

CPED STAFF REPORT

Prepared for the Heritage Preservation Commission
HPC Agenda Item #2
June 7, 2016
BZH-29151

HERITAGE PRESERVATION APPLICATION SUMMARY

Property Location: 25 4th Street North
Project Name: Clockwerks Brewing Awning Sign
Prepared By: Peter Crandall, City Planner, (612) 673-2247
Applicant: Jenny Michlitsch
Project Contact: Jenny Michlitsch
Ward: 3
Neighborhood: Downtown West
Request: To replace an existing awning with a new awning sign.
Required Applications:

Certificate of Appropriateness	To allow for an awning sign that does not meet historic design guidelines.
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HISTORIC PROPERTY INFORMATION

Current Name	Robitshek Building
Historic Name	Robitshek Building
Historic Address	25 4 th Street North
Original Construction Date	1919
Original Architect	Long, Lamoreaux and Long
Original Builder	C.F. Hoglin
Original Engineer	Unknown
Historic Use	Office / retail
Current Use	Rental housing / office
Proposed Use	Rental housing / office / brewery

Date Application Deemed Complete	May 12, 2016	Date Extension Letter Sent	Not Applicable
End of 60-Day Decision Period	July 13, 2016	End of 120-Day Decision Period	Not Applicable

CLASSIFICATION

Local Historic District	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	2009
Date of National Register Listing	1989
Applicable Design Guidelines	<p><u><i>Minneapolis Warehouse Historic District Design Guidelines (2010)</i></u></p> <p><u><i>Design Guidelines for On-Premise Signs and Awnings (2003)</i></u></p>

SUMMARY

BACKGROUND. The Minneapolis City Council adopted the local designation of the North Loop Warehouse Historic District in 1978. The district was designated for its architectural significance and for significance associated with the wholesale commerce related to the warehousing industry.

In 1989, the Minneapolis Warehouse Historic District was listed on the National Register of Historic Places (NRHP) for its architectural significance and commerce significance associated with the wholesaling and agricultural implement warehousing industries and their supporting industries in Minneapolis.

The local designation boundary for the Warehouse Historic District was revised and expanded in 2009 to align better with the NRHP boundary.

The proposed awning sign is on the Robitshek building which was constructed in 1919 and designed by the architectural firm of Long, Lamoreaux and Long. It is a five story Beaux Arts style building of brick and terra cotta. An egg and dart molding frames the first floor storefront while five defined columns with ornate capitals divide the upper stories into four bays. Paired windows in each bay are organized as a vertical element within a rounded arch and are further defined by recessed spandrels. The elaborate cornice consists of projecting modillions and terra cotta medallions. The storefront and entry have been modified, but the structure retains its integrity.

The firm of Long, Lamoreaux and Long was prolific in the late nineteenth and early twentieth century designing many important Warehouse Historic District buildings including the Kingman Building (1886), and the Wyman Partridge Company building (1896). The firm’s original partnership of Long and Kees is responsible for designing such landmarks as The Minneapolis City Hall and Hennepin County Courthouse (1888) and the Lumber Exchange Building (1885).

APPLICANT’S PROPOSAL. The applicant is proposing to replace an existing canvas awning sign with a new awning sign displaying the logo and name of a brewery that will occupy the main commercial space on the ground floor. The sign is approximately 9 square feet in area on the front and 1 square

foot for each of the sides. It incorporates the main logo for the proposed business and the business name. The sign does not meet the following design guidelines as outlined in the Minneapolis Heritage Preservation Commission's *Design Guidelines for On-Premise Signs and Awnings (2003)*:

- *Awning signs should be no more than six (6) square feet in area.*
- *There should be no more than one sign per awning.*

The applicant is not proposing to change the existing hardware or installation of the current awning sign other than replacing the canvas.

PUBLIC COMMENTS. No public comments have been received to date.

ANALYSIS

CERTIFICATE OF APPROPRIATENESS

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

1. *The alteration is compatible with the designation of the landmark or historic district, including the period and criteria of significance.*

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 Warehouse 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 period of significance for the district is identified as 1865 through 1930.

Awning signs are a traditional sign type that date to the period of construction of the subject property and before. They have been used for decades as a method of climate control and energy efficiency, and have developed over time to accommodate new technologies such as operability and new materials. The proposed alteration is limited in scope and would not create any significant alterations to the building façade. The applicant is proposing to utilize the existing hardware thus not creating any new intrusions into or modifications of the building façade. The awning sign is completely contained within the frame of the main entryway and does not obscure significant architectural features of the façade. The applicant's proposed material of canvas is consistent with historic design guidelines. The alteration would not impede the properties ability to communicate its significance as a contributing property to the historic district and is compatible with the period and criteria of significance.

2. *The alteration will ensure the continued integrity of the landmark or historic district.*

The proposed sign is consistent with much of the existing historic signage in the district. The scale of the alteration is such that it does not compete with the historic property's ability to communicate its significance as a contributing property to the landmark district. The existing hardware installation will be maintained and will not create any new alterations of the building's masonry or façade.

3. *The alteration is consistent with the applicable design guidelines adopted by the commission.*

The *Minneapolis Warehouse Historic District Design Guidelines* do not have specific guidance with relation to existing buildings and signage. Relevant policies contained within the design guidelines include:

Part II: Design Guidelines for Existing Buildings General Guidance:

Requirement

- 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 applicant is proposing to replace the existing awning sign with the same material of canvas. They are proposing to utilize the existing hardware.

Fenestration – Canopies & Awnings:

Requirement

- 2.55 Existing canopies over loading docks, entrances, or other features shall be retained.

Staff Comment: The applicant is proposing to retain the existing canopy over the entrance to the main commercial space and replace the existing canvas material with a new canvas cover and awning sign.

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:

Awning and Awning Signs:

Location. Awnings should fit within the window or door opening.

Number of awnings. The number of awnings may not exceed the number of window or door openings.

Number of awning signs. Awning signs are limited to ground floor awnings. There should be no more than one sign per awning. Awning signs should be no more than six (6) square feet in area. Where there are multiple awning signs on a building, all signs should be located in the same or similar position on the awnings.

Materials. Awnings should be constructed of coated or uncoated cloth fabric.

Installation. Awning hardware should be attached to the window or door frame and should never damage masonry. Awnings should not be attached to or cover any part of the building wall.

Illumination. Awnings and awning signs should not be illuminated.

Awning shape. Awnings should project downward and outward from the openings in straight lines unless they are reflecting the curved shape of the opening. The projection of an awning should be less than its height. An awning drop or skirt should not exceed twelve (12) inches.

Staff Comment

The proposed awning is located entirely within the door opening and contained to the ground floor entrance. Proposed materials include a new canvas cover and existing metal hardware. The sign will not be illuminated. The awning sign will not obscure any part of the building wall and is attached via the doorframe. The awning shape projects downward and outward in straight lines and the height of the awning is greater than its projection. The proposed awning skirt measures 4 inches. The awning sign exceeds the number of allowed signs as it proposes two signs on the sides of the awning in addition to the main sign on the front. Additionally the sign exceeds the maximum size requirement. Maximum size is 6 square feet and the proposed sign is 9 square feet in area.

Staff finds that 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 majority of applicable design guidelines noted above. The graphic character of the proposal is of high quality and the proposed materials are consistent with the historic context.

4. *The alteration is consistent with the applicable recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

CPED staff finds that the alteration is consistent with the Secretary of the Interior's Standards including the following guidance:

- 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.
 - Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
5. *The alteration is consistent with the spirit and intent of the preservation ordinance, the applicable policies of the comprehensive plan, and the applicable preservation policies in small area plans adopted by the city council.*

The proposed alteration is consistent with the following policies in 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.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the Heritage Preservation Commission adopt staff findings for the application by Jennifer Michlitsch for the property located at 25 4th Street North in the Minneapolis Warehouse Historic District:

A. Certificate of Appropriateness.

Recommended motion: **Approve** the certificate of appropriateness to allow a new awning sign on the Robitshek building, subject to the following conditions:

1. Installation of the awning shall be undertaken in such a manner that if removed in the future, the entryway would be unimpaired.
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 June 7, 2018.
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. BZH Map
2. Written description and findings submitted by applicant
3. Illustrations of proposed awning sign
4. Photos
5. Correspondence from the applicant to relevant council member office and neighborhood group.

Jennifer Michlitsch

3rd

NAME OF APPLICANT

WARD



PROPERTY ADDRESS

25 4th Street N

FILE NUMBER

BZH-29151

CLOCKWERKS BREWING

Requested information for CERTIFICATE OF APPROPRIATENESS

1. Statement of proposed use and description of the project

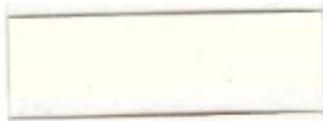
We plan to replace the current blank, black awning at 25 4th Street North with an awning for our business — Clockwerks Brewing. Our planned awning design (below) does not meet the historic district guidelines because (1) the total printed area exceeds 6 square feet and (2) there is writing on the sides. The existing awning hardware will remain. We plan to replace the canvas covering only.



Awning colors:

- Canvas: Black
- Vinyl lettering and logo: Antique White
- Vinyl logo circle: Gold

ANTIQU
WHITE



GOLD

PANTONE 872C



4. Written statement addressing applicable findings

(1) *The alteration is compatible with the designation of the landmark or historic district, including the period and criteria of significance.*

The awning is appropriate for the period and criteria of significance in color, style, and content.

(2) *The alteration will ensure the continued integrity of the landmark or historic district.*

The awning design poses no risk or change to the building structure or any historical part of the property.

(3) *The alteration is consistent with the applicable design guidelines adopted by the commission.*

The awning complies with the following Minneapolis Heritage Preservation Commission's *Design Guidelines for On-Premise Signs and Awnings*:

- Sign message: The sign message includes the business name and logo
- Historic signs: N/A
- Number of awnings: One
- Location of building signs: The awning is located above the main entrance and is 8 feet from the ground. It fits within the building entrance.
- Color: The awning colors are subdued and match the adjacent awning (black w/ white writing)
- Installation: We will not be replacing the existing hardware – we are only replacing the canvas awning covering.
- Illumination: The awning will not have any illumination
- Sign types allowed: The awning is an approved sign type
- Materials: Our awning is constructed of canvas
- Awning shape: The projection is less than the height; the drop is 8 inches

The awning does not comply with the following Minneapolis Heritage Preservation Commission's *Design Guidelines for On-Premise Signs and Awnings*

- Number of awning signs: Awning signs should be no more than 6 square feet in area. There should be no more than one sign per awning.
We have 4 signs on our awning to ensure pedestrians and drivers coming from either direction can spot our business from the intersection. This is consistent with the awning adjacent to ours on the same building, which also has writing on three sides. Our sign totals 9 square feet, which seems an appropriate size in proportion to the awning itself. The design is not overwhelming and is sized and laid out tastefully.

The awning complies with the following *Minneapolis Warehouse Historic District Design Guidelines* for awnings on existing buildings:

Fenestration – Canopies & Awnings:

Requirement:

2.55. Existing canopies over loading docks, entrances, or other features shall be retained.

(4) *The alteration is consistent with the applicable recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

- I have reviewed *The Secretary of the Interior's Standards for the Treatment of Historic Properties* and did not find any information applicable to this project.

(5) *The alteration is consistent with the spirit and intent of the preservation ordinance, the applicable policies of the comprehensive plan, and the applicable preservation policies in small area plans adopted by the city council.*

- The proposed awning does infringe on the spirit or intent of the preservation ordinance.
- I have reviewed the Downtown East / North Loop Master Plan (small area plan) and did not see anything conflicting with our proposed awning design. If anything, our awning will help to correct the current issue of "lack of meaningful wayfinding devices" by being visible from both sides, as well as straight on.

5. One copy (plus one 8 ½ x 11) of scaled and dimensioned signs (locations, types and dimensions)

See Section 1.

7. Photos of the property and existing structures

See Section 1.

8. Submittal of progress towards approval of all required state and federal reviews and permits where applicable

The Certificate of Appropriateness is in process.

Current awning:



3. Copy of a letter or email, sent to the applicable neighborhood group(s) and city council office, explaining the proposed project

----- Original Message -----

Subject: NOTICE: Certificate of Appropriateness Sought for Clockwerks Brewing]
From: <jenny@michlitschcommunications.com>
Date: Wed, May 11, 2016 2:44 pm
To: jacob.frey@minneapolismn.gov, info@thedmna.org
Cc: brett@clockwerksbrewing.com, jenny@michlitschcommunications.com

Dear DMNA and Ward 3 City Council Member Jacob Frey,

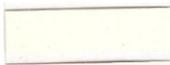
I am writing to let you know we are requesting a Certificate of Appropriateness for our storefront awning at 25 4th St. North — Clockwerks Brewing. Our planned awning design is below.



Awning colors:

- Canvas: Black
- Vinyl lettering and logo: Antique White
- Vinyl logo circle: Gold

ANTIQUÉ
WHITE



GOLD •

PANTONE 872C



Applicant's name, address, telephone number, and e-mail address:

Jenny Michlitsch
86 Arthur Ave. SE
612-331-9414
jenny@michlitschcommunications.com

Thanks very much,
Jenny Michlitsch for Clockwerks Brewing