

**City of Minneapolis**  
**Department of Community Planning and Economic Development**  
250 S. 4<sup>th</sup> Street, Room 300 PSC  
Minneapolis, MN 55415-1385

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**MEMORANDUM**

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DATE: August 6, 2013  
TO: Heritage Preservation Commission  
FROM: Becca Farrar-Hughes, Senior City Planner  
SUBJECT: Suburban World Theater – 3022 Hennepin Avenue South

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At the June 23, 2013, Heritage Preservation Commission (HPC) meeting, the Commission continued the Certificate of Appropriateness for the Suburban World Theater (formerly the Granada Theater) one cycle to the August 6, 2013, meeting. The Commission directed the applicant to provide an interior lighting plan and to propose alternatives for the new storefront that would replace the existing non-original storefront located on the front façade of the building along Hennepin Avenue South.

The applicant has provided an interior lighting plan as well as fixture details. The plans indicate that a modern Hywire System would be installed that includes pole mounted lighting and a cable rail lighting system mounted on suspension cables and supported by posts. None of the proposed interior lighting would be mounted to the walls or ceiling of the auditorium, but instead would be mounted to the proposed reversible platform to be installed over the existing sloped floor.

The applicant has submitted modified drawings of a preferred and alternative storefront design based on comments received from Commissioners. The preferred version would not replicate the former ticket booth that was included in the original storefront design. As proposed, the storefront pattern would include mullions that match the original plans in a medium bronze color and two sets of frameless doors would also be incorporated. Further, wrought iron screens (with a similar pattern to those that currently exist on the façade) are proposed in front of the transom windows above the outside storefront panels (where the non-historic fill exists at the sides of the main entry) that is consistent with the original design.

The alternative storefront design would replicate the former ticket booth that was included in the original storefront design. In addition to this design feature, the additional differences between the preferred and alternative proposal are metal panels proposed at the base of the ticket booth (that were originally granite) and selectively on the base of the façade replicating the original appearance, and the outside storefront panels are modeled after the original appearance as one panel on either side of the main entry extends lower to simulate an egress door. All other above noted features would be incorporated.

Further, for reference purposes, following the Commissioners discussion, CPED Staff's conditions of approval had been modified accordingly for conditions 10, 11 and 12. Much discussion and modifications had been made to condition 6 but not all Commissioners agreed on the language, as such, the condition is maintained as originally proposed by Staff at this time:

1. All workmanship must be completed in conformance with the Secretary of Interior Standards, see: <http://www.nps.gov/history/hps/tps/standguide/>.
2. The Applicant shall obtain all other necessary City approvals prior to the commencement of work.

3. 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 approval 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 23, 2015.
4. 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.
5. Final plans shall comply with the *Neighborhood Movie Theater Thematic District - Guidelines for Rehabilitation* as noted within this report.
6. The proposed windows and storefront entry on the front façade of the building shall match the historic storefront and the fenestration pattern as outlined in the original attached plans prepared by Liebenberg and Kaplan. Wrought iron screens (with a similar pattern to those that currently exist on the façade) shall be installed in front of the transom windows on the outside doors consistent with the original design.
7. The Suburban World letters shall be retained on the marquee.
8. Signage shall comply with the HPC's *Design Guidelines for On-Premise Signs & Awnings* or it will require a separate Certificate of Appropriateness and approval from the HPC.
9. All proposed exterior decorative lighting shall be a natural color (no reds, blues, etc. or changing colors), screened from view, reversible, and the conduit shall run through the mortar joints.
10. Masonry cleaning and repointing on the building shall be undertaken in the following manner: mortar shall be removed from the joints in a manner that does not damage the adjacent masonry units; replacement mortar shall duplicate existing mortar in strength, composition and color; replacement mortar joints shall match adjacent mortar joints in width and in joint profile; cleaning shall be conducted using the gentlest method possible starting with low pressure water and detergents using natural bristle brushes. Stronger methods may be used if necessary and if institute testing shows that they will not harm the masonry.
11. The twinkling ceiling lights shall be repaired and restored.
12. A final lighting plan including exterior and interior lighting fixtures and details shall be provided for final review and approval.