

**CITY OF SAINT PAUL
HERITAGE PRESERVATION COMMISSION STAFF REPORT**

FILE NAME: 928 West Seventh Street (historic address 415-419 Webster Street)
INVENTORY NUMBER: RA-SPC-2938
DATE OF APPLICATION: February 22, 2018
APPLICANT: Michael Bjornberg, Preservation Design Works
OWNER: Schmidt Keg House Holdings (Craig Cohen)
CONTRACTOR: Dave Pelter, Lawrence Sign
DATE OF HEARING: March 8, 2018
HPC SITE/DISTRICT: Jacob Schmidt Brewing Company Historic District
PERIOD OF SIGNIFICANCE: 1858-1955
CATEGORY: Building Permit WARD: 2 DISTRICT COUNCIL: 9
CLASSIFICATION: Contributing
STAFF INVESTIGATION AND REPORT: Allison Suhan
DATE: February 27, 2018

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 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 is applying for four building signs: three wall signs at building entries (east, west, and south) and one blade sign along West Seventh Street (at the building's northwest elevation).

The sign proposed for the west elevation will read "Keg & Case West 7th Market" and will be of red aluminum channel letters mounted to an aluminum raceway. It will be approximately 3' high by 17' wide. It will be lit with flexible Sloan red LED mounted to the face of the letters. The raceway will be painted a color similar to the building's masonry.

The signs proposed for the south and east elevations will be 6' 8.4" high by 10' wide and will contain the "Keg and Case West 7th Market" logo. They will be centered above the entrances and is composed of painted aluminum and vinyl graphics. They will each be lit by three gooseneck lamps installed above the sign.

The proposed blade sign facing West 7th Street will be 2'6" wide by 14' high and 8" deep and will project no more than 4' from the building. It will read "Keg and Case" with raised letters and vinyl graphics and will be centered between the two existing vertical glass block window openings. It will be constructed of an aluminum cabinet with aluminum cut out letters and vinyl graphics. It will be lit from above by two gooseneck lamps installed at the top of the sign.

All lighting and signage is proposed to be installed in to mortar joints.

C. BACKGROUND:

The HPC conditionally approved the overall rehabilitation of the structure on April 28, 2016 (File # 16-025).

D. GUIDELINE CITATIONS:

The Secretary of the Interior's Standards for Rehabilitation

Citation	Meets Preservation Program	Comments
<i>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.</i>	YES	No removal of historic or distinctive features is proposed.
<i>3. 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.</i>	YES	While the raceway sign relates to the Schmidt neon sign, it does not create a false sense of historic elements.
<i>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 will 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.</i>	YES	The proposed signage will not destroy any historic materials and is compatible in size, scale, proportion, and massing to the structure.
<i>10. 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.</i>	YES	The proposed signage does not disrupt the essential form and integrity of the building.

Jacob Schmidt Brewing Company Preservation Program

Sec. 74.08.5 Signage, awnings, and accessories

Citation	Meets Preservation Program	Comments
<i>a. General. 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.</i>	YES	The proposed signs are compatible with the district and structures and will not conceal any architectural features. A master sign plan is encouraged for future tenant signage.
<i>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</i>	YES	The aluminum signage will be painted and will relate to historic painted metal signage appropriate for the period of significance.

<p><i>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.</i></p>		<p>The raceway signage relates to the Schmidt neon sign in materials and design but is subordinate to it in scale and location.</p>
<p><i>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.</i></p>	<p>YES</p>	<p>The proposed signage types comply.</p>
<p><i>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. 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.)</i></p>	<p>YES</p>	<p>The signs and corresponding lighting will be installed into mortar joints only and are sited so as to respond to architectural details and features rather than obstruct. The blade sign is appropriately spaced from the building.</p>
<p><i>e. Illumination. 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.</i></p>	<p>YES</p>	<p>The proposed signage on the south and east elevations as well as the blade sign will be lit from gooseneck lighting from above which complies with the preservation program. The raceway sign will be illuminated by flexible Sloan LED which relates to the Schmidt signage and complies with the guideline.</p>

E. FINDINGS:

1. 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.
2. 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
3. **74.08 Signage** The proposed signs are compatible with the district and structures and will not conceal any architectural features. The signs and corresponding lighting will be installed into mortar joints only and are sited so as to respond to architectural details and features rather than obstruct, with the blade sign appropriately spaced from the building. The proposed signage on the south and east elevations as well as the blade sign will be lit from gooseneck lighting from above which complies with the preservation program. The

raceway sign will be illuminated by flexible Sloan LED which relates to the Schmidt signage but is subordinate to it in scale and location and complies with the guideline. The aluminum signage will be painted and will relate to historic painted metal signage appropriate for the period of significance.

4. This project is also pursuing federal and state investment tax credits. Accordingly, National Parks Service review may result in additional conditions and project guidance.
5. The proposed signage at 928 West Seventh Street will not adversely impact the Program for the Preservation and architectural control for the Jacob Schmidt Brewing Company Heritage Preservation District (Leg. Code §73.06 (e)) so long as the conditions are met.

F. STAFF RECOMMENDATIONS: Based on the findings, staff recommends approval of the building permit application with the following conditions:

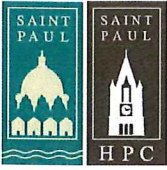
1. The raceway signage shall not have any flashing, blinking, moving, or varying intensity lighting.
2. All metal shall have a painted, matte finish.
3. Signage and lighting shall be installed in to mortar joints only.
4. Any future signage for Keg and Case or for individual tenants shall be submitted to HPC staff for review. A master sign plan is encouraged for future tenant signage.
5. When complete, any reviews by SHPO or the National Parks Service shall be provided to HPC staff for review. These reviews could result in the need for additional HPC review or conditions.
6. Any final materials, mock-ups, colors, finishes and details shall be submitted to the HPC staff for final review and approval.
7. Any revisions to approved plans shall be submitted and reviewed and approved by the HPC and/or HPC staff. If revisions are significant, new plans may need to be drafted and submitted for final review and approval.
8. The HPC stamped approved plans shall remain available on site for the duration of the project.
9. Items not listed in project scope have not been reviewed. Any changes or additions require further review.
10. This Certificate is VOID if the approved plans are altered from the Heritage Preservation approved plans.
11. All measurements and relationships of existing conditions and new construction shall be field checked for accuracy with submitted plans at the responsibility of the applicant. Inaccuracies or differences should be reported to HPC staff prior to commencement.

H. SUGGESTED MOTION

I move to conditionally approve application #18-016 for for four building signs as per the findings of fact, presented testimony, submitted documentation and information provided in the staff report with the eleven conditions.

I. ATTACHMENTS

1. HPC Application
2. Submitted Plans
3. Photos of the property



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

928 West Seventh Street,
 St Paul, MN

Heritage Preservation Commission Design Review Application

PROCESS

This application must be completed in addition to required city permit applications for individually designated Heritage Preservation Sites and properties located within Heritage Preservation Districts.

Design review applications are reviewed and approved by either heritage preservation staff or the Heritage Preservation Commission (HPC) at a public hearing. HPC staff are authorized to approve work that complies with adopted design review guidelines and preservation programs, available at our website www.stpaul.gov/hpc, while the HPC reviews projects that are significant alterations, demolitions, additions, new construction or proposals that do not comply with HPC guidelines. The decision of whether a proposal may be reviewed and approved by HPC staff or must be reviewed by the HPC at a public hearing is made once a complete application is submitted.

The HPC public hearing schedule is viewable here:
<https://www.stpaul.gov/departments/planning-economic-development/heritage-preservation/heritage-preservation-commission>

A complete application consists of:

- 1) An application form
- 2) Required attachments that adequately describe the proposed work (see attached checklist)

An incomplete application will be put on hold and staff will contact you for additional information. If an application is incomplete for 30 days after it was received, it will be returned to the applicant.

Complete applications will be reviewed in the order they are received. **Applications are not entered in queue to be reviewed until staff has determined them to be complete.** Once reviewed, a Certificate of Approval will be issued along with any conditions for the proposed work. You will be notified by staff when the Certificate of Approval has been issued and a copy will be sent to the Department of Safety and Inspections (DSI) to complete the HPC process of obtaining the necessary permit(s).

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/Alteration |
| <input type="checkbox"/> Moving | <input type="checkbox"/> Fence/Retaining Wall | |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Other _____ | <input type="checkbox"/> Pre-Application Review Only |

2. PROJECT ADDRESS

Street and number: 928 West Seventh Street Zip Code: _____ 55102

3. APPLICANT INFORMATION

Name of contact person: Michael Bjornberg
Company: Preservation Design Works
Street and number: 575 9th Street SE Suite 215
City: Minneapolis State: MN Zip Code: 55414
Phone number: 612-843-4140 e-mail: bjornberg@pvnworks.com

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

Name: Schmidt Keg House Holdings (Craig Cohen)
Street and number: 565 Holly Avenue
City: St. Paul State: MN Zip Code: 55102
Phone number: (651)756-7739 e-mail: craigcohen39@aol.com

5. PROJECT ARCHITECT (If applicable)

Contact person: Dave Pelter
Company: Lawrence Sign
Street and number: 945 Pierce Butler Route
City: St. Paul State: MN Zip Code: 55104
Phone number: 651-488-6711 e-mail: DPeltier@LawrenceSign.com

6. PROJECT DESCRIPTION

Completely describe ALL exterior changes being proposed for the property. Include description of affected existing exterior features and 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.

See attached scope of proposed work.

Total Project Value:	See attached proposals	<i>Attach additional sheets if necessary</i>
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7. ATTACHMENTS & DESIGN REVIEW CHECKLIST

Please refer to the following checklist section(s) that relate to your proposed scope of work and check next to the items that are attached to your application. Attach all checked items listed to this application or attach in an email to ApplyHPC@stpaul.gov

Staff may contact you for additional information or materials.

If your project or work type is not included in this checklist, please contact the staff by calling 651-266-9078 or sending an e-mail to applyhpc@stpaul.gov for assistance on how to complete an application.

<i>Applicant Submitted</i>	<i>Staff Received</i>	<i>Date Received</i>	
			Restoration /Repair/Rehabilitation
<input type="checkbox"/>	<input type="checkbox"/>		Three (3) copies of scaled and dimensioned plans which note all materials, finishes, and dimensions on plan (2 copies will be forwarded to the Dept. of Safety and Inspections).
<input type="checkbox"/>	<input type="checkbox"/>		Photographs of all features and areas affected by proposed work.
<input type="checkbox"/>	<input type="checkbox"/>		If an existing architectural feature is being replaced, please provide detailed drawings of the existing feature.
<input type="checkbox"/>	<input type="checkbox"/>		Historic photographs (if any) that inform the restoration/rehabilitation/repair work.
			Sign/Awning:
<input checked="" type="checkbox"/>	<input type="checkbox"/>		Photographs of location of proposed signage on structure/property.
<input checked="" type="checkbox"/>	<input type="checkbox"/>		Photographs of structure and all exterior sides affected by proposed work.
<input checked="" type="checkbox"/>	<input type="checkbox"/>		Three (3) copies of plans that note materials, dimensions, colors, and method of attachment.
<input type="checkbox"/>	<input type="checkbox"/>		Section drawing showing point of installation, method of installation, awning profile and projection.
<input checked="" type="checkbox"/>	<input type="checkbox"/>		Illumination plan.
<input checked="" type="checkbox"/>	<input type="checkbox"/>		Photographs or elevation of the building showing location of proposed sign in relation to the building and, if applicable, other signage on the building.
			New Construction/Addition/Exterior Alteration:
<input type="checkbox"/>	<input type="checkbox"/>		Three (3) copies of construction level plans which note all materials, finishes, and dimensions on plan (2 copies will be forwarded to the Dept. of Safety and Inspections). Show how the addition(s) relates to the existing structure.
<input type="checkbox"/>	<input type="checkbox"/>		Photographs of all features and areas affected by proposed work.
<input type="checkbox"/>	<input type="checkbox"/>		Site plan showing lot dimensions, location of any existing buildings, and proposed addition(s), elevation plans, section and detail drawings as necessary. All plans must be scaled and dimensioned.
<input type="checkbox"/>	<input type="checkbox"/>		Digital copies of the plans and photos submitted on CD or USB.

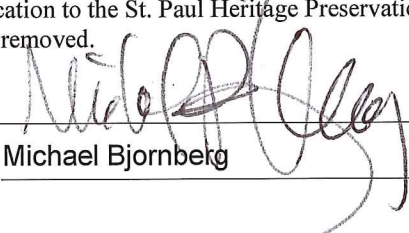
<i>Applicant Submitted</i>	<i>Staff Received</i>	<i>Date Received</i>	
			Fencing/Retaining Wall:
<input type="checkbox"/>	<input type="checkbox"/>		A site plan showing the location of the fence/wall in relation to property lines and any structures with measurements.
<input type="checkbox"/>	<input type="checkbox"/>		An elevation drawing or photo of the proposed fence/wall.
			Roofing:
<input type="checkbox"/>	<input type="checkbox"/>		Sample or description of existing material(s).
<input type="checkbox"/>	<input type="checkbox"/>		Sample or specifications of proposed material(s).
<input type="checkbox"/>	<input type="checkbox"/>		Sample colors.
<input type="checkbox"/>	<input type="checkbox"/>		Photographs of all exterior sides affected by the proposed work.
<input type="checkbox"/>	<input type="checkbox"/>		Photographs of the building and roof showing existing conditions of roof, coping, flashing, affected masonry, parapet, siding, existing skylights, and/or dormers. Also include any other critical intersections where the roof meets the historic fabric, and sightline drawings when a change in slope or other potentially visible change is proposed.
			Heating, Ventilating, and Air Conditioning Equipment
<input type="checkbox"/>	<input type="checkbox"/>		Site plan showing location of condenser in relation to the building(s) and property lines.
<input type="checkbox"/>	<input type="checkbox"/>		Photographs of the proposed location of any condensers or venting.
<input type="checkbox"/>	<input type="checkbox"/>		Photographs demonstrating that the proposed unit is not visible from the street.
<input type="checkbox"/>	<input type="checkbox"/>		A screening plan if a condenser is in the side yard.
<input type="checkbox"/>	<input type="checkbox"/>		Drawing or photograph demonstrating where and how conduit will be attached to the building.
			Window/Sash Replacement:
<input type="checkbox"/>	<input type="checkbox"/>		Statement describing in detail why windows need replacement as well as a description of weatherization efforts and copy of window repair estimates.
<input type="checkbox"/>	<input type="checkbox"/>		Existing window design and dimensions.
<input type="checkbox"/>	<input type="checkbox"/>		Proposed window design, dimensions, and manufacturer's specifications including shop drawings.
<input type="checkbox"/>	<input type="checkbox"/>		Existing type of exterior storm windows.
<input type="checkbox"/>	<input type="checkbox"/>		Proposed style of exterior storm windows.
<input type="checkbox"/>	<input type="checkbox"/>		Existing exterior window trim material.
<input type="checkbox"/>	<input type="checkbox"/>		Proposed exterior window trim material and style.
<input type="checkbox"/>	<input type="checkbox"/>		Photographs of all exterior sides where window replacement is being proposed.
<input type="checkbox"/>	<input type="checkbox"/>		Photographs of existing features/conditions which support window replacement proposal.



<u>Applicant Submitted</u>	<u>Staff Received</u>	<u>Date Received</u>	
			Other Items Requested by HPC Staff:
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>		

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: 2/22/18
 Typed name of applicant: Michael Bjornberg

Signature of owner: _____ Date: 2/22/18
 Typed name of owner: Craig Cohen

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

You may also click the button below to attach the completed application to an email that will go directly to ApplyHPC@stpaul.gov . **Please attach supporting documents to the email** as well.



Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District

Scope of Proposed Work:

The applicant is applying for four building signs: three wall signs at building entries (east, west and south) and one blade sign along West 7th Street (at the building's northwest elevation). The applicant has provided two wall sign designs: one design for the west entry and one design for the south and east entries.

Wall signs:

Three individual wall signs are proposed for the building's east, west, and south elevations, with one sign per elevation/entry. These signs are proposed to be mounted above building entrances. The sign size varies, as noted below. On the west and south elevations, the sign will be installed in the center of the façade, over the central entrance on that façade. On the east elevation, the sign will be installed in the center of the bay that is stepped out from the façade. The existing building has numerous keg doors that are not functional; the three wall signs provide additional wayfinding by distinguishing entry points from non-entry points.

Wall Entry Design #1 (1 thus): This sign will be mounted on the west side of the building. The sign will be composed of red aluminum channel letters mounted to an aluminum raceway. It will be lit with a flexible Sloan red LED surface mounted to the face of the aluminum letters. The raceway will be mounted to the wall and installed at mortar joints. The sign consists of two lines of text: the upper line reads "KEG and CASE" and the lower line reads "WEST 7th MARKET." On the west sign, the upper line is 2' 4.4" high by 17' 1" long, and the lower line is 10.1" high by 11' 11.75" long. The sign is 5" in depth mounted on a 4" deep raceway. The raceway will be painted a color which is similar to the building's masonry.

Wall Entry Design #2 (2 thus): These signs are planned to be mounted on the south and east sides of the building. The sign design is the KEG and CASE, WEST 7th MARKET logo. It includes the name of the facility, an image of the Schmidt Brewery Complex, and the location (SAINT PAUL, MN). The sign will be centered above the entry openings, and centered between the top of the wall and the top of the entry doors. The sign is 6' 8.4" high by 10' 0" wide with a 1.5" deep background pan. The background pan is composed of aluminum and painted black. The red and beige logo graphics are composed of painted aluminum cut-out letters mounted with 1/2" aluminum spacers and vinyl graphics applied to the aluminum pan. The sign will be lit by three gooseneck lamps installed above the sign. Both the sign and the lighting fixtures will be mounted to the wall with metal plates and installed at mortar joints.

Blade Sign:

One double-faced blade sign is proposed to be mounted to the existing masonry wall at the building's northwest elevation. The sign's dimensions are 2' 6" wide x 14' 0" high x 8" deep. It will be installed facing West 7th Street. The sign has one line of text which reads "KEG and CASE." It is to extend no further than 4' 0" from the face of the building. The sign is attached to two 4" square aluminum tubes and 10" square mounting plates, which in turn will be mounted at existing masonry joints. The sign will be centered between the two existing vertical glass block window openings and will be contained within the vertical dimensions of the openings. The sign will be constructed of an aluminum cabinet. 1/4" flat cut out letters will be painted and mounted to the aluminum cabinet with 1/2" aluminum spacers. Vinyl

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District

graphics will also be applied to the cabinet face. The blade sign will be lit from above two gooseneck lamps installed at the top of the sign. The sign colors are a combination of a black aluminum cabinet, black support tubes and a black mounting plate with red and beige accent graphics.

The proposed blade sign is in character with the vertical fenestration on the northwest façade of the Keg and Case Market and the existing character of the Jacob Schmidt Brewing Company Historic District signage. The Keg House's north façade (visible from West 7th Street) has painted signage on the masonry. It is in the interest of not obscuring or interfering with the existing painting and masonry that the applicant has looked to the northwest façade as an alternate location for signage. A blade sign installed on the northwest façade will be visible from West Seventh Street; the building's south, east, and west façades provide extremely limited vehicular visibility on West Seventh Street.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District

Exterior Photographs:



Photo 1. West and south elevations of building, December 2017.¹

¹ All photographs taken by Michael Bjornberg unless otherwise noted.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 2. South elevation of building, January 2018. *Photograph courtesy of Dave Peltier.*

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District

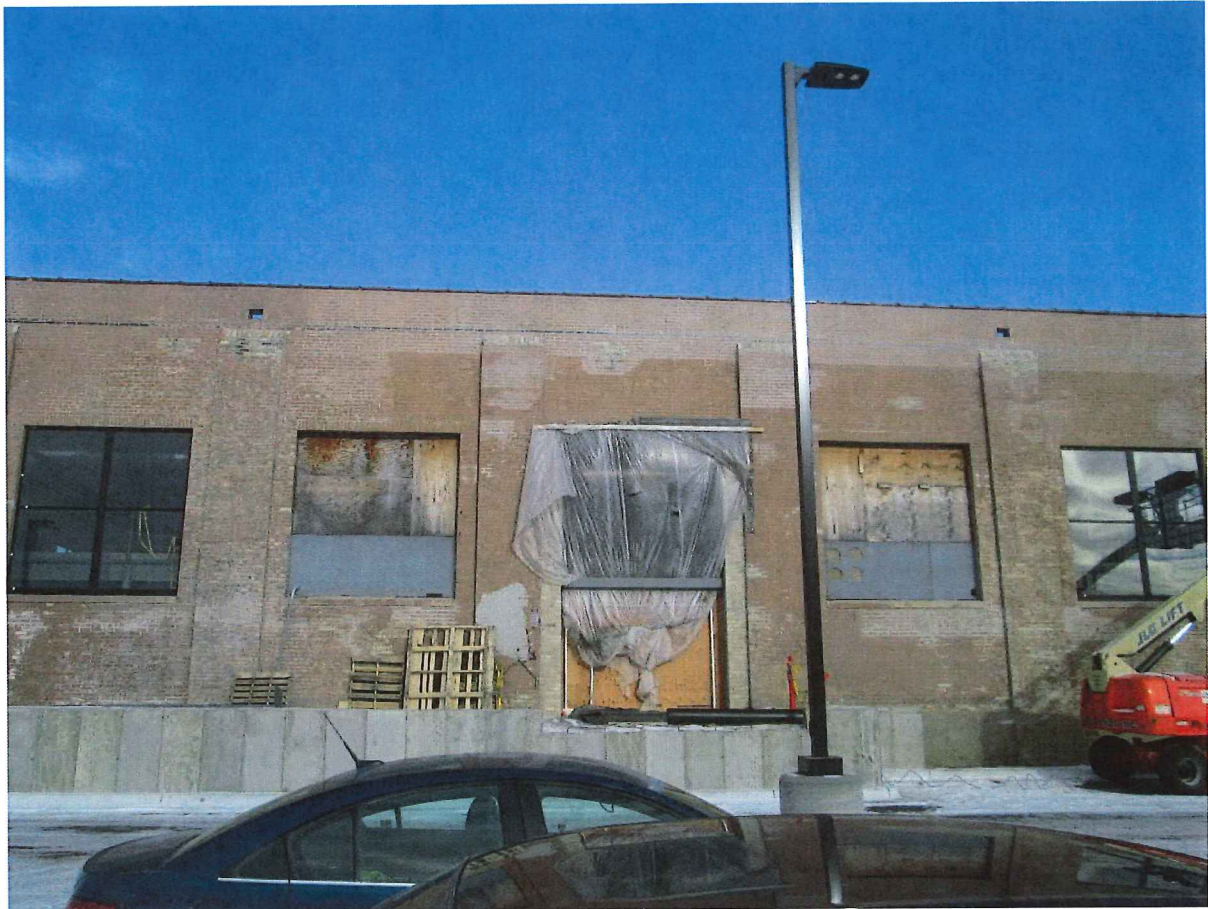


Photo 3. South elevation of building, January 2018. *Photograph courtesy of Dave Peltier.*

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 4. West and northwest elevations of building, December 2017.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 5. West elevation of building, December 2017.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 6. West elevation of building, December 2017.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 7. North elevation of building with historic painted wall sign and northwest elevation of building, December 2017.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 8. North, northwest, and east elevations of building, December 2017.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 9. North, northwest, and east elevations of building, December 2017.

Keg and Case Market
928 West Seventh Street
Jacob Schmidt Brewing Company Historic District



Photo 10. North and east elevations of building, December 2017.



945 Pierce Butler Route
St. Paul, MN 55104

PREPARED FOR: **Keg & Case Market**

DATE: 2/22/2018

TOTAL PAGES: 1

Quote # 14176

Quote Line	ITEM	UNIT	Qty	TOTAL	COMMENTS / QUALIFICATIONS
14176	West Elevation		1	\$27,716.61	West Elevation - Manufacture and install (1) set of raceway mounted open faced channel letters with exposed flexible LED. Copy - Keg & Case W. 7th Market. Primary electrical connection by others.
14176-04	East Elevation		1	\$8,077.45	East Elevation - Manufacture and install (1) non-illuminated pan sign with flat cut out letters and spacers. Mounting holes in the brick mortar joints only. Copy - Full logo. Indirect lighting by others.
14176-02	South Elevation		1	\$8,077.45	South Elevation - Manufacture and install (1) non-illuminated pan sign with flat cut out letters and spacers. Mounting holes in the brick mortar joints only. Copy - Full logo. Indirect lighting by others.
14176-03	Blade Sign		1	\$8,795.99	Blade Sign - Manufacture and install (1) non-illuminated double faced blade sign with flat cut out letters and spacers. Mounting holes in the brick mortar joints only. Copy - Keg and Case West 7th Market. Indirect lighting by others.
				Grand Total	
				\$52,667.50	

General Qualifications

- Manufacture, installation and shop drawings included
- Tax included
- Permits as required are additional at cost + \$185 procurement fee
- Primary electrical connection by others
- Indirect lighting by others
- 50% deposit required to begin manufacturing

Questions?

Contact Dave Peltier
O:651-488-6711 or C:651-775-6745
dpeltier@lawrencesign.com



928 WEST 7TH STREET
ST. PAUL, MN 55102

WEST ELEVATION
S/F CABINET

CUSTOMER APPROVAL

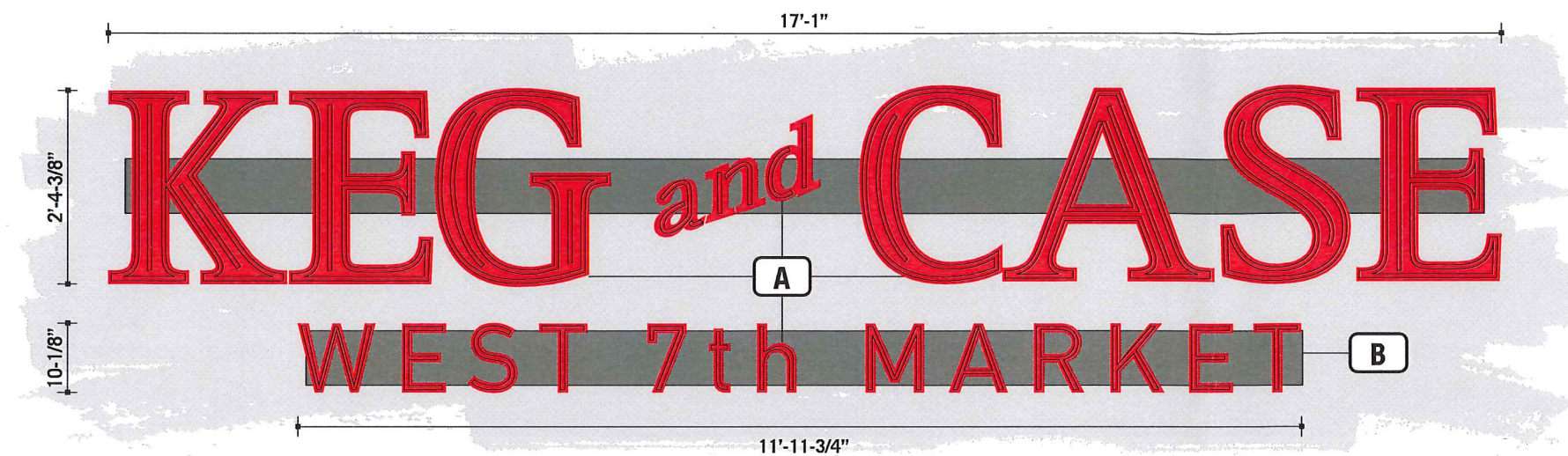
NAME: _____

DATE: _____

- REV1 _____
- REV2 _____
- REV3 _____
- REV4 _____
- REV5 _____
- REV6 _____
- REV7 _____
- REV8 _____

SALES: DP PR: XX
DESIGN: TD
DATE: 02.05.18
DWG: 14176

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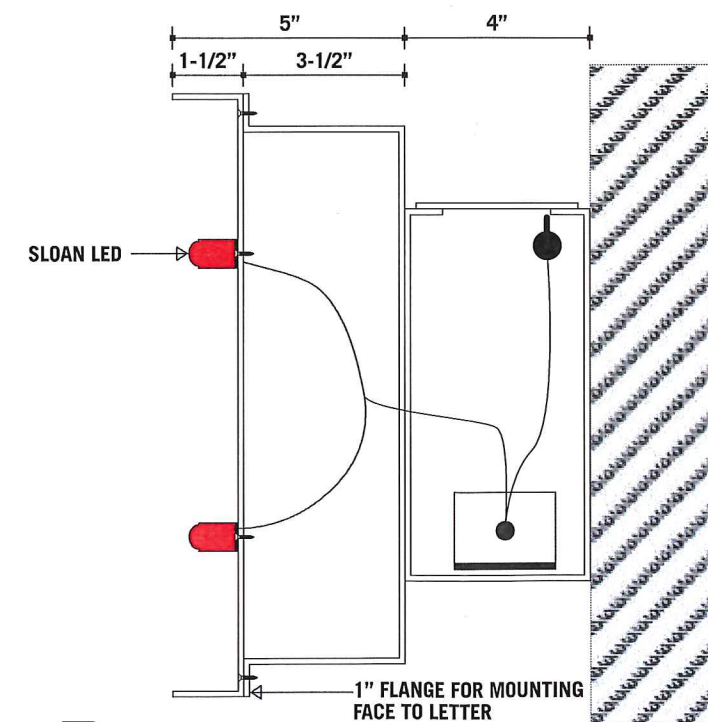


- A** EXPOSED CHANNEL LETTERS
- 5" DEEP FABRICATED RETURNS PAINTED P1
 - 1-1/2" RECESSED FACES
 - SLOAN RED FLEXIBRITE LED SURFACE MOUNTED TO FACE
 - LETTERS MOUNTED TO ALUMINUM RACEWAY

- B** ALUMINUM RACEWAY
- 4-1/2" X 8" ALUMINUM RACEWAY
 - MOUNTED TO WALL
 - PAINTED P2
 - MOUNT IN MORTAR JOINTS ONLY

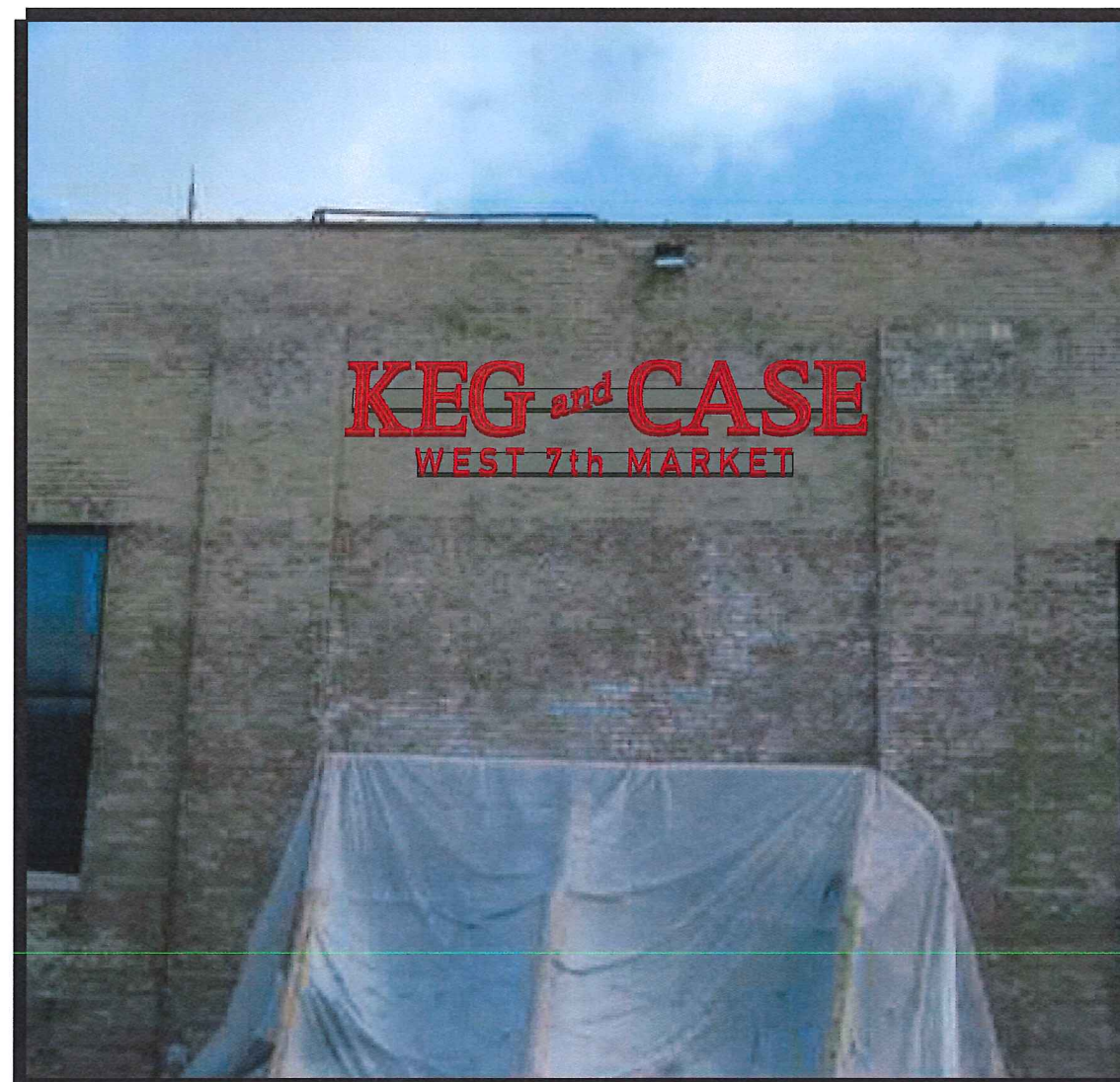
FINISH SCHEDULE

- P1** MP 2075
- P2** MP TO MATCH BUILDING



2 SECTION DETAIL OF LETTER
SCALE: 3"=1'-0"

1 EXPOSED ILLUM. CHANNEL LETTERS - ELEVATION
SCALE: 1/2"=1'-0"



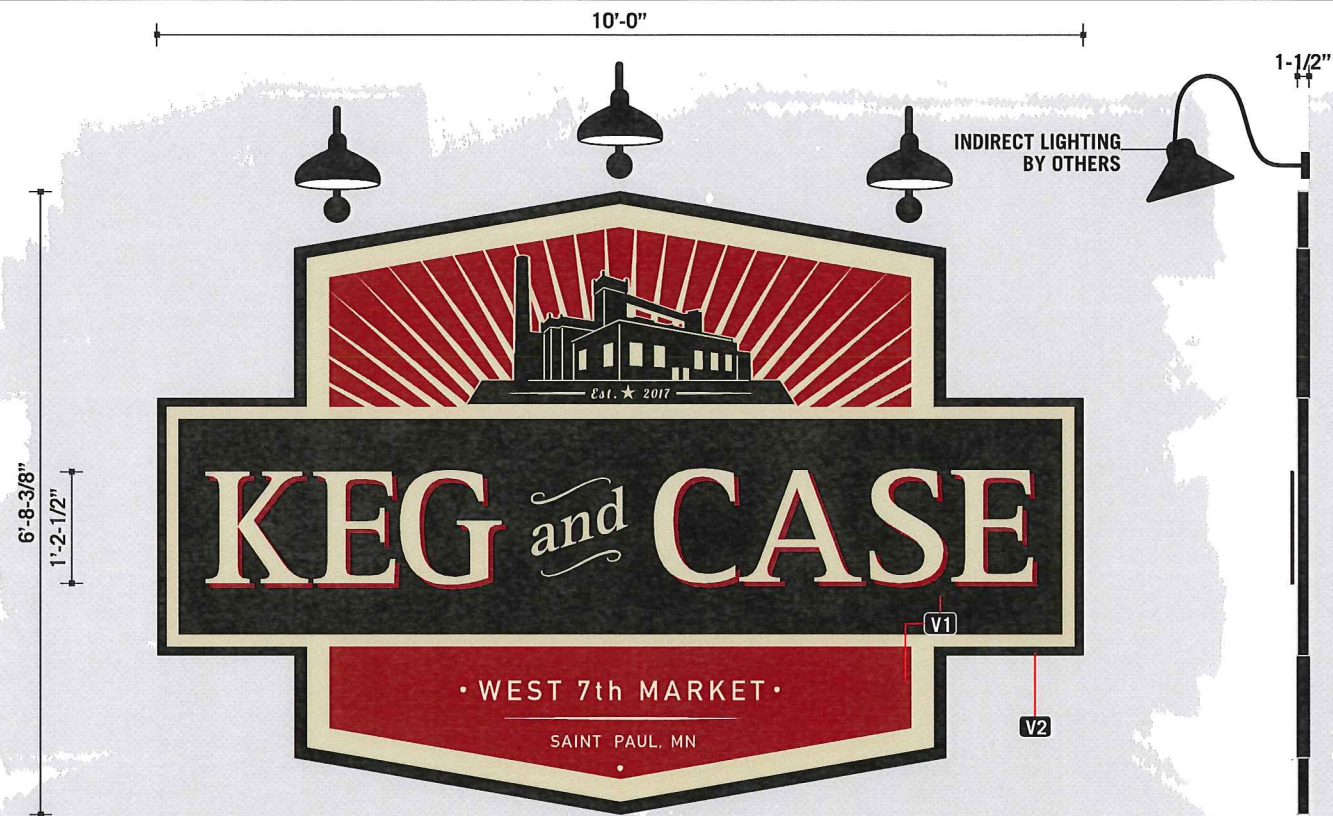
PROPOSED DAY CONDITIONS



LED LAYOUT

ST. PAUL, MN

DESCRIPTION

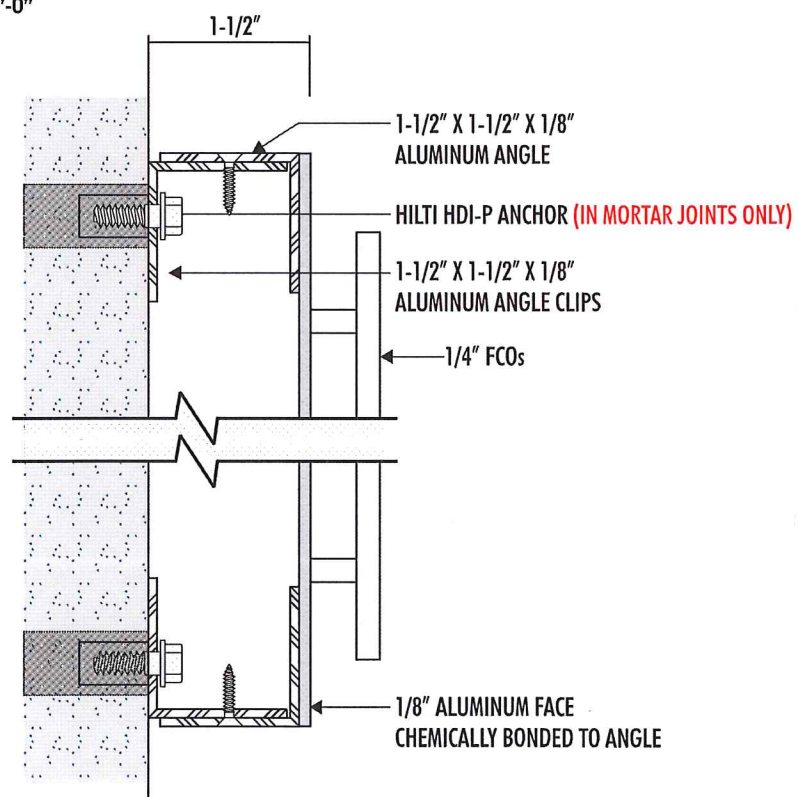


- A** S/F PAN SIGN
- 1-1/2" DEEP FABRICATED ALUMINUM PAN PAINTED P1
 - VINYL GRAPHICS APPLIED TO FACE V1/V2
 - 1/4" THICK ALUMINUM FLAT CUT OUT LETTERS PAINTED P1
 - LETTERS MOUNTED TO PAN W/ 1/2" ALUMINUM SPACERS
 - SPACERS PAINTED P1
 - PAN MOUNTED FLUSH TO BUILDING
 - INDIRECT LIGHTING BY OTHERS

FINISH SCHEDULE

P1	MP BLACK
P2	MP TO MATCH PMS 7500 C (VERIFY)
V1	3M 220-53 CARDINAL RED (VERIFY)
V2	3M 220-49 BEIGE (VERIFY)

1 S/F NON-ILLUM. PAN SIGN - ELEVATION
SCALE: 1/2"=1'-0"



2 SECTION DETAIL
SCALE: 1:2



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EAST ELEVATION
S/F CABINET

CUSTOMER APPROVAL

NAME: _____

DATE: _____

- REV1 _____
- REV2 _____
- REV3 _____
- REV4 _____
- REV5 _____
- REV6 _____
- REV7 _____
- REV8 _____

SALES: DP PR: XX
DESIGN: TD
DATE: 02.05.18
DWG: 14176-01

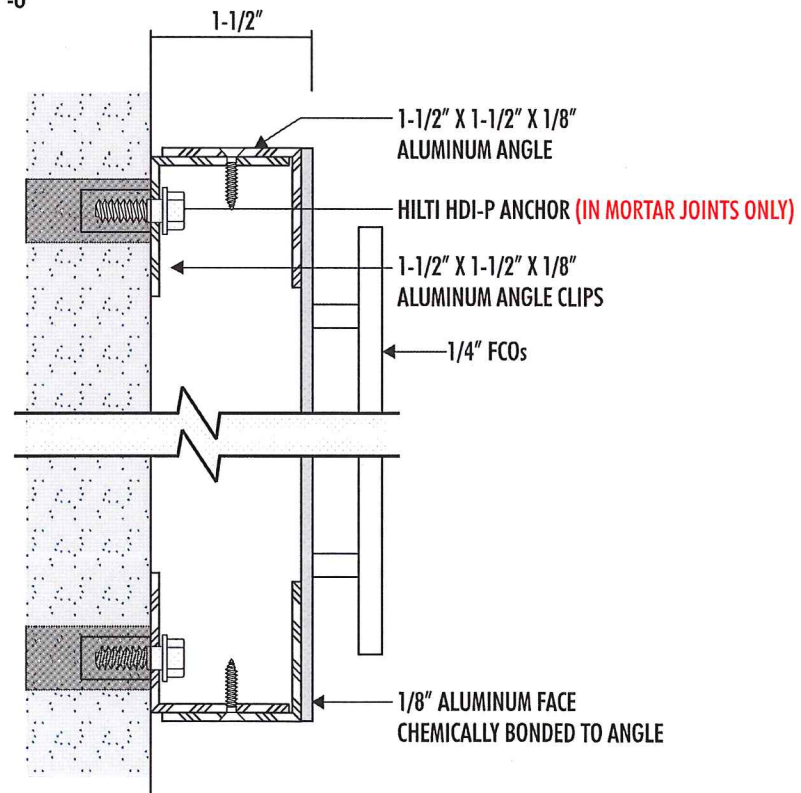
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1 S/F NON-ILLUM. PAN SIGN - ELEVATION
SCALE: 1/2"=1'-0"



2 SECTION DETAIL
SCALE: 1:2

DESCRIPTION

- A** S/F PAN SIGN
- 1-1/2" DEEP FABRICATED ALUMINUM PAN PAINTED P1
 - VINYL GRAPHICS APPLIED TO FACE V1/V2
 - 1/4" THICK ALUMINUM FLAT CUT OUT LETTERS PAINTED P1
 - LETTERS MOUNTED TO PAN W/ 1/2" ALUMINUM SPACERS
 - SPACERS PAINTED P1
 - PAN MOUNTED FLUSH TO BUILDING
 - INDIRECT LIGHTING BY OTHERS

FINISH SCHEDULE

P1	MP BLACK
P2	MP TO MATCH PMS 7500 C (VERIFY)
V1	3M 220-53 CARDINAL RED (VERIFY)
V2	3M 220-49 BEIGE (VERIFY)



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SOUTH ELEVATION
S/F CABINET

CUSTOMER APPROVAL

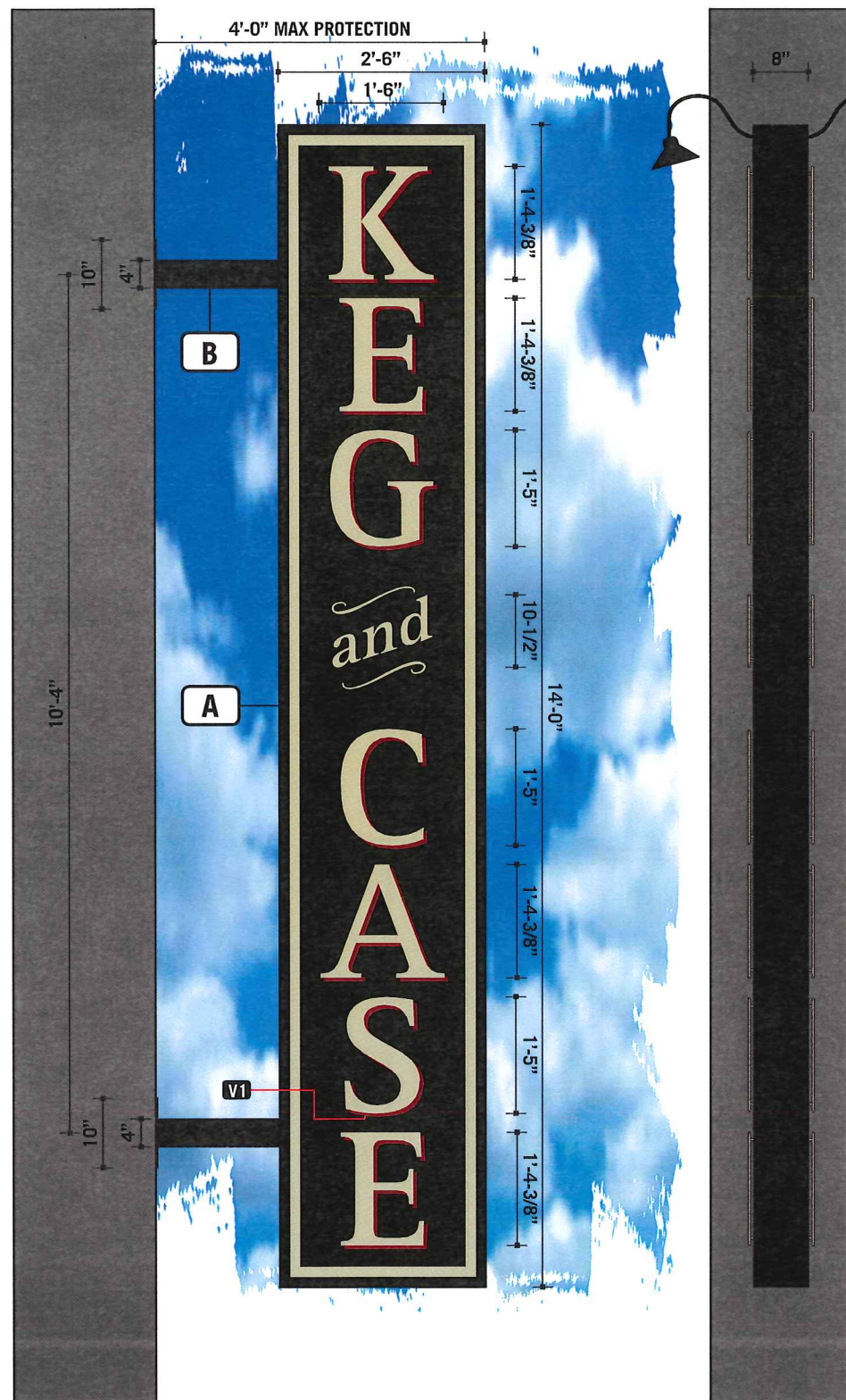
NAME: _____
DATE: _____

- REV1 _____
- REV2 _____
- REV3 _____
- REV4 _____
- REV5 _____
- REV6 _____
- REV7 _____
- REV8 _____

SALES: DP PR: XX
DESIGN: TD
DATE: 02.05.18
DWG: 14176-02

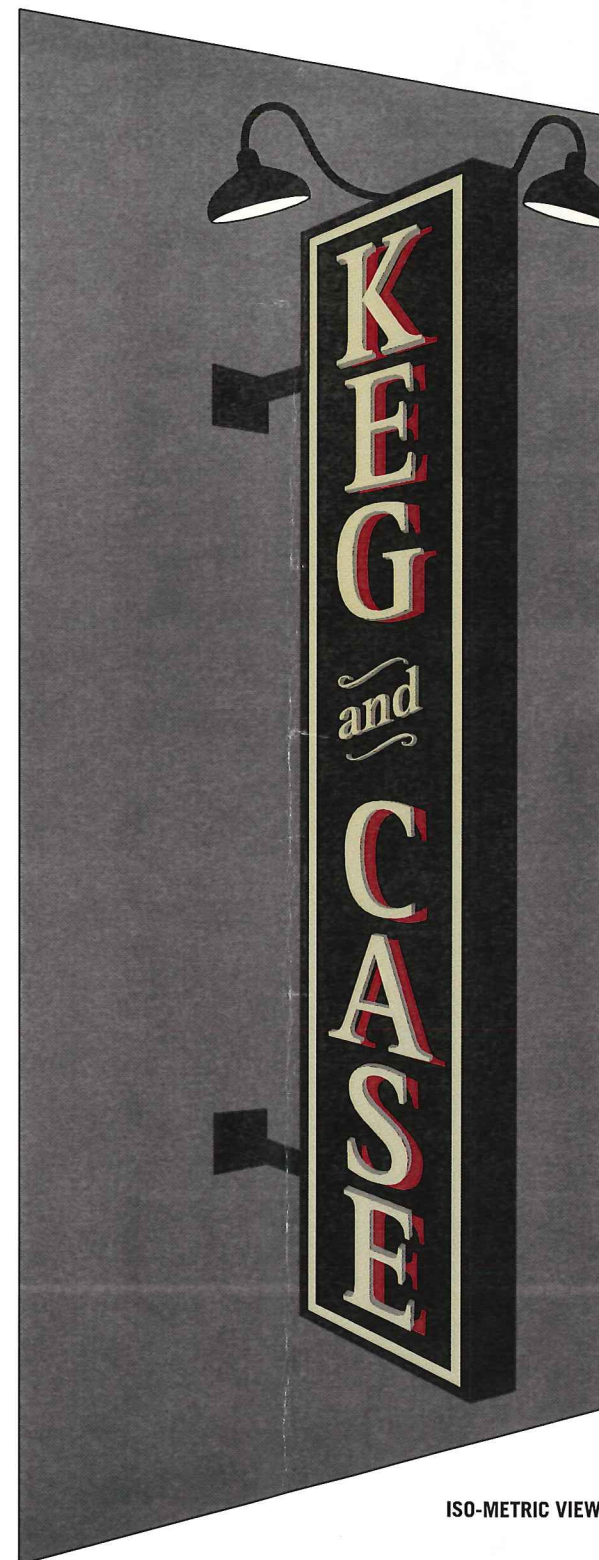
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GOOSENECK LIGHTING BY OTHERS

END VIEW



ISO-METRIC VIEW

- A** D/F BLADE SIGN
 - 8" DEEP FABRICATED ALUMINUM CABINET
 - FACES AND RETURNS PAINTED P1
 - 1/4" THICK FLAT CUT OUT LETTERS MOUNTED TO CABINET W/ 1/2" ALUMINUM SPACERS
 - LETTERS PAINTED P2
 - VINYL GRAPHICS APPLIED TO CABINET FACE V1/V2
 - INDIRECT LIGHTING BY OTHERS
- B** SUPPORT STRUCTURE
 - (2) 4" HORIZONTAL ALUMINUM SQ TUBES PAINTED P1
 - (2) 10" X 10" X 1/4" ALUMINUM MOUNTING PLATES, P1
 - MOUNTED HOLES IN THE BRICK MORTAR JOINTS ONLY

FINISH SCHEDULE

P1		MP BLACK
P2		MP TO MATCH PMS 7500 C (VERIFY)
V1		3M 220-53 CARDINAL RED (VERIFY)
V2		3M 220-49 BEIGE (VERIFY)



DARK CONDITIONS

1 D/F NON-ILLUM. BLADE SIGN - ELEVATION
SCALE: 1/4"=1'-0"



928 WEST 7TH STREET
ST. PAUL, MN 55102

BLADE SIGN

CUSTOMER APPROVAL

NAME: _____

DATE: _____

- REV1 _____
- REV2 _____
- REV3 _____
- REV4 _____
- REV5 _____
- REV6 _____
- REV7 _____
- REV8 _____

SALES: DP PR: XX
DESIGN: TD
DATE: 02.05.18
DWG: 14176-03

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PROPOSED CONDITIONS - SCALE APPROX.

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BLADE SIGN

CUSTOMER APPROVAL

NAME: _____

DATE: _____

- REV1 _____
- REV2 _____
- REV3 _____
- REV4 _____
- REV5 _____
- REV6 _____
- REV7 _____
- REV8 _____

SALES: DP PR: XX

DESIGN: TD

DATE: 02.05.18

DWG: 14176-03

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ST. PAUL, MN

DESCRIPTION



WALL PENETRATIONS FOR LIGHT FIXTURES TO BE THROUGH MORTAR JOINTS ONLY.

CONDUIT INSIDE THE BUILDING (NO EXTERIOR CONDUITS); SEAL BUILDING PENETRATIONS.

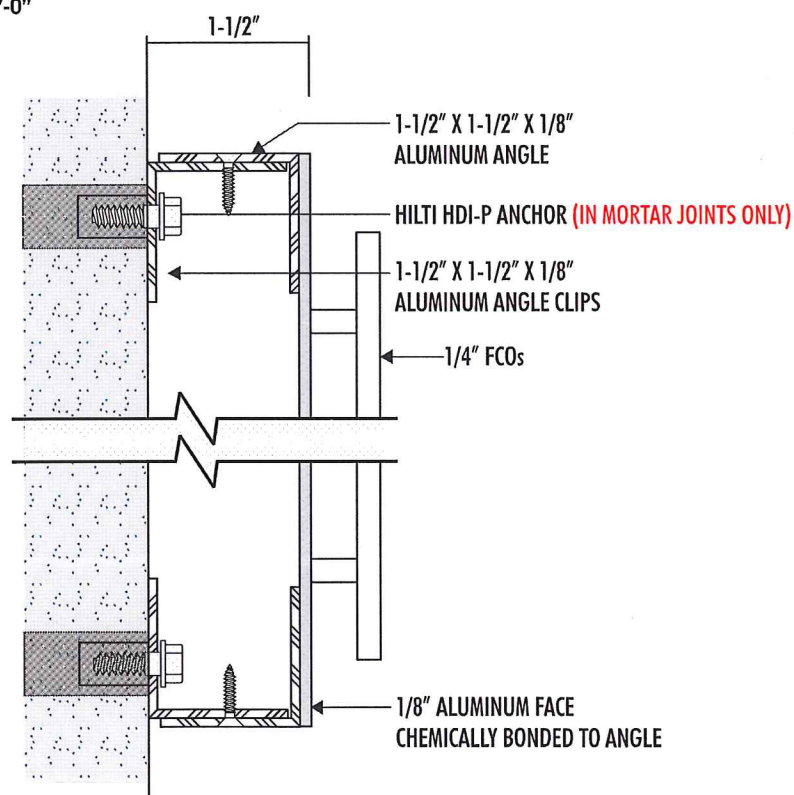
LED FIXTURE \$210.00 EACH

- A** S/F PAN SIGN
- 1-1/2" DEEP FABRICATED ALUMINUM PAN PAINTED P1
 - VINYL GRAPHICS APPLIED TO FACE V1/V2
 - 1/4" THICK ALUMINUM FLAT CUT OUT LETTERS PAINTED P1
 - LETTERS MOUNTED TO PAN W/ 1/2" ALUMINUM SPACERS
 - SPACERS PAINTED P1
 - PAN MOUNTED FLUSH TO BUILDING
 - INDIRECT LIGHTING BY OTHERS

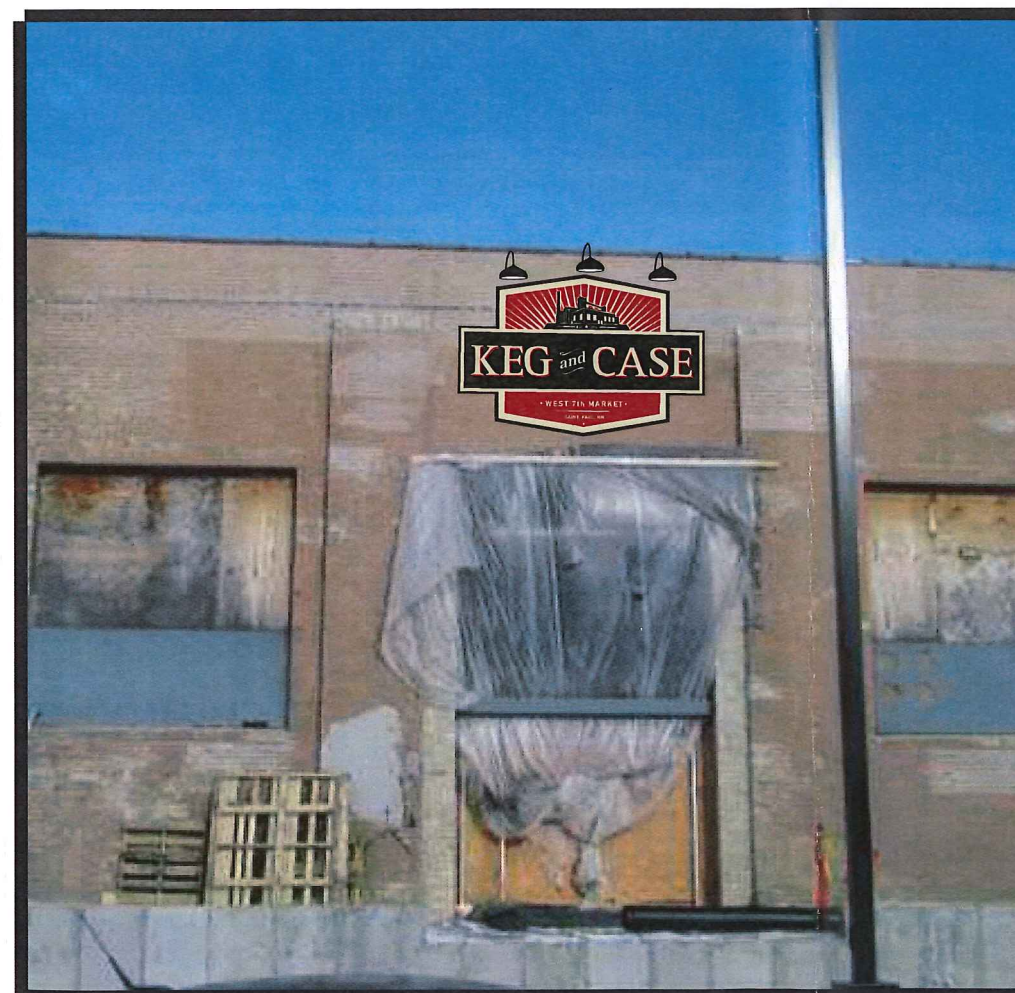
FINISH SCHEDULE

P1		MP BLACK
P2		MP TO MATCH PMS 7500 C (VERIFY)
V1		3M 220-53 CARDINAL RED (VERIFY)
V2		3M 220-49 BEIGE (VERIFY)

1 S/F NON-ILLUM. PAN SIGN - ELEVATION
SCALE: 1/2"=1'-0"



2 SECTION DETAIL
SCALE: 1:2



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SOUTH ELEVATION
S/F CABINET

CUSTOMER APPROVAL

NAME: _____

DATE: _____

- REV1 _____
- REV2 _____
- REV3 _____
- REV4 _____
- REV5 _____
- REV6 _____
- REV7 _____
- REV8 _____

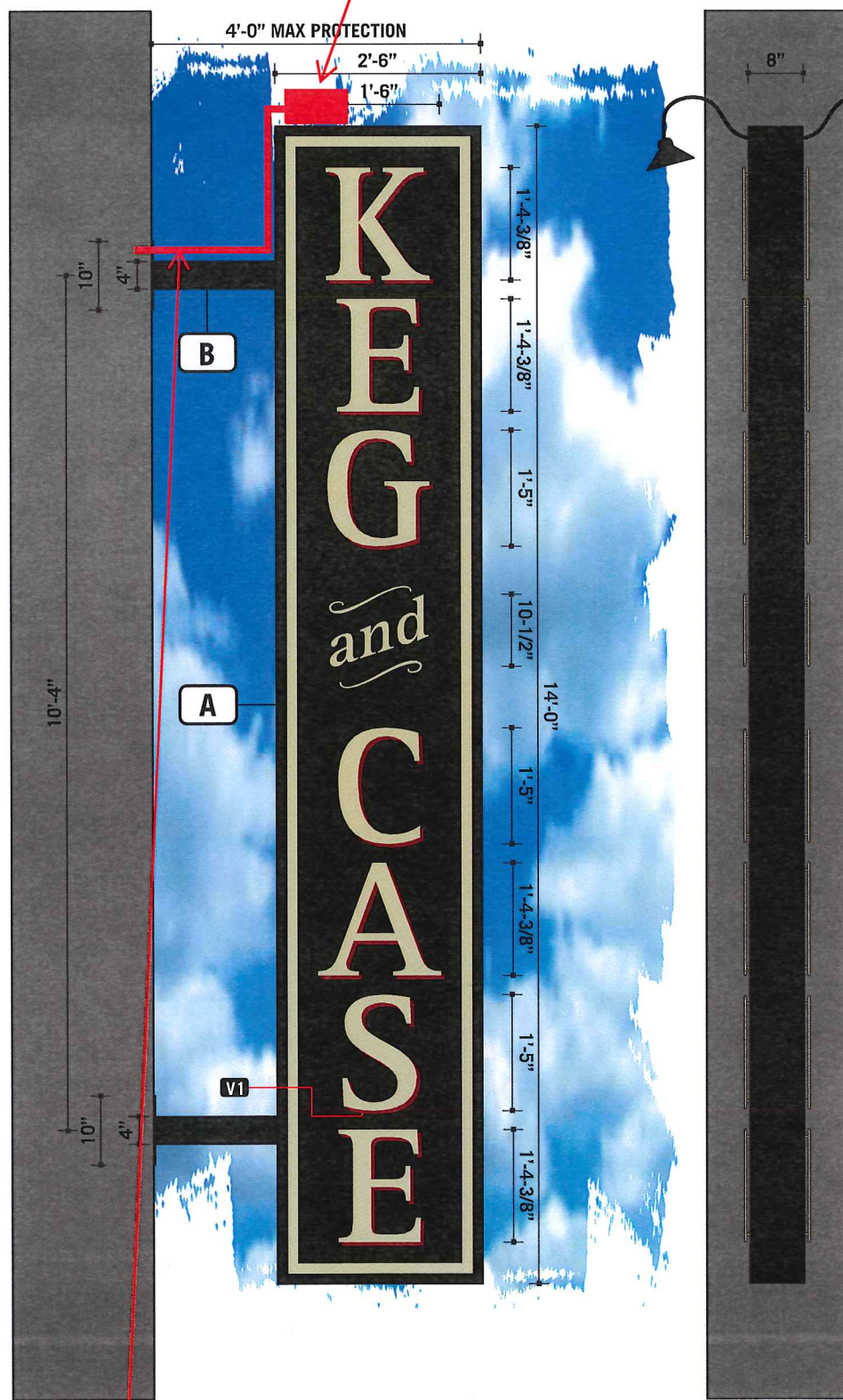
SALES: DP PR: XX
DESIGN: TD
DATE: 02.05.18
DWG: 14176-02

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ST. PAUL, MN

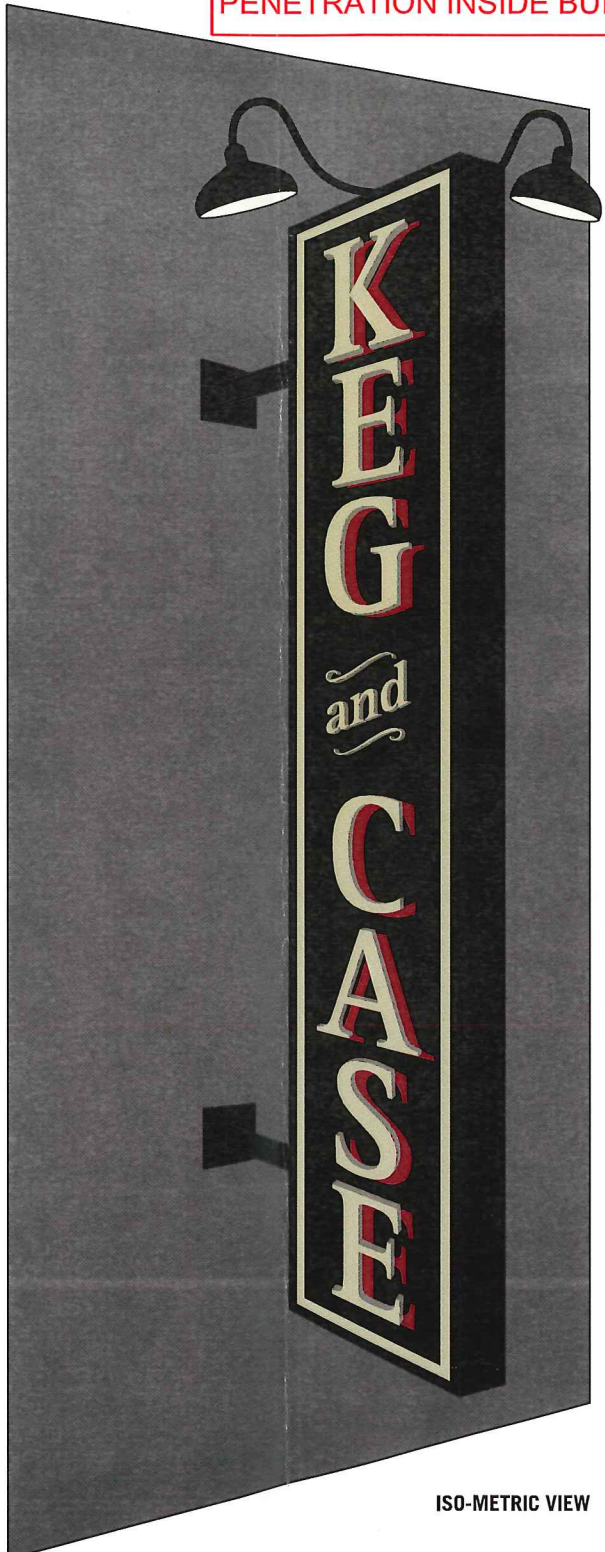
DESCRIPTION



BOX - PAINTED BLACK AND MOUNTED TO SIGN.

MOUNT BOX AT TOP OF SIGN; BOX AND CONDUIT TO BE PAINTED BLACK TO MATCH SIGN; CONDUIT MOUNTED TO SIGN AND FRAME TO PENETRATE WALL THROUGH MORTAR JOINT ONLY. SEAL PENETRATION INSIDE BUILDING.

GOOSENECK LIGHTING BY OTHERS



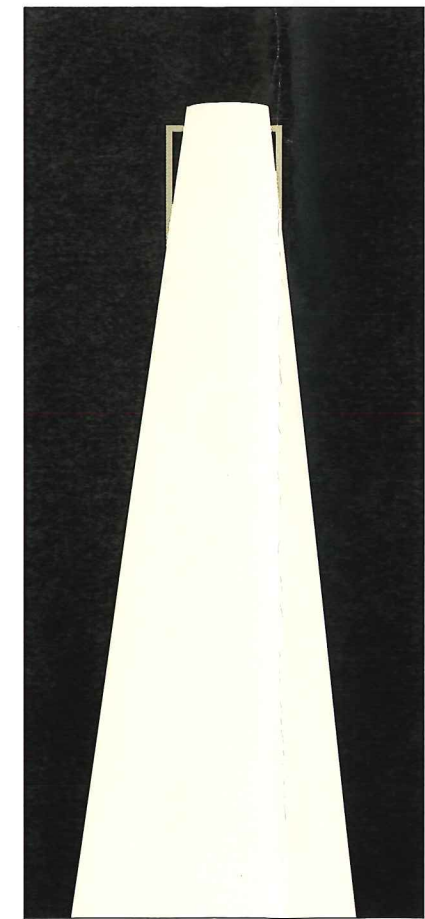
ISO-METRIC VIEW

LED FIXTURE \$210.00 EACH

- A** - D/F BLADE SIGN
 - 8" DEEP FABRICATED ALUMINUM CABINET
 - FACES AND RETURNS PAINTED P1
 - 1/4" THICK FLAT CUT OUT LETTERS MOUNTED TO CABINET W/ 1/2" ALUMINUM SPACERS
 - LETTERS PAINTED P2
 - VINYL GRAPHICS APPLIED TO CABINET FACE V1/V2
 - INDIRECT LIGHTING BY OTHERS
- B** - SUPPORT STRUCTURE
 - (2) 4" HORIZONTAL ALUMINUM SQ TUBES PAINTED P1
 - (2) 10" X 10" X 1/4" ALUMINUM MOUNTING PLATES, P1
 - MOUNTED HOLES IN THE BRICK MORTAR JOINTS ONLY

FINISH SCHEDULE

P1		MP BLACK
P2		MP TO MATCH PMS 7500 C (VERIFY)
V1		3M 220-53 CARDINAL RED (VERIFY)
V2		3M 220-49 BEIGE (VERIFY)



DARK CONDITIONS

1 D/F NON ILLUM. BLADE SIGN - ELEVATION
SCALE: 1/4"=1'-0"

END VIEW

CONDUIT - MOUNTED TO SIGN AND FRAME BRACKET. PAINTED BLACK. PENETRATE WALL THROUGH MORTAR JOINT ONLY.

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BLADE SIGN

CUSTOMER APPROVAL

NAME: _____

DATE: _____

- REV1 _____
- REV2 _____
- REV3 _____
- REV4 _____
- REV5 _____
- REV6 _____
- REV7 _____
- REV8 _____

SALES: DP PR: XX
DESIGN: TD
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DWG: 14176-03

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