

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For HCRS use only

received FEB 17 1982

date entered

MAR 19 1982

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Avalon Hotel

and/or common Broadway Square

2. Location

street & number 301 North Broadway N/A not for publication

city, town Rochester N/A vicinity of congressional district First

state Minnesota code 22 county Olmsted code 109

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture <input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial <input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational <input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government <input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial <input type="checkbox"/> transportation
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military <input type="checkbox"/> other:

4. Owner of Property

name Fee Holder: Vern Manning (and others) Tax Payer: Ray Sweazy

street & number P.O. Box 137 1809 NW 16 Avenue

city, town Rochester 55901 vicinity of Rochester, MN
state Minnesota 55901

5. Location of Legal Description

courthouse, registry of deeds, etc. Olmsted County Courthouse

street & number 515 Second St. SW

city, town Rochester state Minnesota 55901

6. Representation in Existing Surveys

title Statewide Survey of Historic Resources has this property been determined eligible? yes no

date 1979-80 federal state county local

depository for survey records Minnesota Historical Society -- 240 Summit Avenue-Hill House

city, town St. Paul state Minnesota 55102

7. Description

Condition excellent good fair deteriorated ruins unexposed**Check one** unaltered altered**Check one** original site moved

date _____

Describe the present and original (if known) physical appearance

The Avalon Hotel building is located on North Broadway Avenue at the north edge of downtown Rochester, and on the site of the Broadway House, the city's first courthouse. It is situated adjacent to one of the city's two railroad depots. The building is L-shaped, 60 feet long (on the east or Broadway Avenue side) by 48 feet wide (north side) by 38 feet high (three stories), with flat roof. It is constructed of red brick on north, south, and east facades and yellow brick on the west (rear) facade. Fenestration consists of one-over-one double-hung sash in rectangular openings, with decorative keystone window elements in the three red brick facades, which also contain simple decorative cornice panels. There are large plate glass windows along the first floor commercial shop areas. A small, one-story wood frame office has been added at the rear. The interior of the upper floors remains structurally intact but with some cosmetic alterations. The first floor interior has been remodeled. The exterior retains virtually complete integrity.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input checked="" type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1919

Builder/Architect Ellerbe Architects, Saint Paul

Statement of Significance (in one paragraph)

With the advent of the medical practice of the Doctors Mayo and the growth of the city of Rochester as a national and international medical center in the early twentieth century, the local hotel and guest house business expanded to serve vast numbers of transient Mayo Clinic patients. Built next to the railroad depot by the prominent Saint Paul firm of Ellerbe Architects in 1919, the Avalon Hotel was part of this early hotel building boom. Eventually, the Avalon Hotel became the only hotel available in Rochester for Black patients at the clinic, a function it performed for several decades until the end of color barriers. It also served as the only hotel available for other prominent Black visitors including among its clientele Duke Ellington and his band, the Ink Spots, and boxer Henry Armstrong. In a variety of ways, the Avalon Hotel represents the ethnic, social, and geographical diversity of people brought to Rochester by the presence of the Mayo Clinic, as well as representing the nature of the social interaction between this population and an otherwise typical Midwestern farming community. Today the Avalon, renamed Broadway Square, continues as a rental facility, offering apartments to all visitors, and is undergoing interior remodeling to provide modern commercial sales space.

9. Major Bibliographical References

"Avalon Hotel, One Mecca for Black Visitors, Is Sold." Rochester Post-Bulletin,
13 June 1973.

"Hotel for Sternberg Bros., Rochester, Minnesota. 1919". Ellerbe Architects Papers.
Northwest Architectural Archives, University of Minnesota, St. Paul, MN.

10. Geographical Data

Acreeage of nominated property less than one

Quadrangle name Rochester, Minn.

Quadrangle scale 7.5

UMT References

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Zone Easting Northing

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Verbal boundary description and justification

The nominated property consists of the east sixty feet of lot one, and the east sixty feet and south sixteen feet of lot two, all in block sixty, Original Plat of the City of Rochester, Minnesota.

List all states and counties for properties overlapping state or county boundaries

state N/A code county code

state N/A code county code

11. Form Prepared By

name/title Robert M. Frame III, Architectural Historian/Research Historian

organization Minnesota Historical Society date April 1980

street & number 240 Summit Avenue-Hill House telephone 612-296-9074

city or town St. Paul state Minnesota

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature Russell W. Fridley

Russell W. Fridley

title State Historic Preservation Officer

date 2/2/82

For HCRS use only

I hereby certify that this property is included in the National Register

entered in the
National Register

date 3/19/82

Melona Byers
Keeper of the National Register

Attest:

date

Chief of Registration