

CITY OF SAINT PAUL
HERITAGE PRESERVATION COMMISSION STAFF REPORT

FILE NAME: 928 West 7th Street, Keg House
DATE OF APPLICATION: October 20, 2015
APPLICANT: Roger Castle, Riot Creative Imaging
OWNER: Craig Cohen
DATE OF HEARING: November 5, 2015
HPC SITE/DISTRICT: Schmidt Brewing Company Heritage Preservation District
CATEGORY: Contributing
CLASSIFICATION: Temporary Sign Permit
STAFF INVESTIGATION AND REPORT: Amy Spong
DATE: October 29, 2015

A. SITE DESCRIPTION: The Jacob Schmidt Brewing Company Historic District Nomination states: The Keg House had the same array of functions as the Bottling House: filling containers, warehousing them, and shipping them out. This and the Bottling Shipping Warehouse were the last of W.W. Magee's post-Prohibition era improvements to the brewery. The Keg House, constructed in 1937, is 181' by 125' steel-frame, brick-faced building across Webster Street from the Main Brewery Complex. Webster Street, like Palace Avenue was vacated, allowing a modern connection to the other brewery buildings. Webster has now been reestablished and was approved with the redevelopment of the Bottling and Main Brew Houses.

Designed in a PWA Moderne fashion, the building has a rectangular footprint with the northwest corner chamfered to follow West Seventh Street. The street facing, primary walls (north and east) were elaborated in the same way with five belts of Bedford limestone interrupted by large window openings. Between the second and third window bays on the main elevation (east) are two large, side-by-side openings extending to grade level originally permitted the entry of rail cars via a spur of the Omaha line running along the north bank of the Mississippi River. The secondary facades (west and south) are treated simpler, more factory-like and each divided in bays by strip pilasters. The east and south facades have undergone significant damage and the building is in a deteriorated state. The interior of the building is an airy, free-span space with the flat roof supported by an exposed iron truss. There are two large light monitors running from east to west to flood the interior with daylight.

The Keg House was constructed during the Period of Significance for the District which is from 1858 to 1955. There were many alterations and blocking of windows and new openings cut outside of this Period. The Keg House is classified as contributing and is significant as the largest Moderne construction on the brewery site during the post-Prohibition era development associated with W.W. Magee. Insensitive additions long masked the imposing scaling and massing and removal of these additions show the largely intact building.

B. PROPOSED CHANGES: The applicant proposes to affix one temporary 21' by 27' (567 square feet) printed vinyl mesh banner to the west elevation. The banner would be secured by screws into mortar joints and the banner would advertise that space is leasable in the Keg House which is being planned to be adaptively reused as a food market and restaurant. The banner is for the purpose of getting the space leased by prospective tenants and would read "30,000 SF DESTINATION, ENTERTAINMENT VENUE, RETAIL OPPORTUNITIES, 612 347

9395, ANDREA CHRISTENSON." The applicant states the banner would be temporary but does not provide a date for removal, rather they state the banner would be removed when the space is leased.

C. GUIDELINE CITATIONS:

Sec. 74.08. - Jacob Schmidt Brewing Company preservation program.

(b) **Outline of preservation program.** The preservation program for the Jacob Schmidt Brewing Company Historic District shall be as follows:

(1) **General intent.** The city, a certified local government in the National Historic Preservation Program, has agreed to conduct its design review of locally designated heritage preservation sites and districts according to the *Secretary of the Interior's Standards for Rehabilitation (1995)*. The standards are applied to projects in a reasonable manner, taking into consideration economic and technical feasibility. The ten (10) standards are:

- a. 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.
- b. 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.
- c. 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.
- d. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- e. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- f. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- g. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- h. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

i. 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.

j. 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.

(3) ***General character.***

a. **Landscape, streetscape, and site.**

The close relationship of the brewery to the Omaha Road is everywhere evident on the brewery site, particularly in the tracks imbedded on Oneida and swinging over to the Malt Elevator and the Keg House. These are a constitutive part of the site hardscape, just as the size and proportions of the Keg House doors are witness to their use to load rail cars.

The irregular shape of the blocks on either side of West 7th Street adds prominence to the gateways, the east gateway announced by a small green space on either side and the billboard on the south and the west gateway formed by a small park on the side of the Keg House. The absence of other signage or other forms of urban clutter along the street draws attention to the historic properties themselves.

(5) ***Signage, awnings and accessories.***

a. **General.** Existing historic signs that reflect the development of the district should be preserved. These signs may be in the form of painted signs on buildings, surface mounted or projecting signs. Signs should be compatible with the character of the district and blend with the character of the structures on or near which they are placed. Signs should not conceal architectural detail, clutter the building's image, or distract from the unity of the facade but, rather, should complement the overall design. Signs, graphics and lighting should be designed as part of the facade. Signs on large structures that house several businesses should be planned and designed in a way that unifies the facade, while providing identity for individual businesses. A master plan for signage is encouraged.

b. **Materials.** Sign materials should complement the materials of the related building and/or the adjacent buildings. Surface design elements should not detract from or conflict with the related structure's age and design in terms of identification symbol (logo), lettering, and related patterns or pictures. Materials used should be the same as those used for signs during the period of the building's construction, such as wood, wrought iron, steel, and metal grill work. Newer materials such as extruded aluminum and plastics may not be appropriate.

c. **Types.** The sign type should enhance the building's design and materials. There are a number of types of signs which may be used: (1) single-faced; (2) projecting, double-faced; (3) three-dimensional; (4) painted wall signs; and (5) temporary signs.

d. **Location and method of attachment.** Signs should be appropriately sized and

complement the building exterior; roof-top signs are inappropriate except in cases where physical or pictorial documentation shows they were present and reconstruction is considered appropriate. There should be no sign above the cornice line or uppermost portion of a facade wall. The current "landmark" sign attached to the covered walkway/conveyor belt that connects the grain silos and the Main Brewery Complex was installed outside the period of significance and is not considered a contributing element. However, there is historical evidence that a "Schmidt" sign was present in that location during the district's period of significance. Any new sign proposed for that location shall comply with applicable guidelines and should reflect the Brewery's establishment within the Fort Road neighborhood. Signs should not disfigure or conceal architectural details. Painted signs may be permissible on glass windows and doors. The facade should not be damaged in sign application, except for mere attachment. The method of attachment should respect the structure's architectural integrity and should become an extension of the architecture. Projecting signs should have a space separating them from the building. (Protection of architecture in method of attachment shall be regarded as a basis for granting variance of the normal zoning code prohibition against guy wire supports for projecting signs.)

e. **IIIllumination.** Signs should generally be lit from on the site. There should be no flashing, blinking, moving, or varying intensity lighting. Subdued lighting is preferred. Backlit fluorescent or exposed neon are generally inappropriate.

D. FINDINGS:

1. On May 25, 2011, the Jacob Schmidt Brewing Company Heritage Preservation District was established under Council Ord. No. 11-46 and Chapter 73 of the Legislative Code states the Heritage Preservation Commission shall protect the architectural character of heritage preservation sites through review and approval or denial of applications for city permits for exterior work within designated heritage preservation sites §73.04.(4). The period of significance for the Schmidt Historic District is 1858 to 1955.
2. The site is located within the Jacob Schmidt Brewing Company Heritage Preservation District and is categorized as contributing to the District. This District has also been certified by the National Park Service as meeting the criteria for listing on the National Register of Historic Places.
3. **74.08(b)(3)(a) General Character.** The irregular shape of the blocks on either side of West 7th Street adds prominence to the gateways and the west gateway is formed by a small park on the side of the Keg House. The guideline states that the absence of other signage or other forms of urban clutter along the street draws attention to the historic properties themselves. The proposed banner is placed at the western gateway of the District and draws attention away from the historic building; however, the banner is to be temporary and not a permanent for lease sign.
4. **74.08(b)(5)(a) General.** The installation of the banner will not result in the removal or alteration of any historic material or distinctive architectural features on the building. The proposed location of the banners will not conceal architectural detail, clutter the building's image, or distract from the unity of the façade, however, the banner should be resized and positioned so that the vinyl material does not cover over the top of the pilaster or the right side of the pilaster. See attached photo for suggested positioning.
5. **74.08(b)(5)(b) Materials.** The guideline states that sign materials should complement the materials of the related building and/or adjacent buildings. Vinyl is not compatible

with the historic character of the Keg House, adjacent buildings or the district. Vinyl banners would not be appropriate for permanent installation on the building; temporary installation of vinyl banners, so long as they have a matte-finish, will not have a negative impact on the property or historic district.

6. **74.08(b)(5)(c) Types.** A temporary sign type is appropriate because the material, location and design would not be appropriate as a permanent sign. The sign does not enhance the building's design and materials but will attract attention to the adaptive reuse project and potential tenants.
7. **74.08(b)(5)(d) Location and Method of Attachment.** The application states that the banner will be anchored to the building through mortar joints only using screws, this complies with the guideline that states no facade should be damaged in the application of signs, except for mere attachment. The areas of attachment to the façade should be repaired with appropriate mortar soon after the removal of the anchors and banners to insure that holes or cracks in the exterior do not lead to further deterioration or damage. The location is on a secondary elevation given it does not have the same detailing or finish brick and stone as the West 7th and Webster street elevations. The elevation, however, is very visible and as noted in finding three, is a gateway approach to the Historic District. Given the temporary nature of the sign, these guidelines may be met so long as there is an established timeframe for the banner's removal.
8. **74.08(b)(5)(e) Illumination.** There is no lighting proposed for this banner.
9. The proposal to temporarily install one banner on the west elevation will not have an adverse impact on the property and Program for Preservation and architectural control of the Hill Heritage Preservation District (Leg. Code §73.06 (e)) so long as the conditions are met.

E. STAFF RECOMMENDATION:

Based on the findings, staff recommends approval of the temporary sign permit with the following conditions:

1. The banner shall be attached into mortar joints only. This will require designing the location of grommets to be located at mortar joints. The mortar joints shall be repaired within 90 days of the removal of the banner. Mortar specifications shall be submitted to HPC staff for review and approval (this will likely be available as part of the rehabilitation project that still requires HPC review and approval).
2. The location and attachment of the banners shall not remove, alter or obscure any decorative details. This requires the banner to be resized (narrowed) so that the width is between the brown finish brick and the pilaster on the west elevation and the length does not cover over the top of the pilaster.
3. The vinyl material shall have a matte finish.
4. The banner shall be removed one year from the date of sign permit issuance or until the building has been leased, which ever happens first. An HPC approval is good for one year if no permit has been issued.
5. This approval does not obviate the need for required HPC review and approval for any future applications for signage, either temporary or permanent, at the property. This approval is also contingent on any needed Board of Zoning Appeals review and approval of required variances.
6. Any revisions to the approved plans shall be reviewed and approved by the HPC and/or staff.

F. ATTACHMENTS:

1. HPC Application and submitted materials
2. Existing photo of proposed sign location



Saint Paul Heritage Preservation Commission
Department of Planning and Economic Development
25 Fourth Street West, Suite 1400
Saint Paul, MN 55102
Phone: (651) 266-9078
ApplyHPC@stpaul.gov

HERITAGE PRESERVATION COMMISSION DESIGN REVIEW APPLICATION

This application must be completed in addition to the appropriate city permit application if the affected property is an individually designated landmark or located within an historic district. For applications that must be reviewed by the Heritage Preservation Commission refer to the HPC Meeting schedule for meeting dates and deadlines.

1. CATEGORY

Please check the category that best describes the proposed work

- | | | |
|--|---|--|
| <input type="checkbox"/> Repair/Rehabilitation | <input checked="" type="checkbox"/> Sign/Awning | <input type="checkbox"/> New Construction/Addition/ |
| <input type="checkbox"/> Moving | <input type="checkbox"/> Fence/Retaining Wall | Alteration |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Other _____ | <input type="checkbox"/> Pre-Application Review Only |

2. PROJECT ADDRESS

Street and number: 928 West 7th Street Zip Code: 55102

3. APPLICANT INFORMATION

Name of contact person: Todd Peterson / Roger Castle

Company: Riot Creative Imaging

Street and number: 4730 Park Glen Road

City: St. Louis Park State: MN Zip Code: 55416

Phone number: (952) 697-8800 e-mail: todd.peterson@e-arc.com / roger.castle@riotcolor.com

4. PROPERTY OWNER(S) INFORMATION (If different from applicant)

Name: Craig Cohen

Street and number: 565 Holly Avenue

City: St. Paul State: MN Zip Code: 55102

Phone number: 651-485-1738 e-mail: craigcohen39@aol.com

5. PROJECT ARCHITECT (If applicable)

Contact person: Adam Meyer

Company: Studio M Architects, Inc.

Street and number: 530 N. 3rd St. Suite 230

City: Minneapolis State: MN Zip Code: 55401

Phone number: 612-524-5375 e-mail: adam.meyer@studiomarchitects.net

6. PROJECT DESCRIPTION

Completely describe ALL exterior changes being proposed for the property. Include changes to architectural details such as windows, doors, siding, railings, steps, trim, roof, foundation or porches. Attach specifications for doors, windows, lighting and other features, if applicable, including color and material samples.

Affixing (5) temporary 5'x10' printed vinyl mesh banners to existing construction fence along W. 7th Street and a 21'x27' mesh vinyl banner to the building face. This banner would be secured by screws into the mortar of the building between bricks. These banners are "Space Available" real estate signage. They are for the sole purpose of getting the space leased by prospective tenants. They would be removed when space is leased. *Attach additional sheets if necessary*

7. ATTACHMENTS

No painted signage or murals would be obscured.

Please list any attachments that are included in this application. Refer to the Design Review Application Process Checklist for required information or attachments.

Attach the above listed to this application or attach in an email to ApplyHPC@stpaul.gov

Will any federal money be used in this project?

YES ☐ NO ☒

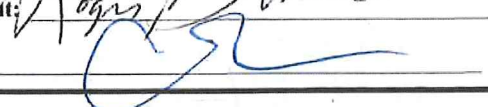
Are you applying for the Investment Tax Credits?

YES ☒ NO ☐

I, the undersigned, understand that the Design Review Application is limited to the aforementioned work to the affected property. I further understand that any additional exterior work to be done under my ownership must be submitted by application to the St. Paul Heritage Preservation Commission. Any unauthorized work will be required to be removed.

Signature of applicant: 

Date: 10/6/15

Signature of owner: 

Date: 10/2/15

Send completed application with the necessary attachments to ApplyHPC@stpaul.gov or to:

Saint Paul Heritage Preservation Commission
Department of Planning and Economic Development
25 Fourth Street West, Suite 1400
Saint Paul, MN 55102

FOR HPC OFFICE USE ONLY

Date received: 10/20/15 FILE NO. _____
Date complete: _____
District: Schmidt Individual Site: _____
Pivotal/Contributing/Non-contributing/New Construction/Parcel

☐ **Requires staff review**

Supporting data: YES NO
Complete application: YES NO
The following condition(s) must be met in order for application to conform to preservation program:

It has been determined that the work to be performed pursuant to the application does not adversely affect the program for preservation and architectural control of the heritage preservation district or site (Ch.73.06).

HPC staff approval

Date _____

☒ **Requires Commission review**

Submitted:

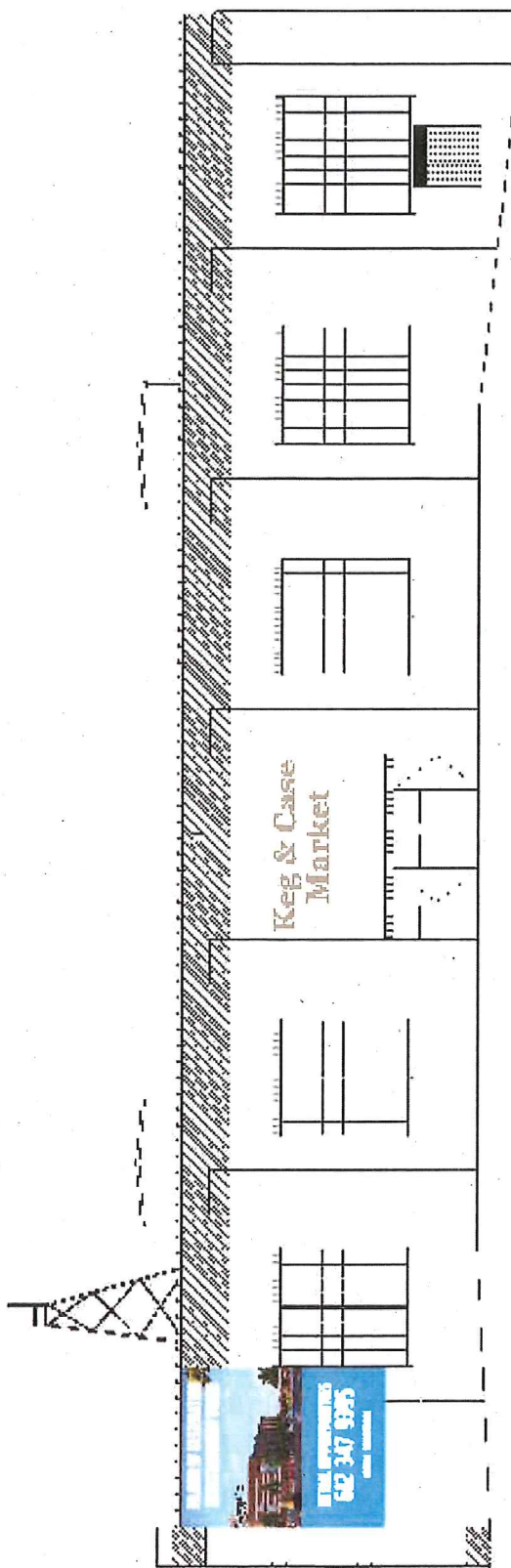
- ☐ 3 Sets of Plans
- ☐ 15 Sets of Plans reduced to 8 ½" by 11" or 11" by 17"
- ☐ Photographs
- ☐ CD of Plans (pdf) & Photos (jpg)
- ☐ City Permit Application
- ☐ Complete HPC Design Review application

Hearing Date set for: _____

City Permit # _____ - _____

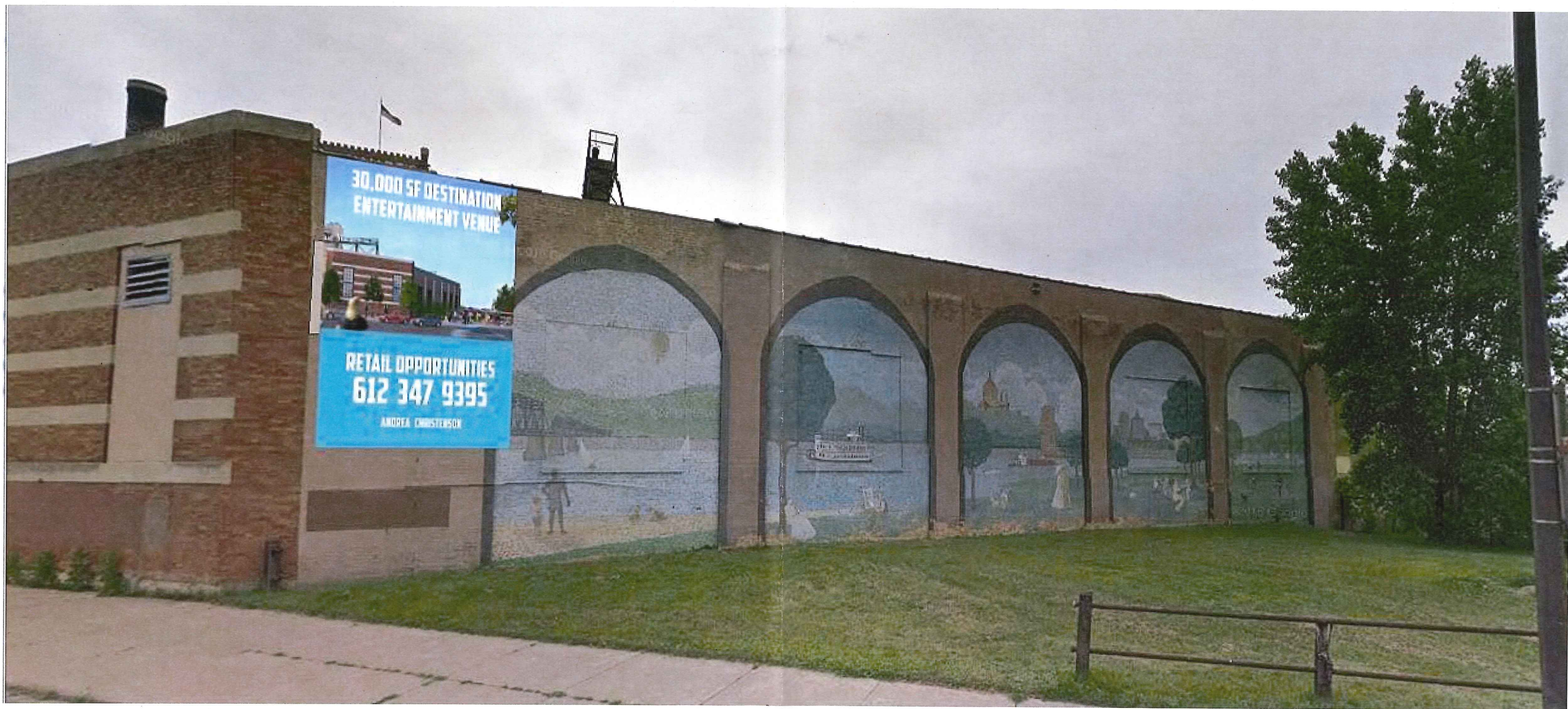
HPC Staff Notes

KEG & CASE
MARKET



EXTERIOR ELEVATION - WEST

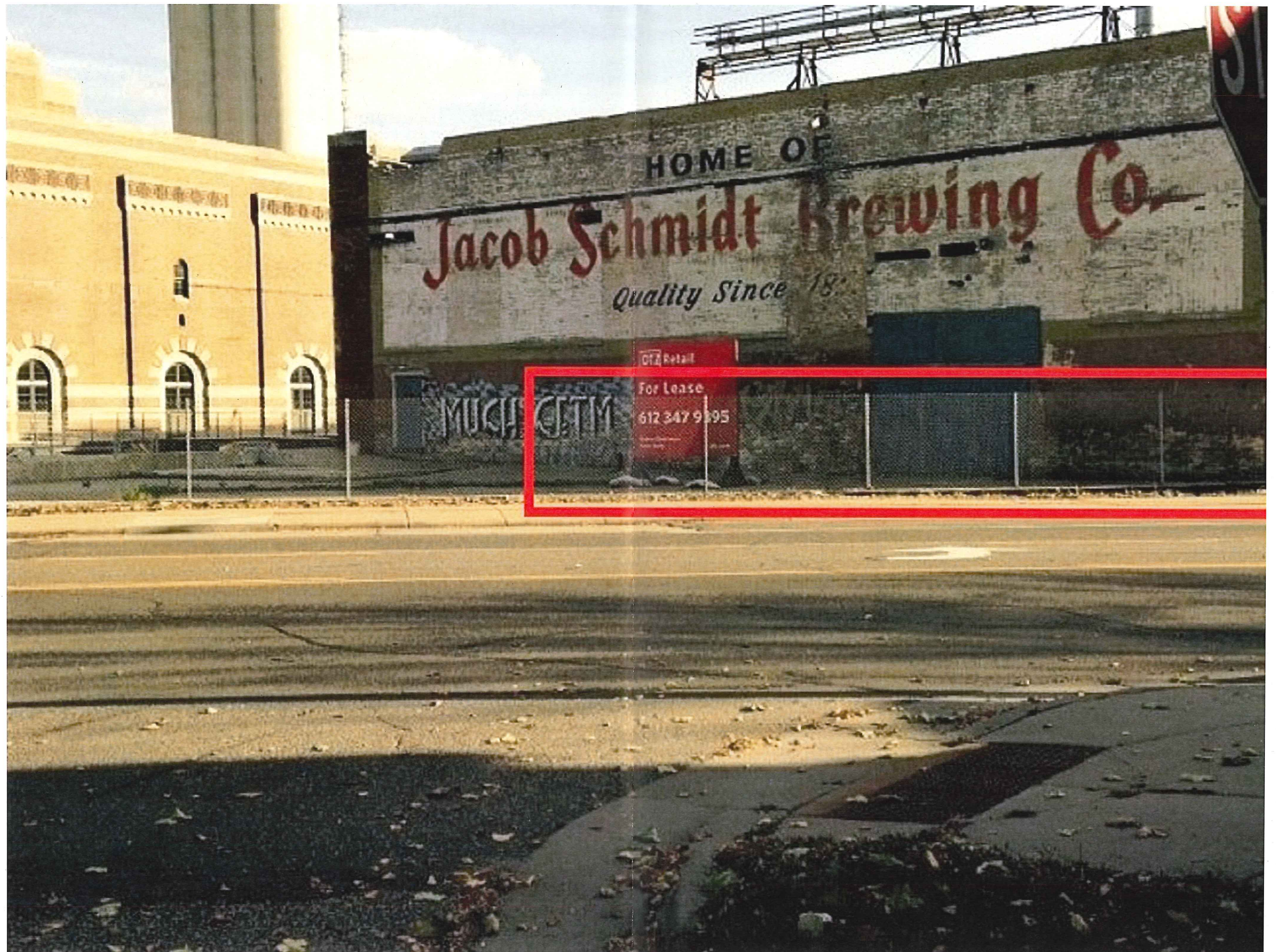




KEG & CASE
MARKET



1 EXTERIOR ELEVATION— WEST
A702 1/8" = 1'-0"





Fence: 6 ft x 10 (+/-) ft Banners: 5 ft x 10 ft

Staff rec: resized area

