

**HERITAGE PRESERVATION APPLICATION SUMMARY**

*Property Location:* Properties along Golden Valley Road between Sheridan Avenue North and Vincent Avenue North

*Project Name:* Golden Valley Road Apartments Historic District

*Prepared By:* Andrew Frenz, Intern, (612) 673-3790, with Chris Vrchota, Senior City Planner, (612) 673-5467

*Applicant:* Constance Vork, Minneapolis Heritage Preservation Commissioner

*Project Contact:* Andrew Frenz

*Ward:* 5

*Neighborhood:* Willard-Hay

*Request:* Local Historic Designation of the Golden Valley Road Apartments

**HISTORIC PROPERTY INFORMATION**

<b>Current Name</b>	Golden Valley Road Apartments
<b>Historic Name</b>	N/A
<b>Historic Address</b>	See below
<b>Original Construction Date</b>	1927-1929
<b>Original Architect</b>	Perry E. Crosier
<b>Original Builder</b>	Sam L. Katz, Louis Fleischer Construction Company
<b>Original Engineer</b>	N/A
<b>Historic Use</b>	Apartments, retail
<b>Current Use</b>	Apartments, management office
<b>Proposed Use</b>	Apartments, management office

**Proposed District Property Addresses**

<b>Current Address</b>	<b>Historic Address</b>
2509 Golden Valley Road	2509 19 <sup>th</sup> Avenue North
2517 Golden Valley Road	2517 19 <sup>th</sup> Avenue North
2601 Golden Valley Road	2601 19 <sup>th</sup> Avenue North
2711 Golden Valley Road	2711 19 <sup>th</sup> Avenue North
2721 Golden Valley Road	2721 19 <sup>th</sup> Avenue North
1900 Upton Avenue North	1900 Upton Avenue North
1900 Thomas Avenue North	1900 Thomas Avenue North

**CLASSIFICATION**

<b>Local Historic District</b>	Golden Valley Road Apartments Historic District
<b>Period of Significance</b>	1927-1930
<b>Criteria of Significance</b>	1, 4, 6
<b>Date of Local Designation</b>	TBD
<b>Date of National Register Listing</b>	Not applicable
<b>Applicable Design Guidelines</b>	Not applicable

**SUMMARY**

In February, 2015 Constance Vork, Minneapolis Heritage Preservation Commissioner, submitted an application for nomination to the City of Minneapolis Department of Community Planning and Economic Development (CPED) for the Golden Valley Road Apartments Historic District, located along Golden Valley Road between Sheridan Avenue North and Vincent Avenue North. After completing an initial review, CPED staff recommended to the Heritage Preservation Commission (HPC) on March 3, 2015 that the property exhibited at least one of the local designation criteria found in Section 599.210 of the Heritage Preservation Ordinance. The HPC adopted CPED’s findings and placed the Golden Valley Road Apartments Historic District under interim protection and called for a designation study to be conducted. A designation study was completed in the spring of 2015 (attached) and has been presented for review to both the State Historic Preservation Office and the City of Minneapolis Planning Commission.

**CONSISTENCY WITH ADOPTED PLANS AND POLICIES**

Title 23, Chapter 599.260 of the Minneapolis Code of Ordinances requires the planning director to submit all proposed designations to the Minneapolis City Planning Commission for review and comment on the proposed designation. In its review, the City Planning Commission shall consider but not be limited to the following factors:

- (1) The relationship of the proposed designation to the city's comprehensive plan
- (2) The effect of the proposed designation on the surrounding area
- (3) The consistency of the proposed designation with applicable development plans or development objectives adopted by the City Council

The designation of the subject property meets the following relevant policies of *The Minneapolis Plan for Sustainable Growth*:

**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.
- 8.1.4 Designate resources recommended for designation from historic surveys and listed on the National Register of Historic Places which have no local protection.

**Heritage Preservation Policy 8.2: Continue to evaluate potential historic resources for future studies and designation as the city ages.**

- 8.2.2 Identify and document the city's 20th century and post-war resources as part of the city's heritage. These resources may be increasingly threatened due to lack of awareness or the information necessary to evaluate their significance.

*The effect of the proposed designation on the surrounding area:* The designation of the Golden Valley Road Apartments Historic District should ensure that the area retains its present character. By guaranteeing the presence of high-density housing in the corridor, it should help Golden Valley Road retain its position as a transit route. The designation should ensure that the area continues to have a mix of housing options, as the buildings of the district represent some of the few large apartment buildings in the neighborhood, which consists primarily of single-family residences. Further restoration of the properties in the district could make the neighborhood more desirable, increasing property values, attracting new residents, and possibly helping revive commercial activity along Golden Valley Road. Historic variances may allow some of the former commercial spaces that have been converted to residential uses to be restored to their historic commercial use.

*The consistency of the proposed designation with applicable development plans or development objectives adopted by the City Council:* Although the district does not fall within the boundaries of any adopted small area plan, it does fall within the boundaries of the METRO Blue Line Extension station area plan. Although in draft form at the time of writing, the plan calls for Golden Valley Road to be designated a Community Corridor and for Urban Scale development of medium-density residential uses in the district. By preserving existing low-rise apartment buildings, the designation would be consistent with the draft station area plan.

**LOCAL DESIGNATION CRITERIA**

Title 23, Chapter 599.210 of the Minneapolis Code of Ordinances list seven criteria which shall be considered in determining whether a property is worthy of local designation as a landmark because of its historical, cultural, architectural, archaeological or engineering significance. The property meets the following designation criteria:

**Criterion #1: The property is associated with significant events or with periods that exemplify broad patterns of cultural, political, economic or social history.**

The district is significant under criterion one due to its association with Minneapolis' streetcar heritage. As identified under the street railways context statement of the *Minneapolis Preservation Plan*, street railways enhanced property values and shaped building, neighborhood, and commercial development. The Golden Valley Road Apartments Historic District is one of several high-density apartment districts that developed in part due to frequent, reliable streetcar service. The properties of the district are much higher-density than the surrounding neighborhood, which consists primarily of single-family homes.

The Broadway Avenue streetcar line was extended from Morgan Avenue North and West Broadway Avenue to 19<sup>th</sup> Avenue North (today Golden Valley Road) and Upton Avenue North in 1923. The line was the primary crosstown line through North Minneapolis and offered residents direct service to Northeast Minneapolis, as well as transfers to the Penn Avenue, Fremont-Emerson, Robbinsdale, Washington Avenue, 2<sup>nd</sup> Street Northeast, and Monroe lines, providing easy commutes to Downtown and the industrial districts of North and Northeast Minneapolis. Due to the ease with which other parts of the city, primarily major employment centers, could be accessed by streetcar, the 19<sup>th</sup> Avenue North corridor became the focus of development in the neighborhood, attracting the densest housing in the area, as well as neighborhood shops and services.

By the second half of the 1920s when the neighborhood surrounding the district was developing, car ownership had become common among middle-class families, and many single family homes were built with detached garages. Streetcar ridership peaked in 1920, and the number of registered automobiles more than doubled between 1920 and 1928. However, many households could not afford cars and relied on the streetcar as their primary form of transportation. These families desired to escape the core of the city for the parks and open spaces found in newly-developing areas at its fringe, but needed to locate as close as possible to streetcar routes. Due to demand from these families, streetcar routes through areas of new development, largely single family homes, were often lined with residential development of a higher density than the surrounding area, as well as neighborhood commercial nodes. The Golden Valley Road Apartments Historic District is one such example of this type of development, centered at the former streetcar terminus of Upton Avenue North and 19<sup>th</sup> Avenue North.

**Criterion #4: The property embodies the distinctive characteristics of an architectural or engineering type or style, or method of construction.**

The district is significant under criterion four due to its incorporation of elements of the Spanish Colonial Revival style, including elements of the Churrigueresque style, as well as the Tudor Revival style. Many of these elements are shared in common between the buildings, tying the properties together and creating a unified design language that is present throughout the district. Buildings of this type are relatively rare in Minneapolis, and the district comprises one of the largest collections in the area. The significance of these styles is examined in Part 2 of the designation study.

**Criterion #6: The property exemplifies works of master builders, engineers, designers, artists, craftsmen or architects.**

The district is significant under criterion six due to its association with master architect Perry Crosier. Perry Crosier designed all seven buildings that make up the district. Crosier is best known as a theater architect, and during the golden age of cinema in the 1920s-40s he designed over a dozen theaters in the Minneapolis area, as well as theaters in smaller towns across Minnesota and Wisconsin. Crosier was, however, most prolific in the design of apartment buildings, and is responsible for over 100 in Minneapolis. His buildings spanned a variety of architectural styles, including Period Revival and Art Deco. The Significance of Perry Crosier is further examined in Part 2 of the designation study.

## REVIEWS AND COMMENTS

The Preservation Chapter of the Minneapolis Code of Ordinances (Chapter 599) requires that the designation be submitted to the Minnesota State Historic Preservation Office (SHPO) for review and comment.

### *State Historic Preservation Office*

The designation was submitted to SHPO for comment on May 4, 2015. In a letter dated July 5, 2015 (attached) SHPO provided favorable comments on the designation and stated:

“The Golden Valley Road Apartments Historic District is eligible for local designation for its relationship with the history of Minneapolis’ streetcar system, for its architectural significance representing the Spanish Colonial revival and Tudor Revival styles, and for its association with master architect Perry Crosier. We concur that the district is a good candidate for local designation.”

### *City Planning Commission*

Chapter 599 of the Minneapolis Code of Ordinances also requires that the designation be submitted to the Minneapolis City Planning Commission (CPC) for review and comment. The Ordinance states that the city planning commission shall consider, but not limited to, the following factors:

- (1) The relationship of the proposed designation to the city’s comprehensive plan.
- (2) The effect of the proposed designation on the surrounding area.
- (3) The consistency of the proposed designation with applicable development plans or development objectives adopted by the city council.

The designation study was presented to the CPC on June 18, 2015. The CPC found that the proposed designation was consistent with the City of Minneapolis’ Comprehensive Plan and applicable development plans and objectives adopted by the City Council. Furthermore, the CPC found that the proposed designation would have a positive effect on the Willard-Hay neighborhood. A copy of the memorandum submitted to the CPC is attached to the designation study.

## RECOMMENDATION

The Department of Community Planning and Economic Development recommends that the Heritage Preservation Commission and City Council adopt staff findings for the local designation of the Golden Valley Road Apartments Historic District:

### **A. Historic District Designation.**

Recommended motion: **Recommend to approve** the local designation of the Golden Valley Road Apartments Historic District.

## ATTACHMENTS

- I. Golden Valley Road Apartments Historic District Designation Study