

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

FILE NAME: 928 W. Seventh Street (historic address 415-419 Webster Street)
DATE OF APPLICATION: August 17, 2015
APPLICANT: EHT Traceries, Inc., Laura Hughes or Kim Daileader
OWNER: Schmidt Keg House, LLC, Craig Cohen
ARCHITECT: Studio M Architects, Inc., Adam Meyer
DATE OF PRE-APPLICATION REVIEW: September 10, 2015
HPC SITE/DISTRICT: Jacob Schmidt Brewing Company Historic District
CATEGORY: Building Permit
CLASSIFICATION: Contributing
STAFF INVESTIGATION AND REPORT: Amy Spong
DATE: September 3, 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 overall intent of the project is to rehabilitate the existing site into a commercial development that features a food market, called the *Keg & Case Market*. There will also be a restaurant and retail tenant spaces. The applicant proposes to remove all non-contributing remnants of concrete structures on the site that were from the ethanol production use. A new parking lot, lawn greenspace, raised performance space, market plaza, outdoor seating areas, landscaping and an interactive water feature are proposed. Three new entrances will be added to the north, west and south elevations and the east elevation train openings will be infilled for access. Most of the historic window openings will be re-opened with new replica windows. Masonry repair will involve re-building some damaged areas, repointing and cleaning. A new roof will be installed and the light monitors repaired. The application states the Schmidt advertisement on the north wall was installed outside the period of significance, however, the nomination form states it was during the period of significance and warrants preservation. Regardless, the

applicant proposes to maintain the sign and make minor repairs. The non-historic mural on the west elevation will be painted over with one color that is compatible with the existing masonry. There is a steel frame structure on the roof that will be preserved however; its original use was not made clear in the application or in the nomination form. Two new signs are proposed, one on the existing steel structure on the roof and the second on the west elevation. There are no signs proposed at the primary entrance on the east façade.

C. PRE-APPLICATION REVIEW MEETING FORMAT

Typically, the HPC allows for 20-30 minutes for review of each project. The informal review format is as follows:

- Staff will make a brief presentation (5 minutes) identifying issues that should be addressed by the HPC.
- The applicant will make a brief presentation (5 minutes) describing the historic preservation design considerations pertaining to the project scope.
- The HPC will discuss the project and consider whether the project is consistent with the applicable design review guidelines and the SOI. While committee members may discuss the appropriateness of a design approach in addressing the guidelines or SOI, their role is not to design the project. Given the nature of some large rehabilitation projects, the HPC may suggest that the applicant retain a preservation architect.
- At the end of the review, the HPC Chairperson will summarize the issues that were identified, the position of the committee members, and list all recommendations for revisions. The summary includes majority as well as minority or split opinions. The summary should cite all applicable design guidelines and Standards.

Although the HPC works to provide comments that will result in a project that will be recommended for approval by the HPC, the discussion is preliminary and cannot predict the final recommendation of staff, public comment, and the decision of the full HPC during the Public Hearing Meeting.

It is assumed that one pre-application review will take place prior to a project being submitted for an HPC Public Hearing Meeting. On certain occasions, the HPC may recommend that an additional pre-application reviews take place. If another pre-application review is scheduled, then neighboring property owners may be notified of the review within at least 350 feet from the project site.

D. GUIDELINE CITATIONS:

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

(a) *Designation for heritage preservation.* Pursuant to the authority contained in Legislative Code Chapter 73, and upon the recommendation of the heritage preservation commission of the city, and after having duly considered the matter at a public hearing held in accordance with Leg. Code § 73.05, the Jacob Schmidt Brewing Company Historic District is legally described as all property bounded by and including the following:

(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.

(2) *Description, boundaries and site.*

(3) *General character.*

a. Landscape, streetscape, and site. The brewery and its neighborhood occupy a large parcel of fairly flat terrain diagonally split by West 7th Street. The land falls steeply away from the railroad that skirts the southern edge of the brewery, making it a prominent landmark from the river. The Main Brewery Complex is also highly visible from approaches both up and down West 7th Street and retains visibility from close approaches in all directions as well. On the brewery plats themselves, the brewery buildings in silhouette form a classic urban pyramid, with the tallest at the center and a fall-away to two-story buildings on the front and both sides. An early fanciful rendering showed significant plantings on the brewery site but these were never carried out. The railroad spurs and the constant need for trucking access to nearly all of the buildings likely rendered the maintenance of any kind of planting plan impractical.

On the north side of West 7th Street, all the buildings are evenly scattered but for the large lot retained by the Stahlmann-Schmidt-Bremer House, a fraction of what it used to be but still the expansive grounds of a manorial residence. In the Stahlmann and Schmidt years the block was densely planted with trees, with orchards to the rear as well as boulevard plantings. The major alterations to the landscape that took place in the last century were the replacement of the beer garden and saloon by two (2) quite typical residential lots and the filling of bare land at the northwest corner with a growing number of connected buildings and parking lots. These changes all took place within the period of significance and in fact were brought about by the brewery ownership.

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.

b. Industrial. The typological and stylistic character of the historic district shows great diversity. Most of the brew house complex, in both the Stahlmann and Schmidt incarnations, is of bearing wall masonry above a native limestone foundation. Floors are of reinforced concrete. In style the older parts of the brew house complex and bottling house have a strong medieval revival character. This is not shared by any other buildings in the historic district. Many of the brewery improvements of the post-Prohibition years are in a strong Moderne vein, which spread briefly across 7th Street with the construction of a large truck garage on Toronto Street. All of these buildings are of steel frame construction with brick and stone facings.

c. Residential.

(4) *Existing structures and buildings.*

a. Exterior surfaces.

Masonry. Repair: Original masonry and mortar shall be retained whenever possible without the application of any surface treatment. Deteriorated or damaged masonry or mortar, when necessary, shall be repaired or replaced with the material used in original construction or a material that closely resembles the original in size, shape, color, texture and profile. New masonry added to a building, structure or site, such as new foundations or retaining walls, should be compatible with the size, shape, color, texture, profile and bonding of the original or existing masonry.

Cleaning: Masonry should be cleaned only when necessary to halt deterioration or to remove graffiti and stains and always with the gentlest method possible such as low pressure water (under three hundred (300) psi) and soft, natural bristle brushes. Brick and stone surfaces shall not be sandblasted with dry or wet grit or other abrasives. Abrasive cleaning methods can erode the hard surface of the material and accelerate deterioration. Chemical cleaning products which could have an adverse chemical reaction with the masonry material shall not be used.

Chemical solvents should not be used except for removing iron and oil stains. It is preferable to use water with a non-ionic biodegradable detergent. Waterproof or water repellent coatings or surface consolidation treatments should not be applied unless required to solve a specific technical problem that has been studied and identified and determined to comply with applicable design guidelines. In general, coatings are frequently unnecessary, expensive, and can accelerate deterioration of the masonry.

Repointing: Repointing should be done on mortar joints where there is evidence of moisture problems or where mortar is missing or damaged. The removal of mortar shall be done with methods and tools that will not damage the surrounding masonry or alter the joint size. Original mortar joint size and profile shall be retained, and replacement mortar shall match the original mortar in color, composition, strength and texture. Materials and ingredient proportions similar to the original mortar shall be used when repointing, with the replacement mortar softer than the masonry units and not harder than the historic mortar. A professional mortar analysis can determine the cement-lime-sand ratio. This will create a bond similar to the original and is necessary to prevent damage to the masonry units. Repointing with mortar of high Portland cement content can create a bond stronger than is appropriate for the original building materials, possibly resulting in cracking or other damage. Mortar joints should be carefully washed after set-up to retain the neatness of the joint lines and keep extraneous mortar off of masonry surfaces.

Painting: The original color and texture of masonry surfaces shall be retained, including early signage wherever possible. Unpainted masonry surfaces shall not be painted. Brick or stone surfaces may have been painted or whitewashed for practical and aesthetic reasons early on and paint should not be indiscriminately removed from masonry surfaces as this may subject the building to damage and change its appearance. The removal of paint from masonry surfaces should only be attempted if unpainted surfaces are historically appropriate and if removal can be accomplished without damage to the masonry. An appropriate paint removal product shall be applied in test areas to determine its effect on the masonry and its effectiveness in removing the paint. In rare cases where a consolidant or paint coating is determined to be historically and structurally appropriate, the color and finish is subject to review.

b. Siding and shingles.

Repair: Original wood and metal siding and shingles should be retained whenever possible without the application of any surface treatment. A similar material should be used to repair or replace, where necessary. New siding and shingles added to the structure or site should be compatible with the material, color, texture, size, design, and arrangement of the original materials.

Vinyl, aluminum and composite materials: Avoid covering architectural features with new materials that are inappropriate to the historic nature of the building, including vinyl, aluminum and hard-board siding. Buildings originally clad in wood siding shall not be resurfaced with brick, stucco, artificial stone or brick veneer, hardboard, or vinyl or aluminum siding. The commission may consider the following exceptions to the installation of synthetic siding on a case-by-case basis: A) In cases where existing asphalt, asbestos, aluminum or vinyl siding are to be removed and where the underlying original siding and decorative features are found to be significantly deteriorated. Commission staff must conduct a site visit during the removal process and advise on appropriate treatment. B) In the resurfacing of a noncontributing

building. C) In the resurfacing of existing or new construction of garages, particularly when the garage is inconspicuously sited. If synthetic siding is used as described in A-C, it must be of a width and texture appropriate to the style of the building, and all architectural details including window trim, wood cornices and ornament must remain uncovered.

Decorative siding treatments: Wooden shingles used for cladding material or decoration, such as in the gable ends, shall be conserved and retained. If replacement is necessary, shingles should replicate the original in material, width, pattern, thickness, profile, texture and weather (lap). Decorative siding treatments, such as paneled patterns used in the gable ends, on bays or around openings shall be retained and repaired. If replacement is necessary, the new shall match in material, size, pattern, profile and texture.

Painting: Wood shingles or siding may have been painted or whitewashed for practical and aesthetic reasons. Paint should not be indiscriminately removed from wooden surfaces as this may subject the building to damage and change its appearance. Exterior wooden surfaces shall be maintained with appropriate paint or stain. Color is a significant design element and exterior paint colors should be appropriate to the period and style of the historic building. Building permits are not required for painting, and although the Heritage Preservation Commission may review and comment on paint color, paint color is not subject to Heritage Preservation Commission approval.

c. Stucco and concrete.

Resurfacing: Repairs to existing stucco and concrete surfaces should duplicate the original in color, pattern and texture, if evidence exists. Smooth or heavy dashed surfaces should be avoided unless they were used on the original surface. Re-dashing stucco shall not alter the set back or profile of trim and architectural details.

d. Roofs, chimneys, cornices and parapets.

Roof shape: The original roof type, slope, overhangs and architectural details shall be preserved. The size, shape and original roof features such as dormers, cupolas and parapets shall also be preserved. New roof features may be acceptable if compatible with the original design and not conspicuously located.

Materials: When the roof is visible from street level, the original material should be retained if possible, otherwise it should be replaced with new material that matches the old in composition, size, shape, color, and texture. When partially re-roofing, deteriorated roof coverings should be replaced with new materials that match the original in composition, profile, size, shape, color and texture. When entirely re-roofing, new materials which differ to such an extent from the original in composition, size, shape, color or texture that the appearance of the building is altered shall not be used. The predominant roof materials on the residential buildings in the Jacob Schmidt Brewery Historic District are asphalt shingles. When asphalt shingles began to be used in the 1890s and early twentieth century, the most common colors were solid, uniform, deep red and solid, uniform, dark green. Dark brown, dark gray and weathered-wood colors may also be acceptable for new asphalt shingles.

Alterations: The roof shape at the front of the building shall not be altered except to restore it to the original documented appearance. The additions of architecturally compatible elements like dormers may be considered by the HPC on a case-by-

case basis. Documentation includes pictorial or physical evidence of the former appearance of the building, or, in the case of pattern book houses, those of similar period and style. Alterations to the roof shape at the sides or rear shall be compatible with the architectural character of the building.

Skylights: New skylights and vents should be behind and below parapet level for flat roofs. Skylights and vents shall not be installed on principal elevations for sloped roofs. Modern skylights are a simple way to alter a roof to admit light and air without disrupting its plane surface. Skylights should be flat and as close to the roof plane as possible. They should not be placed on the front or highly visible roof planes. "Bubble"-type skylights shall not be installed.

Chimneys, stovepipes and smokestacks: Chimneys and smokestacks should be preserved or restored to their original condition. In the absence of historical documentation on the original design, chimney design should be in keeping with the period and style of the building. New chimneys and stovepipes should not be installed on front roof planes.

Cornices, parapets and other details: All architectural features that give the roof its essential character should be preserved or replaced in kind. Similar material should be used to repair/replace deteriorating or missing architectural elements such as cornices, brackets, railings and chimneys, whenever possible. The same massing, proportions, scale and design theme as the original should be retained.

e. Windows and doors. There are many historic window and door styles in the Jacob Schmidt Brewing Company Historic District. Windows and doors are a character defining architectural feature and establish the visual rhythm, balance and general character of the facades. Any alteration, including removal of moldings or changes in window and door size or type, can have a significant and often detrimental effect on the appearance of the building as well as on the surrounding streetscape.

Openings: Existing window and door openings should be retained. New window and door openings should not be introduced into principal elevations. Infilling of window openings or installing new openings may be permissible on secondary facades if standard sizes approximate the size and proportions of the opening. The National Park Service Bulletin on *New Openings in Secondary Elevations or Introducing New Windows in Blank Walls (Sept. 2000)* should be referenced and used as a guide. Enlarging or reducing window or door openings to fit stock window sash or new stock door sizes shall not be done.

Solid to void ratio: New window and door openings should not be introduced into principal or highly visible elevations. New openings may be acceptable on secondary or minimally visible elevations so long as they do not destroy or alter any architectural features and the size and placement is in keeping with the solid-to-void (wall-to-openings) ratio of the elevation.

Panes, sashes and hardware: Historic windows should be preserved and if replacement is warranted, windows should be replaced in-kind. Window panes should be two-way glass. No reflective or spandrel glass is permitted. The stylistic period or periods a building represents should be respected. Missing or irreparable windows should be replaced with new windows that match the original in material, size, general muntin and mullion proportion and configuration and reflective qualities of the glass. Replacement sash should not alter the setback relationship between window and wall. Heating and air conditioning units should not be installed in the window frames when the sash and frames may be damaged. Window

installations should be considered only when all other viable heating and cooling systems would result in significant damage to historic materials. Window installations may be acceptable in secondary facades.

Trim: Historic window casings should be retained wherever possible. If replacement is necessary, the original profile shall be replicated.

Lintels, arches and sills: Lintels, sills, architraves, pediments and hoods should be retained or repaired if possible. Historic colors, if determined, and textures should be matched when repairing these elements.

Storms and screens: Storm windows and doors should be compatible with the character of the building and should not damage window and door frames, or require removal of original windows and doors. Exterior storms should be appropriate in size and color. Combination storm windows should have wood frames or be painted to match trim colors. If combination metal storms are installed, they shall have a baked-enamel finish. Storm windows should resemble the inner window and should not have vertical or horizontal divisions which conflict with the divisions of the inner sash. Storms and screens should not pan or wrap the opening or casing.

Shutters: Shutters are generally inappropriate in the district unless historical documentation shows they were present. Shutters shall not be installed on buildings not originally designed for them. Where appropriate, shutters should be or appear to be operative and should be mounted to the window casing. Shutters should be constructed of wood.

Security measures: Historic trim or other architectural features shall not be removed for the installation of security bars or grills.

Awnings and canopies: Awnings and canopies should not be used when they conceal richly detailed entries and windows. Aluminum or plastic awnings shall not be used. Surface design elements should not detract from or conflict with the related structure's age and design. Awnings should have a traditional shape such as a tent shape or be rounded when the opening is arched. Awnings should be used in a traditional application for shading window or door openings.

f. Porches and steps. Porches and steps which are appropriate to the building and its development should be retained. Porches and additions reflecting later styles of architecture are often important to the building's historical integrity and, whenever possible, should be retained. Porches and steps removed from the building should be reconstructed, using photographic documentation and historical research, to be compatible in design and detail with the period and style of the building. In replacing porch railings, it is important to maintain the original spacing, section and profile of the balustrades.

Decorative features: Decorative architectural features such as cornices, brackets, railings, and those around front doors and windows should be preserved. New material used to repair or replace, where necessary, deteriorated architectural features of wood, iron, cast iron, terra-cotta, tile and brick should match the original as closely as possible.

Decks and fire stairs: Deck and fire stair additions and new balconies may be acceptable in some cases, but should be kept to the rear of buildings where they will be the most inconspicuous and detract the least from the historical context. The

detailing of decks and exterior stairs should be compatible with the period and style of the building.

g. Fencing, enclosures and retaining walls. Existing fencing and retaining walls that are identified as contributing elements to the historic district should be appropriately maintained and preserved.

h. Mechanical.

Location and siting. Mechanical related equipment should be sited in such a way that they do not block or disrupt principal elevations and prominent views, especially on roof tops. Mechanical related equipment that is sited on grade should be inconspicuously sited. In some cases appropriate screening, may be necessary.

Grills, exhaust fans, etc. Grills, vents, exhaust outlets for air conditioners, bath and kitchen exhaust fans should be incorporated into filler panels, if possible. They may be painted the same color as the filler panel.

(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. 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.

(6) *Interiors.*

(7) *Underground cellar system. General.*

(8) *New construction.*

a. General. New construction refers to totally new structures, moved-in structures and new additions to existing structures. Any new construction should possess height, massing, setback, materials and rhythms compatible with surrounding structures. The reproduction of historic design and details is recommended only for limited cases of infill or small scale construction. Guidelines for new construction focus on general rather than specific design elements in order to encourage architectural innovation.

Site evaluation. Existing historic buildings and landscape features should be retained and rehabilitated in plans for redevelopment.

General character. New construction should reinforce the historic architectural and visual character of the area.

Views and vistas: Exceptional views of the Main Brewery Complex from the River and both directions along West 7th Street should not be obstructed by new buildings or structures.

Built form: Design new buildings to frame all public spaces, including streets and/or any other open spaces. Design new buildings to respect the historic antecedents, where appropriate, while creating a living and working environment for the 21st century. Design new buildings to fit in well with the historic buildings and context of the area by reflecting the scale, massing, quality of materials, and window openings of the surrounding structures.

Pedestrian circulation and parking. New construction should be oriented toward streets which are inviting environments for pedestrians. Parking areas should be placed at the rear of buildings wherever possible or screened with landscaping, low walls or appropriately detailed fences. Walls or plantings should not block prominent views or impact the historic character in a way that the character is lost.

b. Setback.

c. Massing, volume, height.

d. Rhythm.

e. Roofs and cornices.

f. Materials and details.

g. Windows and doors.

(9) *Guidelines for non-contributing and contemporary buildings or additions.*

(10) *Site considerations.*

a. General. The traditional pattern of streets, curbs, boulevards and sidewalks in the area should be maintained. Distinctive features of spaces in the area such as train tracks, loading docks, retaining walls and steps that are important in defining the district's context should be preserved. New street furniture and landscape improvements such as benches, bus shelters, kiosks, sign standards, trash containers, planters and fences should be compatible with the character of the district. The historic urban pattern of grid plan streets should be retained and enhanced in improvement projects.

b. Fences and retaining walls. Fences which allow some visual penetration of front yard space are preferable to complete enclosure. Fences of wrought iron or wood which enclose the front yard should be no higher than three and one-half (3½) feet. Cyclone fences should not be used to enclose front yards or the front half of side yards. Stone, brick and split face concrete block are preferable to landscape timber for the construction of retaining walls. Masonry retaining walls should be finished with caps or appropriate details.

c. Lighting. The location and style of exterior lights should be appropriate to the structure's age and original design intent.

d. Landscaping. New landscaping on the south side of West 7th Street should respect the historical and architectural character of the historic district. Trees should not block prominent views of the brewery structures. Landscaping on the north side of West 7th Street should reflect the residential character of the neighborhood. Planting hedges in front yards should be low and visually open.

(11) *Demolition.*

E. PRELIMINARY FINDINGS: These findings are preliminary and focus on the general rather than the specific given the project is in the schematic phase. They are a starting point rather than a complete analysis. The developer is also applying for federal and state historic tax credits and City staff will need to consult with SHPO staff regarding the two separate processes. These findings address potential incompatibility with the applicable design guidelines as opposed to those items that do meet the applicable Standards.

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. **Sec. 74.08(b)(a,b,c,d,e,f,g,i and j) Standards for Rehabilitation.** There are several Standards that apply to this proposal and project. Historic buildings should be used for their original purpose or have a new use that requires minimal alteration to the building and its environment. An understanding of the original design and the changes overtime are warranted

to understand what elements are worthy of preservation and restoration or what elements may warrant reconstruction as well. Given the siting of the building, there are two street facing, primary elevations given their architectural detailing and one secondary elevation that is highly visible from West Seventh Street given its siting. The south elevation is a secondary elevation and is not highly visible.

4. **Sec. 74.08– Demolition.** There does not appear to be removal of any features or structures that are considered historic or classified as contributing. Many of the concrete structures on the site are associated with the ethanol production and not the brewing function. Care will need to be taken during the demolition phase so as not to remove or damage historic elements.
5. **74.08 Windows and Doors.** A more detailed analysis of original openings is warranted. It does not appear that any historic windows or doors survive but the openings are apparent. There are some remnants of glass block on the main facade. Non-historic door openings should be closed unless required for egress or the new use. These openings should be subservient to the main Webster Street entrances and compatible with the historic character of the historic doors and windows. New windows in original openings should replicate the original windows from photo documentation or original drawings. The guidelines state, *“New window and door openings should not be introduced into principal or highly visible elevations. New openings may be acceptable on secondary or minimally visible elevations so long as they do not destroy or alter any architectural features and the size and placement is in keeping with the solid-to-void (wall-to-openings) ratio of the elevation.”*

The owner would like to increase the visibility from inside the Keg House across Webster Street to the Brew House; however, originally, there were glass block windows and windows are being proposed instead. More study should be done to see whether there are glass block products that convey the same scale and detailing but allow for some visibility.

The original train doors are not being replicated but rather a similar pattern with all window glass is proposed and partially set back from the plane of the original train doors. Smaller service doors will be installed for visitor access. The new infill, acts more like a storefront than recalling the original operation, function and use of the large openings. The original pattern and central opening should be emphasized. There should also be more solid areas (solid to void ratio) and no recesses but installed at the original wall plane. The train tracks were also, unfortunately, removed to indicate original use at the access doors.

6. **74.08 Restoration and Rehabilitation.** Detailed masonry, window and door specifications will be necessary for the final application review and public hearing in order to determine full compliance with the guidelines. A window and door schedule should also be completed and make clear what is a restored new opening and what is a non-historic opening.
7. **74.08 New Construction.** There is more information needed to understand the current loading dock on the south elevation that is being expanded around the corner to the west elevation. Whether it was present historically or is a non-historic feature is needed. Wrapping around the facade for raised patio seating and a ramp may not be appropriate, especially as it contributes to emphasizing the west elevation as a primary entrance. Any new construction/addition to the elevations *shall not destroy historic materials that characterize the property and 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. Also, 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.*
8. **74.08 Signage.** It is unclear what the original purpose of the steel frame structure on the rooftop was (the architects believe it to be associated with the ethanol production), however, there is no pictorial evidence that it was used for signage like the conveyor belt was used within the period of significance for the SCHMIDT sign on the Main Brew House. The proposed

rooftop sign does not meet the guidelines that state: *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 proposed wall sign on the west elevation may be acceptable; however, this entrance appears to be highlighted more as a main entrance than the entrance on the primary facade facing Webster Street. More detail and discussion is necessary.

9. **74.08 Site Considerations.** Many of the same materials that were approved for the site around the Brew and Bottling Houses are being proposed for the Keg House site. The guidelines cite the importance of keeping the triangular parcels along Seventh Street visually open with no structures. Any landscaping should be low and visually open within these parcels. Any seating for patio use should be with moveable, seasonal furniture. Site design will also be important to direct building visitors to the main Webster Street entrance rather than directing visitors to new entrances on secondary elevations. Accessibility for the Webster Street entrance should be fully explored. Using pavers for the parking area may not be appropriate as much of this area was historically gravel, service structures, with some lawn space as well. The site treatment will need to maintain the industrial character while allowing for new uses.
10. **74.08 Parking.** Parking on the south side of the building is appropriate given the use of parking south of the Brew House too. Adding trees and plantings in a less formal, more voluntary nature will be more compatible to the historic character of the industrial brewing buildings.

F. ATTACHMENTS:

1. HPC Pre-Application
2. Site Plans, Floor Plans, and Elevations
3. Photos