

**Community Planning & Economic Development
Planning Division**

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Minneapolis, MN 55415-1385



City of Minneapolis
*Department of Community Planning
& Economic Development - CPED*

MEMORANDUM

TO: Heritage Preservation Commission
FROM: John Smoley, Ph.D.
MEETING DATE: June 5, 2012
RE: Conceptual review of two new apartment buildings, the rehabilitation of the Grain Belt Brewery office building, and installation of a plaza over the archaeological site of the Orth Brewery.

CLASSIFICATION:	
Landmark Name	Minneapolis Brewing and Malting Company (AKA Grain Belt Brewery)
Period of Significance	1891-1927
Criteria of Significance	Architecture, Events
Date of Local Designation	1977
Date of Listing in the National Register of Historic Places	1990
Applicable Design Guidelines	Amended <i>Grain Belt Brewery Area Development Objectives</i> (2000) <i>The Secretary of the Interior's Standards for the Treatment of Historic Properties</i>

PROPERTY INFORMATION	
Current name	Grain Belt Marshall Street Site
Historic Name	Minneapolis Brewing and Malting Company Office Building and Orth Brewery Site
Current Address	1215 Marshall Street Northeast (office building) and 130 13 th Avenue Northeast (AKA 1219 Marshall Street Northeast, Orth Brewery Site)
Historic Address	1215 Marshall Street Northeast
Original Construction Date	1893
Original Contractor	Trainor Brothers
Addition Contractor	R.J. Chiney and Company
Original Architect	Carl Struck
Addition Architect	Boehme and Cordella
Historic Use	Office building and brewery site
Current Use	Vacant
Proposed Use	Office building and multi-family residence

Summary of Applicant's Proposal:

Hess, Roise, and Company seeks a conceptual review of two new apartment buildings, the rehabilitation of the Grain Belt Brewery office building, and installation of a plaza over the archaeological site of the Orth Brewery.

Background:

The proposal encompasses two lots (Attachment C). The Grain Belt Office Building stands at 1215 Marshall Street Northeast. Archaeological remnants of Minneapolis' first brewery and Minnesota's second brewery, the Orth Brewery, lie below the surface of 130 13th Avenue Northeast (AKA 1219 Marshall Street Northeast).

French immigrant John Orth opened Minnesota's second brewery on this site in 1850, two years after Anthony Yoerg established the state's first brewery in St. Paul. Orth continued in this business until his death in 1887 at which time his sons, long involved in the company, took over. The Minneapolis Brewing and Malting Company officially began in 1890 with the merger of Orth's brewery with three other long-standing local breweries: Germania Brewing, Heinrich Brewing, and Norenburg Brewing. The companies consolidated to be more competitive in a market increasingly being taken over by international investors. An initial rush of construction begun in 1891 resulted in a major brewery complex just north of Broadway Street Northeast on the east bank of the Mississippi River.

Production began in July 1892. The new complex was capable of producing three hundred thousand barrels of beer each year. In addition to the extant brew house, power station, and wagon shed, the company built the two-story rectangular office building in 1893. Cream-colored Milwaukee brick cladding, a course rough-faced Platteville (Wisconsin) limestone

foundation, and Mankato dolomite window trim and beltcourses link the building to the Richardsonian Romanesque style of architecture.

The fledgling corporate giant thrived, producing half a million barrels of beer in 1900. By 1910 the company's success prompted a second wave of development, which included a one and one-half story, eighty-five foot-long addition to the office building. Although the architect used identical primary exterior building materials, the addition is distinguished from the original construction by a gabled roof with a leaded-glass skylight (currently obscured beneath a composition shingle roof), as opposed to the slightly sloped, parapeted flat roof on the original building.

The brewery had its ups and downs, surviving war-rationing, prohibition, labor unrest, and major competition from local and national brands. In 1967 the company officially changed its name to Grain Belt Breweries, Inc. It possessed 30% of the Minnesota beer market and was roughly the twentieth largest brewer in the nation. Within a decade the brewery's fortunes changed dramatically. In 1975 Irwin Jacobs purchased Grain Belt, promising to continue brewery operations. Within eight months he'd sold the company to the Heileman Brewing Company of La Crosse, which had just bought St. Paul's Schmidt Brewery. The last batch of beer rolled off the production line on Christmas Day 1975.

Jacobs applied for wrecking permits to demolish the brewery complex and redevelop the riverfront site. The City denied the application and designated the complex as a Landmark in 1977. After years of neglect, the City purchased the property in 1989. It was listed in the National Register of Historic Places in 1990.

Since then the City has worked with local developers and the State Office of Historic Preservation to secure capital, rehabilitate, and reinvigorate portions of the main brewery complex, which now includes architectural offices, Park Board facilities, a public library branch, a union office, and artist studios. Restoration of five of the six larger structures garnered preservation awards from the National Trust for Historic Preservation (2005), the Preservation Alliance of Minnesota (2002), the Minnesota Chapter of the American Institute of Architects (2002), the Minneapolis Heritage Preservation Commission (2002), the Minnesota Real Estate Journal (2001) and others.

The office building and adjacent Orth Brewery site are the last portion of the complex owned by the City and in need of redevelopment. A recent request for proposals for redevelopment of the sites resulted in draft development agreements with Everwood Development, LLC, who has retained the applicant, Hess, Roise, and Company, as their historical consultant. A January 2013 closing on the properties is anticipated.

The proposal is subject to both Heritage Preservation Commission (HPC) and State Historic Preservation Office (SHPO) review. Since both lots lie within the landmark boundaries of the Minneapolis Brewing and Malting Company, the HPC will review alterations to both properties. The City recently received two Legacy Amendment grants to abate water infiltration in the office building. These grants require the owner to maintain the property in a satisfactory manner, to

include complying with the *Secretary of the Interior's Standards for the Treatment of Historic Properties* for twenty years from the date of receiving the grants (completed in summer 2011), as determined by SHPO. The applicant is seeking federal and state historic preservation tax credits to rehabilitate the office building, so SHPO will review proposed alterations in this capacity as well. The applicant has also applied for federal funding for the proposed multi-family residence, thus changes to the Orth Brewery site are being reviewed by the State Office of Historic Preservation for compliance with Section 106 of the National Historic Preservation Act of 1966.

A rezoning (from C1 and R5 to OR2 High Density Office Residence District), a conditional use permit (to allow a planned unit development), a variance (to allow parking to be located between the building and the front lot lines), a site plan review (for a new 149 unit residence), a plat, and an administrative review of the plaza standards will be required for the project which will be reviewed by Planning staff, the City Planning Commission, and the City Council. As of the date of the publication of this report, those applications had not been submitted, but the project had gone before the City Planning Commission's Committee of the Whole for a conceptual review.

Staff Analysis

Alterations to this landmark are subject to the Amended *Grain Belt Brewery Area Development Objectives* (Attachment D) and the *Secretary of the Interior's Standards for the Treatment of Historic Properties*. In light of these standards, staff has concerns about the proposal. Additionally, the applicant has submitted extremely few details regarding the proposed office building rehabilitation and plaza construction over the archaeological site.

Amended *Grain Belt Brewery Area Development Objectives* (2000)

The Amended *Grain Belt Brewery Area Development Objectives* (C. Marshall Street Northeast and other Streetscape Improvements), state:

Improvements to Marshall Street are expected that will redesign this heavily-used thoroughfare into a boulevard with a streetscape that will be "greener, less cluttered, and safer". The development of this streetscape may include the installation of a new lighting system with historic design and the creation of a plaza on the east side of Marshall Street opposite the Brewhouse is also proposed that will be called Brewery Square. This will be a European-style plaza that will be part of the private development that takes place on this block but would be publicly-accessible to permit the viewing of the facade of the Brewhouse. It is also a goal to encourage the development of streetscape improvements on 13th and 14th Avenues Northeast between Marshall Street

and the river to make these streets attractive gateways with landscaping and infrastructure to promote pedestrian and bicycle movement from the neighborhood to the riverfront.

The applicant has submitted few details regarding the proposed Orth Brewery Plaza (referred to as Brewery Square in the Development Objectives). A rendering on sheet SD_A202 depicts a sunken plaza with deciduous trees of an unknown type. With archaeological resources only 16-36" below ground, no reduction in the grade of the land is recommended. If trees are to be included, more in-depth archaeological investigation and/or mitigation will be required, since the archaeological study (Attachment E) found:

...the remains of the John Orth Brewing Company's main brewery complex...exhibit excellent archaeological integrity and preservation in keeping with a site that has been capped since its demolition. Not only are the foundations of the brewery complex well preserved, but the presence of *in situ* structural materials, artifacts, and kiln deposits were also noted. Intact soils and living surfaces were also documented proximate to the remains of the buildings. Furthermore, these findings combined with historical research suggest that the entirety of the study area has the potential to contain significant intact archaeological features and deposits associated with the brewery.

Neither the Development Objectives nor the applicant's proposal define their vision of a European plaza, but well-known plazas like Venice's Piazza di San Marco and Munich's Marienplatz don't rely upon grade changes or even landscaping to capture interest. They do, however, provide active commercial spaces at plaza edges. Currently, the multi-family residence proposed to border the plaza to the north houses a first floor parking garage. At a minimum, active ground floor uses and architectural elements designed to break up the plane of the wall should be provided in this wall bordering the plaza. Public art or other features designed to interpret the site's history would provide an added attraction to draw in visitors and would better prevent crime through environmental design.

Renderings (SD_A202) do not indicate how the proposed sidewalk, lights, and vegetation along 13th Avenue Northeast will, "...promote pedestrian and bicycle movement from the neighborhood to the riverfront." A pedestrian promenade to the east through the middle of the site could promote pedestrian and bicycle movement from the neighborhood to the riverfront, but two surface parking lots bookend this promenade, leaving potential travelers guessing as to whether the promenade extends safely through the development.

The parking also clutters views of the brewhouse to the south. The Amended *Grain Belt Brewery Area Development Objectives* (F. New Construction), state:

In the area east of Marshall Street, new construction should be of the character, material and placement compatible with

the existing Grain Belt office building. Such new construction should be limited in height so as not to obscure the easterly view of the brewhouse.

Plans do not indicate how high the proposed four-story residential buildings will be, but renderings (sheet SD_A200) indicate that the buildings will obscure views of the brewhouse, especially the southern building (labeled as building B), whose setback from Main Street Northeast is extremely minimal. The proposed pedestrian promenade can help retain partial views of the brewhouse from Main Street while still allowing reasonably dense development, but further efforts are needed to provide a clearer viewshed between the proposed residential buildings.

Secretary of the Interior's Standards for the Treatment of Historic Properties

The applicant is conducting a rehabilitation of the subject properties. There are ten standards for rehabilitation.

Rehabilitation standard #1 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that a property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

The lots in question were historically used for offices, industrial uses, and residences. The applicant proposes to reintroduce two of those three uses to these vacant sites.

Rehabilitation standard #2 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that the historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

The applicant proposes to preserve or restore historic exterior features (such as brick and stone) and interior features (such as the woodwork, plaster, and skylight) of the office building. No further details have been provided.

Rehabilitation standard #3 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that each property will 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 elements from other historic properties, will not be undertaken.

The applicant proposes to preserve or restore historic exterior features (such as brick and stone) and interior features (such as the woodwork, plaster, and skylight) of the office building. No further details have been provided.

Rehabilitation standard #4 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that changes to a property that have acquired historic significance in their own right will be retained and preserved.

The applicant proposes to preserve or restore historic exterior features (such as brick and stone) and interior features (such as the woodwork, plaster, and skylight) of the office building. No further details have been provided.

Rehabilitation standard #5 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

The applicant proposes to preserve or restore historic exterior features (such as brick and stone) and interior features (such as the woodwork, plaster, and skylight) of the office building. No further details have been provided.

Rehabilitation standard #6 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

The applicant proposes to preserve or restore historic exterior features (such as brick and stone) and interior features (such as the woodwork, plaster, and skylight) of the office building. No further details have been provided.

Rehabilitation standard #7 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

The applicant proposes to preserve or restore historic exterior features (such as brick and stone) and interior features (such as the woodwork, plaster, and skylight) of the office building. No further details have been provided.

Rehabilitation standard #8 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

The applicant proposes to construct a sunken plaza (sheet SD_A202) with deciduous trees of an unknown type. With archaeological resources only 16-36" below ground, no reduction in the grade of the land is recommended. If trees are to be included, more in-depth archaeological investigation and/or mitigation will be required.

Rehabilitation standard #9 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that new additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment. Staff's compatibility analysis follows this format.

Destruction of Spatial Relationships

The new building is proposed to be placed at the eastern corner of the landmark boundary. The bulk of the proposed building will partially block views of the historic brewhouse, but the greater height of the brewhouse and inclusion of a pedestrian promenade through the site can help minimize this impact. Further information is needed regarding the heights and setbacks of the proposed residential buildings and the brewhouse to analyze the impact on spatial relationships.

Destruction of Historic Materials and Features

The plans do not indicate that the proposal will result in the destruction of any historic materials and features.

Differentiating the New Work From the Old

The proposal's extensive use of brick and flat roofed-design complement the historic industrial buildings found in many parts of the complex, especially the office building and the bottling house and warehouse further down 13th Avenue Northeast. Yet the use of metal panels, cement fiber board panels, and asymmetrical window groupings clearly distinguishes these buildings from their early twentieth century counterparts in the landmark boundary.

Compatibility with Historic Materials

The building is proposed to be clad in metal and brick: materials found within the landmark boundary and used during the landmark's period of significance.

Compatibility with Historic Features

The landmark is comprised of industrial masonry buildings of various heights (subterranean levels to seven stories above grade). Flat roofs dominate the landmark, though hipped, gabled, mansard, and tent roofs exist. The proposed building will be flat-roofed and clad primarily in brick.

Compatibility with Historic Size

The applicant is proposing buildings that appear comparable to the landmark buildings in terms of their height, width, and bulk.

Compatibility with Historic Scale and Proportion

Further data related to the height of the proposed building's floors and size of the windows is needed to compare the new buildings with the historic construction.

Compatibility with Historic Massing

The new construction appears to employ boxy massing similar to that of numerous industrial buildings within the landmark's boundary.

Rehabilitation standard #10 of *The Secretary of the Interior's Standards for the Treatment of Historic Properties* states that new additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

The proposed new construction is not attached to any historic construction, ensuring the change could be reversed with no adverse effects to the historic district.

Heritage Preservation Commission Feedback

The Heritage Preservation Commission is asked to provide the applicant and staff with feedback and guidance on the proposed project, particularly regarding the items listed above. This feedback will be used by the applicant as they prepare Certificate of Appropriateness applications and by staff as they review the proposals.

Attachments

- A. Applicant's Statement
- B. Project Plans
- C. Staff Photos
- D. Grain Belt Brewery Area Development Objectives
- E. Archaeological Report