

**EDINA THEATER SIGN  
3911 W. 50<sup>TH</sup> STREET**

**PLAN OF TREATMENT**

The Edina Heritage Preservation Board uses the Secretary of the Interior's Standards for the Treatment of Historic Properties as the authoritative guide for its design review decisions. Within the framework of these standards, and in consultation with the property owner, the Board has adopted the following general and specific guidelines specially tailored to the preservation requirements of the Edina Theater sign:

- 1) The Edina Theater sign will be recognized as a work of public art that is important to the cultural life of the city as a whole.
- 2) The preferred preservation treatment is rehabilitation, defined as the process of maintaining the sign in a state of utility through repairs and minor alterations which make possible an efficient contemporary use while preserving those features which are significant to its historical and artistic values.
- 3) While the historical significance of the sign is related to its specific location at the site of the Edina Theater, the existing theater building is not a primary heritage preservation resource. However, in its present condition the theater building makes a positive contribution to the historic character of the sign; therefore, its historical value and preservation potential also needs to be recognized and respected.
- 4) The owner will be expected to apply measures to sustain the existing form, integrity, and material of the theater sign, including repair and stabilization work where necessary as well as ongoing maintenance. Repair and replacement of deteriorated features should be based on accurate duplications of the original, based on historical, pictorial, or physical evidence.
- 5) The distinguishing historical qualities and character of the sign (i.e., its height, shape, and lighting) should not be destroyed. The removal or alteration of any historic fabric or decorative detailing should be avoided whenever possible.
- 6) A reasonable effort shall be made to preserve the theater sign in place without altering its height and setback.
- 7) If the sign must give way to new development, it may be relocated to a new site with compatible surroundings where it can be preserved and rehabilitated.