

HERITAGE PRESERVATION APPLICATION SUMMARY

Property Location: 10 5th Street South
Project Name: “The Exchange” Sign
Prepared By: Lisa Steiner, City Planner, (612) 673-3950
Applicant: Lumber LLC
Project Contact: Marty Orensten, Insignity LLC
Ward: 3
Neighborhood: Downtown West
Request: To install an illuminated awning sign that does not meet the *Design Guidelines for On-Premise Signs and Awnings*.

Required Applications:

Certificate of Appropriateness	To allow a sign that does not meet the awning sign guidelines in the <i>Design Guidelines for On-Premise Signs and Awnings</i> .
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HISTORIC PROPERTY INFORMATION

Current Name	Lumber Exchange
Historic Name	Lumber Exchange
Historic Address	423-429 Hennepin Avenue
Original Construction Date	1887, 1890
Original Architect	Long and Kees
Original Builder	Unknown
Original Engineer	Unknown
Historic Use	Offices
Current Use	Offices, restaurants, and bar
Proposed Use	Offices, restaurants, bar, nightclub

Date Application Deemed Complete	May 29, 2015	Date Extension Letter Sent	Not applicable
End of 60-Day Decision Period	July 28, 2015	End of 120-Day Decision Period	Not applicable

CLASSIFICATION

Local Landmark Name	Lumber Exchange Building
Period of Significance	1800-1899, 1900-
Criteria of Significance	Architecture, master builders
Date of Local Designation	1983
Date of National Register Listing	1983
Applicable Design Guidelines	<i>The Secretary of the Interior's Standards for the Treatment of Historic Properties</i>

SUMMARY

BACKGROUND. The Lumber Exchange building at 5th Street South and Hennepin Avenue was constructed in two phases between 1885 and 1890. The building was designed by Minneapolis architectural firm Long and Kees. The building’s design attracted national attention from architects and engineers for its use of terra cotta sheathing over the wood and iron structural skeleton, which was revealed to be a successful fireproofing method after an 1891 fire. Thereafter, terra cotta was extensively used as a method of fireproofing. The Lumber Exchange was constructed to function as the nucleus for the lumber trade and housed the operations of both local and national trading distributors. The lumbering industry is ranked as one of the most significant forces in the economic development in Minnesota. After the decline of the lumber industry, the building continued to function as a trade center for wholesale garment distributors in the Upper Midwest. In 1983, the Lumber Exchange building was designated as a local landmark and was added to the National Register of Historic Places.

The building is designed in the Richardsonian Romanesque style. The twelve-story building is characterized by its rock-faced masonry façade, clad on the primary facades with a granite base and Lake Superior brownstone on the upper stories. Typical to the style, the building is distinguished by cavernous, round-arched entryways and windows which emphasize the massive yet simple structural form.

APPLICANT’S PROPOSAL. The applicant is proposing to install an awning with an approximately 9 square foot sign above the awning for a new nightclub use in the building. The letters of the sign copy would be internally illuminated channel letters mounted to a backer panel. The awning itself is proposed to be 16 inches in height and would protrude 5 feet out from the existing doorway. Because the doorway is recessed, only 3 feet of the awning would protrude into the public right-of-way. The awning would be installed with two steel rod braces secured to brackets attached to a terra cotta band just above the transom. The brackets would be attached at the top of the terra cotta band so if removed in the future, the holes would not be visible. The materials of the awning are proposed to be aluminum with a scrollwork pattern detail meant to mimic the existing scrollwork details on the entryways of the building. The scrollwork would be externally illuminated by an LED strip of lighting that would shine upward at the scrollwork from outside of the sign cabinet.

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.

RELATED APPROVALS. In May 2012, a Certificate of Appropriateness was approved for the “Pourhouse” projecting sign currently located at the corner of this building between the second and third stories. ([BZH-27299](#))

PUBLIC COMMENTS. No comments were received by the time this report was written. Any 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 an illuminated awning sign that does not meet the guidelines for awning signs 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 Lumber Exchange building is one of the last remaining Richardsonian Romanesque business blocks in the city. The building is significant for its architecture and its representation of the importance of the lumbering industry. Though it does not appear through photographic evidence that metal awnings like the one proposed were ever incorporated on the subject entryway, it does appear that the façade of the building has had many signs, lights, fabric awnings, and other changes throughout the building’s history. The proposed sign will not impact the significance of the landmark. The alteration is compatible with and continues to support the criteria and period of significance for which the Lumber Exchange building was designated.

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

The exterior of the building communicates the building’s significance. The Hennepin Avenue facade is comprised of multiple bays of windows punctuated by three Romanesque-arched entryways and a projecting four-story bay. A decorative cornice and the upper two stories of the building were faced with a plain brown brick after being rebuilt in the 1950s.

The designation study noted that “the overall impression of the Hennepin façade is somewhat confusing and it lacks a strong visual focus. Indeed, the massive, projecting Romanesque-arched entry-way is the dominating architectural element, but its impact is decreased due to the placement of decorative and structural elements. To the right of this primary entryway is a second, narrower Romanesque-arched entrance, which bears the building’s name, and directly above it is the four story projecting bay.” The proposed awning sign would be located in the second entryway described. It is not clear whether the existing door is original to the building; based on photographic evidence of the doorway in 1970 (see appendix), staff believes that the doorway has been modified throughout the building’s history. The designation study also notes that “several period pieces, once belonging to other landmarks throughout the United States and Europe, have been salvaged and incorporated into the remodeled [building].”

The decorative scrollwork on the façade is also noted in the designation study as an important feature of the building. The decorations incorporate both plant and animal motifs into the deeply carved decorative scheme of the entryways. The proposed awning sign is meant to build upon and enhance these scrollwork features on the building.

Overall, staff finds that the proposed awning sign is compatible with and supports the designation of the Lumber Exchange building as a local landmark.

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 Lumber Exchange building. The applicant has attempted to reinforce the design of the existing scrollwork details on the Lumber Exchange building by incorporating them in the awning design. The proposed design is compatible with the design of the Lumber Exchange building and will ensure continued integrity of the landmark. The materials utilized for the awning and awning sign will be compatible with the building but will be contemporary so as not to create a false sense of history. No historic materials will be removed as part of this proposal. With the conditions recommended by staff, the alteration will be removable without damaging the building. The alteration proposed is compatible with and will ensure integrity of the Lumber Exchange building.

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 HPC has not adopted local design guidelines for this property. The adopted *Design Guidelines for On-Premise Signs and Awnings* states 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.

It should be noted that signs similar to the one proposed are occasionally called “canopy signs.” Staff believes that this proposal meets the definition of an awning sign, rather than a canopy sign, based on these definitions in the *Design Guidelines for On-Premise Signs and Awnings*:

Awning. A roof-like cover, often constructed of fabric, plastic, vinyl, metal or glass, designed and intended for protection from the elements or as a decorative embellishment, and which projects from a wall of a structure.

Awning sign. A sign printed on or in some fashion attached directly to an awning.

Canopy sign. A sign printed or in some fashion attached directly to a canopy.

A canopy is not defined in the *Design Guidelines for On-Premise Signs and Awnings*; however, in the Minneapolis Zoning Code, a canopy is defined as such:

Canopy. A structure, often constructed of fabric, plastic, vinyl, metal or glass, with supports attached to the ground, sheltering an area or forming a sheltered walk to the entrance of a building.

The following guidelines are applicable to this proposal, with emphasis added where the guidelines are not met by this proposal:

4. Guidelines for Specific Types of Signs

e. Awnings and Awning Signs:

- i. *Location.* Awnings should fit within the window or door opening.

- ii. *Number of awnings.* The number of awnings may not exceed the number of window or door openings.
- iii. *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.
- iv. *Materials.* **Awnings should be constructed of coated or uncoated cloth fabric.**
- v. *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.
- vi. *Illumination.* **Awnings and awning signs should not be illuminated.**
- vii. *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.

First, the maximum size of awnings is limited to 6 square feet in area. The applicant is proposing a sign that is approximately 9 square feet in area. The proposed sign is still diminutive in proportion given the size, bulk, and scale of the building. The request for an additional 3 square feet is reasonable considering the unique and imposing character of the Lumber Exchange building.

Next, only fabric awnings are permitted per the design guidelines. Staff finds that the design proposal is somewhat exceptional as the metal scrollwork is more decorative than typical awning signs and would enhance and bring attention to the original scrollwork design details of the building. Additionally, a metal awning would likely be much more durable than a fabric awning. The proposed material of the awning is acceptable.

Finally, the guidelines state that awnings should not be illuminated. Considering that the new use proposed is a nightclub, it is reasonable to request illumination of the sign. The external illumination of the scrollwork is meant to enhance the scrollwork design. The proposed internally illuminated channel letters and the external illumination of the scrollwork design are permitted per the zoning code. The historic *Design Guidelines* do allow for illuminated signs; they only specifically prohibit illuminated awning signs. This likely is intended to prevent backlit illumination of fabric awning signs. Staff finds that illumination of the proposed metal awning and awning sign is compatible with the intent of the guidelines.

In all, staff finds that this is an exceptional design proposal that warrants flexibility from the specific guidelines for awnings and awning signs. Although the proposal does not conform to some of the specific design guidelines for awning signs, the proposed alteration will not materially impair the significance or integrity of the Lumber Exchange building.

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 following standards are applicable to this proposal:

- 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.
- New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- New additions and adjacent or related new construction shall 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 applicant's proposal is consistent with the applicable recommendations contained in the *Secretary of the Interior's Standards for the Treatment of Historic Properties*. The proposed new use is a nightclub which requires minimal change to the defining characters of the building and its site and environment. No removal of historic materials or alterations of features or spaces that characterize the Lumber Exchange building are proposed. The awning material will be a contemporary material and will therefore not create a false sense of historical development. The awning and awning sign will not destroy historical materials that characterize the property. The awning size is compatible with the massing of the building and is diminutive compared to the imposing character of the Lumber Exchange building. If the awning or the awning sign were to be removed in the future, the applicant has stated that the essential form and integrity of the historic property and its environment would be unimpaired. The applicant has stated that the bolts for mounting will be placed in the top of a sill and would therefore be inconspicuous upon removal. While the drawings do show this installation method, staff recommends a condition of approval be added to reinforce the importance of the installation process and the reversibility of the alteration.

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 following policy of the comprehensive plan is applicable:

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.

The proposed illuminated awning sign and new awning is a relatively sensitive modification in that the awning and sign would be a reversible change to a building. The design builds upon the bronze detailing on the interior of the building and the scrollwork details on the entryways of the building and is a sensitive design in the context of the building's architectural significance. Staff finds that approval of the certificate of appropriateness would be consistent with the applicable policies of the comprehensive plan.

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.

This proposal does not constitute destruction of property.

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.*

The alterations proposed demonstrate that the applicant has made adequate consideration of the description and statement of significance in the designation of the Lumber Exchange building. See finding #1 and #2 for more detail.

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

This 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 applicant has submitted evidence in the application that adequate consideration was given to the Secretary of the Interior's Standards for the Treatment of Historic Properties. See staff analysis in finding #5 regarding the general standards.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the Heritage Preservation Commission adopt staff findings for the application by Marty Orensten with Insignity LLC for the property located at 10 South 5th Street:

A. Certificate of Appropriateness.

Recommended motion: **Approve** the certificate of appropriateness to allow a sign that does not meet the awning sign guidelines, 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 23, 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. Landmark & historic district map
2. Photos of the building 1900-1970
3. 2014 photo showing proposed location and existing building signage
4. Written description and findings submitted by applicant
5. Site plan
6. Plans and shop drawings
7. Attachments – similar concepts
8. Correspondence

Marty Orensten

3rd

NAME OF APPLICANT

WARD



PROPERTY ADDRESS
10 5th Street South

FILE NUMBER
BZH-28699

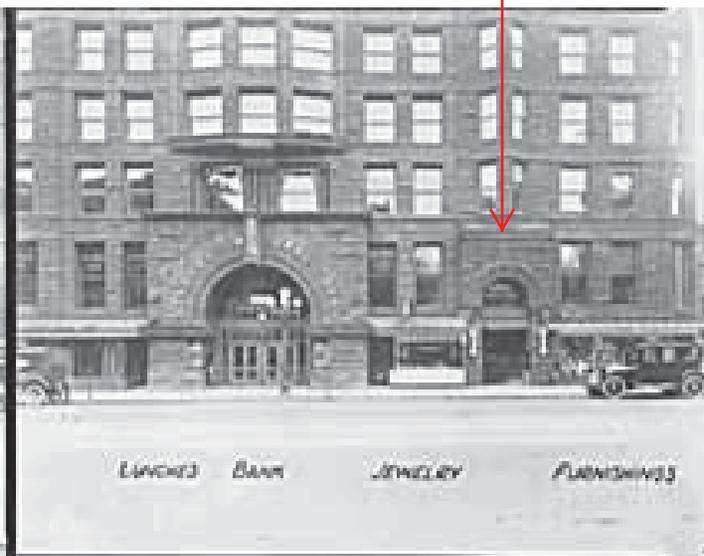
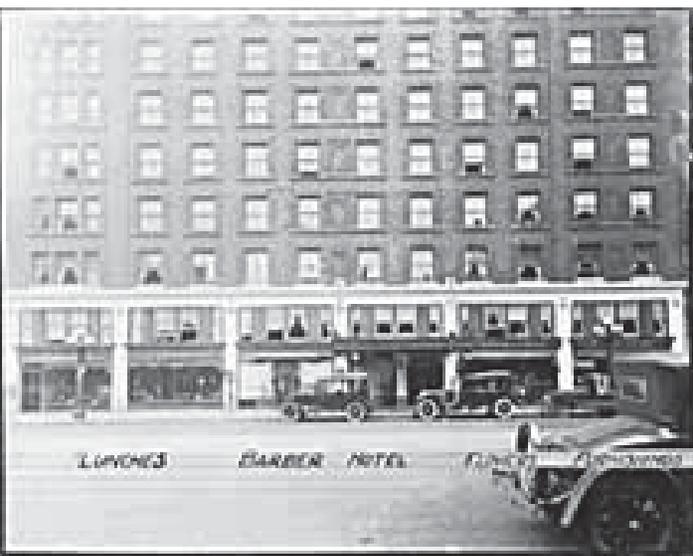


1900 - Hennepin County



1900 - Minnesota Historical Society

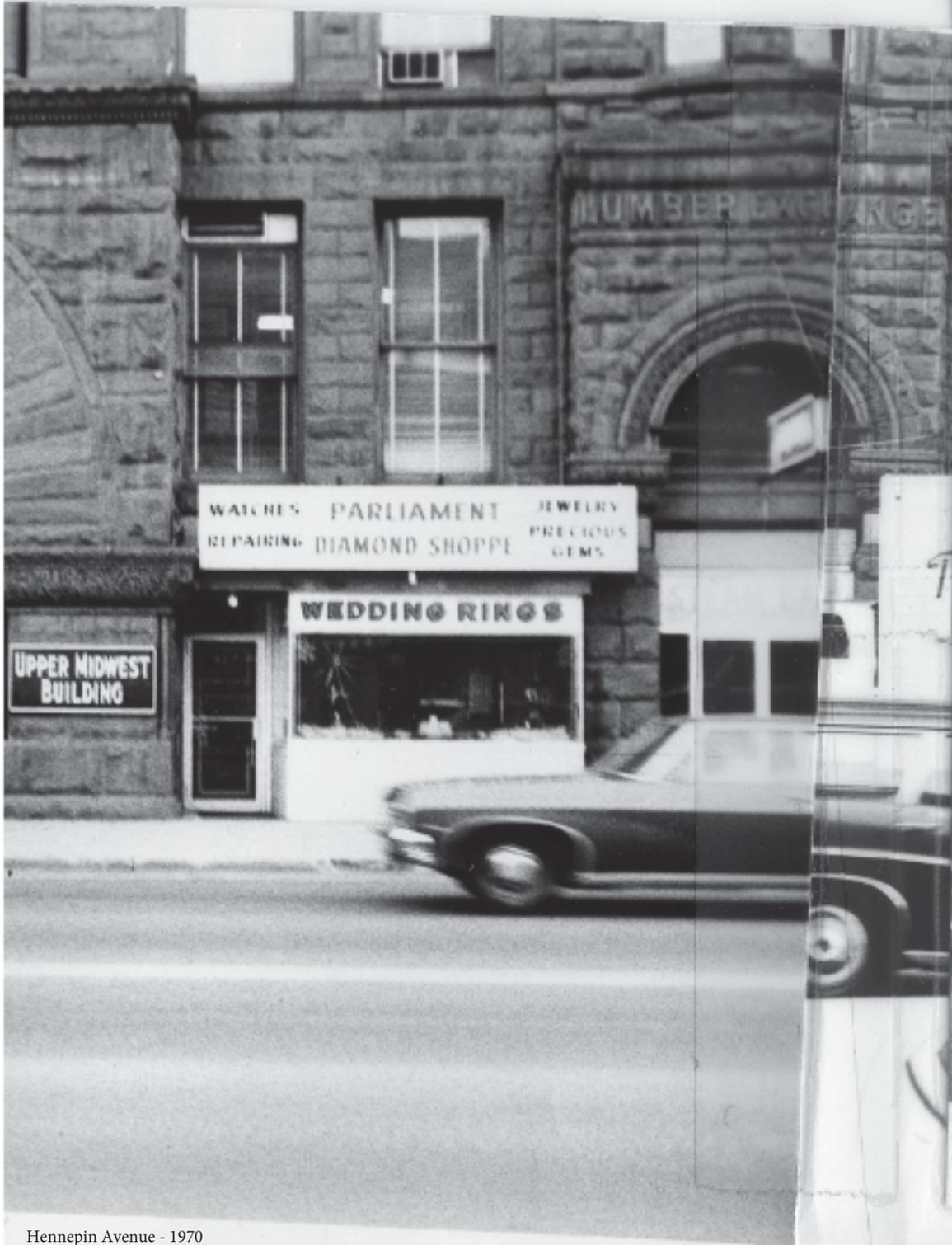
Subject Entry



1920 - Minnesota Historical Society



1957 - Minnesota Historical Society



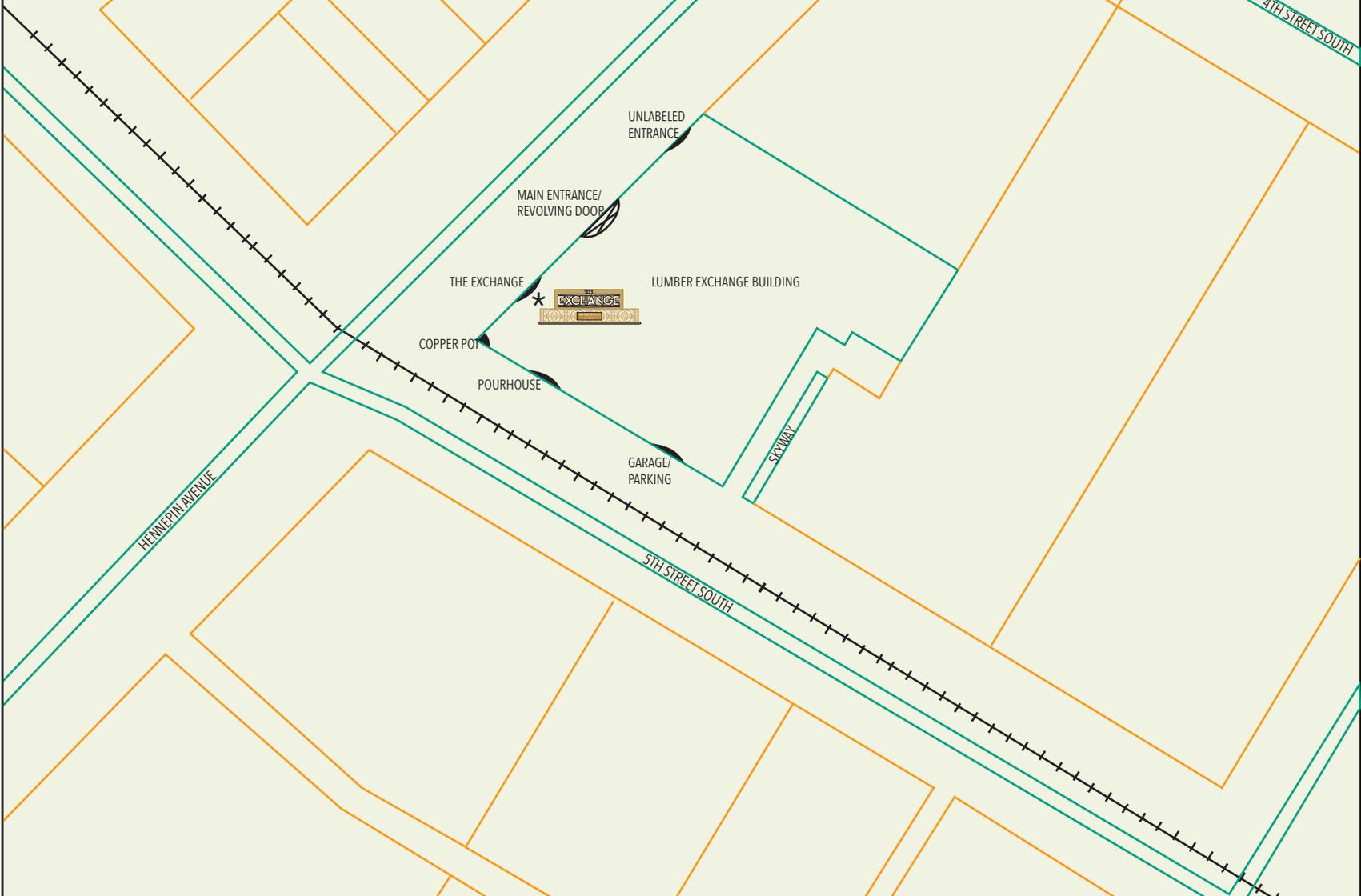
Hennepin Avenue - 1970
Historyapolis.com



Location of proposed sign

THE EXCHANGE - SITE PLAN

PID: 2202924440106	
417 Hennepin Ave Minneapolis, MN 55401	
Owner/Taxpayer	
Owner:	Cmat 1999-CI Lumber St Llc
Taxpayer:	LUMBER, LLC 10 SOUTH 5TH ST #1000 MINNEAPOLIS MN 55402
Tax District	
School Dist:	001
Sewer Dist:	
Watershed Dist:	6
Parcel	
Parcel Area:	0.58 acres 25,163 sq ft
Torrens/Abstract:	Both
Addition:	Auditor's Subd. No. 152
Lot:	
Block:	
Metes & Bounds:	That Part Of Lots 88 To 91 Incl Aud Subd No 152 And Of Lot 7 Blk 81 Twn Of Mpls Desc As Beg At Most Wly Cor Of Lot 90 Th Sely Along Nely Line Of Note: This is A Partial Metes & Bounds Description.
Tax Data (Payable 2015)	
Market Value:	\$8,750,000
Total Tax:	\$395,579.32
Property Type:	Commercial-Preferred
Homestead:	Non-Homestead
Year Built:	1885
Sales	
Sale Code:	Warranty Deed
Sale Price:	\$6,700,000
Sale Date:	11/1997



City of Minneapolis Heritage Preservation Committee
250 So. 4th St., Rm 300 PSC
Minneapolis, MN 55415-1393

Re: The Exchange/ Alibi Lounge Signage
The Lumber Exchange Building
Hennepin Ave & 5th Street
Property ID: 2202924440106

Statement of proposed use and description of project:

BACKGROUND:

The subject property is a large commercial building at the northeast corner of 5th Street South and Hennepin Avenue. When it was constructed, the Lumber Exchange Building was one of the largest, most expensive buildings in Minneapolis. Completed in two phases, first in 1887 and then in 1890, the building cost an estimated \$1,200,000. The architectural firm of Long and Kees executed the design in a Richardsonian Romanesque style. The building's design attracted national attention from architects and engineers for its use of terra cotta sheathing over the wood and iron structural skeleton which was applied only after an 1891 fire. The Lumber Exchange was constructed to function as the nucleus for the lumber trade and housed the operations of both local and out-of-state trading distributors. The lumbering industry is ranked as one of the most significant forces in the economic development in Minnesota. After the decline of the lumber industry the building continued to function as a trade center for wholesale garment distributors in the Upper Midwest. **SEE ATTACHMENT A - Richardsonian Romanesque Architecture**

SUMMARY OF APPLICANT'S PROPOSAL:

We are proposing to install an awning sign that does not meet the following requirements as specified in the DESIGN GUIDELINES FOR ON-PREMISE SIGNS AND AWNINGS;

4. Guidelines for Specific Types of Signs:

e. Awnings and Awning Signs:

iii. 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.

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

v. 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.

vi. Illumination. Awnings and awning signs should not be illuminated.

The dimensions for the awning we are proposing are 36"H x 95"Wx60"D. The materials we would use to construct the awning sign would be metals and plastics, *not fabric*. We are requesting approval to allow for more square footage, and to allow EXTERNAL LED illumination to enhance the ornamental brass work at night; and for the name & logo above the awning to be internally illuminated LED channel letters to provide direction to the nightclub entrance at night. *Historically, it was common for entrance awnings to be made from brass or similar metals.* In addition, this awning sign we are seeking approval for is much smaller in

square footage than other similar signs already in place in historical districts of Minneapolis. **SEE EXHIBIT A - Shop Drawing and ATTACHMENT B -Similar Concepts.**

It is our belief that the awning sign we are proposing is very classy and complimentary to the historical Romanesque architecture of Long and Kees, and meets the Certificate of Appropriateness requirements as set forth, and explained below.

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 idea of the awning sign is to match the original ornamental brass work inside the building that is attributed to the early Richardsonian Romanesque style of architecture, and to match & highlight the existing brass door that it will be installed above. SEE ATTACHMENT A - Richardsonian Romanesque Architecture and EXHIBIT C - LAYOUT

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

Again, the awning sign will enhance the original ornamental brass work inside the building that is attributed to the early Richardsonian Romanesque style of architecture, and to compliment the existing brass door that it will be installed upon. SEE ATTACHMENT A - Richardsonian Romanesque Architecture

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

**Same as #1 - See above response*

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.

We can install the awning sign by attaching it mainly to the transom above the door to preserve the integrity of the terra cotta structure. We can safely secure the awning in place with two steel rod braces that secure to an L-shaped bracket, that will attach to the masonry just above the transom inside the existing stone lintel and will only require putting two small holes per bracket in the terra cotta in an inconspicuous area on the top side which could not be seen if the awning were ever to be removed. SEE EXHIBIT B - Exterior Elevation (Side View)

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.

***Begin Question 5 - 1 through 10**

***As with question # 4 above, we assure we will take all steps necessary to insure the physical integrity of the building and that the awning sign we are proposing will also aesthetically enhance the architecture of its*

era. Response to the Secretary of the Interior's Standards for the Treatment of Historic Properties 1-10 as follows:

1. 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.

As with question # 4 above, we assure we will take all steps necessary to insure the physical integrity of the building and that the awning sign we are proposing will also aesthetically enhance the architecture of its era. SEE EXHIBIT B - Exterior Elevation (Side View)

2. 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.

We are not removing any materials, nor are we altering any features that characterize the integral value of the property.

3. 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.

We are not projecting a false sense of historical development. We have put much consideration and effort into designing an awning sign that meets the needs of the establishment, while maintaining the character and architectural history of the building. The awning sign will enhance the original ornamental brass work inside the building that is attributed to the early Richardsonian Romanesque style of architecture, and will compliment the existing brass doors and window frames. SEE ATTACHMENT A - Richardsonian Romanesque Architecture

4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.

Does not apply to us or our proposed awning sign.

5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

We are not removing any materials used in the original construction of the Lumber Exchange Building. The materials we are using for the awning sign will accentuate the original craftsmanship of the building. SEE EXHIBIT C - LAYOUT

6. 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.

Does not apply to us or our proposed awning sign.

7. 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.

Does not apply to us or our proposed awning sign.

8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

Does not apply to us or our proposed awning sign.

9. 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.

*The awning sign is to match the original ornamental brass work inside the building that is attributed to the early Richardsonian Romanesque style of architecture, and to match & highlight the existing brass door that it will be installed above. We can install the awning sign by attaching it mainly to the transom above the door to preserve the integrity of the terra cotta structure. We can safely secure the awning in place with two steel rod braces that secure to an L-shaped bracket, that will attach to the masonry just above the transom inside the existing stone lintel and will only require putting two small holes in the terra cotta in an inconspicuous area on the top side which would not be visible if the awning were ever to be removed. **SEE EXHIBIT C - LAYOUT and EXHIBIT B - Exterior Elevation (Side View)***

10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Does not apply to us or our proposed awning sign.

***End Question 5 - 1 through 10**

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.

*It is our belief we meet all of the requirements necessary for the Certificate of Appropriateness. We would like to conclude that we are not requesting anything "new" to the Heritage Preservation Commission. We have installed similar awnings/ awning signs on other historical buildings in Minneapolis with permission from the HPC. **SEE ATTACHMENT B - Similar Concepts***

The following findings must be addressed if 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:

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. A written statement by the applicant making the findings that alterations are proposed in a manner that demonstrates that the applicant has made adequate consideration of the following documents and regulations:

Does not apply to us or our proposed awning sign. We are not deconstructing the building

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

The idea of the awning sign is to match the original ornamental brass work inside the building that is attributed to the early Richardsonian Romanesque style of architecture, and to match & highlight the existing brass door that it will be installed above. Also, the building has historically housed many different commercial businesses from it's origin, and by the 1920's the entire lower level was storefronts, this obscuring much of the original architecture. The purpose in which we are requesting this variance is consistent with the commercial use it has housed throughout its existence. SEE ATTACHMENT A - Richardsonian Romanesque Architecture and EXHIBIT C - LAYOUT

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

Sign plan and elevations are attached. SEE EXHIBIT B - Exterior Elevation

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. Required findings continue on next page. 6 In addition, the following findings must be addressed if approving a certificate of appropriateness that involves alterations to a property within an historic district:

***See responses to #5 -The Secretary of the Interior's Standards for the Treatment of Historic Properties 1-10 above.*

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.

We are not altering the building. As noted a number of times, however, the awning sign will enhance the original ornamental brass work inside the building that is attributed to the early Richardsonian Romanesque style of architecture, and to compliment the existing brass door that it will be installed upon. SEE ATTACHMENT A - Richardsonian Romanesque Architecture

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.

It is our belief we meet all of the requirements necessary for the Certificate of Appropriateness. We would like to conclude that we are not requesting anything “new” to the Heritage Preservation Commission. We have designed and installed similar awnings/ awning signs on other historical buildings in Minneapolis with permission from the HPC. SEE ATTACHMENT B - Similar Concepts

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.

It is our belief we meet all of the requirements necessary for the Certificate of Appropriateness. We would like to conclude that we are not requesting anything “new” to the Heritage Preservation Commission. We have designed and installed similar awnings/ awning signs on other historical buildings in Minneapolis with permission from the HPC. SEE ATTACHMENT B - Similar Concepts

DEMOLITION OF AN HISTORIC RESOURCE A written statement by the applicant which addresses the following required findings:

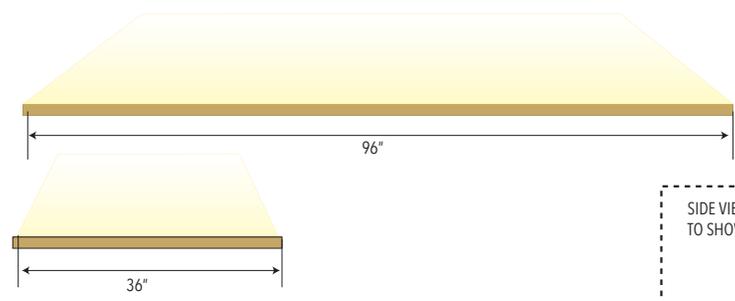
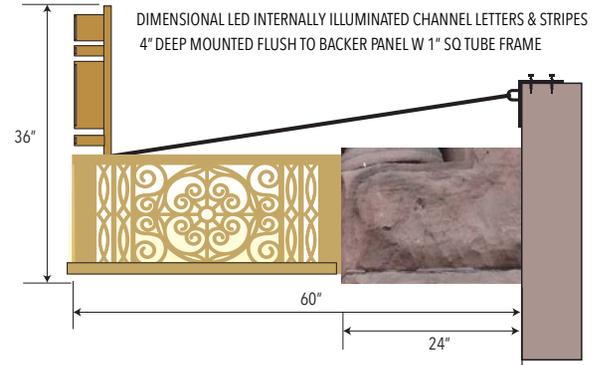
14. That the demolition is necessary to correct an unsafe or dangerous condition on the property, or that there are no reasonable alternatives to the demolition. In determining whether reasonable alternatives exist, the commission shall consider, but not be limited to, the significance of the property, 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. HISTORIC VARIANCE A written statement by the applicant which addresses the following required findings:

Does not apply to us or our proposed awning sign. NO demolition will be performed.

15. That the variance is compatible with the preservation of the property and with other properties in the area, and that the variance is necessary to alleviate practical difficulties due to special conditions or circumstances unique to the property and not created by the applicant.

The idea of the awning sign is to match the original ornamental brass work inside the building that is attributed to the early Richardsonian Romanesque style of architecture, and to match & highlight the existing brass door that it will be installed above. Also, the building has historically housed many different commercial businesses from it’s origin, and by the 1920’s the entire lower level was storefronts, this obscuring much of the original architecture. The purpose in which we are requesting this variance is consistent with the commercial use it has housed throughout its existence. It is our belief we meet all of the requirements necessary for the Certificate of Appropriateness. We would like to conclude that we are not requesting anything “new” to the Heritage Preservation Commission. We have designed and installed similar awnings/ awning signs on other historical buildings in Minneapolis with permission from the HPC. SEE ATTACHMENT B - Similar Concepts, ATTACHMENT A - Richardsonian Romanesque Architecture and EXHIBIT C - LAYOUT

EXHIBIT A - SHOP DRAWING



EXTERNAL 1" H X 2"D ALUMINUM U-CHANNEL W/ LED STRIP --- ATTACHED TO THE OUTSIDE OF THE ORNAMENTAL BRASS PANELS



ORNAMENTAL BRASS SIDES WILL BE MADE FROM 1/8" ALUMINUM - POWDER COATED W/ TIGER DRYLAC SPECIALTY "GREEN" PRODUCT FOR DURABILITY-

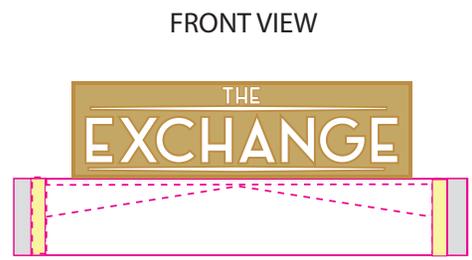
WHITE ACRYLIC BEHIND ORNAMENTAL PANELS

EXTERNALLY ILLUMINATED WITH 1.5" LED LIGHT STRIP THAT AIMS UPWARD TO ACCENT THE SCROLLWORK

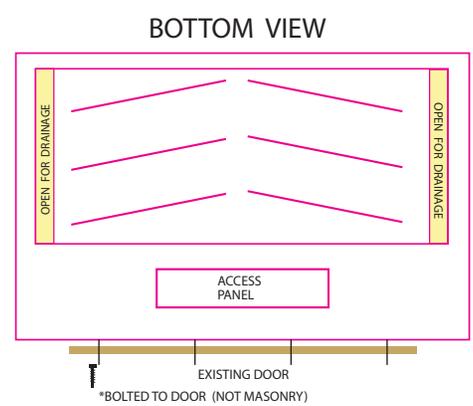
candy transparent ▲
Brass | 49/20180

THE
EXCHANGE
MINNEAPOLIS
est. 2015

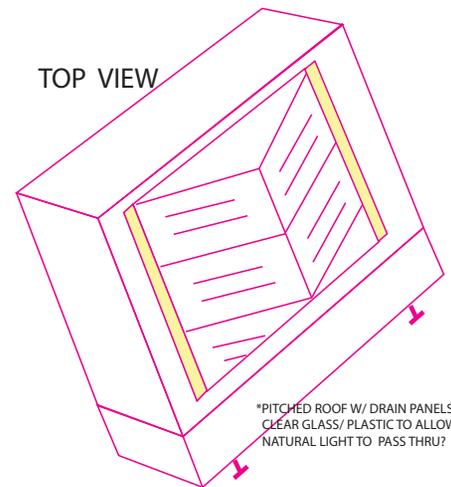
AWNING CUT-AWAY VIEWS



FRONT VIEW



BOTTOM VIEW

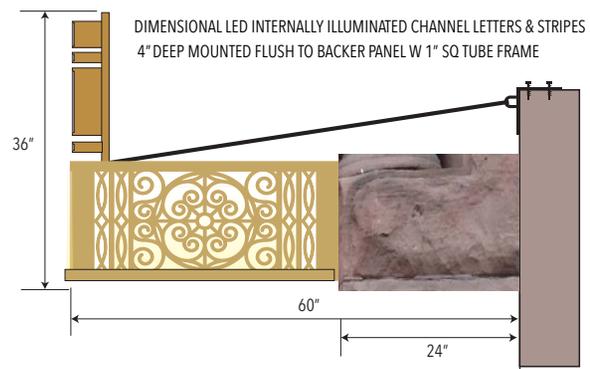
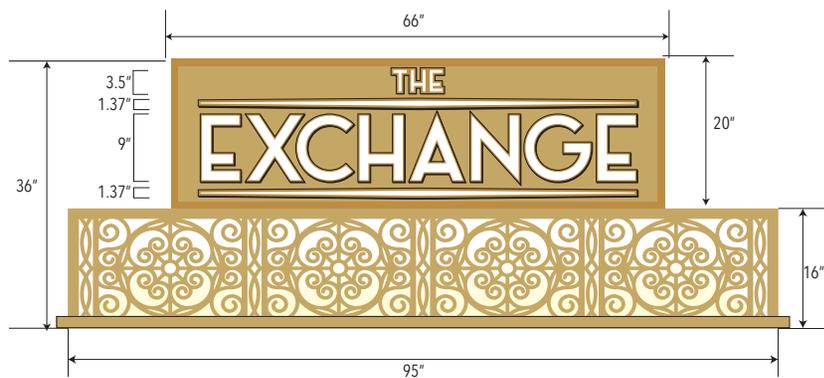


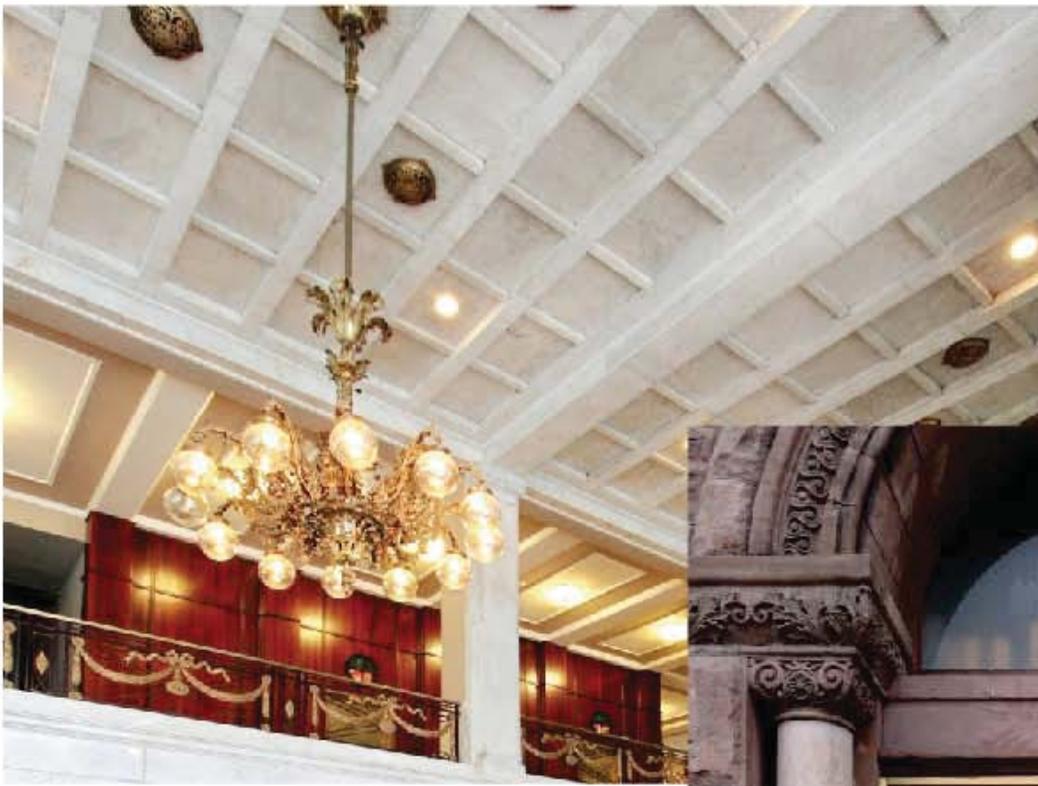
TOP VIEW

*PITCHED ROOF W/ DRAIN PANELS- CLEAR GLASS/ PLASTIC TO ALLOW NATURAL LIGHT TO PASS THRU?



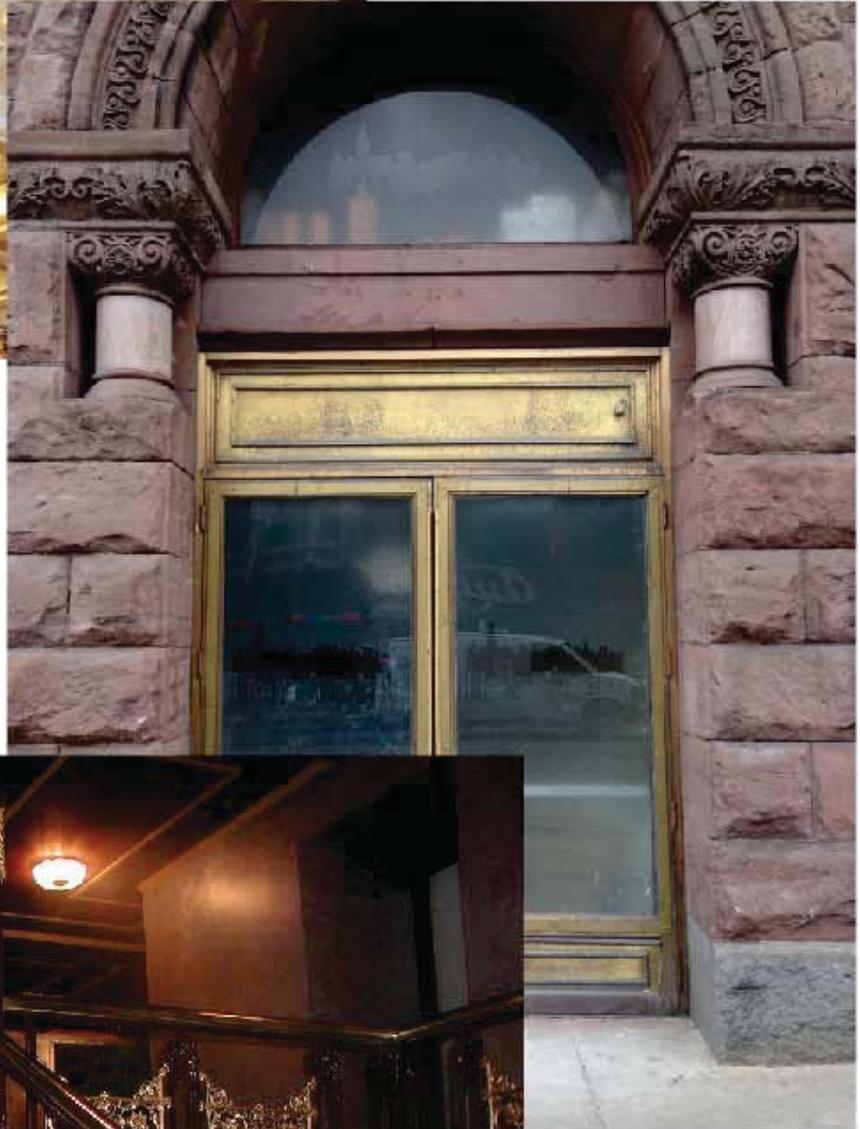
EXHIBIT C -
LAYOUT





ATTACHMENT A - Richardsonian Romanesque Architecture

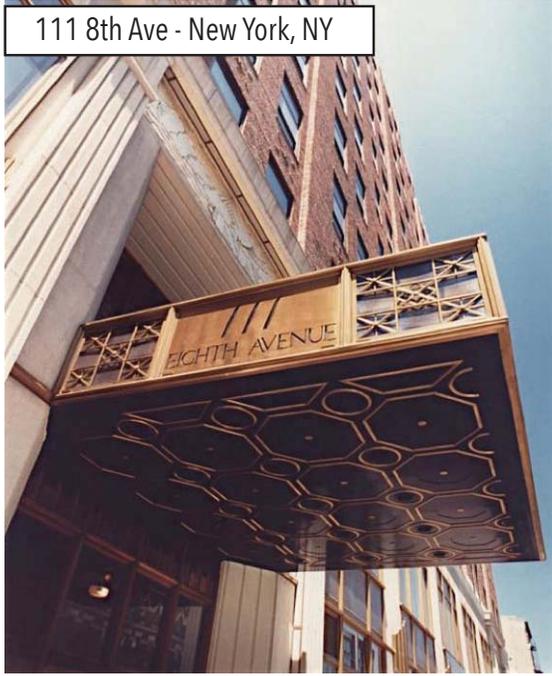
- Heavy, rusticated stone materials
- Semi-circular arches
- Deeply recessed windows
- Ornamental brass accents
- Low, broad arches over doorways



The architecture firm of Long and Kees, credited with many of the remaining Richardsonian Romanesque buildings in the downtown district, adapted and refined many of Richardson's techniques to design many of Minneapolis' most prominent landmarks, including the Lumber Exchange Building.



ATTACHMENT B - Similar Concepts



Steiner, Lisa

From: Marni Lewis-Harvey <marni.insignity@gmail.com>
Sent: Wednesday, May 27, 2015 5:21 PM
To: Frey, Jacob; Christie@hantge.com; joan bennett
Cc: Steiner, Lisa; Marty Orensten
Subject: Certificate of Appropriateness Notice
Attachments: Exhibit-D-LayoutOptionB.pdf

Categories: HPC

Hello,

I just wanted to inform you all that we are applying for a Certificate of Appropriateness for signage for a new nightclub that will be located in the Lumber Exchange building, a historical building, located on the Northeast corner of 5th Street South and Hennepin Avenue. We are planning to build the the awning sign slightly larger than usually allowed in a historic district being the reason we need approval from the HPC. However, we feel the sign we are proposing will fit compliment the building, and go well with the Richardsonian Romanesque Architecture and all of the ornamental brass work inside.

Attached is a layout showing a couple of options for the awning sign.

If you have any questions or concerns, you can contact Marty Orensten, the owner of our sign company, at 612-388-7446, or myself at the phone number listed in my signature.

Thank you very much for your time.

Sincerely,
Marni Lewis-Harvey

--

Marni Lewis-Harvey

Project Manager | Administrative Specialist
In•Signity | Helping Create and Promote Your Identity in Signs
612.401.2114 | Direct
marni.insignity@gmail.com



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