8.10: Promote the benefits of preservation as an economic development tool and a method to achieve greater environmental sustainability and city vitality.

8.10.5 Prioritize the reuse of the city's historic buildings as a strategy for sustainable development.

7. *Destruction of any property. Before approving a certificate of appropriateness that involves the destruction, in whole or in part, of any landmark, property in an historic district or nominated property under interim protection, the commission shall make findings that the destruction is necessary to correct an unsafe or dangerous condition on the property, or that there are no reasonable alternatives to the destruction. In determining whether reasonable alternatives exist, the commission shall consider, but not be limited to, the significance of the property, the integrity of the property and the economic value or usefulness of the existing structure, including its current use, costs of renovation and feasible alternative uses. The commission may delay a final decision for a reasonable period of time to allow parties interested in preserving the property a reasonable opportunity to act to protect it.*

The proposal does not constitute destruction.

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:

8. *The description and statement of significance in the original nomination upon which designation of the landmark or historic district was based.*

Evidence presented in the application submitted and the alterations proposed demonstrate that the applicant has made adequate consideration of the description and statement of significance of the Minneapolis Warehouse Historic District and the contribution of this building to the significance of the district.

9. *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.

10. *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 application submitted presents evidence that the applicant has adequately considered the applicable guidelines for rehabilitation.

Before approving a Certificate of Appropriateness that involves alterations to a property within an historic district, the Commission shall make findings based upon, but not limited to, the following:

11. *The alteration is compatible with and will ensure continued significance and integrity of all contributing properties in the historic district based on the period of significance for which the district was designated.*

The proposed alterations are compatible with and will ensure continued significance and integrity of all contributing properties in the Minneapolis Warehouse Historic District based on the period of significance of 1865 to 1930. See findings 1-4 for more detailed analysis.

12. *Granting the certificate of appropriateness will be in keeping with the spirit and intent of the ordinance and will not negatively alter the essential character of the historic district.*

Granting the certificate of appropriateness will be in keeping with the spirit and intent of the preservation ordinance and will not negatively alter the essential character of the district. With repair to the windows and cornice and the removal of the paint in the gentlest means possible as recommended, the building's longevity will be ensured.

13. *The certificate of appropriateness will not be injurious to the significance and integrity of other resources in the historic district and will not impede the normal and orderly preservation of surrounding resources as allowed by regulations in the preservation ordinance.*

The certificate of appropriateness will not be injurious to the significance and integrity of other resources in the historic district. It will not impede the normal and orderly preservation of surrounding resources as allowed by regulations in the preservation ordinance.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the Heritage Preservation Commission adopt staff findings for the application by Phillip Koski for the property located at 22 5th Street North in the Warehouse Historic District:

A. Certificate of Appropriateness.

Recommended motion: **Approve** the certificate of appropriateness to allow rehabilitation of the front façade and a new sign, subject to the following conditions:

1. A more detailed masonry cleaning plan shall be submitted prior to building permit issuance which includes the use of test areas to assess different treatments and utilizes the gentlest means possible to remove the paint.
2. 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 approved 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 28, 2017.
3. 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.

ATTACHMENTS

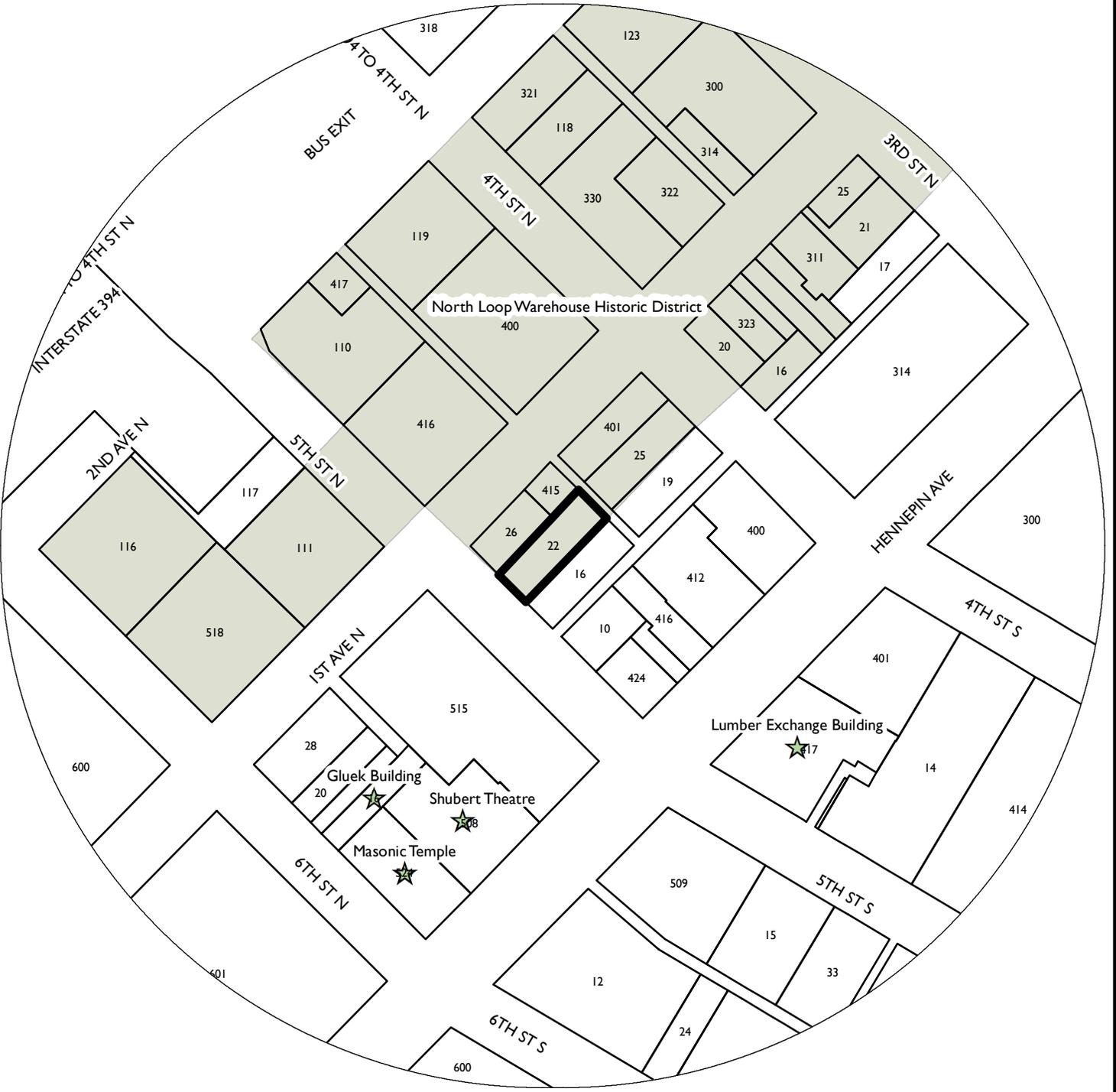
1. Preservation map
2. Historic photos – 1919, 1926, 1950, 1955, 1985
3. Written description and findings submitted by applicant
4. Site plan
5. Plans
6. Building elevations
7. Renderings
8. Photos
9. Correspondence

Phillip Koski

3rd

NAME OF APPLICANT

WARD



PROPERTY ADDRESS
22 5th Street North

FILE NUMBER
BZH-28705



1919 - Minnesota Historical Society



22 5th St N



1926 - Hennepin County Library



22 5th St N





22 5th St N



c. 1985 - City of Minneapolis National Register files

17 June 2015

MEMORANDUM

Project Name: Rosenthal Furniture Exterior Improvements

Project Number: 2015.001

Supplemental Information for the Application for a Certificate of Appropriateness

Statement of proposed use and description of Project

Rosenthal Furniture has owned the property at 22 North 5th Street in downtown Minneapolis since 1974. The building (constructed in 1908) is a two story brick commercial structure and is currently used as a furniture showroom and design studio. The building is a contributing resource with the Twentieth Century Warehouse Area of the Minneapolis Warehouse Historic District.

The Owner of the building is interested in making improvements to the 5th Street façade in order to improve visibility to the first floor showroom, and to reflect the company's emphasis on contemporary furniture. The building will continue to be used as a retail showroom.

The project involves removal of non-historic awnings, signage, and building lighting; the careful removal of paint over the brick to expose the original white glazed finish; and refurbishing and painting of existing wood and metal windows and projecting cornice. Storefront windows and entry doors on the ground floor are not historic and will remain in place. An existing mechanical grille and infill panels have been installed at the center window on the second floor. This modification pre-dates this project and will remain in-place. Work is limited to the street wall and does not include any other exterior work on the roof or side elevations.

A new sign will be mounted on a projecting shelf above the storefront. The projecting shelf is based on historic photos that show a similar architecture feature extending the full length of the building at a location just above the storefront windows. Painted metal channel letters spelling out the name of the business will be mounted along the front edge of the new shelf. Building illumination will be provided by a linear LED fixture mounted behind the face of the shelf, and aimed at the wall. The fixture will not be visible from the street.

A large area between the top of the storefront and the sill of the second floor windows consists of painted stucco. Photographic evidence suggests this area was originally filled with transom windows above the storefront, but were removed at a later date during one of the building's several façade changes. Any damage incurred by the removal of the wall mounted sign will be repaired along with a new coat of paint. If any historic brick is discovered below the sign, it will be cleaned and left in tact.

Statement regarding Applicable Findings for exterior improvements

The project is compatible with the following criteria of the Warehouse Historic District Guidelines:

2.2 Distinctive architectural features shall be preserved.

The original white glazed brick is being cleaned and maintained.

The historic cornice and windows are being repaired and painted.

2.4 A building's original pedestrian entrance shall remain and shall be used as the building's primary entrance.

The original building entry location is being maintained.

2.8 Regular maintenance and repair is preferred over the replacement of any historic materials or features.

All original materials are being restored where they exist.

2.12 Abrasive cleaning techniques, such as sandblasting, soda blasting, or high-pressure water wash shall not be used under an circumstances.

2.13. Facade cleaning methods that are considered to be gentle, non-abrasive methods such as a low pressure (100 psi or less) water wash shall be used.

2.16. Mortar joints shall only be repointed where there is evidence of a moisture problem or when a substantial amount of the mortar is missing.

2.17. Mortar joints shall be cleared with hand tools. The use of electric saws and hammers to remove mortar can seriously damage the adjacent brick and are inappropriate.

2.18. Replacement mortar shall duplicate the original mortar's composition, color, texture, joint width, and joint profile.

2.19. When patching an area of historic brick wall, the new brick and mortar shall match the original brick and mortar in material, color, profile, dimension, and texture.

2.20. Chemical cleaning will be considered only in consultation with CPED. Consultation includes an agreement on the area to test the treatment, reviewing the results, and developing an agreed upon process to complete the cleaning.

Project specifications will follow the guideline requirements.

2.21. Original and historically significant windows shall be retained and repaired.

2.22. All decorative trim around the windows shall be retained, including lintels, pediments, moldings or hoods and if replacements are proven necessary, the original profile shall be replicated.

Existing second story windows are being repaired and retained. Project specifications will follow the guideline requirements.

2.40. If original entryways were altered, the preferred treatment is to restore them to their original condition based on historic photos or other evidence.

2.49. If an original storefront has been altered, the preferred treatment is to restore them to their original condition based on historic photos or other evidence.

Existing entry and storefront systems are not original and will remain in place. The new work will not preclude reconstruction of the entry and storefront to the original condition in the future.

2.62. The original building roofline including the cornice, parapet, and other elements shall be retained and not altered.

Existing cornice and parapet will be retained and repaired.

Statement regarding Applicable Findings for new signage

The project complies with the following criteria of the Design Guidelines for On-Premise Signs and Awnings:

1.a. Sign message: All signs, except window signs, real estate signs, project information signs, auxiliary signs, temporary signs and portable signs, are limited to the name and address of the establishment.

The new sign will spell out the name of the business, "ROSENTHAL FURNITURE."

1.c. Number of signs: Each principal building entrance that faces a public street, or each ground floor principal use, whichever is less, is allowed two signs.

A single sign is proposed.

1.d. Location of building signs: Wherever possible, signs should be placed in traditional sign locations including the storefront sign band area. Signs should not obscure or damage architectural features including windows, doors, pilasters, columns and historic signs. Building signs should be located only on the primary facade of the building adjacent to the street and should be no higher than fourteen (14) feet, except as otherwise provided in the specific guidelines for wall signs.

The new sign will be located on the front façade between the first and second floor. Historic photos show a projecting shelf or “stringcourse” trim band above the storefront, with signs mounted to the top front edge, and across the face. A new, painted metal sign shelf will be installed at a height below the historic location (roughly 16'-0” at the top). The new height (13'-3” at the top) falls below the 14'-0” guideline. 20” tall signage letters will be mounted to the front top edge of the new shelf. The height at the top of the signage letters will be above the 14'-0” guideline, but below the historic location of the original “stringcourse” projection.

The intent of the design is to recreate elements that are inspired by historic building elements and that are clearly distinguished as contemporary additions. The height of the new sign occurs within the non-historic portion of the façade, and ensures that sign elements do not obscure original brick and window openings.

1.e. Color: Sign colors and materials should be compatible with the colors of the building and its surroundings. Day-glo, light reflecting or fluorescent colors or materials are not allowed.

The new shelf and signage letters will be painted colors that match other colors on the front elevation – white and grey.

1.f. Installation: Sign installation should have a minimal impact on the building and to the extent practical allow the building to be returned to its original condition if the sign is removed. Existing signboards and sign frames should be reused to limit drilling new holes into masonry. Wall signs should be attached to the building through the mortar joints. Projecting signs should be attached to a permanent mounting plate. Awnings should be attached to window or door frames and should never damage masonry.

The sign and sign shelf will be attached to a non-masonry, non-historic portion of the wall.

4.a.i. Location. Wall signs should be located between the first and second floor and should not be higher than fourteen (14) feet, except where the historic sign band is higher. Wall signs should not conceal architectural features or obstruct openings.

The new sign will be located on the front façade between the first and second floor. Historic photos show a projecting shelf or “stringcourse” trim band above the storefront, with signs mounted to the top front edge, and across the face. A new, painted metal sign shelf will be installed at a height below the historic location (roughly 16'-0” at the top). The new height (13'-3” at the top) falls below the 14'-0” guideline. 20” tall signage letters will be mounted to the front top edge of the new shelf. The height at the top of the signage letters will be above the 14'-0” guideline, but below the historic location of the original “stringcourse” projection.

The intent of the design is to recreate elements that are inspired by historic building elements and that are clearly distinguished as contemporary additions. The height of the new sign occurs within the non-historic portion of the façade, and ensures that sign elements do not obscure original brick and window openings.

4.a.ii. Size. Wall signs should be no more than two (2) feet high and thirty-two (32) square feet in area and should not extend outward from the building more than eight (8) inches.

The existing 161 square foot non-compliant sign will be removed.

New signage letters will be 1'-8” tall. If treated as a single sign, the outside dimensions of the sign is 77.1 square feet. The length of the sign aligns with the edge of the window openings on

both the first and second floor. The selection of free-standing capital letters for the signage is consistent with large scale commercial signage for furniture retailers found within the district and within the period of significance, such as the New England Furniture sign (430 1st Avenue North) and Cardozo sign (26 North 5th Street).

The proposed design is consistent with the Guidelines provisions that non-compliant signage designs may be allowed if the design is based on historic precedent, considers the building condition, and reflects exceptional design.

4.a.iii. Materials. Wall signs may be constructed of wood, metal, painted fiberglass or painted plastic.

The new sign will be constructed of metal channel letters with a painted, enamel finish.

4.a.iv. Installation. Wall signs should be attached to the building through the mortar joints. If illuminated, a wall sign should be placed adjacent to or over a permanent mounting plate for electrification. Electrical conduit and lighting fixtures should be attached to the top of the wall sign, and should not be attached to the building.

The sign and sign shelf will be attached to a non-masonry, non-historic portion of the wall.

Statement Regarding the Specific Application Requirements as shown on the Heritage Preservation Application form.

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 alteration is compatible with the criteria and period of significance. The project is returning portions of the façade to its original condition. New signage and supporting shelf are sympathetic to the building history without giving the false impression that they are original.

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

The alteration is compatible with the criteria established for the exterior treatment of contributing properties within the district. The project is returning portions of the façade to its original condition. New signage and supporting shelf are sympathetic to the building history without giving the false impression that they are original.

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

The alteration will ensure the continued integrity of the contributing property within the historic district. The project will restore original materials to their original appearance. New, sympathetic additions will be easily reversible.

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 alteration will not impair the significance and integrity of the contributing property within the historic district. The project will restore original materials to their original appearance. New, sympathetic additions do not overwhelm the original design of the building and will be easily reversible.

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 alteration will not impair the significance and integrity of the contributing property within the historic district using the Secretary of the Interior's Standards. The project will restore original materials to their original appearance. New, sympathetic additions do not overwhelm the original design of the building, are clearly differentiated from the original, and will be easily reversible.

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 content contained within the application for a Certificate of Appropriateness was prepared for a project proposal designed to be in compliance with all applicable city policies and the comprehensive plan.

7. The destruction is necessary to correct an unsafe or dangerous condition on the property, or that there are no reasonable alternatives to the destruction. In determining whether reasonable alternatives exist, the commission shall consider, but not be limited to, the significance of the property, the integrity of the property and the economic value or usefulness of the existing structure, including its current use, costs of renovation and feasible alternative uses. The commission may delay a final decision for a reasonable period of time to allow parties interested in preserving the property a reasonable opportunity to act to protect it.

Destruction is not part of the proposed project.

8. The description and statement of significance in the original nomination upon which designation of the landmark or historic district was based.

**[the following is excerpted from "Minneapolis Warehouse District Designation Study".
October 28, 2009.]**

Description

The proposed local Minneapolis Warehouse Historic District is a 30 block area located immediately west of downtown Minneapolis and south of the Mississippi River. The district contains a total 254 individual resources. The district contains 158 buildings, 65 structures, and 31 sites. 60 of these resources are considered noncontributing. The boundaries for the district were determined by the highest concentration of warehouse buildings, the buildings of associated industries, and historic infrastructure such as rail corridors, streets, and alleys.

Local Designation Criteria

The City of Minneapolis developed seven local designation criteria based on the larger historical context of the city as outlined in the Preservation Plan. These criteria are adopted into the City's Preservation Ordinance. The district meets the following designation criteria.

Designation Criterion One:

The property is associated with significant events or with periods that exemplify broad patterns of cultural, political, economic or social history.

The Minneapolis Warehouse Historic District is historically significant as an early example of commercial growth as the city's warehouse and wholesaling district. The district expanded during the late nineteenth and early twentieth centuries and helped transform Minneapolis into a major distribution and jobbing center for the northwest. The buildings, structures, and sites within the district include the best remaining examples of an agricultural implement warehousing industry. In 1915 the implement warehouse industry exceeded the flour and grain trade as the biggest business in Minneapolis. And in 1919 the wholesaling industry became a billion dollar industry. These industries reached the size they did because of the access to the agrarian economies of the northwest facilitated by the railroads. The buildings,

structures, and industrial landscape of the warehouse district reflect the genesis and evolution of these industries as they grew from one or two warehouses in 1865 to approximately 300 in 1920.

Designation Criterion Four:

The property embodies the distinctive characteristics of an architectural or engineering type or style, or method of construction.

The buildings in the district demonstrate every major architectural style from the late nineteenth to early twentieth century including the Italianate, Queen Anne and Richardsonian Romanesque to numerous classically inspired revivals and the curtain wall Commercial Styles. Structurally, the use of heavy timbered mill and semi-mill construction were surpassed by the use of structural steel and reinforced concrete. The growth of the warehousing industries created the demand for engineering and architectural advances and the success of the businesses allowed for investments in ornate details and embellishments. By 1908 it was observed that:

No class of business is now better housed than the wholesale trade of Minneapolis, and many of the structures are models of the best business architecture. It has been found that beauty is not

Minneapolis Warehouse Historic District Designation Study – October 28, 2009

incompatible with business utility, and that architectural correctness is not necessarily prohibitively expensive.¹

Designation Criterion Six:

The property exemplifies works of master builders, engineers, designers, artists, craftsmen or architects.

Many of the buildings in the district were designed by the City's most talented and successful architects whose work is seldom found in other parts of the city. Engineers such as Claude Allen Porter (CAP) Turner made innovative structural designs using reinforced concrete. These innovations in reinforced concrete changed the way buildings were designed and built. Revolutionary structural improvements allowed for a dynamic change in the architectural design of the buildings. The following are among the notable architects and engineers who designed buildings in the warehouse district.

- Charles E. Bell
- George Emile Bertrand
- Christopher Adam Boehme
- Cass Gilbert
- Warren Hayes
- Edwin Haley Hewitt
- Harry Wild Jones
- Frederick G. Kees
- Gottlieb Magney
- Wilbur H. Tusler
- Charles Sedgwick
- Edward Stebbings
- Carl F Struck
- William Channing Whitney
- Claude Allen Porter Turner

9. Where applicable, Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review.

The content contained within the application for a Certificate of Appropriateness was prepared with a project proposal designed to be in compliance with all applicable city policies and the comprehensive plan, including Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review.

10. 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 project complies with the Secretary of the Interior's Standards for preserving and rehabilitating historic buildings. The project is returning portions of the façade to its original condition. New signage and supporting shelf are sympathetic to the building history without giving the false impression that they are original.

11. The alteration is compatible with and will ensure continued significance and integrity of all contributing properties in the historic district based on the period of significance for which the district was designated.

The alteration is compatible with the criteria and period of significance. The project is returning portions of the façade to its original condition. New signage and supporting shelf are sympathetic to the building history without giving the false impression that they are original.

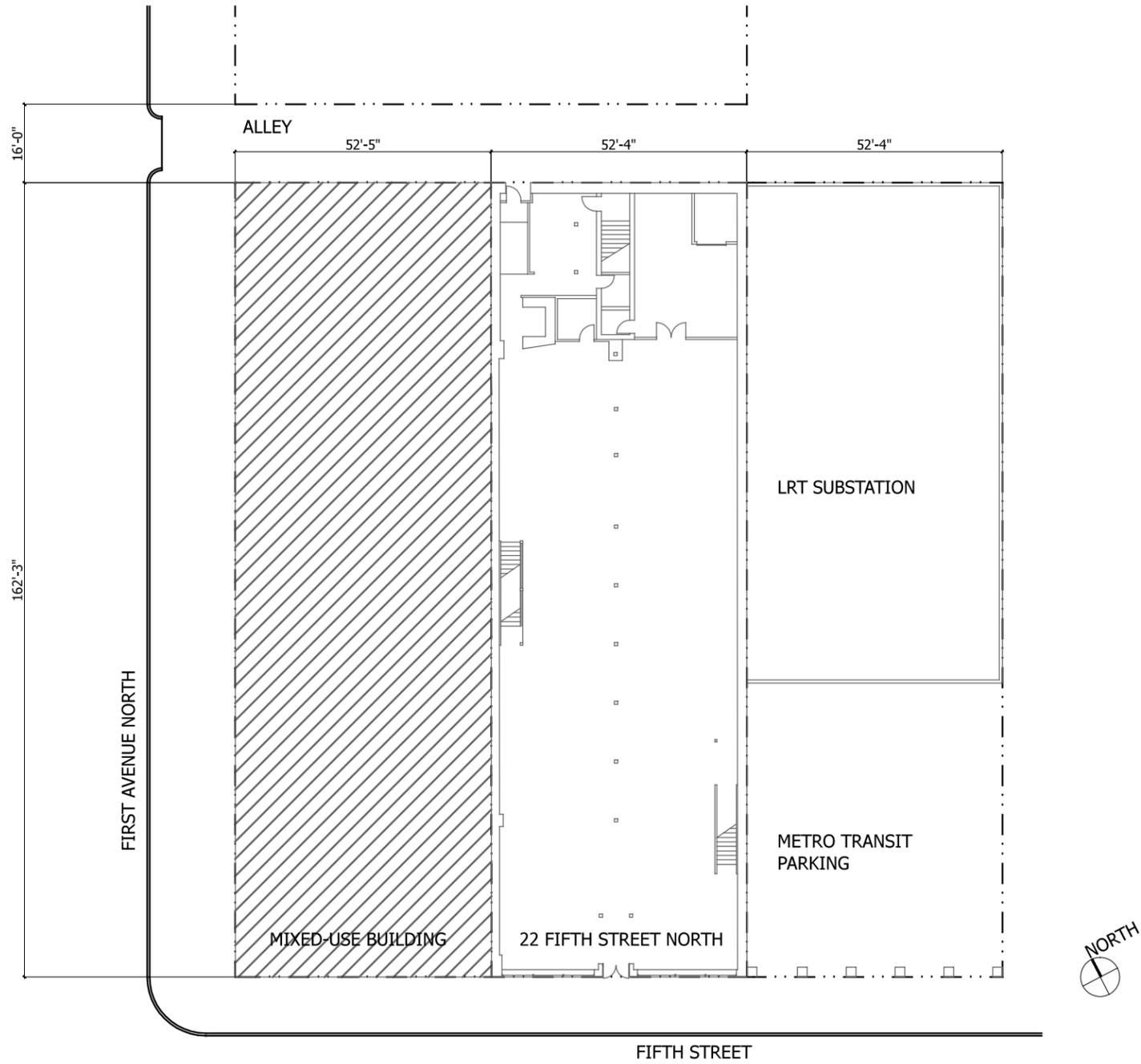
12. Granting the certificate of appropriateness will be in keeping with the spirit and intent of the ordinance and will not negatively alter the essential character of the historic district.

Granting the C of A will be in keeping with the spirit and intent of all city ordinances and policies, and will not temporarily or permanently mar the character of the historic district.

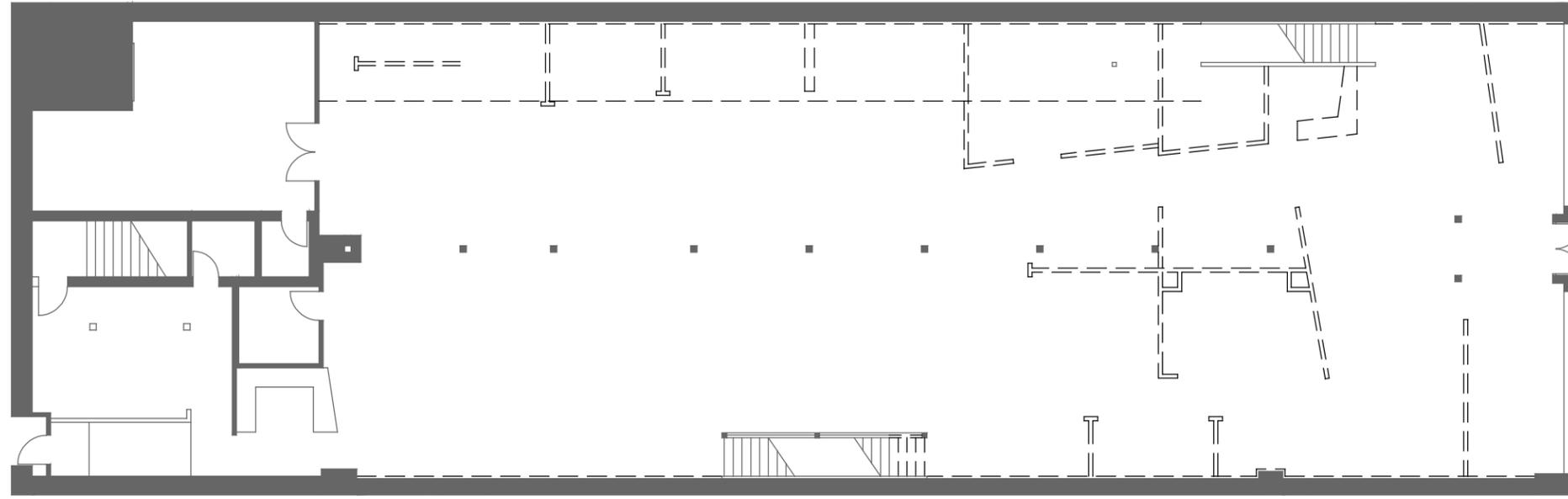
13. The certificate of appropriateness will not be injurious to the significance and integrity of other resources in the historic district and will not impede the normal and orderly preservation of surrounding resources as allowed by regulations in the preservation ordinance.

Granting the C of A will be in keeping with the spirit and intent of all city ordinances and policies, and will not impede in any way preservation activities anywhere else in the historic district.

end.



1 scaled and dimensioned site plan
 1" = 30'-0"



1 floor plan / demolition

1/16" = 1'-0"



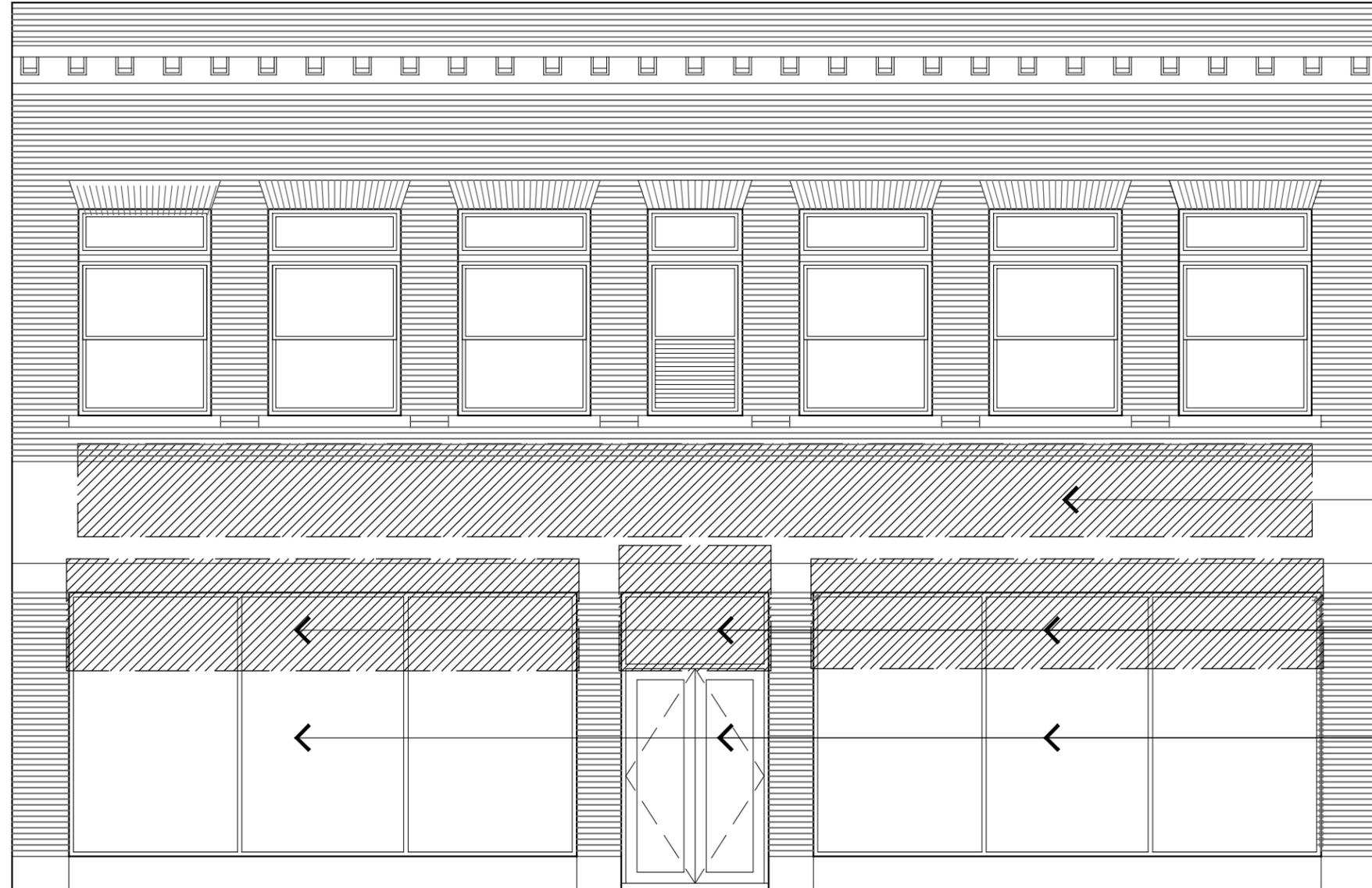
2 vicinity plan

not to scale



1 rendering / exterior improvements

no scale



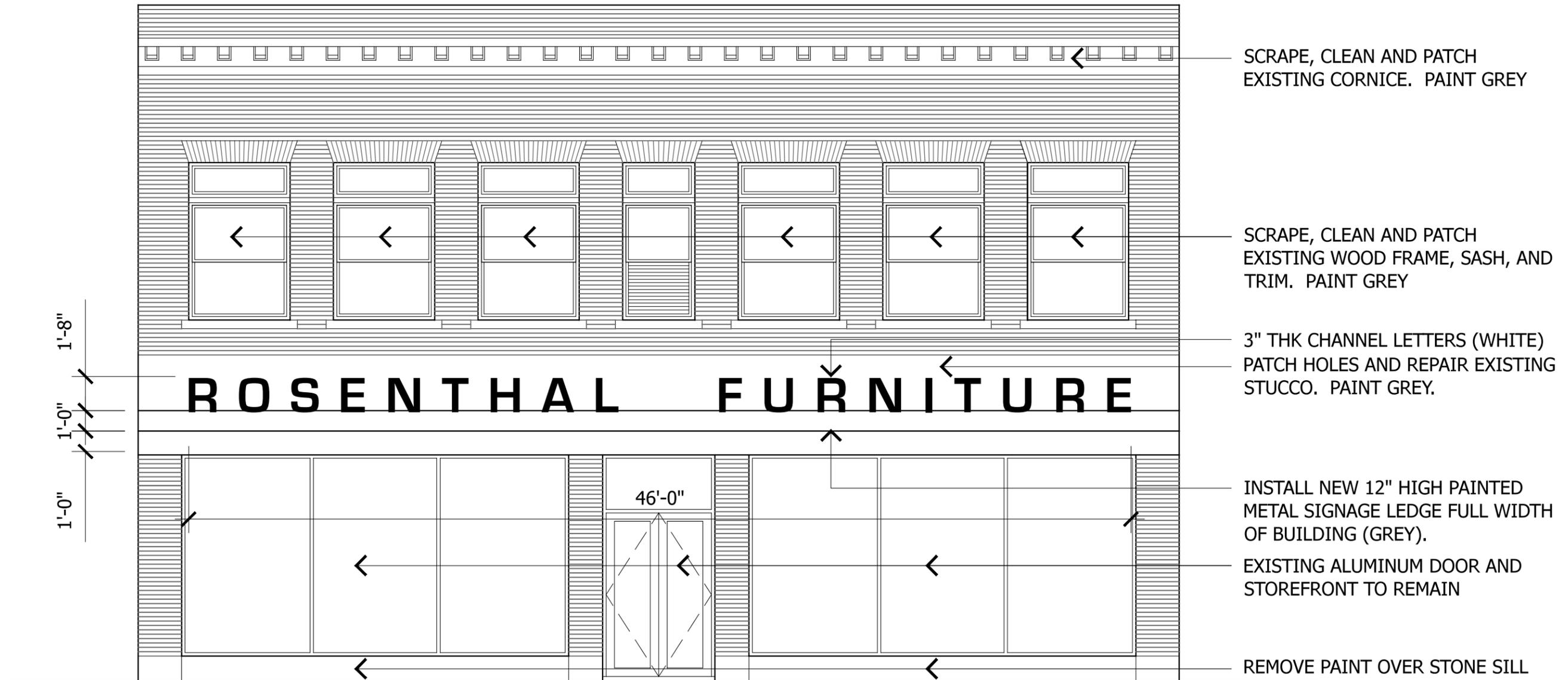
REMOVE EXISTING SIGN (159 SF)

REMOVE FABRIC AWNINGS

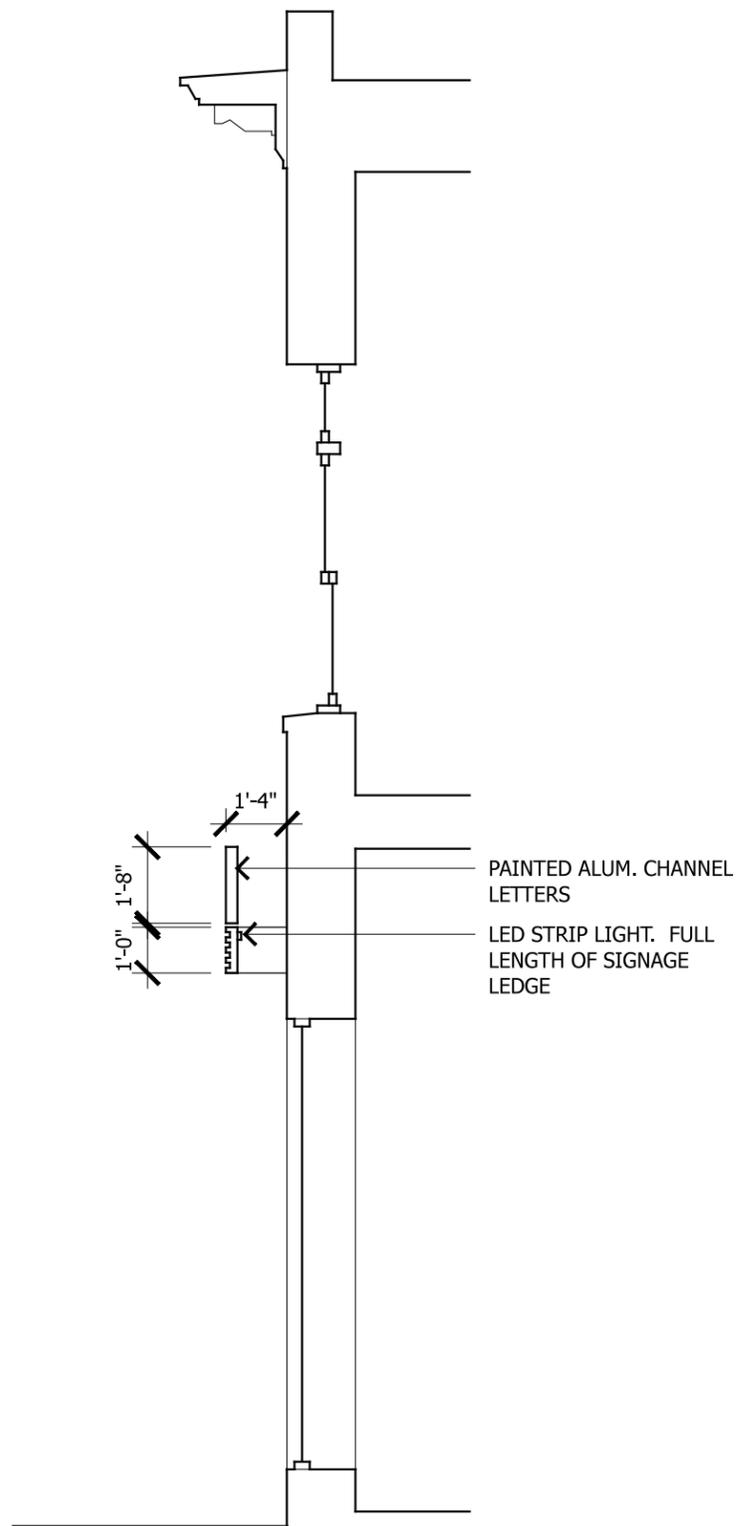
EXISTING ALUMINUM DOOR AND STOREFRONT TO REMAIN

1 5th street elevation / existing conditions and demolition

3/16" = 1'-0"



1 5th street elevation / new work
3/16" = 1'-0"



GENERAL NOTES

1. Abrasive cleaning techniques, such as sandblasting, soda blasting, or high-pressure water wash shall not be used under an circumstances.
2. Facade cleaning methods that are considered to be gentle, non-abrasive methods such as a low pressure (100 psi or less) water wash shall be used.
3. Mortar joints shall only be repointed where there is evidence of a moisture problem or when a substantial amount of the mortar is missing.
4. Mortar joints shall be cleared with hand tools. The use of electric saws and hammers to remove mortar can seriously damage the adjacent brick and are inappropriate.
5. Replacement mortar shall duplicate the original mortar's composition, color, texture, joint width, and joint profile.
6. When patching an area of historic brick wall, the new brick and mortar shall match the original brick and mortar in material, color, profile, dimension, and texture.
7. Chemical cleaning will be considered in consultation with CPED staff at the City of Minneapolis (contact: Lisa Bender 612-673-3950). Consultation includes an agreement on the area to test the treatment, reviewing the results, and developing an agreed upon process to complete the cleaning.

1 wall section
1/4" = 1'-0"

2 notes
no scale



1 historic photo / ca. 1919

no scale



1 historic photo / ca. 1930s

no scale



rosenthal contemporary furniture



EST. 1895 ROSENTHAL FURNITURE EST. 1895

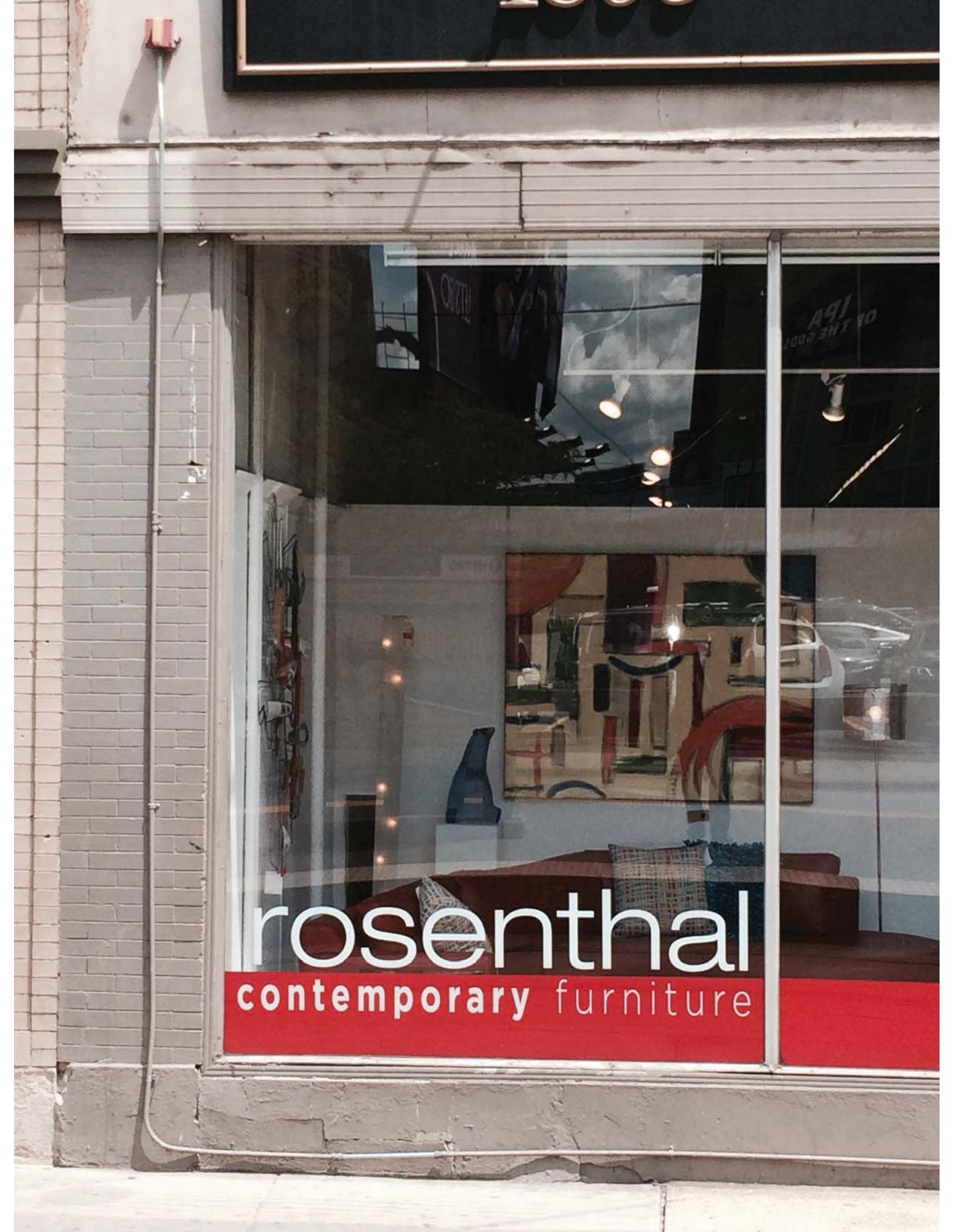
rosenthal contemporary furniture



Hours
Friday 10 - 6
Saturday 10 - 5
Closed Sunday

Ma
vis



A photograph of a storefront window for a furniture store. The window is set in a brick building. The interior of the store is visible through the glass, showing a modern living room with a red sofa, a blue sculpture, and a large abstract painting. The window has a red banner at the bottom with the store's name in white text. The text "rosenthal" is in a large, lowercase, sans-serif font, and "contemporary furniture" is in a smaller, lowercase, sans-serif font below it.

rosenthal
contemporary furniture

e



EST.

contemporary



15 May 2015

Nicholas Cichowicz, Director
Downtown Minneapolis Neighborhood Association
40 S. 7th Street
Suite 212, PMB 172
Minneapolis, MN 55402

info@thedmna.org

Dear Mr. Cichowicz,

I am writing on behalf of my client, Ms. Rosie Rosenthal, to make you aware of a pending application before the Minneapolis Heritage Preservation Commission. Ms. Rosenthal owns Rosenthal Furniture, located at 22 North 5th Street within the Minneapolis Warehouse Historic District.

Project details include paint removal from the original white glazed brick façade, repair and painting of second story windows and decorative cornice, and addition of a new sign to be located above the Fifth Street storefront. The project requires application for a Certificate of Appropriateness through the HPC. A public hearing will be scheduled and publicly noticed once the City determines the application to be complete.

If you have any questions about this project, please do not hesitate to contact me.



Phillip Koski, AIA
Koski Architecture
phillip@koskiarchitecture.com

15 May 2015

Council Member Jacob Frey
350 S. 5th St., Room 307
Minneapolis, MN 55415

jacob.frey@minneapolismn.gov

Dear Council Member Frey,

I am writing on behalf of my client, Ms. Rosie Rosenthal, to make you aware of a pending application before the Minneapolis Heritage Preservation Commission. Ms. Rosenthal owns Rosenthal Furniture, located at 22 North 5th Street within the Minneapolis Warehouse Historic District.

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If you have any questions about this project, please do not hesitate to contact me.



Phillip Koski, AIA
Koski Architecture
phillip@koskiarchitecture.com