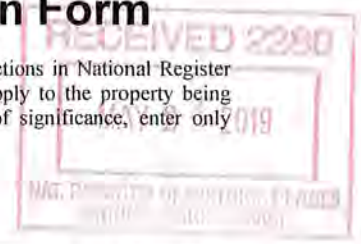


United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Dayton's Department Store
Other names/site number: Good Fellows Dry Goods; Dayton Dry Goods; Dayton's; Marshall Field's; Macy's
Name of related multiple property listing:
N/A
(Enter "N/A" if property is not part of a multiple property listing)

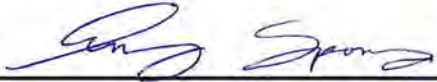
2. Location

Street & number: 700 Nicollet Mall
City or town: Minneapolis State: Minnesota MN County: 053 Hennepin
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national X statewide local
Applicable National Register Criteria:
 X A B C D

 5/21/2019
Signature of certifying official/Title: Amy Spong, MN Deputy SHPO, Dept. of Admin **Date**
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.
Signature of commenting official: _____ **Date** _____
Title : _____ **State or Federal agency/bureau or Tribal Government** _____

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain):

[Handwritten Signature]

Signature of the Keeper

7/1/19

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>0</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/Department Store

COMMERCE/Business

Current Functions

(Enter categories from instructions.)

WORK IN PROGRESS

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: _____

Foundation: Stone

Roof: Rubber

Walls: Brick

Other: Terra cotta

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Dayton's Department Store building ("Dayton's") at 700 Nicollet Mall (historically 700 Nicollet Avenue) in Minneapolis, Minnesota, was developed as the corporate headquarters and flagship retail location of the Dayton's department store, a local Minneapolis company. The building is significant under National Register of Historic Places Criterion A for Commerce. Its period of significance is 1903 to 1967.

The Dayton's Department Store building is located in downtown Minneapolis on a 3.44 acre parcel, covering the majority of the irregularly shaped city block bounded by Seventh Street South, Nicollet Mall, Eighth Street South, and Hennepin Avenue. The property is built to the sidewalk at Seventh Street South, Nicollet Mall, and Eighth Street South and abuts a mid-block alley to the west (Figure B).

The building is composed of the original 1902 store building located at the corner of Seventh Street South and Nicollet Mall, and subsequent additions that expanded the building south along Nicollet Avenue, then west along Eighth Street South, and ultimately back north along the alley, creating a U-shaped building which surrounds the Radisson Blu (located at 45 Seventh Street South). Major building campaigns resulting in contributing additions to the building took place

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

in 1910, 1912, 1928, 1937, 1945, 1958, and 1963 (Figures C and D). Between 1969 and 2000, skyway bridges were added to connect Dayton's to neighboring buildings.

The building retains sufficient historic integrity to convey its historic significance. The building retains integrity of location and setting. The exterior of the building and key interior spaces—including the first floor, J.B. Hudson Jeweler space, 4th floor women's Art Deco restrooms, and 12th floor restaurant spaces—retain integrity of design, materials, workmanship. With its retail floors, restaurant spaces, and office space, the Dayton's Department Store retains the feeling of a major downtown department store and retail corporate office. Finally, because of the Dayton Company's lasting impact on the City of Minneapolis, its flagship department store building remains associated with "Dayton's" for generations of Minnesotans.

Narrative Description

Site and Massing

The Dayton's Department Store building has a U-shaped massing, with street frontages along Seventh Street South, Nicollet Avenue, and Eighth Street South. Specifically, the property encompasses Lots A through H of Auditor's Subdivision No. 109 and Lots 8, 9, 10, 19, and 19 of Block 223 of Hoag and Bells Addition to Minneapolis.

The store is located within an area that was historically Minneapolis's dry goods and retailing district and currently serves as the city's central business district. Surrounding buildings are primarily newer (post-1960) tall buildings, but also some earlier construction. Many buildings within the area are interconnected by skyways.

Southeast Façade

Dayton's southeast elevation, facing Nicollet Mall, has served as the building's primary façade throughout its history. Moving from northeast to southeast, the façade is composed of the five-story original 1902 building (11 bays), and the 12-story later addition (6 bays) (Photo 0001). The 12-story addition was constructed in stages with the bottom 3 stories dating to 1917, the middle 5 stories to 1937, top 3 stories and penthouse to 1945.

1902 Building

The 1902 building has a cast iron structure clad in light-brown brick and terra cotta (Photos 0002-0004). At the east elevation, the 1902 building is 11 bays wide with the 1st, 6th and 11th bays exhibiting more ornate terra cotta detailing than the other bays. Vertically, the 1902 building adheres to a tripartite organization with the 1st and 2nd levels constituting the base, levels 3 through 5 the body, and level 6 the attic.

Dayton's Department Store

Name of Property

Hennepin, Minnesota

County and State

Base and Entries

The base is composed of a replacement metal and glass storefront system and entrances at the 1st level. The storefront configuration was changed multiple times throughout the building's history. The current configuration includes large display windows at grade and a row of smaller lights at transom level. Four of the bays feature projecting glass storefronts below the transom windows. Each storefront bay is separated by a narrow, painted metal pilaster, with the exception of the 1st, 6th, and 11th bays, which are accentuated by wider granite pilasters. The building's primary entrance is located at the northeast corner of the building. Here, the transom windows and free-standing corner column follow the main plane of the building, while the entry itself is recessed from the sidewalk, cutting diagonally thorough the corner bay (Photo 0024 shows the entry from the north façade). The current entry is composed of modern aluminum and glass full-light swing doors. A secondary entrance is located in the 11th bay (Photo 0007). The entry is composed of four modern aluminum and glass full light swing doors. A projecting aluminum and glass canopy caps the entry.

The 2nd level adds visual weight to the base of the building. A pair of projecting brick entablatures with egg and dart terra cotta detailing separate the 1st and 2nd levels and 2nd and 3rd levels of the building. Each bay is separated by a brick pilaster with a narrower decorative projecting terra cotta Ionic column. Each bay houses a multi-light Chicago-style window composed of a central large pane flanked by double hung sash and capped with five-light transoms. The window opening at northeast corner of the building, above the primary entrance has been infilled or covered over with a green marble that matches the branding scheme for Macy's stores. A steel and glass skyway dating to 1971 connects to the 9th bay of the 2nd level.

Body

Levels 3 through 5 form the body of the tripartite façade. These levels are clad in light-brown brick, with brick pilasters separating the bays. Each level of each bay is generally composed of Chicago-style windows matching those at the 2nd level. Each level of windows is separated by a terra cotta spandrel panel with bas relief floral motifs. At the third level, flag poles are attached to each pilaster.

The 1st, 6th, and 11th bays differ from the remaining bays. These bays are set off by brick pilasters with bas relief terra cotta Corinthian column capitals; the 11th bay is truncated. Within the three bays, the 3rd and 4th levels have smaller window openings composed of a picture window and single light transom. The windows are framed by terra cotta Ionic columns. Each level is separated by a terra cotta spandrel panel with floral motif. The 5th level of these bays has a single round window set in a square terra cotta panel with floral motif.

Attic

The 6th level forms the attic of the tripartite façade. The attic level is set off from the body by a brick architrave that is capped with terra cotta egg and dart detailing. Above the architrave, each

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

bay of the 6th level houses three double-hung sash. The windows are separated by brick and terra cotta pilasters, with wider pilasters denoting each bay. Above the windows a continuous frieze of terra cotta extends the length of the façade (Photo 0006). The attic is capped with a projecting cornice that features dentils, modillions, and bas relief carved lion heads.

12-Story Addition

To the southeast of the original building is a 12-story addition (Photo 0005). The addition was constructed in stages, with the bottom 3 levels dating to 1917 and the middle 5 levels to 1937. The top 3 levels and recessed penthouse that housed the Sky Room restaurant date to 1945.

1st and 2nd Levels and Entry

The bottom 2 levels are clad in granite. Pilasters with stylized Moderne capitals are located between each bay and extend to the top of the 2nd level (Photo 0010 shows similar pilasters at the south façade). Modern 1st level storefronts match those on the 1902 building. A secondary entrance is located one bay in from the southeast corner of the building. The entry is composed of four replacement aluminum and glass full-light swing doors. A projecting aluminum and glass canopy caps the entry (Photo 0001).

At the second level, windows are a contemporary interpretation of the Chicago-style windows in the 1902 building. Here, the windows are aluminum sash and include a central large pane flanked by single side lights and capped by a three-light transom. The southeastern most bay is infilled with green Macy's branded marble.

Above the 2nd level, a projecting granite cornice separates the base of the building from the upper levels.

3rd through 11th Levels

Though constructed in multiple stages, the 3rd through 11th levels feature consistent architectural detailing. These levels are clad in light-brown brick. The six bays are separated by brick pilasters that extend to the top of the 11th level. Each level of each bay has three one-over-one windows and each window has a fluted stone spandrel panel below its sill. Levels 3, 4, and 5 retain their historic double-hung wood sash. Levels 6 through 11 have compatible replacement fixed aluminum sash (Image 0017 shows a similar window condition at the 5th and 6th levels of the north façade). Narrow stone pilasters separate the windows and extend to the top of the 11th level. Above the 11th level, the façade is capped with a projecting fluted stone panel above every window and a continuous stone parapet (Photo 0009).

12th Level – Sky Room Penthouse

A single story penthouse is recessed from the main plane of the façade and difficult to view from street level (Photo 0008 shows the narrow western façade of the Sky Room penthouse, visible above the 12-story building). The penthouse is a single level, with walls entirely composed of

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

full height windows. A projecting flat roof with metal sides caps the penthouse. The metal sides of the roof are generally visible from street level.

Southwest Façade

Continuing around the building, one reaches the southwest façade, which faces Eighth Street South (Photo 0014). The majority of this façade echoes the 12-story portion of the southeast façade in architectural expression and finish, however it was constructed in a piecemeal fashion over a larger number of small projects. The western end of the overall façade is made up of a parking garage and auditorium addition constructed in 1958.

12-Story Addition

Beginning at the eastern corner of the façade, the 12 story portion extends for 20 bays. Moving from east to west along this addition, the first 7 bays continue the 1917/1928/1945 construction present at the east façade. The next two bays include a first level dating to 1910, middle 5 levels to 1937, top 3 levels and penthouse to 1945. Continuing east, the next three bays include a first level dating to 1910, middle 7 levels to 1920, and top level to 1945. The final 8 bays of the 12-story portion of the building include the bottom 4 levels which date to 1928, middle 6 levels to 1937, and top level to 1945.

In general, this façade has the same conditions as the southeast façade of the 12-story addition. At the first level, a similar modern secondary entry is located within the 7th bay from the southeast corner of the building. The major difference from the southeast façade is that the eight bays at the west (adjacent to the parking garage) have been infilled with granite panels up to the bottom of the 2nd level cornice (Photos 0012, 0013). Four of these bays are recessed at the first level. Two are infilled with modern glass and aluminum store front windows. One includes two modern full-light aluminum swing doors and functioned as an employee entrance. The fourth includes four modern full-light aluminum swing doors and functioned as a customer entrance.

At the 2nd level, skyways connect to the building in the 3rd and 13th bays from the south corner. The skyway at the 3rd bay is constructed of steel and glass and was installed in 2000. The skyway at the 13th bay is constructed of concrete panels and glass and was constructed in 1969.

At the upper levels, the 1st bay from the east corner of the building features four windows at each level, rather than three (Photo 0009). The 5th and 17th bays feature two windows at each level. Like at the southeast façade, upper level windows at this façade are one-over-one replacement aluminum fixed sash, except for levels 3, 4 and 5, which retain one-over-one wood double-hung sash.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

The 12th level Sky Room penthouse extends for five bays from the east corner of the building. The remainder of the 12th level houses mechanical space. This portion of the 12th level is also recessed from the main plane of the façade and not visible from street level.

Parking Garage

Continuing west along the façade is the three bay wide parking garage (Photos 0013, 0014). The recessed ground level is clad in grey granite panels. Moving from east to west along the garage façade, the first bay houses an automobile exit, the second an automobile entrance, and the third a loading entrance with a pair of painted metal accordion doors.

The upper levels of the garage are clad in vertical metal fins. The fins are offset at every other level, and interlock at the location of each floor slab, expressing the garage's structure at its exterior.

Above the parking structure, the concrete clad auditorium is visible (Photo 0014). The auditorium is set back from the plane of the garage façade and rises above the top parking level on a series of concrete columns. The auditorium has a flat roof.

To the west of the main body of the garage is a single story garage entry (Photo 0015). The entry is clad in green marble and red and grey granite panels. A pair of full light metal swing doors are roughly centered on the entry. The entry has a flat roof.

Northwest Façade

Parking Garage

The northwest façade is entirely composed of the eight-level parking garage and is nine structural bays wide (Photos 0018, 0019). The four western bays are part of the 1958 garage. The four northern bays were added to the garage during a 1963 expansion. The façade faces the alley, and due to the tight alley space, the majority of the façade is not readily visible from either Seventh Street South or Eighth Street South. Like the other parking garage façades, the exterior of the garage is clad in vertical metal fins.

The auditorium space rises vertically above the 1958 portion of the garage (Photo 0018). The auditorium is clad in concrete panels. A pair of egress staircases extend from the first level to the auditorium. These staircases stand proud of the rest of the façade and are clad in aluminum sheathing with flared metal capitals.

Northeast Façade

The northeast façade faces Seventh Street South. Turning the corner from the northwest façade to the northeast façade, the 1963 parking garage addition continues for three structural bays. Continuing southeast, the Radisson Blu infills the "U" of the Dayton's building and fronts Seventh Street South for the central portion of the block. To the southeast of the Radisson Blu, the east end of the block is made up of the original 1902 building.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Parking Garage

The northeast façade of the garage is entirely composed of the 1963 garage extension (Photo 0020). The ground level of this façade is clad in modern granite panels and houses a retail space with modern glass and aluminum storefronts. A recessed automobile entry is present at the northwest edge of the façade. The upper stories of this façade are similar to the southwest and northwest façades of the parking garage.

1902 Original Building

The 1902 building is 7 bays wide at this façade, with interior bays matching the majority of the bays on the primary southeast façade, and the 1st and 7th bays matching the more ornate 1st, 6th, and 11th bays of the southeast façade (Photos 0021, 0022, 0023). Differences from the southeast façade include projecting glass storefronts at two of the first level bays. At the second level, a glass and steel skyway dating to 1982 connects with the building at the third bay from the western edge of the façade. The second level of the easternmost bay is infilled with green Macy's branded marble.

Interior

As a working department store, the interior of Dayton's has seen change over time, particularly with regard to finish materials and the location of partition walls. Throughout its history, Dayton's has housed four major types of spaces – 1) retail; 2) office; 3) food and event, including the basement food court, Oak Grill, Sky Room, and 8th level auditorium; and 4) mechanical and service, including the sub-basement and 13th floor mechanical penthouse. As levels of the building that served similar functions tend to have the same spatial organization, general level of finish, and circulation patterns, this building description will move through the building describing it by function rather than floor by floor. Vertical circulation will be discussed separately at the end.

Retail (Figures DD-II)

Retail has traditionally been housed on the 1st through 6th levels of the building.

General Retail (Figures DD-II) (Photos 0025, 0026, 0027, 0028, 0029, 0030).

As is typical for department stores, the center of each floor plate is dedicated to retail space, while the perimeter of the building is dedicated to office space and back-of-house functions such as storage, stock rooms, and mechanical spaces (Figures DD-II).

The central retail areas of each of these levels are generally open with an exposed column grid, as non-historic partition walls have been removed. Finish materials at the central retail areas vary. Flooring includes wood, marble tile, and terrazzo. Wall coverings include paint and wallpaper. Ceilings are generally painted gypsum board or plaster as non-historic dropped ceilings have been removed. Horizontal circulation on a particular floor tends to be circular and

Dayton's Department Store

Name of Property

Hennepin, Minnesota

County and State

purposefully confusing (with the goal of getting shoppers "lost" in the store) and is defined by changes in floor finish.

The perimeter spaces were long closed off from the central retail spaces by partition walls that created individual offices, staff bathrooms, retail storage and mechanical spaces. The non-historic partition walls have been removed; as the perimeter spaces were not typically accessible by the public they have seen less change in finish materials. Wood floors and older ceramic are present in some areas. In the 1912-1947 building, wood windows and interior wood trim (at the windows and base) are extant at the 3rd, 4th, and 5th levels. Multi-light steel windows are extant at the 1912-1947 building on the façades that face the Radisson at the interior of the Dayton's building "U."

J.B. Hudson (Figure DD) (Photos 0031-0034)

The J.B. Hudson jewelry store space, located in the southern corner of the main floor of the building, was designed by Long & Thorshov in 1929. The jewelry store space is two levels, with a central stair leading to the second level mezzanine. At the first level, the space retains its wood casework, historic tile floor, and stone and wood paneled columns. The light stone columns and walls have been painted red. Display windows that face Nicollet Mall are concealed behind the jewelry store's storage cases, cash wrap desks and small alcove rooms. The mezzanine level has white painted cases that line the perimeter walls and a wrought iron railing that overlooks the main sales floor of the jewelry store. The jewelry store has a coffered ceiling.

The jewelry store has three distinct entrances. The first floor interior entrances are each marked by an elaborate arched iron gate featuring scrolls, birds, flowers, and cherubs (Photo 0033). The store can also be entered from Eighth Street, where wood-framed revolving doors open into a marble and plaster vestibule, which serves the greater store but also provides direct access to the J.B. Hudson space. The ceiling has elaborate plasterwork and a large glass and iron light fixture (Photo 0034). The stone and marble clad walls of the vestibule have small display cases that flank the entrance to the jewelry store.

Fourth Floor Women's Restroom (Figure GG, Photos 0035-0037)

There is an intact historic women's restroom and lounge located on the northeast end of the fourth floor sales floor. The restroom, which dates to the 1940s expansion and renovation campaigns, is influenced by streamline moderne and orientalist designs and has a black, red green, and ivory color scheme. The restroom space is elevated and access is gained by a stone staircase. The lounge features green and black ceramic tile floors, jadeite sinks, ceramic art tiles above the sinks, black, red and ivory glass wall tiles and an opening to the toilet rooms with a pigmented glass sign that reads "Free Toilet." The toilet rooms feature the same green and black ceramic tile floors, marble walls and toilet partitions, and moderne style black and chrome doors. A marble fountain, which was previously hidden by non-historic partition walls, is located outside of the restroom (Photo 0037).

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Office

Office space has traditionally been housed on the 7th through 11th levels of the building – with the 9th level dedicated to executive office suites and conference rooms.

General Office (Figures JJ-NN) (Photos 0038-0039, 0042)

Levels 7, 10, 11, and part of level 8 all functioned as general office space. Levels 7, 10, and 11 (Figures JJ, MM, and NN) have mostly wide open floor plates with the building's exposed column grid punctuating the space; some areas of these office floors have mechanical systems. On these levels it is easy to note when you move from the 1902 building to the 1912-1947 building due to the change in column shape.

Non-historic finish materials have been removed, exposing historic concrete and wood floor finishes, plaster ceilings, and reinforced concrete structure at the ceilings. In some instances, plaster has been applied to the exposed concrete structure; in other areas the concrete is exposed.

The 8th level shares part of its floor plate with the auditorium and specialized holiday display space (discussed in the Food and Event section below). The office portion of the 8th level is located at the eastern end of the 1912-1947 building. Non-historic finish materials have been removed, exposing historic concrete and wood floor finishes, plaster ceilings, and reinforced concrete structure at the ceilings. In some instances, plaster has been applied to the exposed concrete structure; in other areas the concrete is exposed.

9th Level Executive Suites and Conference Rooms (Figure LL) (Photos 0040-0041)

The 9th level houses executive office suites and conference rooms. The executive offices are located along the south perimeter wall of the 1912-1947 building. The offices generally retain their historic footprint, as is evidenced by closets and built-ins in some offices and en-suite bathrooms located behind hidden doors in several offices (Photos 0093 and 0094). The bathrooms generally retain the blue ceramic tile floors and marble toilet partitions found in older bathrooms throughout the building (Photo 0095). Each office has unique finish materials – likely chosen by the office's user. The majority of the finish materials appear modern – carpet, painted or wallpapered walls, dropped acoustical ceiling tiles. However, some offices retain wood paneling that likely dates to mid-century (Photo 0092). The circulation space outside the executive offices retains some built-in wood and metal cabinetry and closets.

The conference rooms at the 9th level include a series of rooms at the perimeter walls, and also rooms at the interior of the floor plate. The conference rooms generally have modern finishes, including carpet, painted gypsum board walls, and dropped acoustical tile ceilings.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Food and Event (Figures BB, KK, and OO)

Food service and event space is located throughout the building, as was typical of large department stores of this vintage. Food and event space was seen as a necessity for attracting customers and keeping them in the store for long periods of time. These spaces were also used to highlight unique elements of the Dayton's brand – hosting art openings, fashion shows, the yearly Christmas exhibits and Bachman's flower shows among other activities.

During the department store's history, restaurant spaces were located on different floors of the building. In 1904, the store opened a tea room on the fourth floor; five years later a soda fountain was opened on the basement level.¹ As part of the 1937 building expansion, restaurants—including a new tea room, “the Main Diningroom [sic], Dinette, Lounge, and Men's Grill—were constructed on the new seventh floor.”² In 1947, the Men's Oak Grill (later the “Oak Grill”) and the Sky Room (later the “Skyroom”) opened on the 12th floor. In 1984, the food court style “Marketplace” opened in the lower level.³

Lower Level Food Court and Housewares Department (Figure BB) (Photos 0043-0044).

The lower level of the building was originally home to the “Downstairs Store,” and a soda fountain and candy shop. For most of the twentieth and twenty first century, the lower level has housed a food court and the department store's home goods section. This level is characterized by an open floor plan and exposed column grid.

Oak Grill (Figure OO) (Photos 0045 and 0046)

The 12th floor Oak Grill (formerly the Men's Oak Grill) was a fine dining establishment and has a characteristic high degree of finish. The walls and columns are covered in wood paneling with a dark stain that evokes a Tudor Revival style. A large stone and brick fireplace that was imported from England is the defining feature of the main dining room. Stained glass “windows” on either side of the fireplace are actually backlit light fixtures. The main dining room is flanked by a wood paneled bar and a private dining room. The entrance to the Oak Grill is framed by a pair of glass display windows, similar to the storefront windows at the building's exterior.

Sky Room (Figure OO) (Photo 0047)

The Sky Room Restaurant has been modified and currently has a cafeteria style kitchen and open dining room. The restaurant has three walls of large windows that overlook downtown Minneapolis. The ceiling retains its serpentine form and recessed lighting that date to the restaurant's construction in the 1940s. Historic wood floor and marble tile flooring is extant.

¹ Rick Nelson, “Timeline: 113 years of dining at the building formerly known as Dayton's in Minneapolis,” *Minneapolis Star Tribune*, January 11, 2017, <http://www.startribune.com/timeline-113-years-of-dining-at-the-building-formerly-known-as-dayton-s-in-minneapolis/410420475/>.

² Ibid.

³ Ibid.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

12th Floor Back of House (Figure 00) (Photos 0048 and 0049)

The Oak Grill and Sky Room were served by a large restaurant, bakery, and catering kitchen that takes up most of the 12th floor. The industrial kitchen is characterized by glazed tile walls and columns, quarry tile floors, and stainless steel finishes. The tile dates to the period of significance.

Exhibition Hall and 8th Floor Event Space (Figure KK) (Photo 0050)

The 8th floor exhibition hall—which was used for holiday displays, flower shows, and fashion shows—was constructed in 1958, above the parking garage. The exhibition hall space is a large open volume with a raised stage at its west side. The exhibition hall has painted concrete floor and painted plywood walls and ceiling. The stage has a wood floor. A service space with concrete floor and concrete block walls is located behind the stage at the western perimeter wall. Similarly, small storage rooms and two egress stairwells are located along the south perimeter wall.

To the east of the exhibition hall, the western portion of the 1912-1947 building was dedicated to specialized retail space associated with events in the exhibition hall. This space follows a similar organization and finish pattern to the other retail spaces in the building – it is located at the interior of the floor plate and has an open column grid.

Mechanical and Service

The mechanical and services spaces within the Dayton's building are completely separated from the other functions of the building and exhibit a very low level of finish.

13th Floor Mechanical Penthouse

The 13th floor mechanical penthouse has concrete floors, walls and ceiling. The space is subdivided into a series of rooms by fire-rated partition walls as required to separate different mechanical systems and machines housed on this level. Transom level multi-light steel windows are found throughout. A single swing door provides roof access at the west exterior wall. The 13th floor is reached by a concrete staircase from the 12th level back-of-house space.

Sub-Basement (Figure CC)

The sub-basement is generally composed of unfinished space dedicated to mechanical systems, and some storage. The sub-basement has concrete floors and ceilings. The building's exposed concrete column grid is present throughout. Exterior walls are a combination of concrete, masonry, and stone, depending on section of the building. Modern partition walls have been added to subdivide some of the larger spaces into offices for maintenance and shipping staff and

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

to enclose newer toilet rooms. The sub-basement can be reached by the service elevator and egress stairs.

Vertical Circulation

Historically, vertical circulation was achieved through numerous banks of passenger and freight elevators, banks of centrally located escalators, service stairs, and historic stairs that serve the first floor and lower level.

The central bank of escalators and the passenger elevators are extant (Photo 0051). Remaining escalators and the freight elevators have been removed and the shafts are extant; escalators will be replaced with passenger elevators.

General Circulation

The general circulation of the retail floors follows a wide oval path around the banks of escalators, with retail displays situated on either side of the path. Retail areas are usually marked by a change in floor finish—to terrazzo or wood—while the pedestrian path is generally stone tile.

The office floors do not have a clearly distinguishable circulation pattern.

Parking Garage

The parking garage is reinforced concrete construction and is characterized by exposed structure and vertical circulation for automobiles. The eighth floor of the parking structure was designed to serve as an exhibition hall and is characterized by its large open volume. The interior of the hall has been repeatedly painted to serve the needs of the holiday and flower shows that took place there.

Integrity

The Dayton's Department Store building retains sufficient levels of all seven aspects of integrity to convey its history from its period of significance, 1903-1967. The seven aspects of integrity are discussed separately, as follows:

Location

The Dayton's Department Store building has not been moved and retains integrity of location.

Design

The Dayton's Department Store building retains integrity of design. At the exterior, the 1902 store retains much of its original design and the large 1912-1945 addition retains its modern inspired façade. The 1958/1963 parking garage retains its distinctive metal fins. At the interior,

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

the sales floor spaces retain their open floor plans and exposed column grids. At the first level, the columns retain decorative capitals. The J.B. Hudson space and Oak Room restaurant retain their original designs and the Sky Room restaurant retains its characteristic serpentine ceiling. Many 9th floor office spaces retain their midcentury design and finishes.

The introduction of skyway bridges in the late 20th century does diminish integrity of design.

Setting

The Dayton's Department Store building retains integrity of setting. The property's combined retail and office function matches that of surrounding buildings fronting Nicollet Mall.

Materials

The Dayton's Department Store building retains integrity of materials. At the exterior, the building retains its brick and terra cotta cladding at the 1902 portion, granite and stone cladding at the 1912-1945 portion, and distinctive metal fins at the 1958/1963 parking garage. At the interior, the building does generally retain notable materials in retail and office spaces including plaster column capitals at the first floor, terrazzo floors, marble floors, ceramic tile floors, wood floors, exposed concrete floors, and windows and interior wood trim at floors 3 through 5 of the 1902 building. Additionally, specific character defining spaces including the Oak Room restaurant, the J.B. Hudson jewelry space, and the 4th floor women's restroom retain their historic finish materials. The building's character defining column grid remains present throughout.

Workmanship

The Dayton's Department Store building retains integrity of workmanship. The level of workmanship expressed in the building varies along with the function of the space. In general, retailing and office spaces exhibited fairly utilitarian workmanship, with temporal display furniture, seasonal decorations, and the department store goods themselves taking center stage while the store's architecture faded into the background.

In specific areas such as the Oak Room, J.B. Hudson, and the 9th Floor executive office suites, higher levels of workmanship existed and are extant. The J.B. Hudson space retains its built in wood display cases, and ornate floral metal work. The Oak Room retains its wood paneling, backlit stained glass "windows," and bar. Some of the 9th floor executive office suites retain their wood paneling and en-suite bathrooms located behind hidden paneled doors.

Feeling

The Dayton's Department Store building retains integrity of feeling. The building continued to function as combined retail and office space through 2016. The generally open floor plates retain the feeling of retail and office levels, as they only need furnishings reintroduced to recover those functions. The distinct cladding schemes at the exterior help the building retain the feeling of a successful business that expanded over time. While the storefronts themselves are replacements, their location and the amount of permeability they allow between the street and the store are a

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

clear reminder of the building's retail history, while the stacked upper level windows suggest office use.

Association

The Dayton's Department Store building retains integrity of association. As the flagship store and corporate headquarters of the Dayton Company for nearly a century, the Dayton's Department Store building in downtown Minneapolis is a cultural touchstone for many Minneapolitans. Through two significant rebranding efforts and one ownership change, the building has remained "Dayton's" to generations of Minnesotans.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1903 - 1967

Significant Dates

1902 - 1903

1929

1937 - 1945

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Sedgwick, Charles S.

C. F. Haglin and Sons

Long, Lamoreaux and Long

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Dayton's Department Store building located at 700 Nicollet Mall (historically 700 Nicollet Avenue) in Minneapolis, Minnesota, is historically significant under National Register of Historic Places Criterion A for Commerce for its association with the Dayton Corporation, a leading Minneapolis company that had a profound impact on Minnesota's retail landscape in the twentieth century. From its innovative sales and marketing techniques to revolutionizing discount shopping, the Dayton Corporation changed the way that Minnesotans shopped. The downtown Minneapolis location was the company's first store, its flagship store, and its corporate headquarters.

From 1903 through the 1960s, the Dayton Corporation would respond to changing market conditions, suburbanization, and consumer demands in ways that changed the retail landscape in Minneapolis—and the country. From their corporate offices on the upper floors of the flagship store at Seventh Street South and Nicollet Avenue, the Daytons would expand their family's company from a local dry goods retailer to a forward-thinking retail innovator. The Dayton Corporation revolutionized discount shopping in 1962 with the launch of Target; and they kept their department store empire locally-owned long after regional competitors were taken over by national chains.

The Dayton's Department Store building's area of significance is Commerce and its level of significance is statewide. The related state historic context is "Urban Centers (1870-1940)." The building's period of significance begins in 1903, when George Draper Dayton took over the Goodfellow's Daylight Store, and ends in 1967, with the Dayton Corporation's transition from a family and employee-held business to a public corporation.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Dry Goods and Department Stores

When George Draper Dayton began buying real estate on Minneapolis's Nicollet Avenue, the street had long been the home of Minneapolis's leading retailing houses. George W. Hale & Co., which had initially opened a dry goods store on Washington Avenue in 1867, moved to the corner of Nicollet Avenue and Third Street in 1872—and to Nicollet and Fifth Street by 1890 (Figure G).⁴ Goodfellow & Eastman, later R.S. Goodfellow & Co., established a dry goods store at "Nicollet avenue between Washington and Third street."⁵ The city's first department store was

⁴Issac Atwater, Ed. *History of the City of Minneapolis, Minnesota, Volume 2* (New York: Munsell & Company, 1893), 757.

⁵ *Ibid.*

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

opened by S.G. See at Ninth and Nicollet in 1875; it was followed by William Donaldson's larger and more successful "Glass Block" at Sixth Street and Nicollet in 1884 (not extant; Figure H).⁶

Dry goods stores carried "muslins, calicoes, silks and satins, black goods for mourning, velvets, worsted goods, and laces, as well as embroidery and edging, linings, and notions," and many also carried rugs, furniture, and drapery.⁷ Women seeking to dress themselves and their homes were the primary shoppers at dry goods stores, as ready-to-wear clothing was relatively inaccessible to many shoppers in the late nineteenth century and would not exceed fabric sales until the 1920s.⁸

Department stores differed from dry goods stores in volume of goods sold, set prices, departmentalization, and amenities.⁹ The department store was invented in Paris at Le Bon Marché, a dry goods store that dramatically altered its marketing plan in 1852 to include fixed prices, enhanced customer service policies, and a greater variety of merchandise with a higher turn-over rate.¹⁰ In September of 1869, the cornerstone for a new Le Bon Marché was laid—the new building was to be the first "store...constructed that was formally conceived and systematically designed to house a *grand magasin*."¹¹ At the new Le Bon Marche, customers were encouraged to browse, could have purchases delivered to their homes, and could attend concerts and salons in the store.¹² In the United States, the first department store was established in New York City by A.T. Stewart. As at Le Bon Marché, Stewart expanded his dry goods store into a large retail emporium through "the one-price system, rapid stock turn, and departmentalized organization of goods."¹³ Department stores became social gathering places where "white middle-class women could stop in to relax, browse without buying, and socialize."¹⁴ Throughout the late nineteenth and early twentieth centuries, department stores would increasingly add amenities and services—such as salons, tea rooms, restaurants, and sumptuous restrooms and lounges—designed to keep shoppers in the store.¹⁵

George Draper Dayton

While department stores were developing in large European and American cities, George Draper Dayton was working for a friend of his father's in his hometown of Geneva, New York. The Panic of 1873 kept Dayton from attending college, but his father, David Day Dayton, arranged for him to work for family friend George McMillan at his tree nursery in order for young

⁶ Ibid.

⁷ Vicki Howard, *From Main Street to Mall: The Rise and Fall of the American Department Store*, (Philadelphia: University of Pennsylvania Press, 2015), 13.

⁸ Howard, *From Main Street to Mall*, 15.

⁹ Ibid, 18.

¹⁰ Howard, *From Main Street to Mall*, 18; Le Bon Marche, "About Us," <http://www.lebonmarche.com/en.html>

¹¹ Michael Barry Miller, *The Bon Marché: Bourgeois Culture and the Department Store, 1869-1920* (Princeton, NJ: Princeton University Press, 1981), 20.

¹² Le Bon Marche, "About Us," <http://www.lebonmarche.com/en.html>

¹³ Howard, *From Main Street to Mall*, 11.

¹⁴ Ibid, 14.

¹⁵ Kristal Leebrick, *Dayton's: A Twin Cities Institution* (Charleston, SC: The History Press, 2013), 24.

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

“Georgie,” as his father called him, to gain business experience. Dayton was to be paid \$800 for the year, plus room and board and a commission on his sales.¹⁶ Dayton earned more money than McMillan could afford to pay, which resulted in Dayton acquiring McMillian’s coal and lumberyard.¹⁷ Within a year, Dayton was \$7000 in debt and suffering from exhaustion. His father was able to sell the coal and lumberyard for a profit while Dayton recovered at the family home in Geneva.¹⁸

Dayton went on to work for another family friend, John Mckay, who owned lumberyards and sawmills. While Dayton managed Mckay’s Seneca, New York business office, a number of wealthy residents of Geneva purchased Minnesota real estate and bonds from Thomas Parsons, a Worthington, Minnesota-based booster. When Parsons proved difficult to reach, the investors called upon young George Dayton to travel to Minnesota to “appraise the situation firsthand.”¹⁹ Dayton advised the investors to place an agent in Minnesota—and volunteered for the job.²⁰

In 1883, Dayton left Geneva and relocated to Worthington, Minnesota. He purchased the Bank of Worthington, which specialized in real estate loans, helping “thrifty, energetic young men, who, with a moderate amount of capital, will come and till the rich farming lands,” secure property.²¹ The year after he arrived in Worthington, Dayton incorporated the Minnesota Loan and Investment Company, which had capital stock of \$100,000 and authorized capital of \$1,000,000.²² In 1887 the Minnesota Loan & Investment Company purchased 110 acres in the Clary Addition of the Village of Worthington and began advertising residential lots for sale.²³ By 1889, Dayton had developed a reputation as “a capitalist widely known and respected throughout southern Minnesota and Northern Iowa and a tower of strength to any institution bearing his name.”²⁴ After successfully developing real estate in southern Minnesota, Dayton turned his eyes to Minneapolis.

“Mr. Dayton Buys Again”²⁵

According to an 1892 article in the *Minneapolis Tribune*, the corner of Sixth Street and Nicollet Avenue had “been an eyesore for a good many years,” when George Dayton purchased the lot for \$121,000 in cash.²⁶ Regarding the purchase, Dayton was quoted as saying, “There is a

¹⁶ Stephen George, *Enterprising Minnesotans: 150 Years of Business Pioneers*, (Minneapolis: University of Minnesota Press, 2003), 75; George D. Dayton Research Files, Box 3, 1, Minnesota Historical Society.

¹⁷ Leebrick, *Dayton's: A Twin Cities Institution*, 13.

¹⁸ George, *Enterprising Minnesotans*, 75.

¹⁹ Leebrick, *Dayton's: A Twin Cities Institution*, 14.

²⁰ Ibid.

²¹ “Bank of Worthington,” George D. Dayton Research Files, Box 3, p 6, Minnesota Historical Society.

²² The Minnesota Loan and Investment Company, Articles of Incorporation, George D. Dayton Research Files, Box 3, 9B, Minnesota Historical Society.

²³ Announcement, “Lots to suit Purchases,” December, 1887, George D. Dayton Research Files, Box 3, 13.

²⁴ George D. Dayton Research Files, Box 3, p 16.

²⁵ “Mr. Dayton Buys Again” *Minneapolis Journal*, December 30, 1893, George D. Dayton Research Files, Box 3, p. 16, Minnesota Historical Society.

²⁶ “Brought Big Money,” *Minneapolis Tribune*, George D. Dayton Research Files, Box 3, p. 16.

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

general impression that an eight-story building should go there...but it is impossible for me to say just what will be done with the lot, except that it will be improved. I am told that the property is very desirable, and am pretty well satisfied with it."²⁷ Dayton did build an eight-story building, known as the "Dayton Block," to lease to physicians and surgeons.²⁸ After the completion of the Dayton Block, Dayton continued to acquire land in Minneapolis—and on Nicollet Avenue in particular. In 1893, he "bought and filed for a record of deed to the Grimes corner, 95 feet front on Nicollet Avenue and 140 feet on Seventeenth Street."²⁹ Local newspapers tracked Dayton's property acquisition with great interest; articles that focused on his purchase of Minneapolis real estate regularly described Dayton as a "non-resident" of Minneapolis. One such article argued that "people who have the least faith in Minneapolis realty, as a rule, seems to be those who live in Minneapolis; nonresidents appear to be more favorably impressed with the future of the city and the prospects for growth, and the changes for profit in real estate investment..."³⁰ In 1896 Dayton again invested in the City of Minneapolis, when he purchased the lot that would become home to the department store that bore his name.

From 1883 to 1896, 700 Nicollet Avenue, at the corner of Nicollet Avenue and Seventh Street South, had been home to Westminster Presbyterian Church (Figure I).³¹ At 2:25am on September 6, 1895, the Minneapolis Fire Department was called to the church to combat a fire. When the fire fighters arrived, flames were shooting "out of the cupola...fire already had a good hold on the churches [sic] cockloft. Crews...attempted an interior attack...but were driven out by heat and smoke shortly before a ceiling collapse filled the entire sanctuary with flame. The stone church burned to a shell by dawn."³² The congregation and church leadership considered rebuilding on the same site, but faced a pair of significant obstacles. First, the size of the congregation had long exceeded the capacity of the church building and people spent years on waiting lists to secure a pew. Due to the size of the site, a larger church could not be constructed at 700 Nicollet Avenue. Second, business leaders—many of whom attended Westminster Presbyterian and had commercial interests on Nicollet—voiced concerns that rebuilding the church on its former site would "drive business from the avenue."³³ As a result, Westminster Presbyterian sold the parcel to George Dayton for "\$165,000, of which \$25,000 [was] to be paid in cash, \$92,500 in two short-time payments, and the balance in the form of...property and several vacant lots located in another part of the city," and constructed a new church at Nicollet Avenue and Twelfth Street.³⁴

²⁷ Ibid.

²⁸ "Mr. Dayton Buys Again" *Minneapolis Journal*, December 30, 1893, George D. Dayton Research Files, Box 3, p. 16, Minnesota Historical Society.

²⁹ "Mr. Dayton Buys Again" *Minneapolis Journal*, December 30, 1893, George D. Dayton Research Files, Box 3, p. 16.

³⁰ "Minneapolis Real Estate," *Minneapolis Journal*, January 17, 1900, George D. Dayton Research Files, Box 3, p. 35.

³¹ Westminster Presbyterian Church, "History," <https://www.westminstermpls.org/visit/about/history/>.

³² Richard Heath, "Historic Minneapolis Fires—1895," *The Extra Alarm Association of the Twin Cities*, <http://www.extraalarm.org/mhis1895.htm>.

³³ "To Move or Not to Move," *Minneapolis Journal*, November 20, 1895, George D. Dayton Research Files, Box 3, p. 32.

³⁴ "Money and Realty," *Minneapolis Journal*, George D. Dayton Research Files, Box 3, p. 33; Westminster Presbyterian Church, "History," <https://www.westminstermpls.org/visit/about/history/>.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

There was a great deal of interest in Dayton's intent for the site—and for the city. According to an article in the *Minneapolis Journal*, the purchase of the Westminster Presbyterian site made Dayton's total investment in Minneapolis \$700,000.³⁵ The article went on to say:

As to the future disposition of the corner, Mr. Dayton says frankly that he does not know how or when it will be improved. 'I regard it as the second best corner in Minneapolis today,' he said, 'and I shall consider the matter well before commencing to building. The Dayton building corner I consider the best in the city, and this new purchase will some day probably be the best. With such a future before it you may be sure that no decision will be hastily made. It may be better to wait six months or a year. In the meantime I shall be glad of all the suggestions which may be offered. You may depend on it, however, that the building will be entirely commensurate to the locality and the future of Nicollet avenue.'

Suggestions were offered—the *Journal* reported that "Mr. Dayton [had been] approached by various parties with reference to a store building suitable for retail purposes" to be built on the site.³⁶ However, several years passed before Dayton developed the corner at Seventh and Nicollet. In the meantime, he continued to engage in real estate speculation. In 1900, he acquired

fifty feet next south of his Seventh and Nicollet property... and property on Seventh street in the rear of the church site, making his frontage on Nicollet 150 feet deep. His Nicollet frontage, bought from the church, was 165 feet. He has now added by purchase from Ammi W. Wright of Saginaw, Mich., the next adjoining fifty feet on the south, and has a tract of very desirable property 215 feet on Nicollet and 150 feet deep.³⁷

It was reported that initial plans for the site were focused on the construction of a hotel. According to a February 1901 article in the *Minneapolis Journal*

Minneapolis has just escaped having a magnificent ten-story European hotel erected on the corner of Nicollet avenue and Seventh street, on the old Westminster church site. The discovery of the fact that the corner in question is one block outside of the patrol limits upset the deal, which was on the point of being consummated.

Construction costs for the hotel were estimated at \$500,000, but because the parcel was located outside of the city's patrol limits, the hotel bar would not be allowed to serve alcohol, a condition which killed the project.³⁸

While the *Journal* was focused on the development of the Seventh Street South and Nicollet Avenue corner, at the end of February, 1901, an article detailed another of Dayton's real estate

³⁵ "Money and Realty," *Minneapolis Journal*, George D. Dayton Research Files, Box 3, p. 33.

³⁶ "Money and Realty," *Minneapolis Journal*, George D. Dayton Research Files, Box 3, p. 33.

³⁷ Faith in the Town: Mr. Dayton Has an Additional \$60,000 Worth of It," *Minneapolis Journal*, January 17, 1900, George D. Dayton Research Files, Box 3, p. 35.

³⁸ "Balked by Limits," *The Minneapolis Journal*, February 16, 1901, George D. Dayton Research Files, Box 3, p. 39.

Dayton's Department Store

Name of Property

Hennepin, Minnesota

County and State

transactions. Dayton sold the Dayton Block at Sixth and Nicollet to former Governor John S. Pillsbury for \$350,000. Pillsbury provided \$200,000 in cash and 80 unimproved lots in the John T. Blaisdell revised addition -- between Nicollet and Pleasant avenues and Franklin avenue and Twenty-fifth Street.³⁹ Dayton would construct a large home on Blaisdell Avenue and move his family from Worthington to Minneapolis (Figure J).⁴⁰

It is likely that Dayton sold the Dayton Block to raise capital, as the same month he announced that he would be constructing a business block at 816-18 Nicollet Avenue. The three story brick and terra cotta building was designed by Charles S. Sedgwick and it was anticipated that construction would be complete by May 1, 1901.⁴¹

Throughout 1901 Dayton purchased additional lots on Nicollet Avenue, including the lot and building at 715 Nicollet Avenue from the Farmers and Merchants Savings Bank. The property was described as follows, "The building is an old and very plain three story brick structure, which, while substantial and commodious, has long been an eyesore to upper Nicollet."⁴² He also purchased "fifty-two feet on Nicollet Avenue, Nos. 911-13-15 for \$30,000 cash" and "the old See [department store] corner on Ninth street and erected a three-story brick building."⁴³

1901 also brought the announcement that business interests on Nicollet had long been waiting for—plans were being prepared for the corner of Seventh and Nicollet.⁴⁴

Goodfellow's and Dayton's Daylight Store

In the winter of 1901, Dayton hired Charles Sedgwick to prepare plans

for a handsome three-story building to occupy the 100 feet of the corner towards Eighth Street. The property has a frontage of 215 feet on Nicollet, but the first 100 feet will not be improved until the building for which plans are being prepared is erected. The present plans of the architect provides for five stores on Nicollet with the upper stories arranged to suit the convenience of mercantile establishments. The building will be of the latest construction, being practically all glass, iron, and brick.

The 100 feet on the corner will also be improved in the near future by the erection of a building exactly similar in every way, namely, of the three stories having storerooms underneath. This will leave a central entrance fifteen feet in width connecting the two

³⁹ "\$350,000 for Dayton Block," *Minneapolis Journal*, February 27, 1901, George D. Dayton Research Files, Box 3, p 37.

⁴⁰ Dayton developed the lots into a wealthy enclave and in the opening decades of the twentieth century, many of Minneapolis' wealthy families constructed large elegant homes along Pillsbury and Blaisdell Avenues. Preservation Design Works, City of Minneapolis Designation Study: The John P. and Nelle Snyder Mansion, May, 2016, <http://www.ci.minneapolis.mn.us/www/groups/public/@clerk/documents/webcontent/wcmsp-181911.pdf>; when Dayton relocated his family to Minneapolis, he sold his interests in the Bank of Worthington; "Geo. Dayton Tells of His Experiences," 1931, George D. Dayton Research Files, Box 3, p 30.

⁴¹ "Another Block: Geo. D. Dayton Makes Further Minneapolis Investments," *Minneapolis Tribune*, February 2, 1901, George D. Dayton Research Files, Box 2, p. 35.

⁴² "Another By Dayton," *The Minneapolis Journal*, March 21, 1901, George D. Dayton Research Files, Box 3, p 45.

⁴³ "Dayton Buys Again," *The Minneapolis Journal*, March 12, 1901, George D. Dayton Research Files, Box 3, p 41.

⁴⁴ "New Block on Nicollet," *Minneapolis Journal*, March 1, 1901, George D. Dayton Research Files, Box 3, p. 36.

Dayton's Department Store

Name of Property

Hennepin, Minnesota

County and State

structures, which, of course, will constitute one fine business block when Mr. Dayton's plans are ultimately carried to completion. But the important thing about Mr. Dayton's plans is that the foundation and walls will be of such construction as to admit of the addition of three, four or five more stories, as may be required by tenants.⁴⁵

Rather than five stories of mercantile space, Dayton sought six, which required him to present his project to the City Council, as the parcel was located within fire patrol limits and the proposed construction exceeded height restrictions. Dayton requested a "special permit to erect a six-story building of slow burning construction" rather than the required fireproof construction for buildings over five stories.⁴⁶ The City granted the permit.⁴⁷

Construction took place through the summer, fall, and winter of 1901 and spring of 1902, during which time Dayton sought tenants to fill his retail block. He convinced J.B. Mosher and George Loudon, the owners of Goodfellow's Dry Goods, to move their store to the new building. As part of the negotiation, Dayton, who did not have any retail experience, became a silent partner in the dry goods store.⁴⁸ In addition to Goodfellow's, other tenants in the building included a jeweler, a drug store, a furrier, and a Japanese Store.⁴⁹

The six-story building opened on June 2, 1902. Goodfellow's held a grand opening event on June 24. According to press coverage of the opening,

This store, without any decorations, is the handsomest in the country. It being the newest of the large ones. It is naturally equipped with all the latest improvements. Four floors and basement are now occupied, each 100 by 140 feet. It has been named the "Daylight" store and very appropriately so, for there is not a dark corner or spot in the entire building.⁵⁰

In addition to Dayton, Mosher, and Loudon, George Dayton's eldest son, D. Draper Dayton joined the firm.⁵¹

Goodfellow's doubled its sales in its first year of business—at the cost of heavy investments in advertising and inventory in an effort to compete with the city's largest and most popular department store, L.S. Donaldson and Company, whose "Glass Block" store was located one block from the new Goodfellow's location.⁵² During the first year of operation, Dayton bought out George Loudon. By the spring of 1903, he also acquired J.B. Mosher's shares.⁵³ Dayton's role in the retail organization was no longer silent and an announcement in the May 18, 1903

⁴⁵ "New Block on Nicollet," *Minneapolis Journal*, March 1, 1901, George D. Dayton Research Files, Box 3, p. 36

⁴⁶ George D. Dayton Research Files, Box 3, p. 37.

⁴⁷ George D. Dayton Research Files, Box 3, p. 37.

⁴⁸ Leebrick, *Dayton's: A Twin Cities Institution*, 17.

⁴⁹ C.J. Larson, "The Story of the Downstairs Store," *The Daytonews*, December 30, 1918, 6, George D. Dayton Research Files, Box 3, p 145.

⁵⁰ "Throngs Marvel in an Emporium," *The Minneapolis Times*, June 25, , 5.

⁵¹ Ibid.

⁵² Leebrick, *Dayton's: A Twin Cities Institution*, 18.

⁵³ Ibid.

Dayton's Department Store

Name of Property

Hennepin, Minnesota

County and State

issue of the *Minneapolis Journal* reflected the change with the proclamation: "Tonight Goodfellow's—Monday (The Daylight Store) Dayton's" (Figure K).⁵⁴

Dayton's Department Store –The George Draper Dayton Years

Under Dayton's leadership, the store began to revolutionize the retail industry in Minneapolis. Dayton offered a "cooperative system, by which employees [were] allowed to purchase a certain amount of stock," free lunches and entertainment were offered during large sales, and the store offered parcel delivery.⁵⁵ In comparison, Dayton's biggest competitor, Donaldson's, would not begin to offer a profit sharing or stock program to employees until 1911, when it "announced that a profit-sharing plan [was] being formulated, under which, in the ensuing years, department heads will be given opportunity by efficient management to bring accruing benefits to themselves," whereas Dayton's offered stock options to all employees.⁵⁶

The store expanded its offerings by leasing retail counters and departments to outside companies, "including Merkhams Trading Company's 'hair-curler' parlor, Emma Read's drawing supplies, Mrs. Gertrude Stanton's optical service and, in the basement of the building, W.B. Sayre's hardware, china and glassware," as well as a piano department and a dress salon.⁵⁷ In 1904, Dayton, with Harrington Beard, opened an art gallery on the building's fourth floor and added a tea room, smoking room, and banquet facilities to keep customers in the store and to compete with Donaldson's, which had well-known tea rooms on its fourth floor.⁵⁸

As George and Draper continued to expand the store's amenities—including a soda counter and candy department in the basement level—it became necessary for the Dayton Dry Goods Store to take over the entire building.⁵⁹ In 1907, the Daytons added the "Bargain Basement" to the store, offering "women's coats, suits and dresses, along with linens, corsets, millinery, jewelry, underwear, notions, and laces" at a lower price-point for budget-conscious consumers.⁶⁰

As the twentieth century was poised to enter its second decade, the Daytons expanded the store toward Eighth Street East through the construction of an "annex" designed by the prominent Minneapolis architecture firm of Long, Lamoreaux and Long; the store also leased the neighboring Narragansett Block (Figures C.1 and C.2) George Dayton's younger son, Nelson, joined the company and the store changed its name to "The Dayton Company."⁶¹ The expansion

⁵⁴ Ibid.

⁵⁵ Leebrick, *Dayton's: A Twin Cities Institution*, 22; "Dayton Dry Goods Company Now," *Dry Goods Economist*, May 1903, George D. Dayton Research Files, Box 3, p.47.

⁵⁶ Ibid; "The Story of a Store," *The Minneapolis Sunday Tribune*, December 31, 1911, 5.

⁵⁷ Leebrick, *Dayton's: A Twin Cities Institution*, 22.

⁵⁸ "New Art Gallery is to be Opened," George D. Dayton Research files, Box 3, p51; Leebrick, *Dayton's: A Twin Cities Institution*, 23; "Donaldson's Glass Block," *The Minneapolis Journal*, September 25, 1901, 5.

⁵⁹ Leebrick, *Dayton's: A Twin Cities Institution*, 24.

⁶⁰ C.J. Larson, "The Story of the Downstairs Store," *The Daytonews*, December 30, 1918, 6, George D. Dayton Research Files, Box 3, p 145; Leebrick, *Dayton's: A Twin Cities Institution*, 24.

⁶¹ "Week's Feature is Dayton Deal," *Minneapolis Journal*, September 5, 1909, George D. Dayton Research Files, Box 3, p63; "Capital is Enlarged," *Minneapolis Journal*, May 18, 1911, George D. Dayton Research Files, Box 3, p74; Minneapolis Building

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

was necessitated by the company's growing distribution, as it offered catalogue services as well in-store shopping.⁶²

Starting in 1919, the Dayton Company used airplanes to deliver goods to out-of-state customers and in 1920 made national headlines when it hired two de Havilland planes to fly merchandise from New York to Minneapolis in the "longest commercial flight on record."⁶³

The store was poised for continued growth—with building expansions in 1912, 1915 and 1916—when a fire struck the Narrangansett Block at Eighth and Nicollet, where Dayton's shoe and silk departments were housed (Figures C.1, C.2, and D). The building was destroyed and firefighting efforts left the basement of the main store filled with 11 feet of water.⁶⁴ The store had to close for ten days to manage cleanup. All employees were paid in full for the days that the store was closed and the company held a big sale on merchandise that was exposed to smoke.⁶⁵

Following the fire, the Dayton Company again worked with Long, Lamoreaux and Long on the design of a new addition. The new structure had two levels below ground and the first two stories above ground were "of granite so that the company [had] a continuous building of similar construction on Eighth street where a new section to the store was built" in 1916 (Figures C.2, C.3, and D).

Throughout the 1920s, the Dayton Company continued to expand its service offerings in an effort to attract customers and keep them in the store longer. The store included the Looking Glass Beauty Parlor, a new men's department, and the introduction of customer payment plans. A parking garage on Eighth Street was added in 1928 (Figure C.4 and Figure D) and in 1929 the Dayton Company acquired J.B. Hudson & Son, a well-known local jeweler, and built an elegant showroom for the jeweler on the first floor at the corner of Eighth Street South and Nicollet Avenue (Figure X).⁶⁶

The 1920s brought many opportunities for celebration—the store celebrated its 20th anniversary in 1922 with its first "Jubilee Sale" and the Dayton Company finally surpassed its biggest rival, Donaldson's, in annual sales.⁶⁷

Permit A 10967, May 10, 1910.

⁶² "Wider and Wider Grows The Circle of Dayton Distribution," Advertisement, 1913 in Mary Firestone, *Images of America: Dayton's Department Store* (Charleston: Arcadia Publishing, 2007), 23; the store also had a space at the Minnesota State Fair where visitors could place orders for home delivery, Leebrick, *Dayton's*, 24.

⁶³ Leebrick, *Dayton's*, 35.

⁶⁴ Dayton Hudson Corporation, "Dayton's: The History of Dayton's," VHS, Minnesota Historical Society State Archives.

⁶⁵ Dayton Hudson Corporation, "Dayton's: The History of Dayton's," VHS, Minnesota Historical Society State Archives.

⁶⁶ City of Minneapolis Building Permit A19786, August 20, 1929.

⁶⁷ Donaldson's was a popular Minnesota department store into the 1980s and remained Dayton's primary competitor through the twentieth century. Like Dayton's, the company expanded into St. Paul in the 1960s. The Dayton Company's suburban shopping mall development benefited Donaldson's, which established anchor stores in malls at Brookdale, Rosedale, and Ridgedale. In the 1970s Donaldson's expanded further into Minnesota and Iowa and would eventually total 12 stores. In the late 1980s, the company was sold to Chicago-based Carson-Pirie-Scott. "Donaldsons,"

<http://www.mnopedia.org/place/donaldson-s>; Dayton Hudson Corporation, "Dayton's: The History of Dayton's," VHS,

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Donaldson's had continued to grow throughout the early decades of the twentieth century. In 1913, as Dayton's was planning its annex expansion, Donaldson's acquired "control of the entire block bounded by Sixth and Seventh Streets, and Nicollet and Marquette Avenues," making it the "first department store in Minneapolis to achieve that distinction."⁶⁸ In December of 1928, Joseph Chapman, president of the L.S. Donaldson Co., announced the "merger of the L.S. Donaldson Co. of Minneapolis with other companies owning 28 department stores, together forming a nation-wide system."⁶⁹ The merger, which also included the Minneapolis-based Powers Department Store and the Saint Paul-based Golden Rule department store, was announced on the front page of the *Minneapolis Morning Tribune*. All three companies were acquired by the newly organized Hahn Department Stores, Inc.⁷⁰

Hahn Department Stores, Inc. was the brainchild of Lew Hahn, the former director of the National Retail Dry Goods association, who "created [it] as a holding company for the purpose of acquiring and operating large, well-known department stores through the United States."⁷¹ In early 1929 Hahn acquired twenty-two stores, including "Jordan Marsh of Boston, L.S. Donaldson of Minneapolis, and the Bon Marche of Seattle," all companies that had "annual sales between \$1 million and \$10 million."⁷²

Under Hahn, Donaldson's continued to operate under its own name, and the management owned "a substantial amount of the common stock of Hahn Department Stores, Inc.," but the store was part of a much larger national store system.⁷³

While Dayton's continued to grow and thrive throughout the 1920s, the decade also saw heartaches. When Draper Dayton died unexpectedly in 1923, George considered closing the store, and in October of 1929, the stock market crashed and the country sank into the Great Depression.⁷⁴

Minnesota Historical Society State Archives.

⁶⁸ "Donaldson's Control Entire City Block," *Minneapolis Star Tribune*, November 9, 1913, 21.

⁶⁹ "Donaldson's in Huge Merger," *Minneapolis Morning Tribune*, December 11, 1928, 1.

⁷⁰ Ibid.

⁷¹ Harvard Business School, "Hahn Department Stores, Inc.," Lehman Brothers Collection – Contemporary Business Archives, Baker Library Historical Collections,

https://www.library.hbs.edu/hc/lehman/company.html?company=hahn_department_stores_inc.

⁷² Ibid.

⁷³ "Donaldson's in Huge Merger," *Minneapolis Morning Tribune*, December 11, 1928, 6. Hahn Department Stores became the Allied Stores Corporation in 1935. Between 1935 and 1986, Allied became one of the largest retail holding companies in the country. In 1986 it was acquired by the Campeau Corporation, which merged Allied with Federated Department Stores in 1988 to create Federated Stores Inc. "In 1990 Federated filed for reorganization under Chapter 11 of the U.S. Bankruptcy Code, from which it emerged in 1992. In 1994 Federated and R.H. Macy & Co. merged, creating the largest department store chain in the United States." Harvard Business School, "Allied Stores Corp.," Lehman Brothers Collection – Contemporary Business Archives, Baker Library Historical Collections, https://www.library.hbs.edu/hc/lehman/company.html?company=allied_stores_corp.

⁷⁴ Dayton Hudson Corporation, "Dayton's: The History of Dayton's," VHS, Minnesota Historical Society State Archives.

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

The Dayton Company was able to weather the Depression by paying for merchandise upfront to avoid interest and buying in bulk in an effort to pass savings on to customers.⁷⁵ The Dayton Company continued to acquire land around the store site and in March of 1936 the company announced that it would be expanding the store once again and that when construction was complete, the Dayton Company would control the entire block of Nicollet Avenue between Seventh and Eighth streets.⁷⁶ In order to finance the construction, the company obtained a “mortgage for \$1,500,000, one of the largest ever filed on Minneapolis property.”⁷⁷ The Daytons worked with the Minneapolis architecture firm of Larsen & McLaren to design the expansion (Figures D, Q, and R), which included a “new building ...of ornamental brick and buff stone of the same design as the three floors...on the Eighth street corner and the garage building at the corner of Eighth street.” Additional improvements included air conditioning throughout the building, expansion of seventh floor offices, and the expansion of J.B. Hudson to the second floor.⁷⁸ As the expansions neared completion, George Draper Dayton died at the age of 81.

In 1945, the Daytons expanded their store again, raising all but the original store to twelve stories (Figures C.5-C.7, D, and S). In order to move customers through the large store, escalators were added first from the main floor to the fourth floor and then between the fourth and seventh floors. In 1946, the Oval Room was established and sold couture fashion to women of means. Shoppers could look over the city when they dined in the 12th floor Sky Room restaurant (Figures T and U) and husbands could wait for their wives while dining in the men's only Oak Grill (Figure W).

Dayton's Department Store at Midcentury

The loss of George Draper Dayton was felt throughout both the store and the City of Minneapolis. Dayton and his wife, Emma (who had passed away in 1931), were generous philanthropists and, through their Dayton Foundation, had donated money to a number of local organizations. At the store, Nelson Dayton's sons stepped in to help guide the company through the second half of the twentieth century. By the end of the 1940s, all five of Nelson's sons—Donald, Bruce, Wallace, Kenneth, and Douglas—had active roles in the company.⁷⁹ The third generation of Daytons would respond to changing market conditions, suburbanization, and consumer demands in ways that changed the retail landscape in Minneapolis—and the state.

The history of the Dayton Company at midcentury is a microcosm of the transformation of retail during the postwar era. Dayton's Department Store was more than illustrative of these trends—rather, the Dayton Company, headquartered on the upper floors of the downtown department

⁷⁵ Leebrick, *Dayton's: A Twin Cities Institution*, 44.

⁷⁶“Dayton Co. Rounds Out Side Holding – Buys Eighth and Nicollet Corner Occupied by Part of Store,” *Minneapolis Journal*, December 22, 1936. “8th-Nicollet Site is Bought by Dayton Co.,” *Minneapolis Tribune*, December 22, 1936. “Dayton's Buys Nicollet Site,” *Minneapolis Star*, December 22, 1936. George D. Dayton Research Files, Box 3, p. 238.

⁷⁷ “Daytons File Near-Record Mortgage,” August 25, 1937, George D. Dayton Research files, Box 3, p. 189.

⁷⁸ Daytons File Near-Record Mortgage,” August 25, 1937, George D. Dayton Research files, Box 3, p. 189.

⁷⁹ Leebrick, *Dayton's: A Twin Cities Institution*, 51.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

store building, played an influential role in the rise of regional shopping centers and discount retailers.

By the turn of the twentieth century, much of the commercial activity in American cities took place “downtown,” where a city’s business district was located.⁸⁰ By 1930, some business activities had begun to decentralize, moving to outlying commercial districts. Chain stores, which grew exponentially between the 1880s and 1920s, often located in these outlying districts. Department stores, previously gathered in the central business district, responded to chain store competition by planting some store branches in outlying areas.⁸¹ By the late 1930s and early 1940s, the decentralization of businesses had become a significant and visible threat to downtown’s prominence as a retail center.⁸²

This trend would be strongly reinforced after World War II. During the late 1940s and 1950s, suburbanization and residential construction exploded, with millions moving to new homes in the suburbs. This boom was fueled by a housing shortage, a problem compounded by the return of overseas soldiers. A strong postwar economy that created greater purchasing power for members of the middle class, the increased mobility fostered by the automobile, and favorable federal government policies also contributed to the rise in suburban home ownership.⁸³ In the Twin Cities, suburbanites accounted for only twelve percent of all metropolitan residents in 1940; by 1956, one out of every three metropolitan residents lived in the suburbs. While the population of St. Paul and Minneapolis proper increased by about one percent annually between 1940 and 1956, the suburbs experienced average growth rates of ten percent from 1940 to 1950, twelve percent between 1950 and 1954, and fifteen percent from 1954 to 1956.

Unsurprisingly, these postwar shifts in residential development and transportation caused decentralization of retail, as stores followed residents to the suburbs.⁸⁴ Intertwined with this centrifugal movement was the ascendancy of a new retail configuration – the shopping center. Beginning in 1920, the term “shopping center” referred to a collection of businesses located in a complex owned by a single party, in which physical design and tenant selection were carefully managed to create a commercial outlet that catered to a specific audience.⁸⁵ Smaller shopping centers, classified as neighborhood and community shopping centers (and often referred to as strip malls), first developed in the interwar years.⁸⁶ Spurred on by the competitive value of

⁸⁰ Robert M. Fogelson, *Downtown: Its Rise and Fall, 1880 – 1950* (New Haven, CT: Yale University Press, 2008), 12 – 14, 20, ProQuest ebrary.

⁸¹ *Ibid.*, 194 – 200.

⁸² *Ibid.*, 194 – 227.

⁸³ Jodi Larson, Kyle Engelking and Kren Majewicz, *The Story of the Suburbs in Anoka and Hennepin Counties* (Anoka, MN: Anoka County Historical Society, 2011), 2; John S. Adams and Barbara J. VanDrasek, *Minneapolis-St. Paul: People, Place, and Public Life* (Minneapolis, MN: University of Minnesota Press, 1993), 90, 98; Fogelson, *Downtown: Its Rise and Fall*, 383.

⁸⁴ Peter O. Muller (*Contemporary Suburban America*. Englewood Cliffs, N.J.: Prentice Hall, 1981), 121 – 123.

⁸⁵ Richard Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920 – 1950* (Cambridge, MA: The MIT Press, 1997), 145 – 146.

⁸⁶ Meredith Clausen, “Northgate Regional Shopping Center-Paradigm from the Provinces,” *Journal of the Society of Architectural Historians* 43, no. 2 (May, 1984): 147, <http://www.jstor.org.proxy.uwec.edu/stable/989902>; Richard Longstreth,

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

combining off-street parking with an “integrated business structure,” the shopping center, with its drive-in parking lot, was recognized as “a significant new trend in the field” by 1941.⁸⁷ After World War II, the shortage of commercial development in newly developed outlying residential areas and the flexibility of existing zoning laws, combined with the advantages of “integrated business development,” contributed to the type’s ascendancy. Neighborhood and community shopping centers, characterized by unified façades and off-street parking, expanded in size and proliferated on the fringes of metropolitan areas.⁸⁸

In the mid- to late 1950s, these smaller shopping centers were overshadowed by the ascendancy of larger, regional shopping centers. According to architectural historian Richard Longstreth, “the major impetus for the regional mall’s ascendancy stemmed from shifts in the practices of department store companies,” who by the early 1950s had found it advantageous to build branches within shopping centers rather than as isolated stores.⁸⁹ A combination of changes in the federal tax code, cheap land on the outskirts of cities, loose government zoning restrictions, the federal government’s subsidy of automobile travel through low gas taxes, and the creation of the federal highway system also played a role in the type’s ascendancy. In 1956 alone, twenty-five regional shopping centers were built in the U.S., more than doubling the number built between 1949 and 1955. Designed to compete with downtown, regional centers were able to offer their patrons greater convenience and amenities than downtown stores and were instrumental in shifting retail trade toward the suburbs.⁹⁰ Their sudden rise in the late 1950s was accompanied by a change in the role of suburban retail – rather than following residents to outlying areas, suburban regional shopping centers became magnets for residential and other development.⁹¹ What is commonly understood as the world’s first enclosed shopping center, Southdale, opened in Minnesota in 1956, symbolizing this new phase in shopping center development.⁹²

Another postwar innovation in retail was the rise of the discount store. The shortage of goods during World War II and the formation of new families by returning veterans, combined with postwar inflation, resulted in a strong demand for goods at low prices. Discount stores offered

“The Neighborhood Shopping Center in Washington, D. C., 1930-1941,” *Journal of the Society of Architectural Historians* 51, no. 1 (Mar. 1992): 5-7, <http://www.jstor.org/stable/990638>; Richard Longstreth, “The Diffusion of the Community Shopping Center during the Interwar Decades,” *Journal of the Society of Architectural Historians* 56, no. 3 (Spring 1997): 268, <http://www.jstor.org/stable/991242>.

⁸⁷ Richard Longstreth, *The Drive-In, The Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914 – 1941* (Cambridge, MA: MIT Press, 2000), 158 – 159.

⁸⁸ Longstreth, *The Drive In*, 132 – 33, 162 – 163; Longstreth, “The Neighborhood Shopping Center,” 5- 6, 32; Longstreth, “The Diffusion of the Community Shopping Center,” 268, 289.

⁸⁹ Longstreth, *City Center to Regional Mall*, 309 – 310.

⁹⁰ Kenneth Jackson, “All the World’s a Mall: Reflections on the Social and Economic Consequences of the American Shopping Center,” *American Historical Review* 101, no. 4 (October 1996): 1115-1116, <http://www.jstor.org/stable/2169636>; Thomas W. Hanchett, “U.S. Tax Policy and the Shopping-Center Boom of the 1950s and 1960s,” *American Historical Review* 101, no. 4 (1996): 1091, 1093 – 1095, 1097 – 1098, <http://www.jstor.org/stable/2169635>; Longstreth, *City Center to Regional Mall*, xiii – xiv.

⁹¹ Muller, *Contemporary Suburban America*, 121 – 23.

⁹² Hanchett, “U.S. Tax Policy,” 1097.

Dayton's Department Store

Name of Property

Hennepin, Minnesota

County and State

goods at those low prices in exchange for self-service and a no-frills store atmosphere. During the 1950s and early 1960s, new discount chains were established, and existing discount companies planted new stores. According to sociologist Sharon Zukin, "it is fair to say that from the fifties to the seventies, discount stores oiled the wheels of the postwar economic boom."⁹³ Four major discount chains - Walmart, Kmart, Woolco, and Target - were founded in 1962. Zukin contends that "The discount stores founded in the 1960s - Wal-Mart, Kmart, and Target - ushered in a new order of shopping. The size of these stores, their primary location outside of cities, and the scale of purchases they supplied raised shopping to a direct experience of mass consumer society." Both "discount stores and shopping malls organized a new landscape of consumption."⁹⁴

The state's first enclosed shopping center, Southdale, opened in Minnesota in 1956, symbolizing this new phase in shopping center development.⁹⁵ According to urban geographer John S. Adams, "the full-flowering of the postwar auto-oriented shopping center occurred when Southdale mall opened in 1956, deep in the center of a superblock away from highway traffic and congested intersections and providing unlimited free parking."⁹⁶ The first enclosed regional shopping center in Minnesota, Southdale had two levels and seventy-two stores, and was located in the southwestern suburb of Edina.⁹⁷ In the Twin Cities, Southdale was followed by Brookdale, Rosedale, Ridgedale, and other enclosed regional centers, all anchored by a Dayton's Department Store. Unlike their earlier counterparts, these second-generation postwar shopping centers contained large parking lots and were located away from busy intersections.⁹⁸ By 1976, there were eight major regional shopping centers located in Twin Cities suburbs.⁹⁹

In 1962, the Dayton Company opened its first Target Store, a discount store that was "a completely separate division of the Dayton Company."¹⁰⁰ Even while the company was engaged in suburban expansion and corporate diversification, the Dayton's flagship store at Seventh and Nicollet remained the company's highest profile store and its corporate headquarters. In 1958, the company constructed a new parking garage to serve the downtown Minneapolis store; the garage was expanded in 1963 to include two additional floors and an "exhibition hall," intended to host fashion shows, floral shows, and holiday displays.¹⁰¹ Parking expansions, such as those undertaken by the Daytons at midcentury, were intended to help downtown retailers compete

⁹³ Sharon Zukin, *Point of Purchase: How Shopping Changed American Culture* (New York: Routledge, 2005), 77.

⁹⁴ Zukin, *Point of Purchase*, 80 - 81; Thomas Baird, Earl C. Meyer, and Winifred L. Green, "Discount Stores," in *Encyclopedia of Business and Finance*, 2nd ed., Thomson Gale, 2007, accessed February 8, 2018, <http://www.encyclopedia.com/finance/finance-and-accounting-magazines/discount-stores>.

⁹⁵ Hanchett, "U.S. Tax Policy," 1097.

⁹⁶ Adams and VanDrasek, *Minneapolis-St. Paul*, 110.

⁹⁷ "Southdale Center: The First Indoor Shopping Mall: Overview."

⁹⁸ Adams and VanDrasek, *Minneapolis-St. Paul*, 84, 110; Stephanie K. Atwood and Charlene K. Roise, *New Hope, Minnesota: A Historical Context* (Minneapolis, MN: Hess, Roise and Company, February 2010), 12.

⁹⁹ Abler, Adams, and Borchert, *The Twin Cities*, 59.

¹⁰⁰ Dayton's Objectives For 1962," *Dayton News*, February 1962, 3.

¹⁰¹ City of Minneapolis Building Permit A35339, May 6, 1963.

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

with suburban shopping centers, where shoppers did not have to deal with traffic and parking congestion.¹⁰²

As the Dayton Company established suburban branch stores and continued to enter other retail markets through its Target stores and a bookstore chain, B. Dalton Booksellers, it mirrored national trends of retail shifts to suburban markets. As downtown retailers struggled to compete with suburban shopping centers, the Downtown Council of Minneapolis was formed, and Donald Dayton was one of its most vocal leaders. This public-private partnership was comprised of a conglomerate of 200 individuals from both private and public sectors and was the powerhouse for responding to the issues downtown was facing in light of suburbanization and decentralization. As Frederick Aschman, partner of the planning firm Barton-Aschman Associates commissioned for the revitalization, reflected, the Downtown Council of Minneapolis was formed in 1955 not to "save a declining area" but to expand, enhance, and conserve a strong asset. Minneapolis's proactive response was heralded in *Fortune* magazine:

The latest venture of that kind, though, comes in a city that has not waited for deterioration to set in before taking action. In Minneapolis the downtown retail stores have maintained a firm grip on shopping habits and pocketbooks. But the businessmen of Minneapolis, rightly anticipating trouble, have already joined with the city in proposing and bringing to fruition a plan for revitalization.

Donald Dayton was the most pivotal businessperson behind-the-scenes throughout the design process. Dayton is credited with urging the City of Minneapolis to commission Lawrence Halprin & Associates, the nationally renowned urban design firm, for the Nicollet Mall project.

Of the project, Lawrence Halprin stated that:

We know that the real reason for the whole project and that which is the concern of the businessmen who are putting up the bulk of the capital is quite a different one. The prime concern is simply the visual quality of the new street—the environment that will attract the shoppers downtown again and create the qualities of urbanity and interest, which a central city needs to compete with the attractive suburban shopping facilities.¹⁰³

Nicollet Mall was dedicated in 1967. While the Minneapolis location of Dayton's Department Store would continue to draw shoppers, particularly during the Christmas holiday, downtown department stores would struggle to compete with suburban shopping malls. Dayton's push for the development of Nicollet Mall represents a tipping point in downtown retail as it was completed at the same time that national experts were predicting that "downtown locations would decline as markets became 'predominately suburban,'" and as the "conventional department store [became] the regional department store chain."¹⁰⁴ Dayton's followed the trend, expanding throughout Minnesota and into North Dakota and Wisconsin. After the 1960s, the

¹⁰² Richard W. Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950* (Cambridge, MA: The MIT Press, 1998), 261.

¹⁰³ Thomas Thompson, by Lawrence Halprin, March 22, 1967. Minneapolis. LHC [014.I.A.4332].

¹⁰⁴ Howard, *From Main Street to Mall*, 190-191.

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

company would not undertake another expansion campaign at its flagship store and corporate headquarters.

In 1966, Target expanded beyond Minnesota with the opening of a Denver, Colorado location. Through the close of the decade, the Dayton Company would continue to expand Target on a national scale, with stores in St. Louis, Dallas, and Houston.¹⁰⁵ The company continued to diversify and by 1967 it had “five autonomous divisions: Daytons department stores, Target Stores, B. Dalton Bookseller, Daytons Jewelers and Dayton Development Company.” The Dayton Corporation’s diverse portfolio made it attractive to investors and the company went public with an Initial Public Offering on October 18, 1967.¹⁰⁶

In 1969 it merged with the Detroit, Michigan, based Hudson department store chain and became the Dayton-Hudson Corporation. In 1990, the Dayton-Hudson Corporation acquired the venerable Chicago-based Marshall Field’s. By the end of the century, all Dayton’s and Hudson’s stores were rebranded as “Marshall Field’s,” which had a stronger national brand recognition. As the twenty first century began, Target had a national presence and the department store arm of the company had taken on less significance; the department store division was eventually sold to Macy’s, which operated the downtown Minneapolis store until 2016.

Conclusion

When George Draper Dayton began acquiring Minneapolis real estate for development, he did not plan to launch a company that would have a dramatic impact on American retail practices. The Daytons expanded their dry goods store at the corner of Seventh Street South and Nicollet Avenue in Minneapolis to the largest department store in the city to an innovative corporation that would expand throughout the state of Minnesota and into Wisconsin and would revolutionize discount shopping with the launch of Target.

The building’s period of significance begins in 1903, when George Draper Dayton took over the Goodfellow’s Daylight Store, and ends in 1967, with the Dayton Corporation’s transition from a family and employee-held business to a public corporation.

¹⁰⁵ “Target Through the Years,” <https://corporate.target.com/about/history/Target-through-the-years>.

¹⁰⁶ Ibid.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Primary Sources:

City of Minneapolis Building Permits, James K. Hosmer Special Collections, Hennepin County Central Library.

George D. Dayton Research files, Minnesota Historical Society.

The Dayton News. Assorted Years. Minnesota Historical Society.

Minneapolis Journal. Minnesota Historical Society.

Minneapolis Star. Minnesota Historical Society.

Minneapolis Tribune. Minnesota Historical Society.

Articles:

Hanchett, Thomas W., "U.S. Tax Policy and the Shopping-Center Boom of the 1950s and 1960s," *American Historical Review* 101, no. 4.

Jackson, Kenneth. "All the World's a Mall: Reflections on the Social and Economic Consequences of the American Shopping Center," *American Historical Review* 101, no. 4 (October 1996): 1115-1116, <http://www.jstor.org/stable/2169636>.

Longstreth, Richard. "The Neighborhood Shopping Center in Washington, D. C., 1930-1941," *Journal of the Society of Architectural Historians* 51, no. 1 (Mar. 1992): 5-7, <http://www.jstor.org/stable/990638>.

_____. "The Diffusion of the Community Shopping Center during the Interwar Decades," *Journal of the Society of Architectural Historians* 56, no. 3 (Spring 1997): 268,

Books:

Adams, John S. and Barbara J. Van Drasek. *Minneapolis-St. Paul: People, Place, and Public Life*. University of Minnesota Press, 1993.

Atwater, Issac. Ed. *History of the City of Minneapolis, Minnesota, Volume 2*. New York, Munsell & Company, 1893.

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

Firestone, Mary. *Images of America: Dayton's Department Store*. Arcadia Publishing, 2007.

Fogelson Robert M. *Downtown: Its Rise and Fall, 1880 – 1950*. Yale University Press, 2008.

George, Stephen. *Enterprising Minnesotans: 150 Years of Business Pioneers*. University of Minnesota Press, 2003.

Howard, Vicki. *From Main Street to Mall: The Rise and Fall of the American Department Store*. University of Pennsylvania Press, 2015.

Leebrick, Kristal. *Dayton's: A Twin Cities Institution*. The History Press, 2013.

Longstreth, Richard. *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950*. The MIT Press, 1998.

-----, *The Drive-In, The Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914 – 1941*. MIT Press, 2000.

Miller, Michael Barry. *The Bon Marché: Bourgeois Culture and the Department Store, 1869-1920*. Princeton University Press, 1981.

Mueller, Peter O. *Contemporary Suburban America*. Prentice Hall, 1981.

Zukin, Sharon. *Point of Purchase: How Shopping Changed American Culture*. New York, Routledge, 2005.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): HE-MPC-5099

10. Geographical Data

Acreage of Property 3.4

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------------|----------------------------|
| 1. Latitude: 44° 58'35.94" N | Longitude: 93° 16'21.99" W |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|--------------|-----------------|-------------------|
| 1. Zone: 15T | Easting: 478462 | Northing: 4980518 |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The boundaries of the property form a rough U-shape, with street frontages along Seventh Street South, Nicollet Mall, and Eighth Street South. The property is currently divided between four tax parcels and encompasses Lots A through H of Auditor's Subdivision No. 109, Lots 8, 9, 18, 19 and a portion of Lot 10 of Hoag and Bell's Addition to Minneapolis, and Lot 15 and a portion of Lot 16 of Wells, Sampson and Bell's Addition.

The majority of the property's southwest boundary runs parallel to 8th Street South. It extends northwest from the south corner of the department store to the southeast corner of the 1958 parking garage, encompassing the adjacent sidewalk along 8th St. S. as well as the portions of the skyways lying northeast of 8th St. S. At the southwest elevation of the parking garage, the boundary turns northeast to exclude the sidewalk/driveway at the garage entrance.

The northwest boundary runs parallel to a mid-block alley which stretches from 8th Street South to 7th Street South.

The northeast boundary of the property begins at the alley and is U-shaped, with the Radisson Blu hotel, at the center of the "U." The property within the "U" is not included in the Dayton's property boundary.

The property's southeast boundary runs parallel to Nicollet Mall. It is approximately 340 feet and extends northeast from the south corner of the building to the west corner. It does not encompass the adjacent sidewalk.

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Boundary Justification (Explain why the boundaries were selected.)

Historic Sanborn maps and aerial photographs indicate that the footprint of Dayton's Department Store has not changed since 1963. The historic property boundary proposed here outlines the building's footprint as it existed in 1963.

11. Form Prepared By

name/title: Tamara Ludt, Laurel Fritz, and Lauren Anderson
organization: PVN
street & number: 575 9th Street Southeast
city or town: Minneapolis state: MN zip code: 55414
e-mail: ludt@pvnworks.com
telephone: (612) 843-4144
date: May 2019

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Dayton's Department Store
Name of Property

Hennepin, Minnesota
County and State

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Dayton's Department Store

City or Vicinity: Minneapolis

County: Hennepin

State: Minnesota

Photographer: Morgan Scheff

Date Photographed: May 2017

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 0001 of 0051 East and South Elevations, facing Northwest
- 0002 of 0051 East Elevation, facing West
- 0003 of 0051 East Elevation, facing West
- 0004 of 0051 East Elevation, facing West
- 0005 of 0051 East Elevation, facing West
- 0006 of 0051 Building detail, facing West
- 0007 of 0051 East Elevation, facing West
- 0008 of 0051 East Elevation, facing Southeast
- 0009 of 0051 South Elevation, facing Northwest
- 0010 of 0051 South Elevation, facing North
- 0011 of 0051 South Elevation, facing Northeast
- 0012 of 0051 South Elevation, facing Northeast
- 0013 of 0051 South Elevation, facing North
- 0014 of 0051 South Elevation, facing Northeast
- 0015 of 0051 South and West Elevations, facing Northeast
- 0016 of 0051 East Elevation, facing West
- 0017 of 0051 East Elevation, facing West
- 0018 of 0051 West Elevation, facing East
- 0019 of 0051 North Elevation, facing Southwest
- 0020 of 0051 North Elevation, facing South
- 0021 of 0051 North Elevation, facing Southwest
- 0022 of 0051 North Elevation, facing South
- 0023 of 0051 North Elevation, facing South
- 0024 of 0051 North Elevation, facing South

Dayton's Department Store

Hennepin, Minnesota

Name of Property

County and State

Name of Property: Dayton's Department Store

City or Vicinity: Minneapolis

County: Hennepin

State: Minnesota

Photographer: PVN, Casie Radford and Tamara Ludt

Date Photographed: February 2019

0025 of 0051 First Level, facing South
0026 of 0051 First Level, facing Northwest
0027 of 0051 Second Level, facing South
0028 of 0051 Third Level, facing Southwest
0029 of 0051 Fourth Level, facing Northeast
0030 of 0051 Fifth Level, facing West
0031 of 0051 J.B. Hudson, First Level, facing West
0032 of 0051 J.B. Hudson, First Level, facing East
0033 of 0051 J.B. Hudson Entrance, First Level, facing East
0034 of 0051 J.B. Hudson Lobby, First Level, facing North
0035 of 0051 Women's Restroom, Fourth Level, facing Northeast
0036 of 0051 Women's Restroom, Fourth Level, facing West
0037 of 0051 Fourth Level, facing West
0038 of 0051 Seventh Level, facing Northeast
0039 of 0051 Eighth Level, facing Southwest
0040 of 0051 Ninth Level, facing Northeast
0041 of 0051 Ninth Level, facing South
0042 of 0051 Tenth Level, facing East
0043 of 0051 Lower Level, facing West
0044 of 0051 Lower Level, facing Southwest
0045 of 0051 Twelfth Level, facing Northeast
0046 of 0051 Twelfth Level, facing South
0047 of 0051 Twelfth Level, facing Southeast
0048 of 0051 Twelfth Level, facing East
0049 of 0051 Twelfth Level, facing West
0050 of 0051 Eighth Level Auditorium, facing Northeast
0051 of 0051 Lower Level, facing Southwest

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).

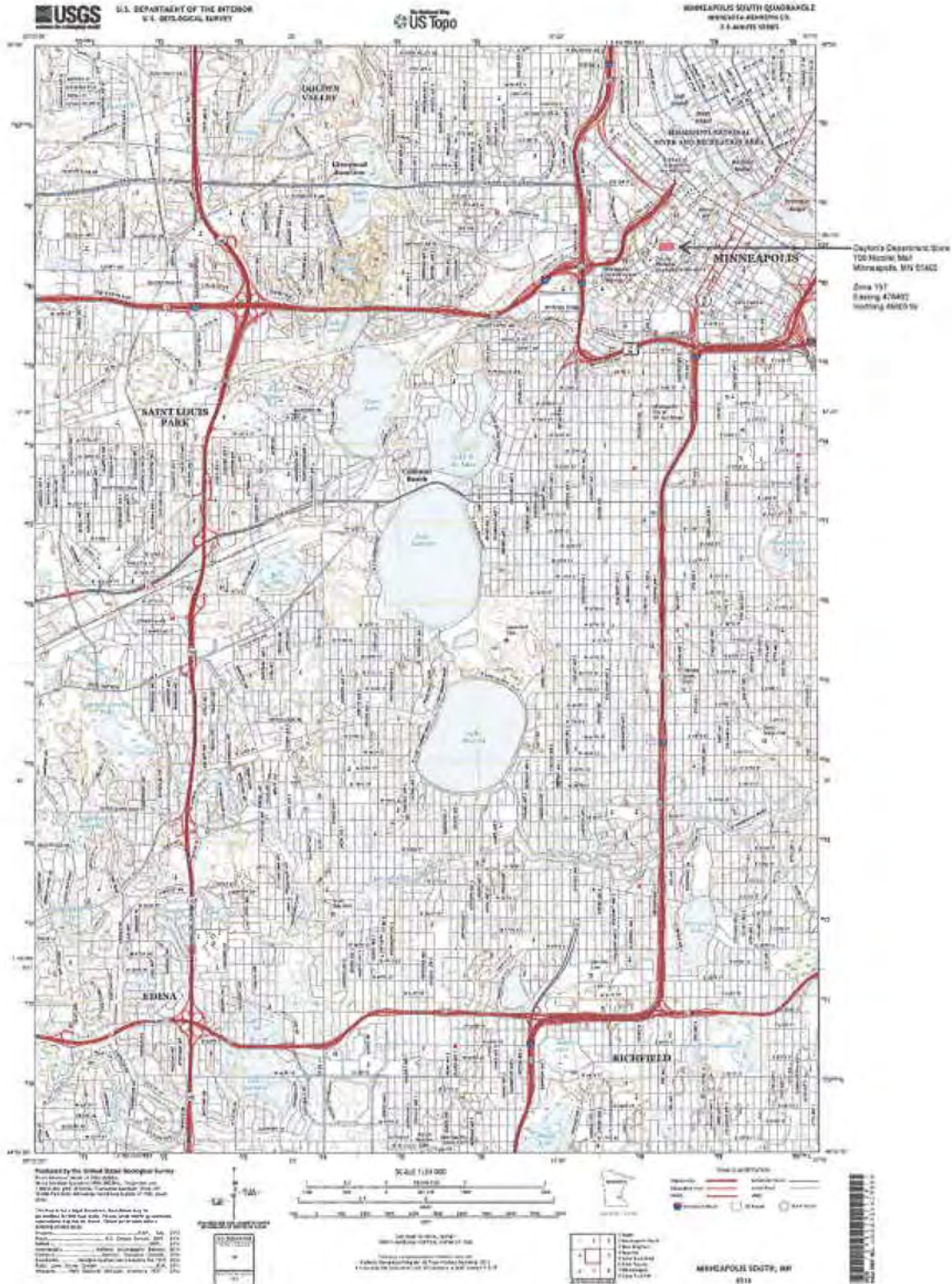
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 1



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 2



Figure A. Sanborn Fire Insurance Map, 1912-1952, showing Dayton's Department Store. Courtesy of the Hennepin County Library.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 3

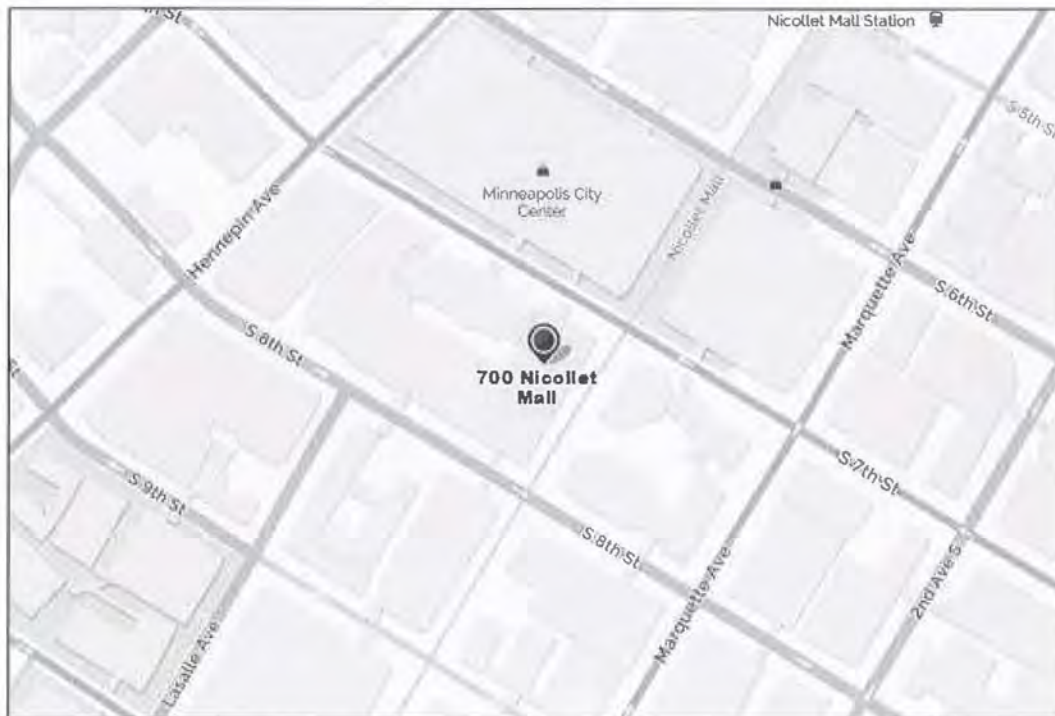


Figure B. Map showing Dayton's Department Store, courtesy of MapQuest.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

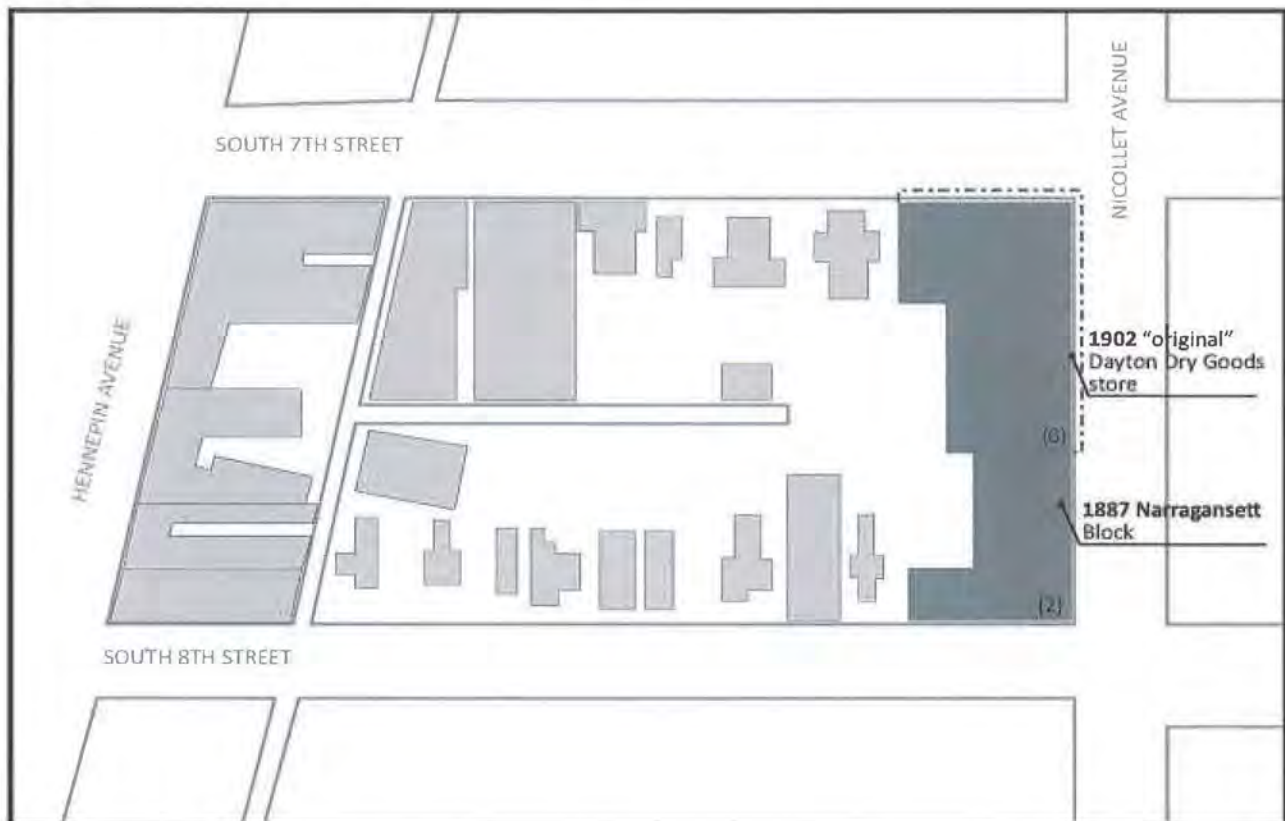
Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 4

C.1 Development of the Dayton's Building,
700 Nicollet Mall, Minneapolis, MN

Produced by PVN based on historical Sanborn maps and aerial photography

1904



Key		
Dayton's Building existing portion	building addition	TRUE PLAN
unrelated building on Dayton's Block	site feature/boundary	
demolished building	1901 year built	
	(2) number of stories completed by diagram year	

United States Department of the Interior
National Park Service

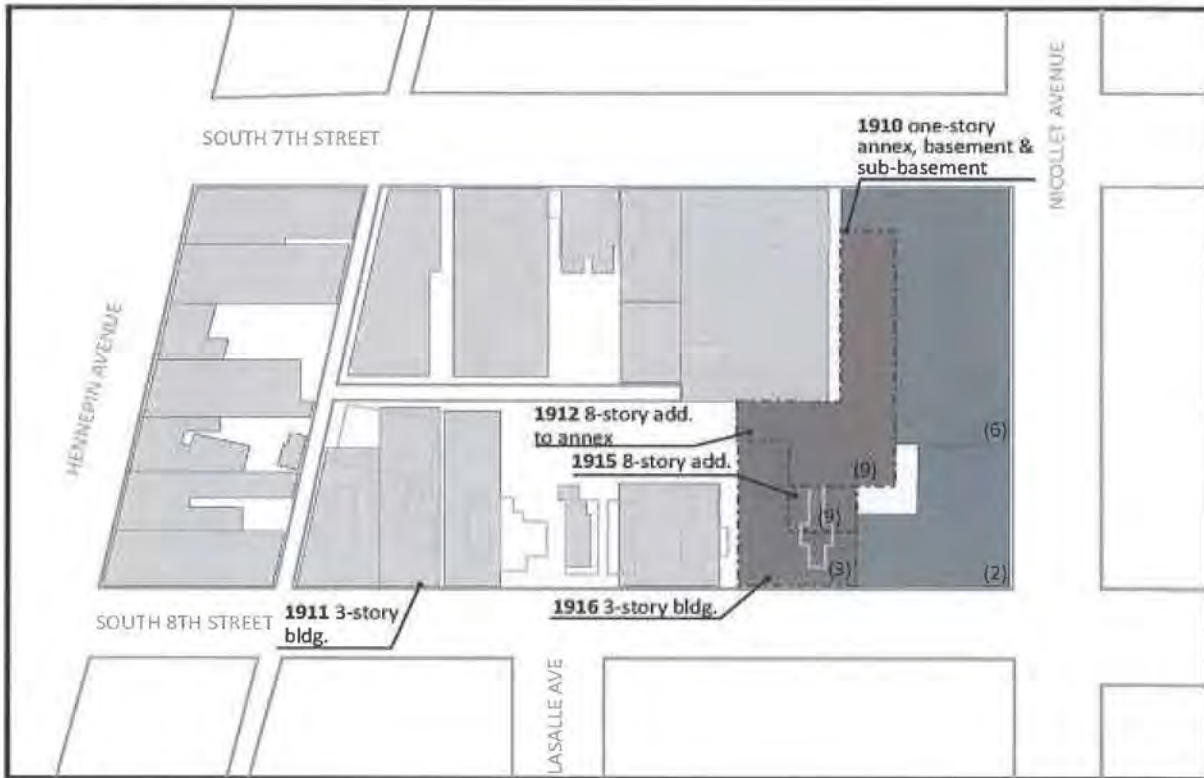
National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 5

C.2 Development of the Dayton's Building,
700 Nicollet Mall, Minneapolis, MN
Produced by PVN based on historical Sanborn maps and aerial photography

1916



Key	
Dayton's Building existing portion	site feature/boundary
unrelated building on Dayton's Block	building addition
demolished building	1901 year built
	(2) number of stories completed by diagram year

TRUE N
 PLAN N

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 6

C.3 Development of the Dayton's Building,
700 Nicollet Mall, Minneapolis, MN
Produced by PVN based on historical Sanborn maps and aerial photography

1925



Key			
Dayton's Building existing portion	site feature/boundary		
unrelated building on Dayton's Block	building addition		
demolished building	1901 year built		
	(2) number of stories completed by diagram year		

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 7

C.4 Development of the Dayton's Building,
700 Nicollet Mall, Minneapolis, MN
Produced by PVN based on historical Sanborn maps and aerial photography

1935



Key		
Dayton's Building existing portion	building addition	TRUE N PLAN N
unrelated building on Dayton's Block	1901 year built	
demolished building	(2) number of stories completed by diagram year	

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 8

C.5 Development of the Dayton's Building,
700 Nicollet Mall, Minneapolis, MN
Produced by PVN based on historical Sanborn maps and aerial photography

1951



Key

Dayton's Building existing portion	site feature/boundary
unrelated building on Dayton's Block	building addition
demolished building	1901 year built
	(2) number of stories completed by diagram year

TRUE N
 PLAN N

United States Department of the Interior
National Park Service

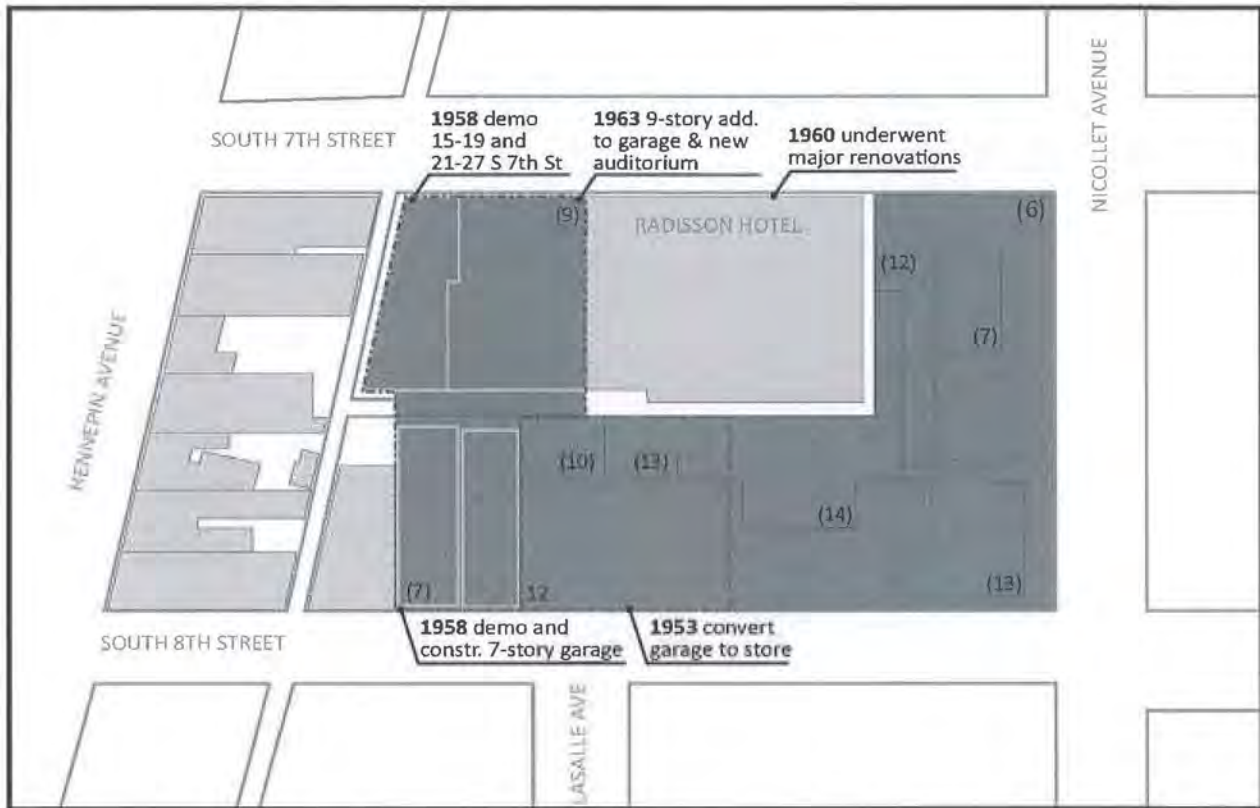
National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 9

C.6 Development of the Dayton's Building,
700 Nicollet Mall, Minneapolis, MN
Produced by PVN based on historical Sanborn maps and aerial photography

1963



Key		
Dayton's Building existing portion	site feature/boundary	TRUE N PLAN N
unrelated building on Dayton's Block	building addition	
demolished building	1901 year built	
	(2) number of stories completed by diagram year	

United States Department of the Interior
National Park Service

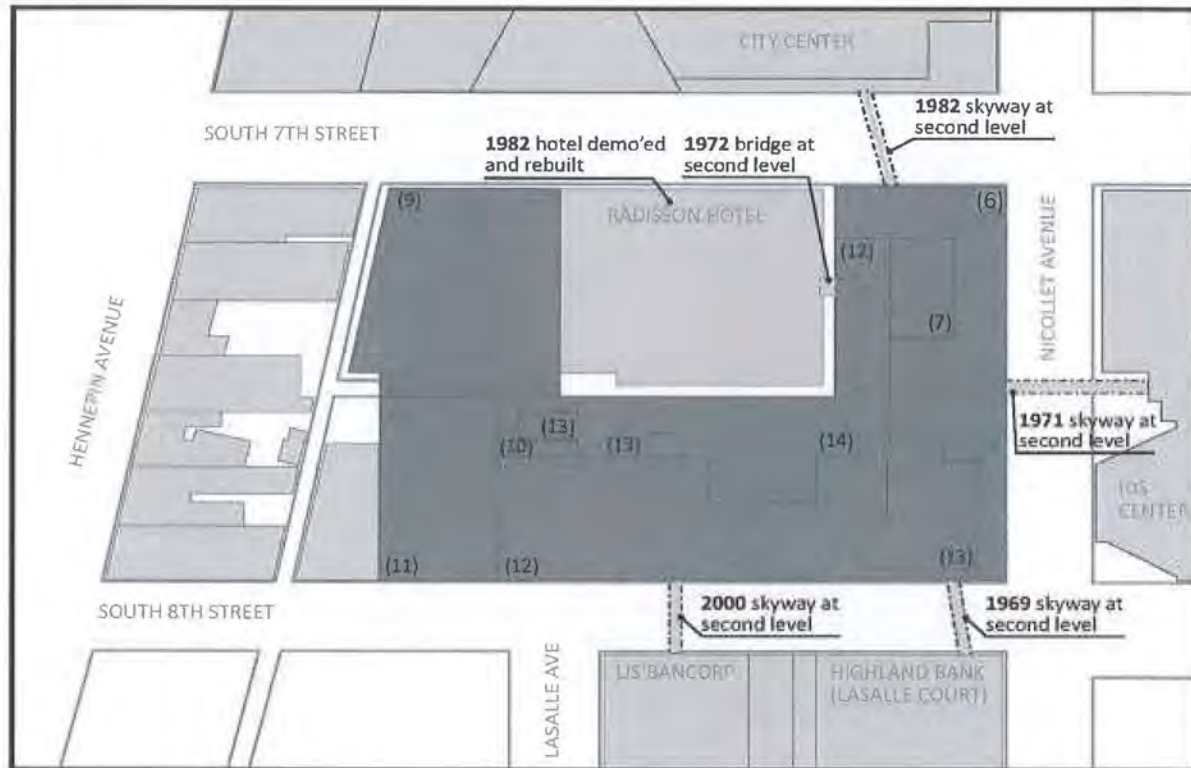
National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 10

C.7 Development of the Dayton's Building,
700 Nicollet Mall, Minneapolis, MN
Produced by PVN based on historical Sanborn maps and aerial photography

PRESENT



Key			
Dayton's Building existing portion	site feature/boundary	building addition	TRUE N
unrelated building on Dayton's Block	building addition	1901 year built	PLAN N
demolished building	(2) number of stories completed by diagram year		

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 11

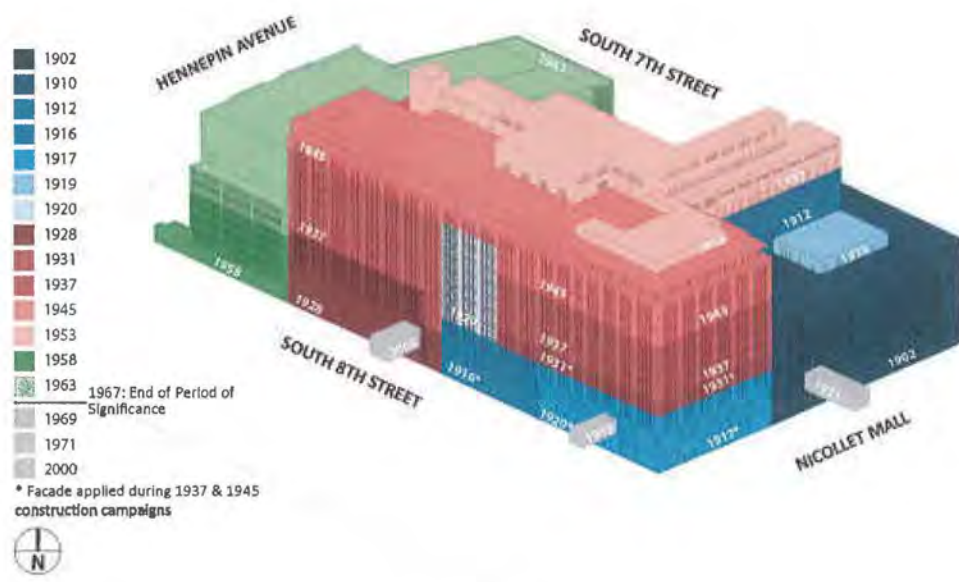
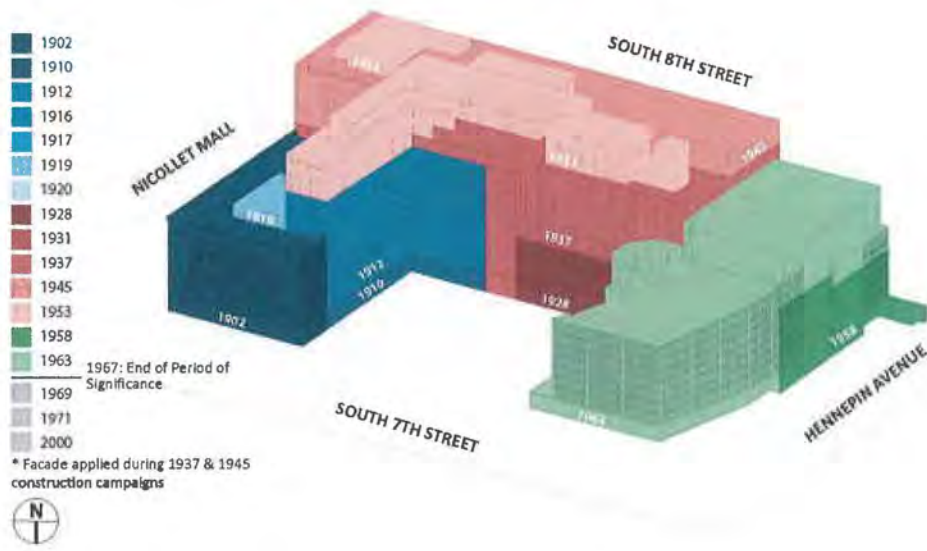


Figure D. Development of the Dayton's Department Store Building, Axonometric Drawing Produced by Gensler, Diagram Produced by PVN.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 12



Figure E. Postcard showing Le Bon Marché, date unknown.

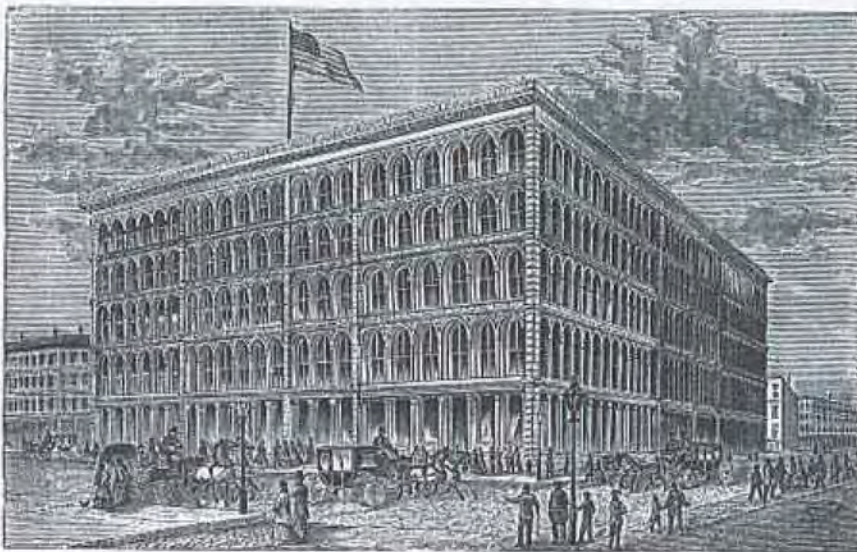


Figure F. A.T. Stewart's New York City Retail Store, considered the first department store in the United States. Image courtesy of James McCabe, Light and Shadows of New York City, 1872, Gutenberg.org <https://www.gutenberg.org/files/19642/19642-h/19642-h.htm>

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 13



Figure G. George W. Hale & Co. Dry Goods Store, c. 1881,
photo courtesy of the Minnesota Historical Society

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property

Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 14



Figure H. Donaldson's Glass Block, c. 1905, image courtesy of Lakes n Woods.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property

Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 15



Figure I. Westminster Presbyterian Church at Nicollet Avenue and Seventh Street S., 1886, Photo courtesy of the Minnesota Historical Society

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 16



Figure J. George Draper Dayton House, 2020 Blaisdell Avenue, Minneapolis , c. 1905. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 17



Figure K. Dayton's and Goodfellows, early 1900s. Photo courtesy of *Dayton's: A Twin Cities Institution* by Kristal Leebrink.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property

Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 18



Figure L. Dayton's Dry Goods Co. and Raddison Hotel, c. 1910. Photo courtesy of Minnesota Historical Society.



Figure M. Dayton's Dry Goods Company, c. 1910. Postcard image courtesy of Lakes-n-Woods.com

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property

Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 19



Figure N. Excavation for new addition, c. 1910. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 20



Figure O. The Dayton Company, 1920. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 21



Figure P. Dayton's Department Store, 1921. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 22



Figure Q. Dayton's Department Store expansion, July, 1937. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property

Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 23



Figure R. Dayton's Department Store, 1937. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 24



Figure S. Dayton's Department Store, date unknown. Image courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 25



Figure T. Dayton's Skyroom Restaurant, 1949. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 26



Figure U. Dayton's Skyroom Restaurant, 1949. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 27



Figure V. Dayton's Interior, 1949. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 28

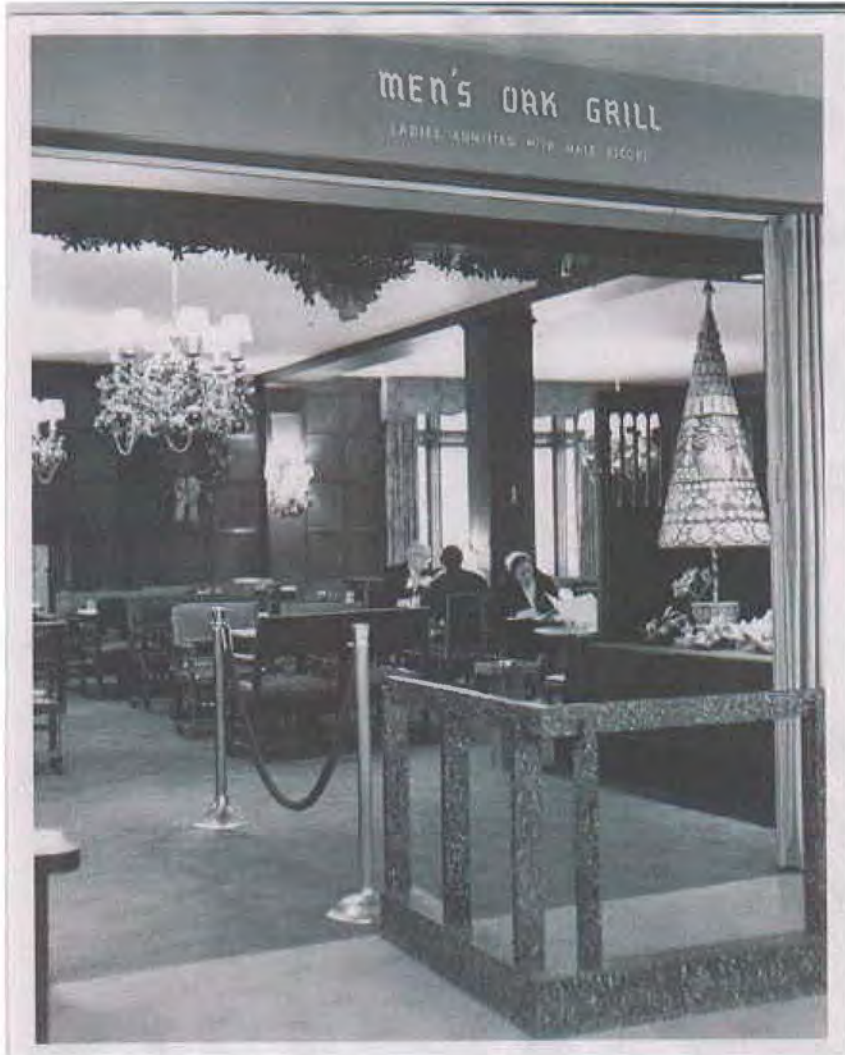


Figure W. Men's Oak Grill, date unknown. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 29



Figure X. J.B. Hudson, date unknown. Photo courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property

Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 30



Figure Y. First floor of Dayton's Department Store, c. 1940s. Photograph courtesy of the Minnesota Historical Society.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 31

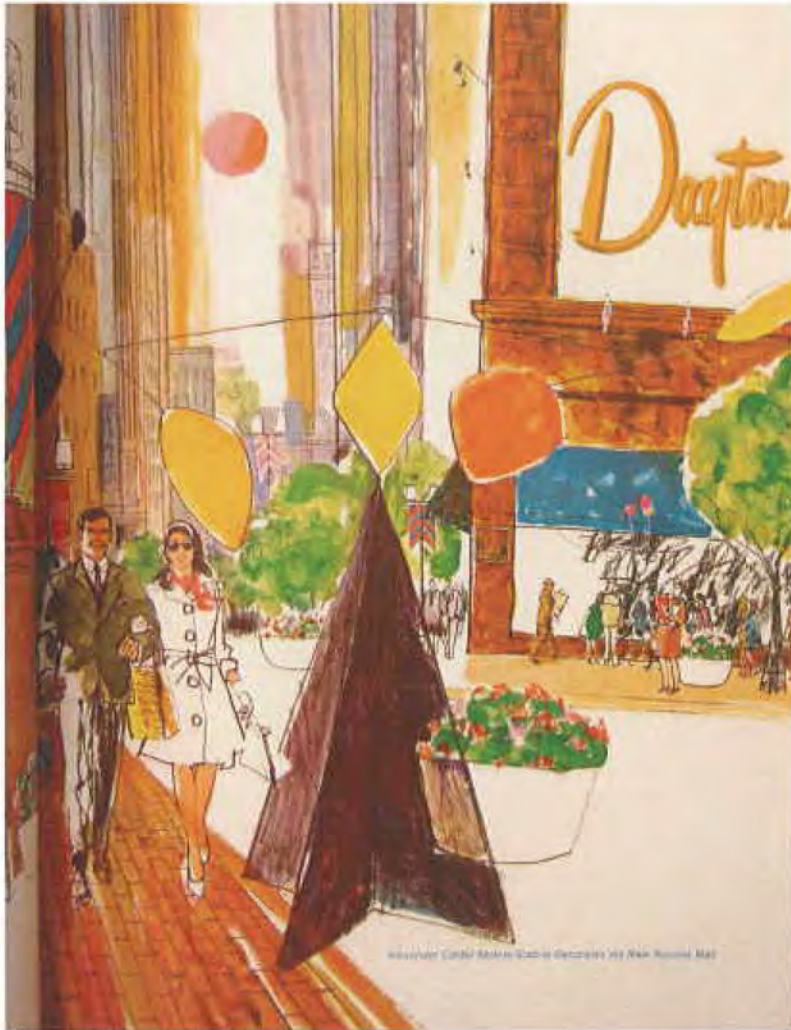


Figure Z. Artistic representation of Nicollet Mall. Image courtesy of Target Corporation.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 32



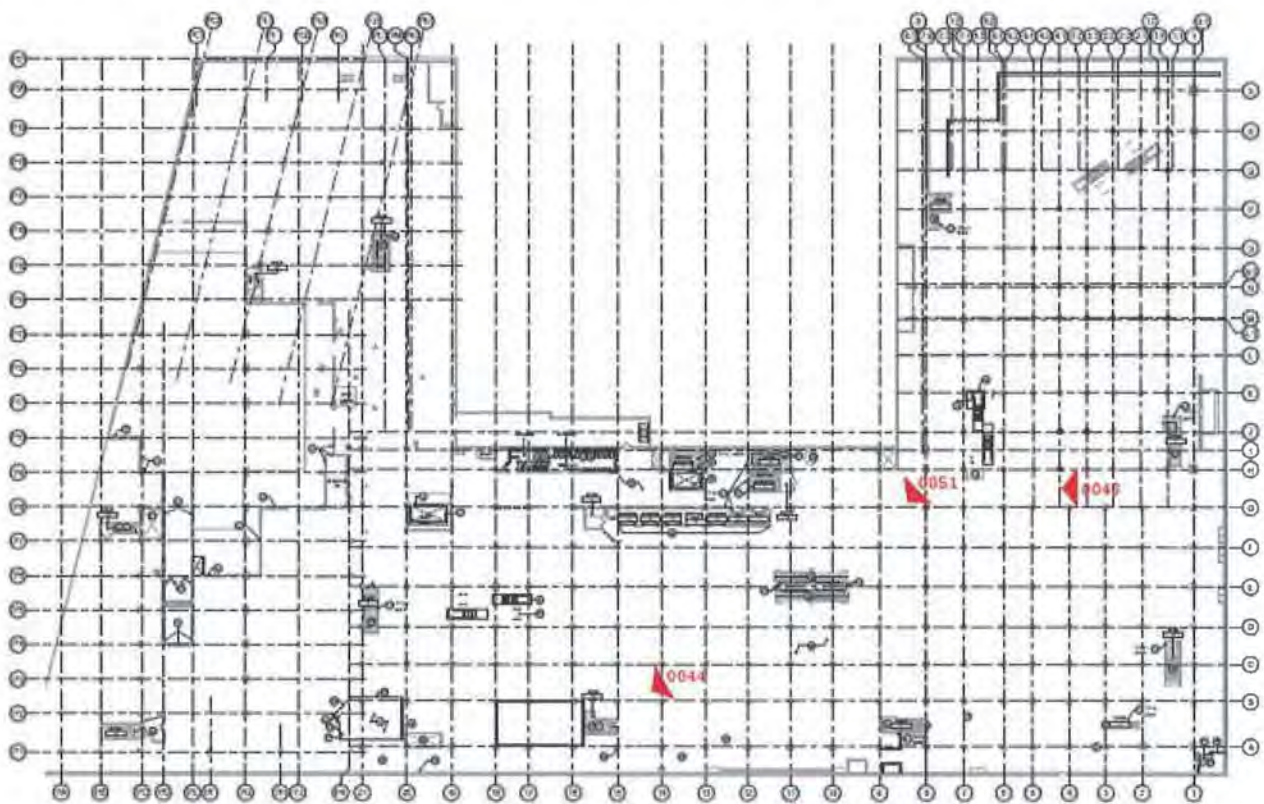
  Dayton's Department Store
Figure AA | Exterior Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 33



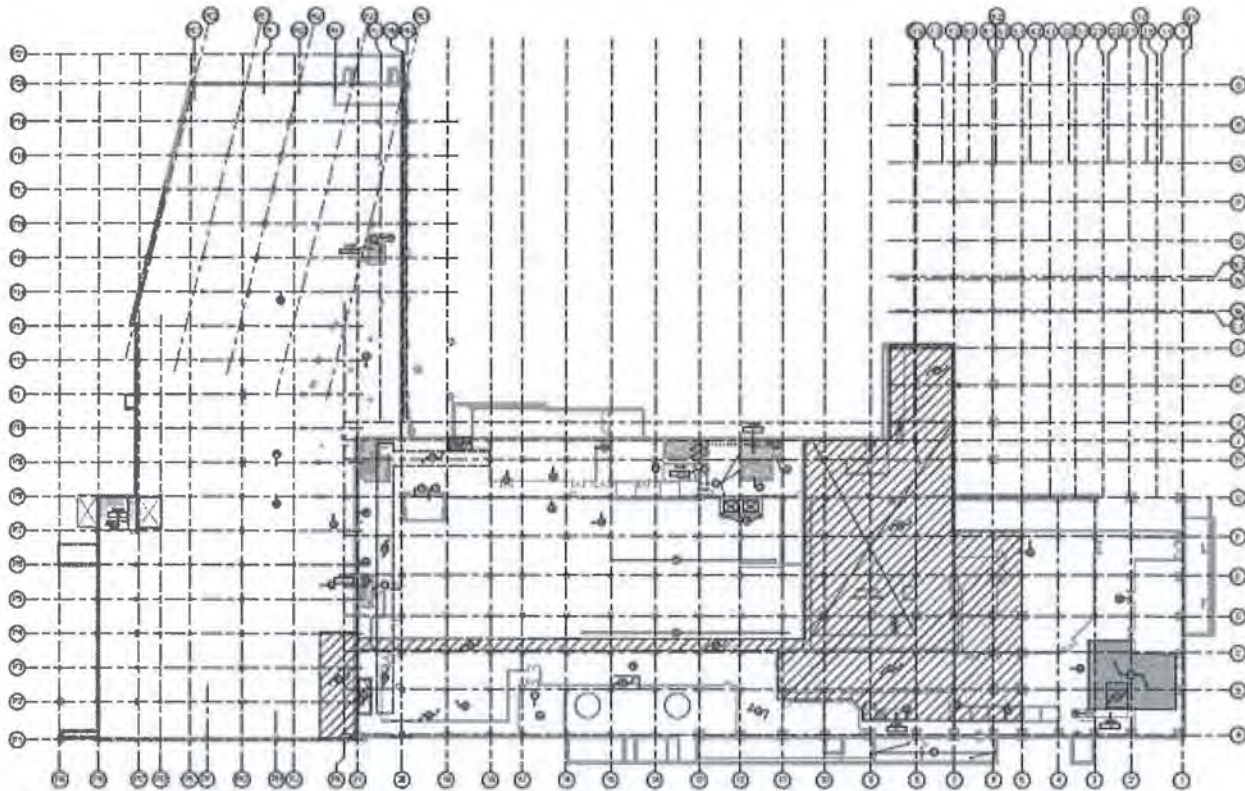
Dayton's Department Store
True N Plan N Figure BB | Lower Level 1 Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 34



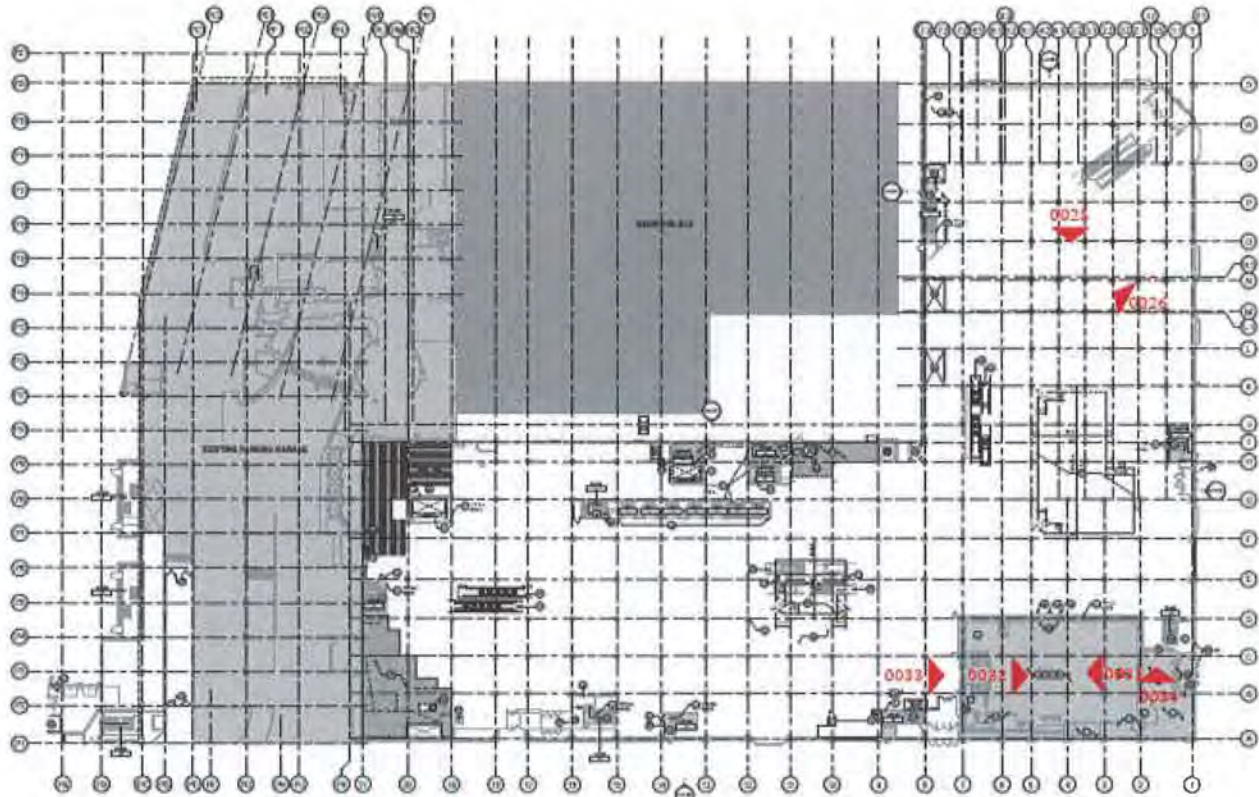
  Dayton's Department Store
True N Plan N Figure CC | Sub-Basement Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 35



  Dayton's Department Store
Trace N Plan N Figure DD | First Level Photo Key

United States Department of the Interior
National Park Service

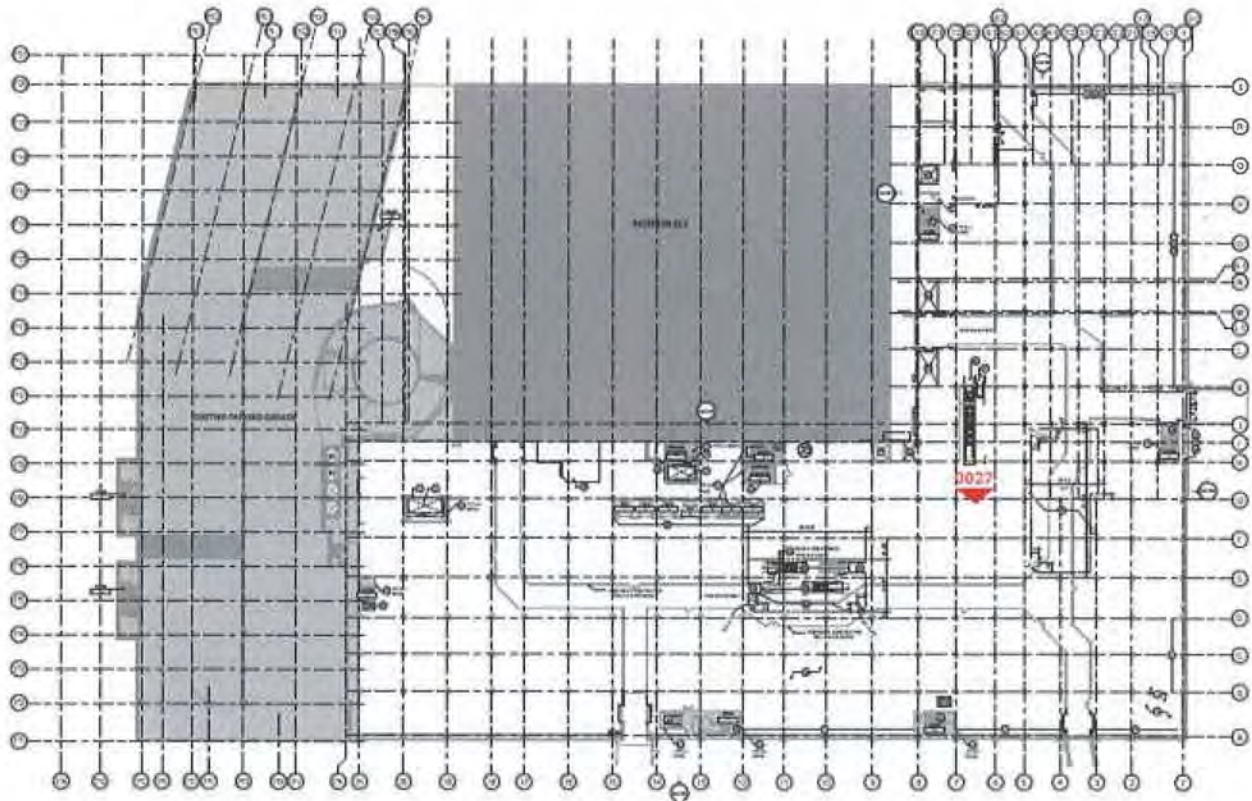
National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 36



  Dayton's Department Store
True N Plan N Figure EE | Second Level Photo Key

United States Department of the Interior
National Park Service

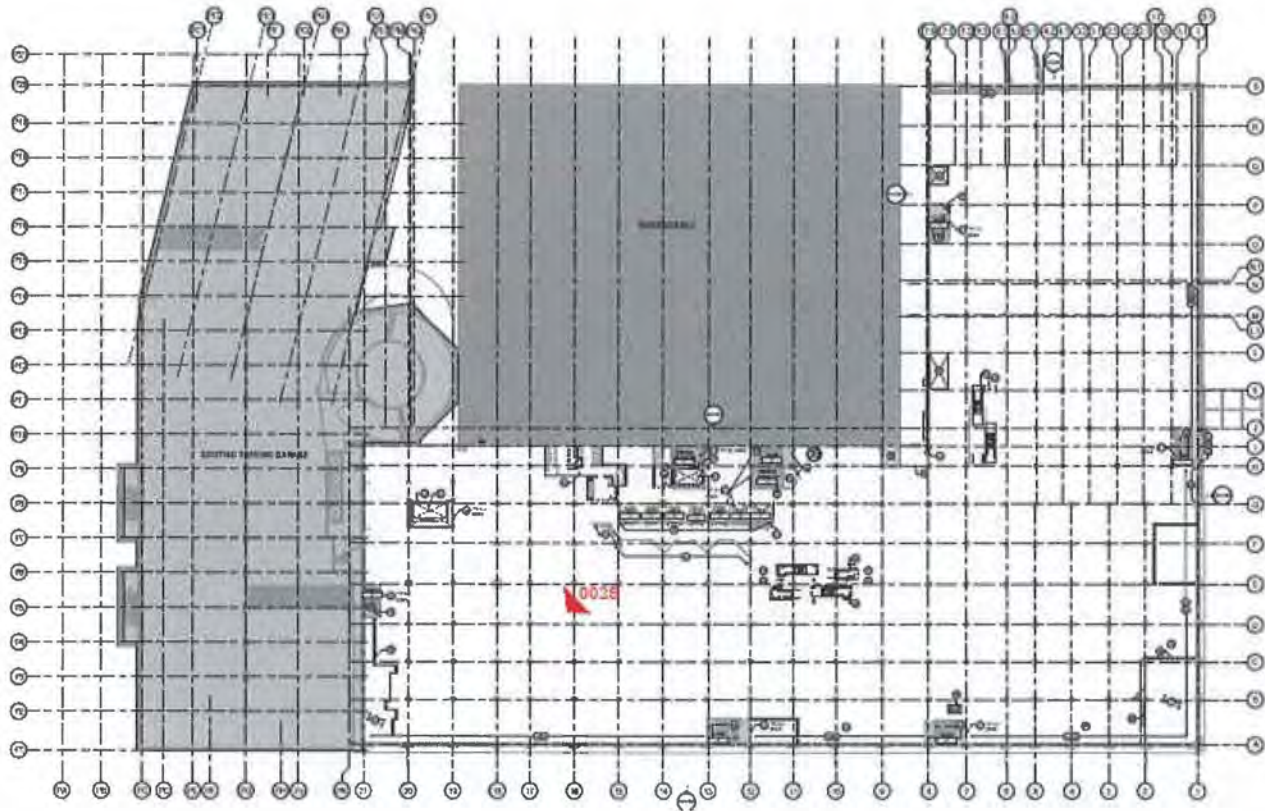
National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 37



  Dayton's Department Store
Figure FF | Third Level Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property

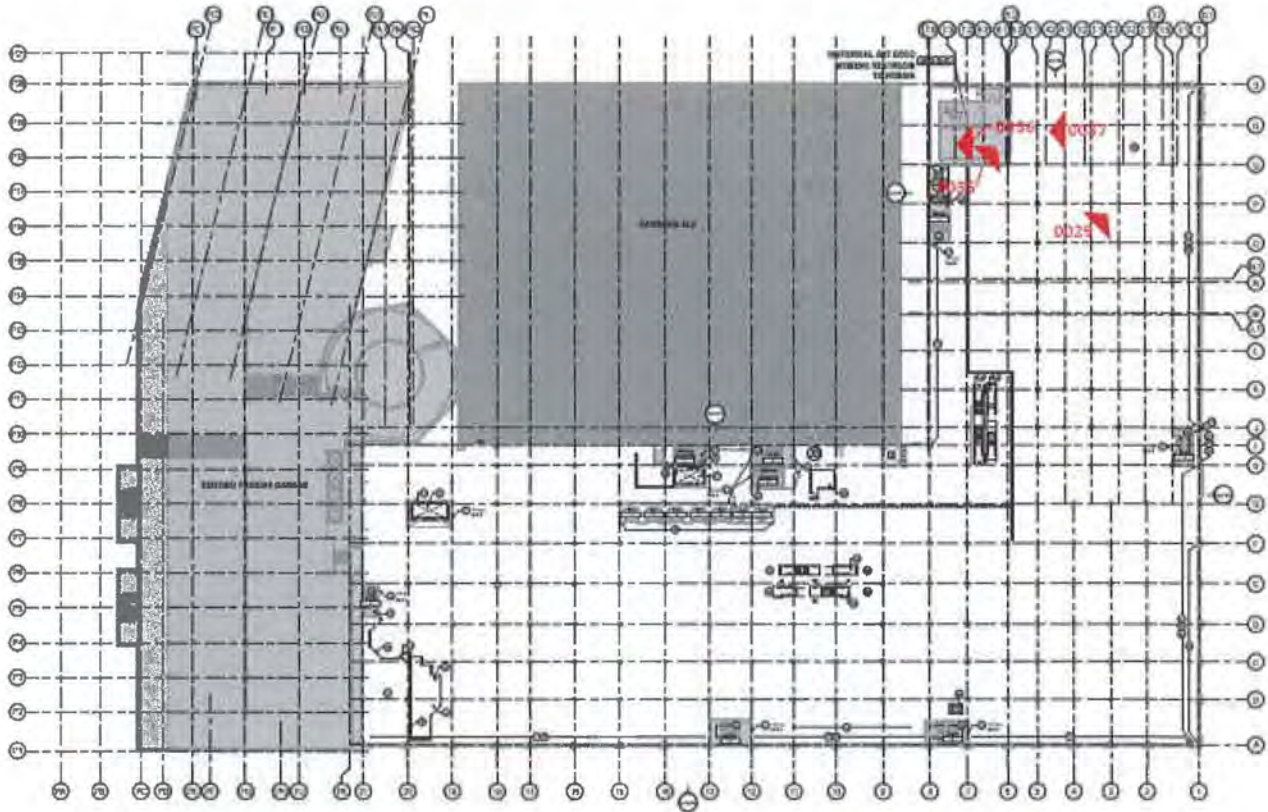
Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 38



  Dayton's Department Store
True N Plan N Figure GG | Fourth Level Photo Key

United States Department of the Interior
National Park Service

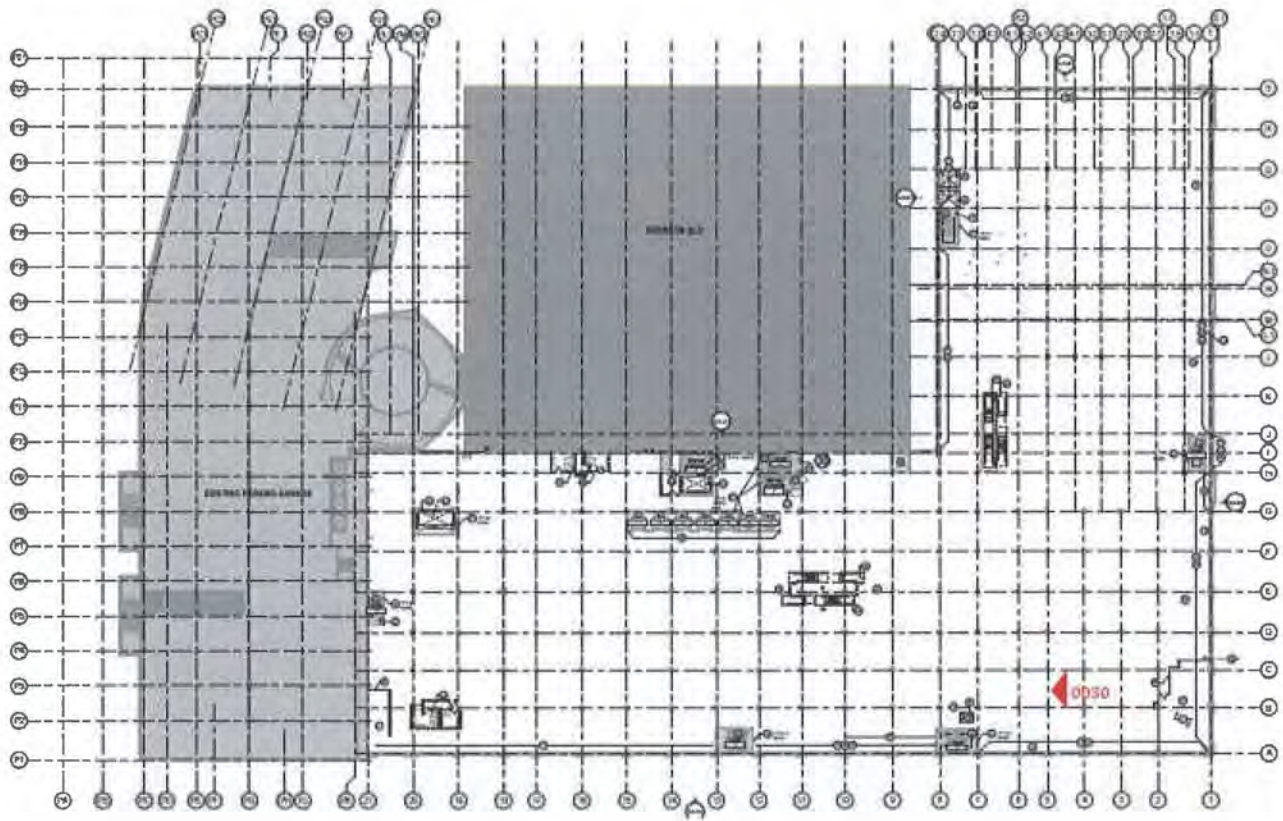
National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 39



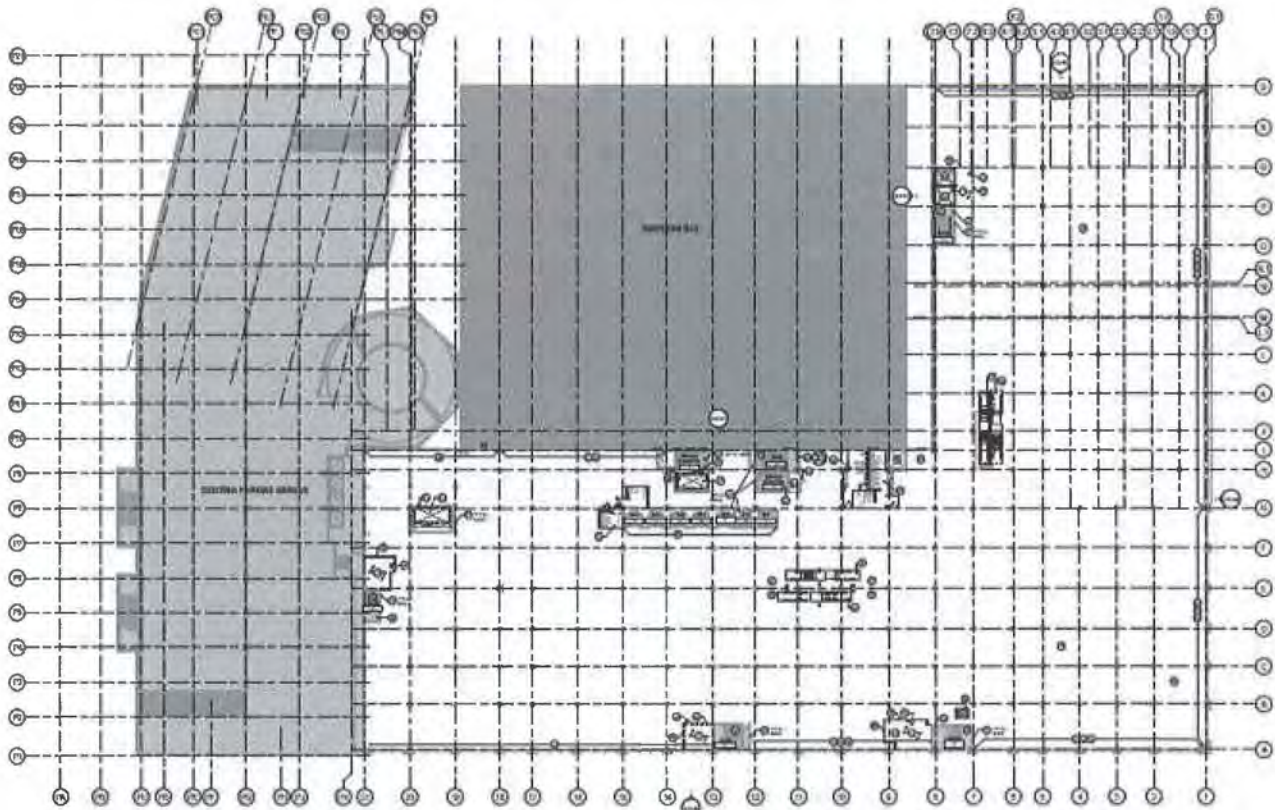
Dayton's Department Store
True N Plan N Figure HH | Fifth Level Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 40



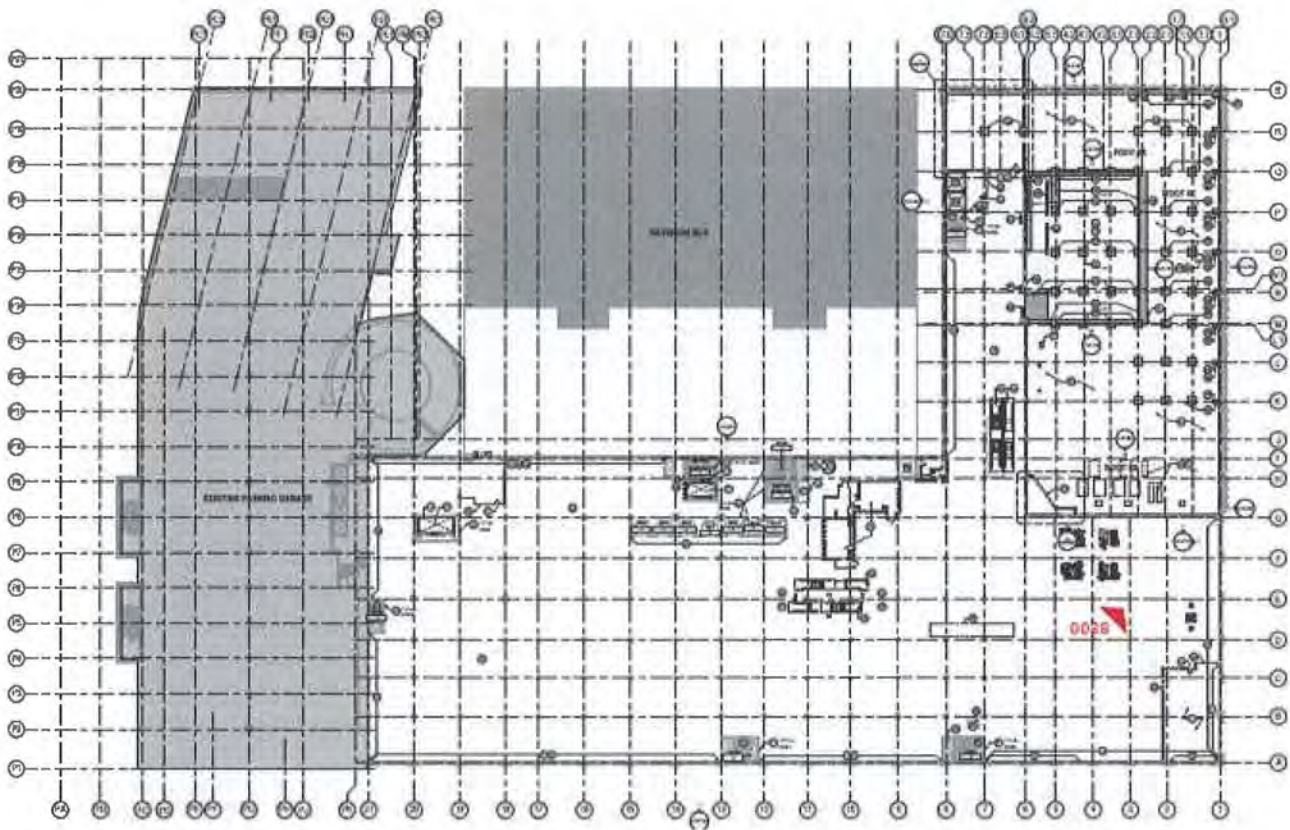
  Dayton's Department Store
True N Plan N Figure II | Sixth Level Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 41



  Dayton's Department Store
Figure JJ | Seventh Level Photo Key

United States Department of the Interior
National Park Service

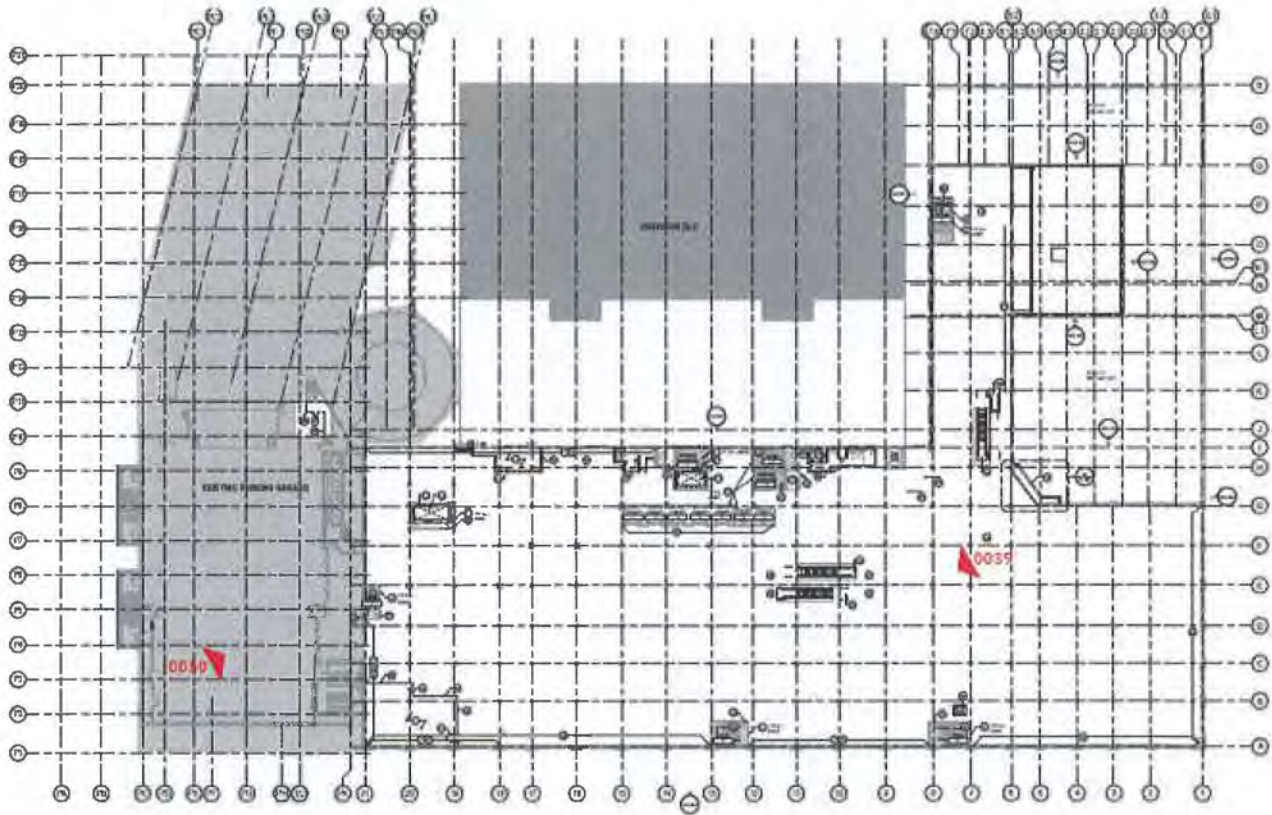
National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 42



Dayton's Department Store
True N Plan N Figure KK | Eighth Level Photo Key

United States Department of the Interior
National Park Service

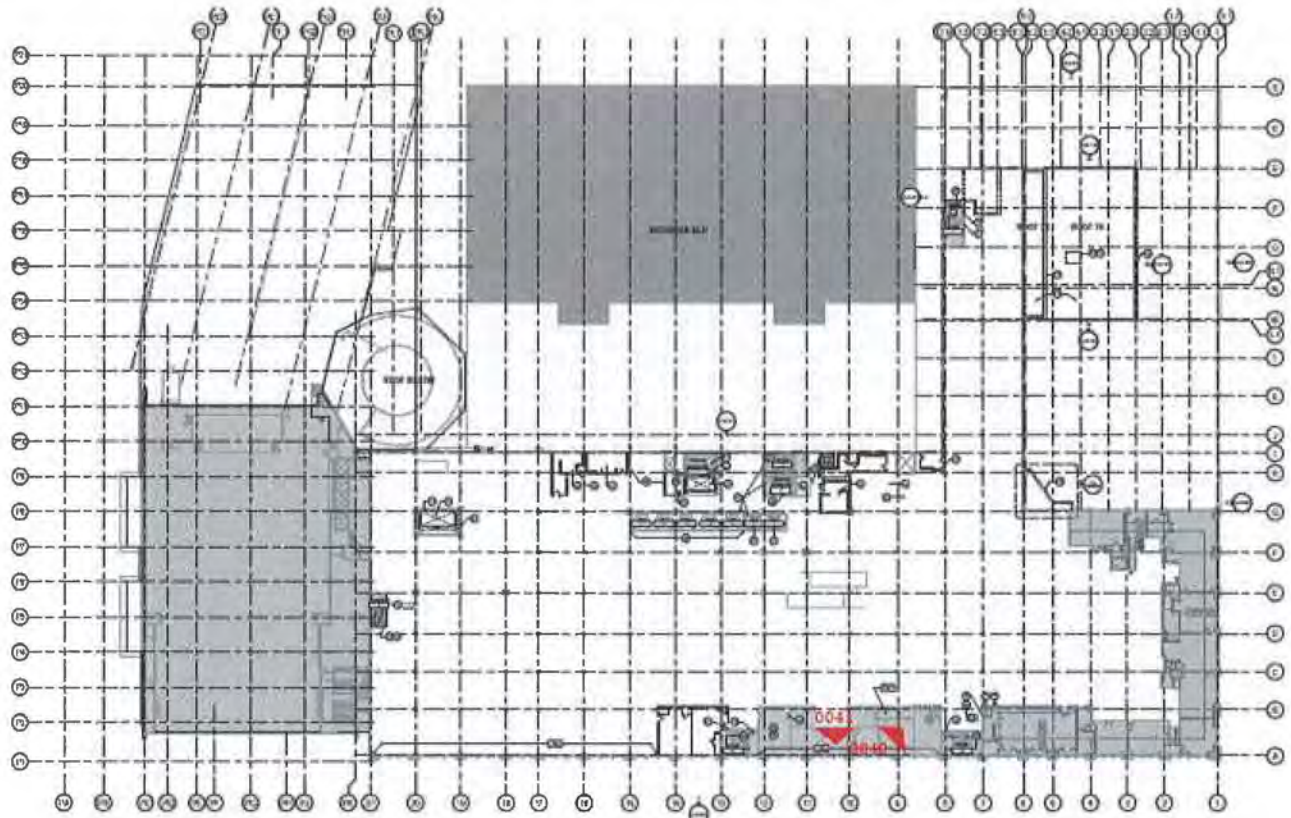
National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 43



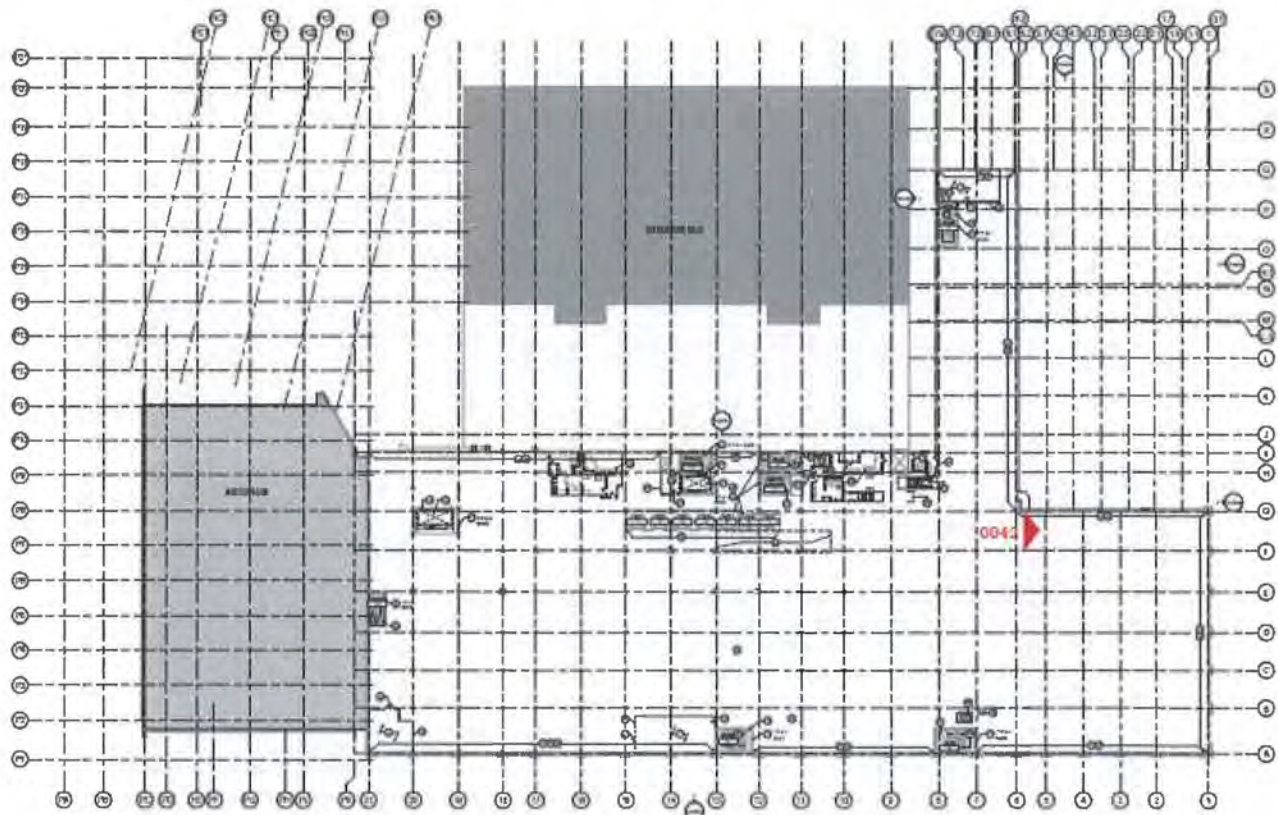
  Dayton's Department Store
Figure LL | Ninth Level Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store
Name of Property
Hennepin County, Minnesota
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 44



Dayton's Department Store
True N Pln. N Figure MM | Tenth Level Photo Key

United States Department of the Interior
National Park Service

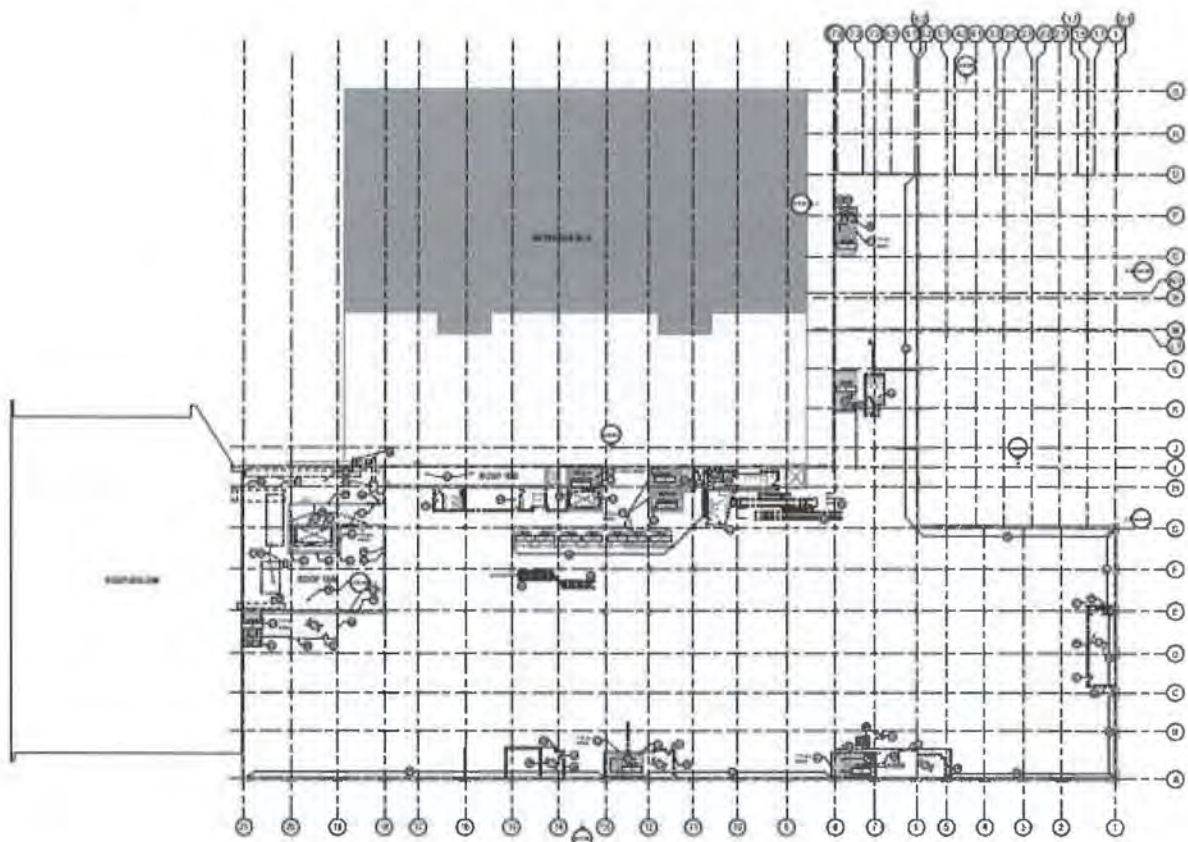
National Register of Historic Places
Continuation Sheet

Dayton's Department Store

Name of Property
Hennepin County, Minnesota
County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 45



  Dayton's Department Store
Figure NN | Eleventh Level Photo Key

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dayton's Department Store

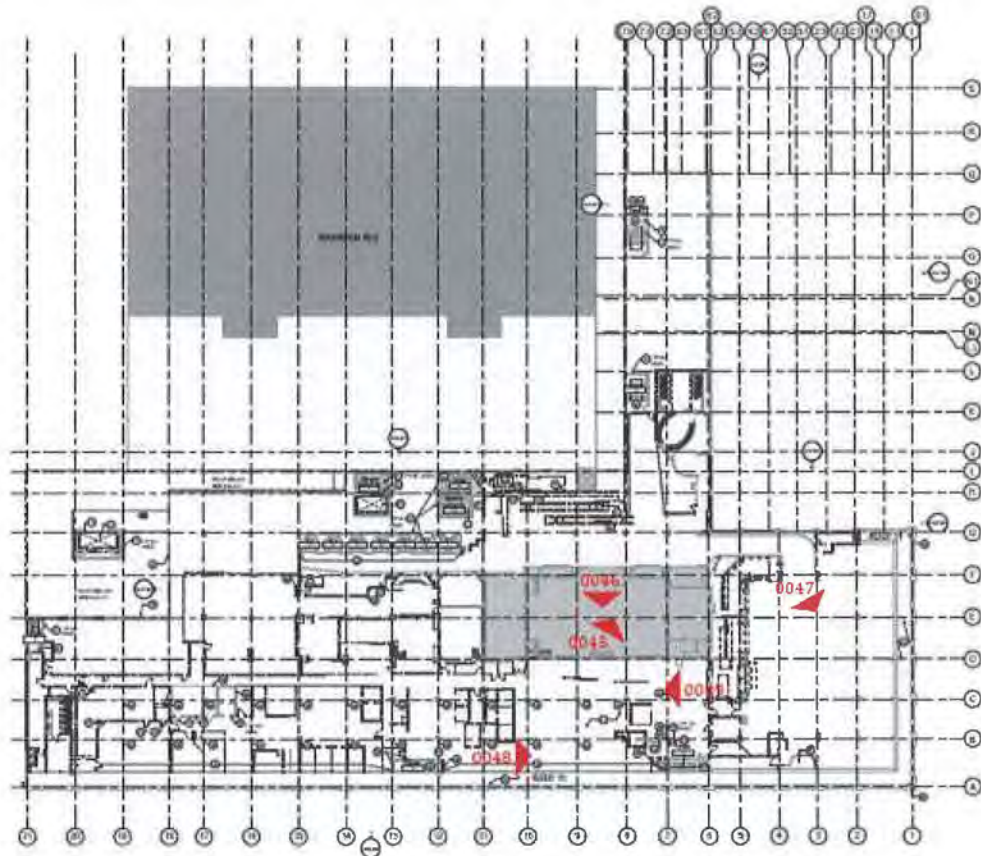
Name of Property

Hennepin County, Minnesota

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation Page 46



Dayton's Department Store
True N Plan N Figure 00 | Twelfth Level Photo Key







WE'RE GOING TO MAKE IT AFTER ALL.
THE NEW NICOLET
Substantially complete November 2017



BIG BUILD





WE'RE GOING TO MAKE IT AFTER ALL THE RENOVATION













MINNEAPOLIS
City of Lakes
04877

LEFT



NO PARKING ANYTIME
NO STOPPING
7-9 AM
4-6 PM
MON-FRI
←

NO PARKING
→

SNOW EMERGENCY ROUTE
612-348-SNOW

NO PARKING
BUS STOP
←



LaSalle Av



NO STOPPING
←

RIGHT LANE CLOSED





P
A
R
K

PARK
AND SHOP

EXIT ONLY EXIT ONLY

CEILING CLEARANCE 8'-4"

* \$1000

CEILING CLEARANCE 8'-4"

CEILING CLEARANCE 8'-4"

ONE WAY





P
A
R
K

P
1 Hour
1 Hour

RECYCLE TRUCK
PLEASE DO NOT BLOCK
TRUCK ENTRY

RIGHT
LANE
CLOSED

B80907
1B37LU



NO PARKING
NO STOPPING

RIGHT LANE CLOSED





EMERGENCY EXIT
WILL SOUND

NO
PUSHING
POLICE
ORDER







P
A
R
K

NO
RIGHT
TURN
ON
RED

NO
STOPPING

P



PARK AND SHOP

LIQUOR
TEAM LIQUOR
BUD LIGHT

PLEASE DO NOT STOP OR DOUBLE
CEILING CLEARANCE

THOMAS
BOHNS
SV300



P
A
R
K

PARK and SHOP

Foot Locker

PARK and SHOP

AND

PLEASE DO NOT STOP ON BEHAVIOR

CEILING CLEARANCE 8'-9"

THAM LIQUOR

THE FALL

BOB

Clear

Clear



NO STOPPING

CHECKER
2014





SPORT AUTHORITY

ROAD CLOSED

SIDEWALK

NO STOPPING

H

Shower
Linen
Room











11th floor
Open









































6519







Evaluation/Return Sheet For Single/Multi Nomination

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 5/24/2019 Date of Pending List: 6/11/2019 Date of 16th Day: 6/26/2019 Date of 45th Day: 7/8/2019 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input checked="" type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 7/1/2019 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Roger Reed  Discipline Historian

Telephone (202)354-2278 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

Minnesota State Historic Preservation Office
50 Sherburne Ave., Suite 203, St. Paul, Minnesota 55155
651-201-3293



TO: Joy Beasley, Keeper
National Register of Historic Places

FROM: Ginny Way
NR Architectural Historian
MN SHPO

DATE: May 21, 2019

NAME OF PROPERTY: Dayton's Department Store

COUNTY AND STATE: Hennepin County, Minnesota

SUBJECT: National Register:
 Nomination
 Multiple Property Documentation Form
 Request for determination of eligibility
 Request for removal (Reference No.)
 Nomination resubmission
 Boundary increase/decrease (Reference No.)
 Additional documentation (Reference No.)

DOCUMENTATION:

Original National Register of Historic Places Registration Form
 Multiple Property Documentation Form
 Continuation Sheets
 Removal Documentation
 Photographs
 CD w/ image files
 Digital Map
 Sketch map(s)
 Correspondence
 Owner Objection
The enclosed owner objections
Do Do not constitute a majority of property owners

STAFF COMMENTS: