



PVN

City of Rochester Local Historic Designation Study

Rochester Downtown Commercial Historic District
Rochester, Minnesota

February 2019



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Rochester Downtown Commercial Historic District
Rochester, Minnesota

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Table of Contents

Part 1	Executive Summary	1
	Designation Study Purpose and Background	1
	Summary of Findings	2
	Map of Rochester Downtown Commercial Historic District	3
Part 2	Historic Significance	4
	Rochester's Commercial Core: 1890-1889	4
	Rochester's Commercial Core: 1890-1945	8
	Rochester's Commercial Core: 1946-1962	14
Part 3	Rationale for Local Landmark District Designation	22
	City of Rochester Ordinance Chapter 4-7: Heritage Preservation	22
	Evaluation	23
	Other Considerations	25
Part 4	Individual Property Assessments	30
	District Map	31
	195 Broadway Avenue South (Dayton's Department Store)	32
	307 Broadway Avenue South (Clausen and Adler Hardware)	33
	309 Broadway Avenue South (F.J. Paine Co.)	34
	311-313 Broadway Avenue South (F.J. Paine Co./Palace Block)	35
	315-317 Broadway Avenue South (Bach Music Company)	36
	318 Broadway Avenue South (A.J. Bjerring Barbershop/Bjerring Hotel)	38
	319-321 Broadway Avenue South (Baker and Hanson/The Council Saloon)	39

320-322 Broadway Avenue South (Rochester Egg and Poultry Co.)	41
323 Broadway Avenue South (Black's Lunch)	43
324 Broadway Avenue South (C.H. Morrill and Son, Wholesale Grocer)	44
325 Broadway Avenue South (F.A. Poole Building)	46
326-328 Broadway Avenue South (Great Atlantic & Pacific Tea Co.)	47
330 Broadway Avenue South (Columbia Hotel)	49
400 Broadway Avenue South (Riverside Building)	51
202 1 st Avenue Southwest (C.F. Massey Co.)	53
210 1 st Avenue Southwest (Blakely Building)	55
212 1 st Avenue Southwest (Rochester Commercial Club Building)	57
216 1 st Avenue Southwest (Holland's Food Shop)	59
220 1 st Avenue Southwest (Stebbins Building)	60
224 1 st Avenue Southwest (City Hall)	62
304 1 st Avenue Southwest (Williams Block)	64
318 1 st Avenue Southwest (318 Commons)	66
324 1 st Avenue Southwest (Commercial Building)	67
7 2 nd Street Southwest (Olmsted Country Bank and Trust Company)	68
15-21 2 nd Street Southwest (Northwestern National Bank of Rochester)	70
23 2 nd Street Southwest (I.O.O.F. Lodge #13)	71
4 4 rd Street Southwest (Union National Bank Building)	72
10 3 rd Street Southwest (Kennedy Building)	73
14 3 rd Street Southwest (Lawler Laundry Building Façade)	74
17 4 th Street Southwest (Hotel Francis)	75
Part 6 Appendices	76
Appendix A: Table of Contributing and Non-Contributing Properties	76
Appendix B: Works Consulted	81
Appendix C: Additional Preservation Opportunities	83

Designation Study Purpose and Background

In the spring of 2017, PVN was engaged by the City of Rochester for Ongoing Historic Preservation Planning Consultation Services. On June 13, 2017, as a part of these Preservation Services, the City instructed PVN to complete a local designation study for a potential Landmark District in downtown Rochester (Work Order #3).

This designation study is intended to fulfill the requirements for local historic designation outlined in Chapter 4-7 of the Rochester City Ordinances. The history of the district was assessed with respect to local designation criteria. The study findings are based on two site visits as well as secondary and primary resources including Olmsted Country Assessor records, historic newspaper articles, historic photographs, maps, and books. Research was conducted at the Minnesota Historical Society Gale Family Library, the History Center of Olmsted Country, and the University of Minnesota Libraries. Additional and previously compiled source material was provided by members of the Rochester Heritage Preservation Commission and City of Rochester staff.

On June 22, 2017 and June 23, 2017, Laurel Fritz (Architectural Historian) and Hollie Batinich (Preservation Project Support) of PVN completed an onsite evaluation of properties located within an area of downtown Rochester bounded by 2nd Street NE to the north, 2nd Avenue SW to the west, 5th Street SW to the south, and the east side of Broadway Avenue North on the east. This survey area was proposed by the Rochester Heritage Preservation Commission. On July 20, 2017, following research efforts, Laurel Fritz (Architectural Historian) and Tamara Halvorsen Ludt (Architectural Historian) walked the survey area a second time.

The survey area was previously assessed in 2014 by the 106 Group, Minneapolis-based historic consultants. At that time the properties were assessed for National Register of Historic Places eligibility and for City of Rochester Landmark Property status at the individual level– the area was not assessed as a potential City of Rochester Landmark District. A property generally requires a higher level of historic significance and integrity to qualify for individual designation than to qualify as contributing to an historic district. In an historic district, the collective history and integrity of a group of properties is able to represent trends in a city's history and development that often cannot be identified in a single property. This is the case with the properties that contribute to the Rochester Downtown Commercial Historic District.

Summary of Findings

The Rochester Downtown Commercial Historic District is an historic resource for the City of Rochester. The properties located within the district represent a period of development and vitality for Rochester's downtown commercial core.

As a whole, the Rochester Downtown Commercial Historic District meets two City of Rochester Criteria for Designation of a Landmark Property (Sec. 4-7-8 (b)), including:

- Criterion 1: for its association with the development of the downtown commercial core of the city;
- Criterion 8: for its representation of the established and familiar characteristics of a commercial district originally dating to the second half of the 19th century.

The Rochester Downtown Commercial Historic District also meets the two required City of Rochester Criteria for Designation of a Landmark District (Sec. 4-7-8 (c)):

- Criterion 1: the Landmark District is deemed significant for its antiquity;
- Criterion 2: The Landmark District possesses an appropriate degree of integrity of location, setting, design, materials, workmanship, and association given its age.

The period of significance for the District is 1870 to 1962. PVN was asked to reconsider the proposed period of significance following feedback from the State Historic Preservation Office which recommended a smaller district or a number of individual designations. PVN met with the State Historic Preservation Office and conducted additional archival research. Because Rochester's downtown commercial district did not suffer the dramatic disinvestment that plagued other downtown main streets in the years immediately following World War II and, because the retail and commercial core of the City did not shift to the periphery until well into the 1950s and 1960s, PVN stands by its original proposed period of significance. PVN further recommends that the period of significance and the boundaries of the district align with the recommendations in this report, but recognizes that the final designation decision lies with the City of Rochester's HPC.

The District encompasses 32 properties; including 28 contributing and 4 non-contributing properties. All contributing properties are buildings. The non-contributing properties include buildings and sites (empty lots). A full list of contributing and non-contributing properties including addresses, designation status, historic name, and State Historic Preservation Office historic resource number is included in Appendix A of this report.

The Landmark District includes approximately three city blocks, which is substantially smaller than the commercial district during the proposed period of significance. However, development pressures in downtown Rochester in the late twentieth and early twenty-first century have led to the demolition of many of the buildings that once contributed to a vibrant commercial district. The three block district that is described in this report represents the greatest concentration of remaining commercial buildings from the period of significance in Rochester's downtown core. A map depicting the Landmark District Boundary and Contributing and Non-Contributing Features can be found on the following page of this report.

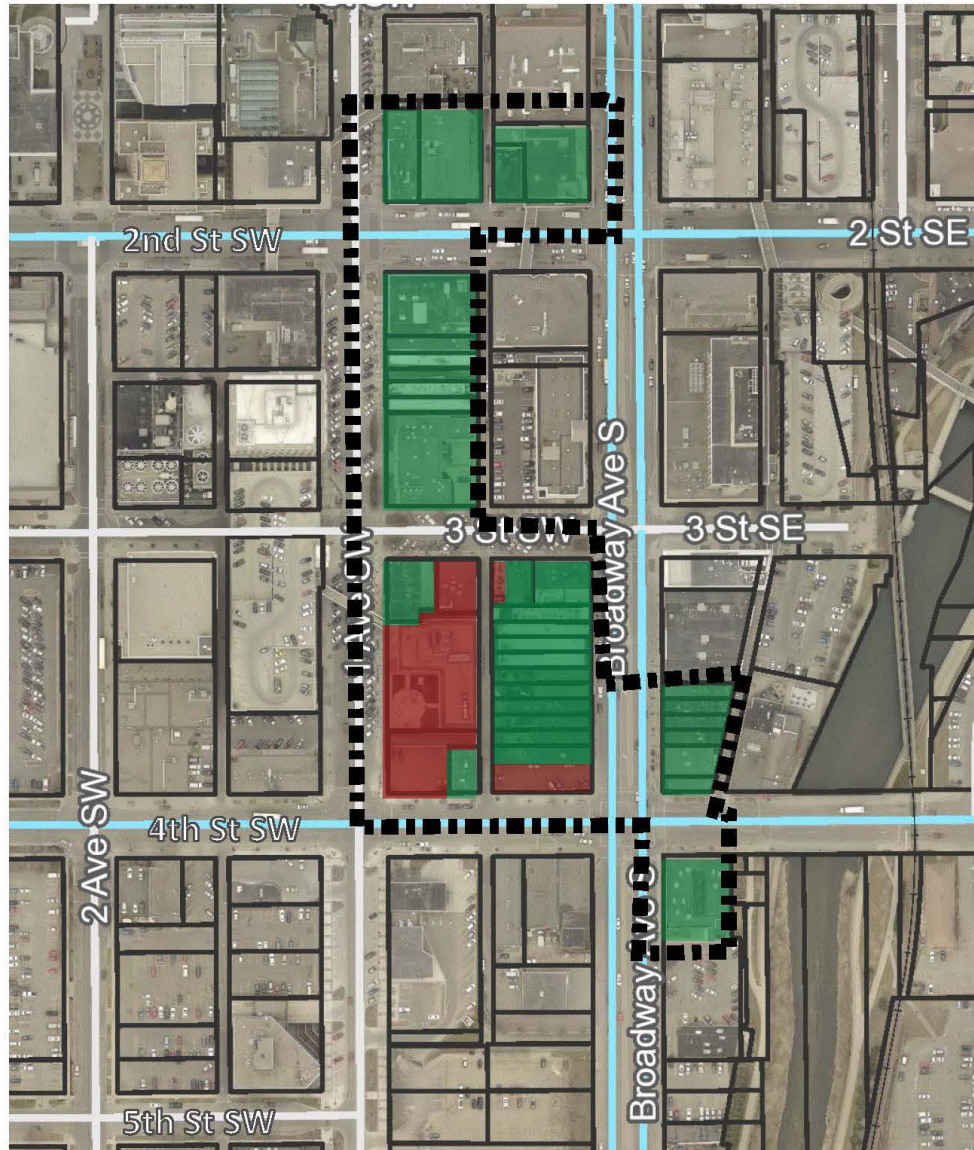
Rochester Downtown Commercial Historic District

KEY

- District Boundary
- Contributing Property
- Non-contributing Property



Not to Scale



Rochester's Commercial Core: 1870-1889

The first white settlers arrived in the vicinity of Rochester in 1854. These men, Robert McCready and Thomas Cummings came from upstate New York and “they named the place Rochester, because the falls and rapids of the river reminded them of the waterpower at Rochester, in New York state [sic].”¹ A downtown street grid was immediately platted, with Broadway and Center streets as the grid’s base.² Histories of the city’s early development report the platting process, explaining that “as the settlement grew, a main street was cleared by hitching a huge tree trunk behind a team of oxen and dragging the log horizontally through the brush. Reflecting the lofty dreams of these early settlers, the street was named Broadway.”³

The city’s location proved attractive - in 1855 a survey revealed that Rochester included about 50 settlers; two years later the population had swelled to nearly 1,500.⁴ In 1858, the city was incorporated and established as the Olmsted county seat “after a sharp contest with two then rival aspirants, Oronoco and Marion.”⁵

In addition to the advantages provided by serving as the county seat, according to architectural historian David Gebhard, early development of the city hinged on a few events that provided physical connections within Rochester and with other locations in the state and region:

The key developments during the early years of the community’s existence were the construction of the first wooden bridge over the Zumbro River in 1856 and the completion of the first iron bridge two decades later, the erection of the flour mills and the sawmills on the Zumbro and its tributaries beginning in 1856, the arrival of the Winona and St. Peter Railroad in 1864, and finally the Chicago Great Western railroad connection to the Twin Cities in 1902.⁶

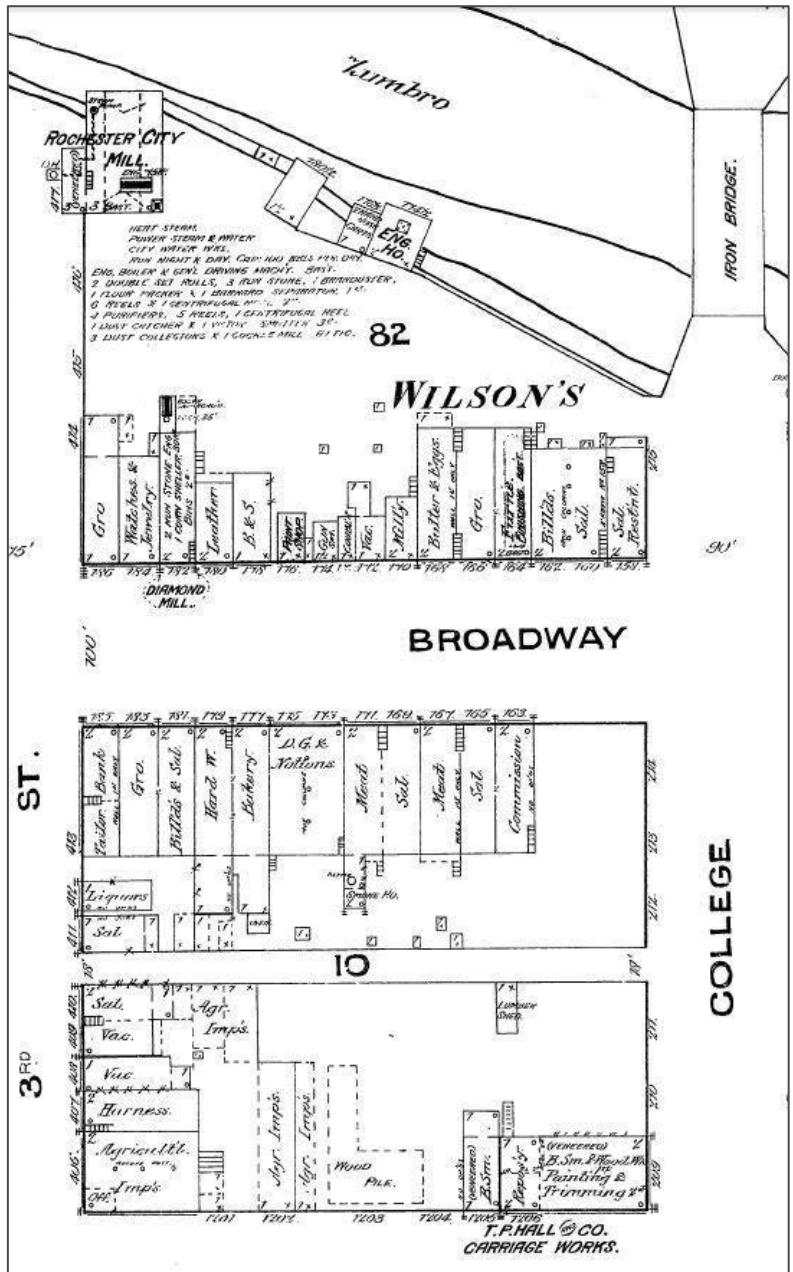


Postcard depicting Broadway Avenue South circa 1890.

Rochester’s thriving early agricultural and milling industries, along with its new rail connections, resulted in a precipitous rise in population, causing booster literature from the time to note that “the latest census [1868] showed that Rochester has made the largest growth of any western community having now a population of 3,722, the increase amounting to 75% in 10 years.”⁷ Coinciding with this rise in population, Gebhard explains that to explain that “it was during the 1860s and 1870s that Rochester begin to develop its downtown business district and public buildings.”⁸

An 1890s *Directory of Rochester and Olmsted County* describes a fully developed commercial district anchored by Broadway Avenue, stating “that Rochester is a popular trading center is attested by the large number of retail stores, all of which enjoy a good patronage.”⁹ Likewise, Sanborn maps from the 1880s show a thriving business district of one and two story brick commercial buildings housing “banks, grocers, butchers, bakeries, jewelers, cigar shops, billiard saloons, notions, hotels, and drug stores” among other operations.¹⁰

Of the early commercial development along Broadway and its cross streets, the highest concentration of extant buildings is located on the 300 block of Broadway Avenue South and on 3rd Street Southwest between Broadway Avenue South and 1st Avenue South. Architecturally, this area is characterized by contiguous development along the blocks, one and two story masonry buildings with first level storefronts, flat roofs, punched openings at upper levels, and revival style details that were popular throughout the country at the time.



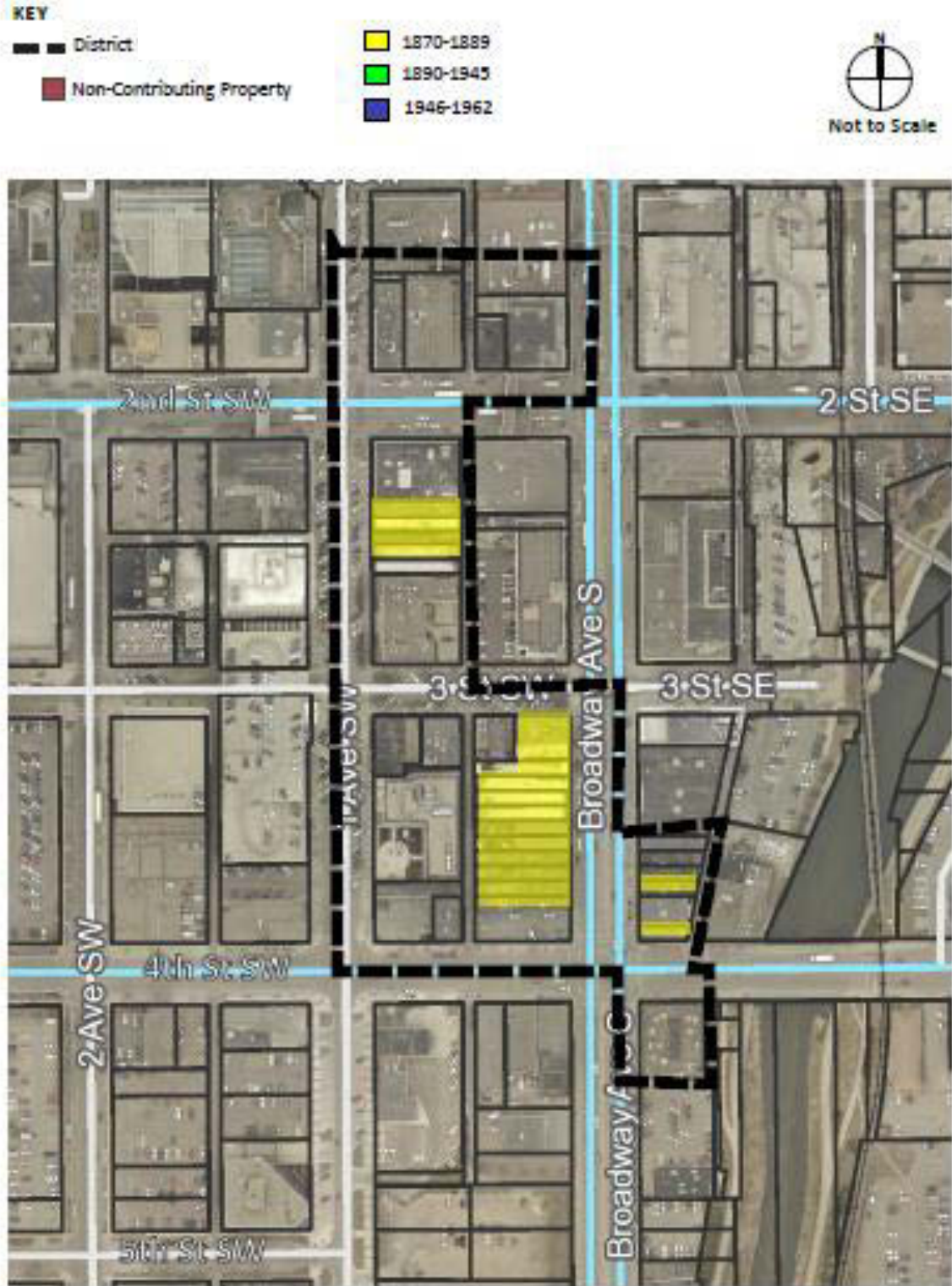
1884 Sanborn Map depicting the 300 block of Broadway Avenue South and 3rd Street Southwest between Broadway and 1st Avenue.

Example buildings from this time period that contribute to the Rochester Downtown Commercial Historic District include:

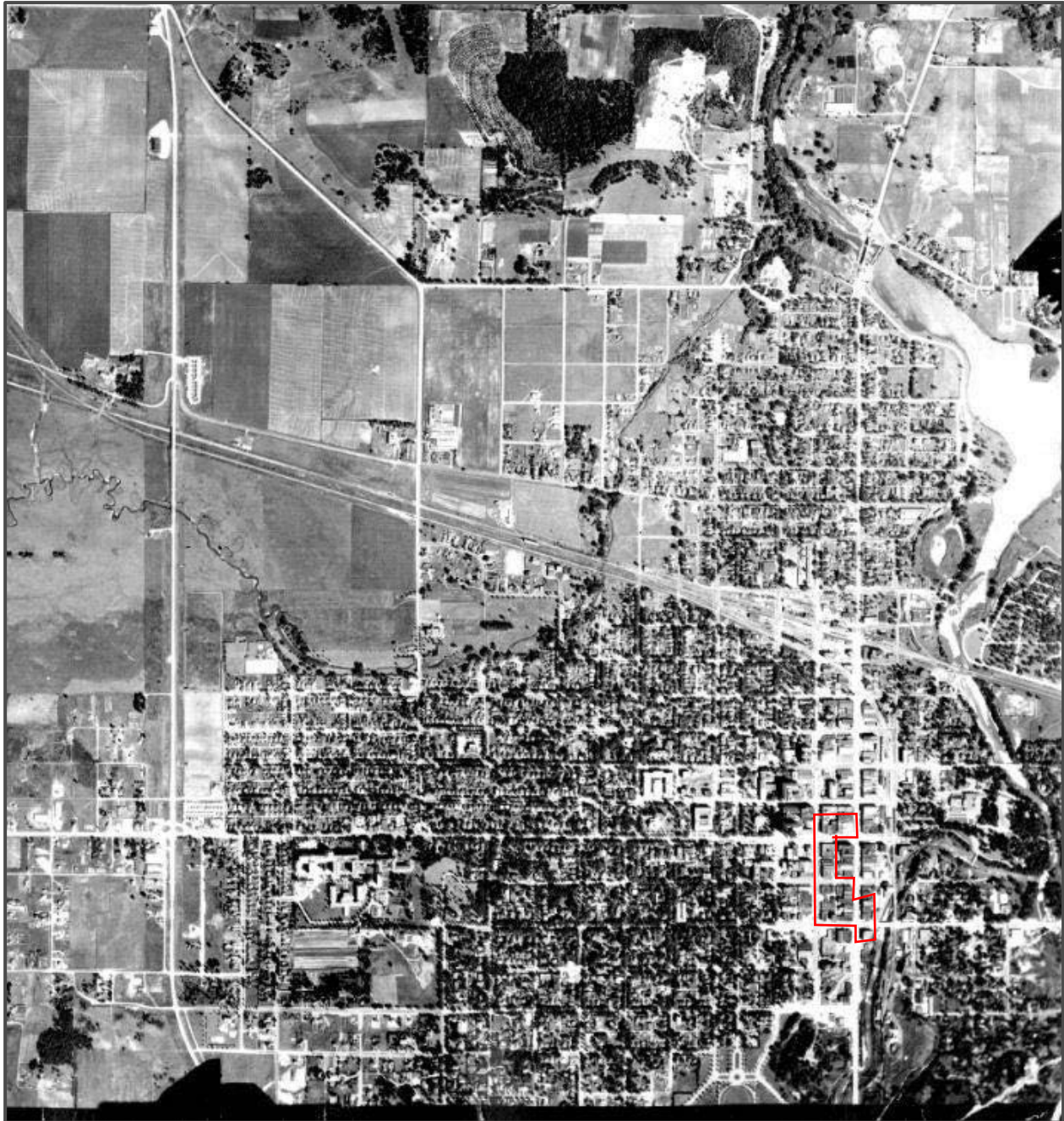
- 307 Broadway Avenue South
- 309 Broadway Avenue South
- 311-313 Broadway Avenue South
- 315-317 Broadway Avenue South
- 323 Broadway Avenue South
- 324 Broadway Avenue South
- 330 Broadway Avenue South
- 210 1st Avenue South
- 212 1st Avenue South
- 216 1st Avenue South
- 304 1st Avenue South
- 4 3rd Street Southwest
- 10 3rd Street Southwest

These buildings are significant for their representation of Rochester's early growth as a community and regional commercial center, and for their ability to place Rochester in the context of typical architectural patterns common among Minnesota's southern river towns during this time period. The buildings constructed during this time period also represent Rochester Historical Context "Rochester's Early Settlement."

Development in Rochester's Commercial Core: 1870-1889



Rochester's Commercial Core: 1890-1945



Aerial Image of Rochester in 1940. Rochester Downtown Commercial Historic District outlined in red. University of Minnesota Historical Aerial Images Online. WB-2A-103.

Rochester's early status as a typical southwestern Minnesota riverfront town changed dramatically during the opening decades of the twentieth century. In 1883, a tornado decimated the city of Rochester, demolishing blocks of downtown and killing many citizens. Following the tornado, Dr. William Worrall Mayo and his sons, William and Charlie Mayo, combined efforts with the local order of the Sisters of Saint Francis to provide emergency medical care for the local community.¹¹ Following the tornado, the Sisters of Saint Francis worked to raise funds to open a permanent hospital facility in Rochester. In 1889, they opened Saint Mary's Hospital. The hospital was staffed by the Doctors Mayo and by the Sisters, who provided nursing care and administrative services.

The Mayos pioneered new methods of medical practice that attracted both patients and the interest of other pioneering physicians. In 1914, the first building constructed specifically for the Mayo practice was opened – with the “1914 Building’s” opening, the Mayo’s medical practice also acquired the moniker “Mayo Clinic.”

The Mayo Clinic was thriving and by the following year, five physicians had joined the Mayo’s practice. In 1928, the National Register of Historic Places listed Plummer Building was added to the Mayo campus. By 1929, the number of physicians in the Mayo practice had swelled to 386. Both of these early Mayo Clinic buildings were situated just outside the boundary of the Rochester Downtown Commercial Historic District.



Mayo Clinic Plummer Building (at right) in 1932. “Mayo Clinic, Plummer Building, built in 1928.” MNHS Collections Online.

It cannot be denied that the speed and extent of Rochester's growth during the 1910s and 1920s are linked to the development of the Mayo Clinic. The Mayo Clinic expanded into new buildings that were constructed adjacent to the existing commercial core of the city, thereby encouraging additional growth within the existing business district.

Commercial construction during the initial period of Rochester's development had tended to be generic in function – when viewed from the exterior, a given building in a commercial strip would have been equally well suited to house a bakery, a dry goods store, or a cigar shop. Some buildings of this type continued to be constructed during the 1900s and 1910s, with much of the new construction of this type extending north along Broadway and 1st Avenue.¹² These new buildings are not readily distinguishable from the older contiguous buildings within the commercial district.



Rochester City Hall. Undated image via History Center of Olmsted County Collections, 2003.047.020.

As Rochester gained a distinctive identity as a medical hub, so too did it gain a number of distinctive and specialized buildings and businesses within its commercial core. By contrast to the contiguous one and two story storefront blocks that had previously characterized the district, much of the new construction within the commercial core at this time took the form of larger freestanding buildings that were constructed for a specific purpose or business.

Example freestanding buildings from this time period that contribute to the Rochester Downtown Commercial Historic District include:

- Riverside Building - 400 Broadway Avenue South
- C.F. Massey Co. Store - 202 1st Avenue South
- City Hall - 224 1st Avenue Southwest
- Olmsted County Bank and Trust Company - 7 2nd Street Southwest
- I.O.O.F. Lodge #13 - 23 2nd Street Southwest

Example contiguous storefront buildings from this time period that contribute to the Rochester Downtown Commercial Historic District include:

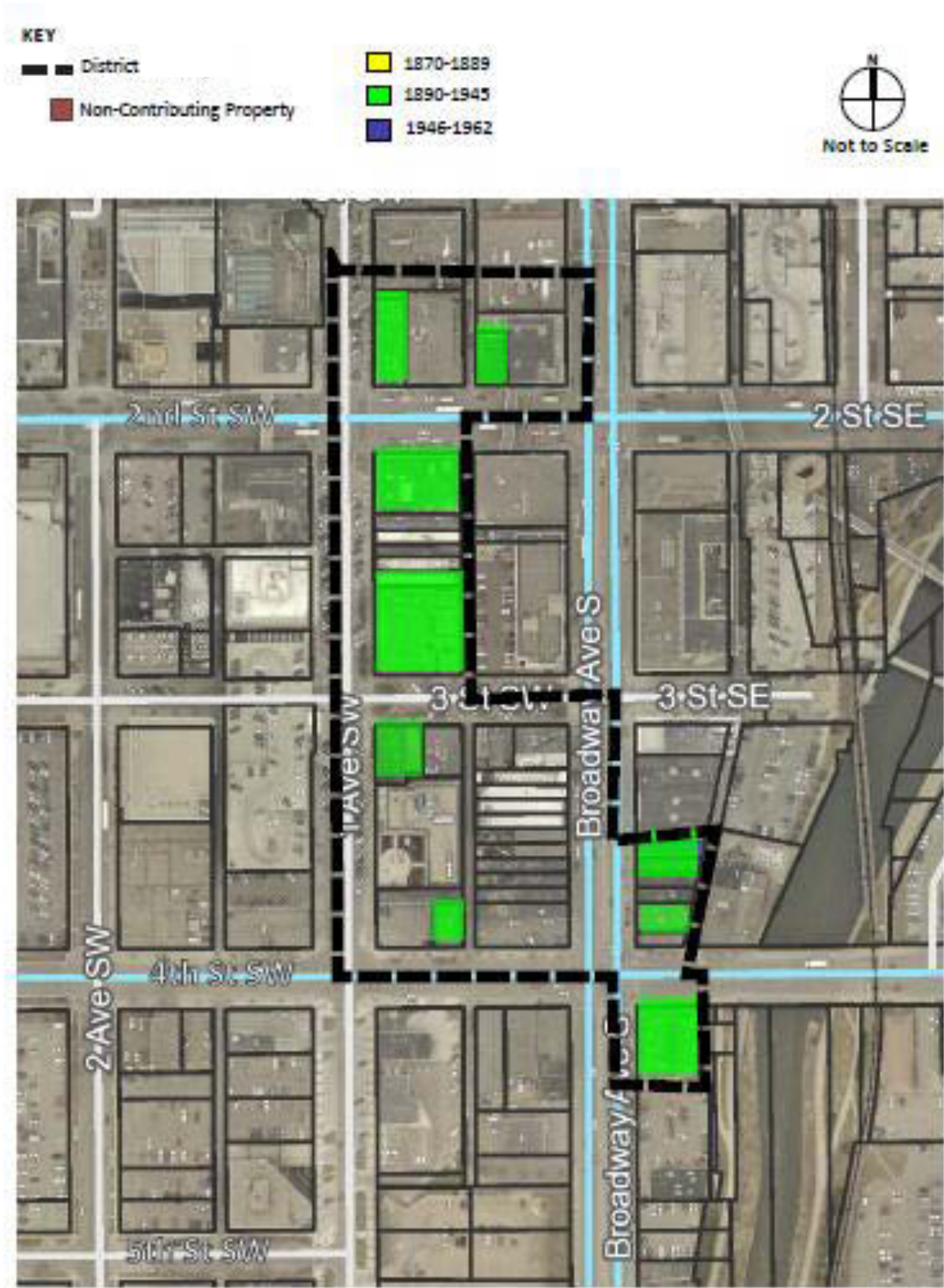
- 318 Broadway Avenue South
- 320-322 Broadway Avenue South
- 324 Broadway Avenue South
- 326-328 Broadway Avenue South
- 210 1st Avenue South
- 220 1st Avenue South



I.O.O.F. Lodge #13. Image via Alan Calavano. *Rochester (Postcard History Series)*. San Francisco: Arcadia Publishing, 2008.

These buildings are significant for their representation of Rochester’s evolving commercial district during the opening decades of the twentieth century. The buildings constructed during this time period also represent Rochester Historical Contexts “Born in a Storm: The Mayo Clinic and Hospitality in Rochester”, and “Urban/Downtown Development.”

Development in Rochester's Commercial Core: 1890-1945



Rochester's Commercial Core: 1946-1963

Rochester, like most of the country, saw very little in the way of downtown commercial development during the Great Depression and World War II years of the 1930s and 1940s. Even in the midst of the city's postwar building boom and economic expansion of the 1950s and 60s, new construction in the commercial core was relatively limited. Nevertheless, Rochester's downtown commercial district would continue to function as the city's main commercial center through the early 1960s, aided by the continued presence of Mayo Clinic. While there was limited substantial investment in the downtown core during this period, the city did not suffer from the dramatic disinvestment that marked other urban main streets in the immediate postwar period. However, as in other urban centers across the U.S., the steady process of retail decentralization, led by the construction of shopping centers in outlying areas, culminated around 1963 to diminish downtown Rochester's importance as a center of commerce.

Rochester's downtown commercial district emerged from World War II supported by the Mayo Clinic's continued prosperity and development. Hotels and other retail businesses catered to clinic visitors and city dwellers, rather than drawing customers from the surrounding area. One piece of booster literature, dated 1947, implied this when it noted that "chief hotels, restaurants, stores, offices, hospitals, and theaters are all within a few blocks of the intersection of Center Street and Broadway, where they can best serve clinic visitors."¹³ As Steven J. Kellior notes, "the Mayo Clinic and its affiliates continued to thrive during the 1940s."¹⁴ In 1945, the city's downtown medical facilities drew an average of 8,000 visitors today to Rochester, consequently attracting business to downtown hotels, which rebounded after the lean years of the 1930s and early 1940s.¹⁵ Rochester's thriving hotels were an anomaly among Minnesota towns, most of which saw their downtown hotels become "victims of age, style, and parking problems" during the postwar era.¹⁶

New development within the city-at-large picked up again in the 1950s. The City of Rochester's historical context study notes that around this time significant private development led by the Mayo Clinic and the Kahler Corporation occurred downtown, but generally not within the area that had previously functioned as the commercial core,

...the streets immediately west of Broadway saw development, with much of the [earlier construction] residential buildings removed and commercial developments rising in their stead as the downtown expanded westward from Broadway Avenue. This is particularly true of 1st, 2nd, 3rd, and 4th Avenues NRW and SW between 3rd Street NW and 6th Street SW, which remain the outlying boundaries of Rochester's downtown core today. ...It was

around this time that Broadway ceased to be the main corridor of downtown, with the heart of downtown being concentrated on 1st and 2nd Avenues SW, between 3rd Street NW and 3rd Street SW.¹⁷

Within the commercial core, the buildings at 319-321 and 325 Broadway received "modern" façades during this time period. Where both buildings previously had elaborately detailed revival style façades with second story colonnades, layered cornices, and curves, the new façades were rectangular, with rectangular window openings, low flat parapet walls and architectural detailing limited to geometric designs within the parapet level brickwork. These kind of façade updates were popular throughout the country at midcentury, as building owners and business tenants sought to attract patrons through a new modern image.



300 Block of Broadway Avenue in 1947 (top) and 1965 (bottom), showing "modern" facade renovations. Images courtesy of the History Center of Olmsted County image files, "Street Scenes," 2005.105.040 and 1999.071.164

On a grander scale, the limited new construction within the Rochester commercial core also adhered to modern cultural and architectural trends. According to architectural historian Leland Roth, after World War II, “American corporations, flush with profits earned during the war...wished to demonstrate their faith in the future and progress. The ideals of the International Style...were perfect for expressing this confidence in American know-



how...”¹⁸ Roth further argues that “Commercial architecture became an increasingly important form of public relations” and that the International Style, specifically, was “co-opted by corporate America as a form of advertisement and aggrandizement.”¹⁹ According to architectural historian Dell Upton, “for...a business, a striking building created an impression of power and stability and gave it a memorable image or logo...”²⁰ This trend can be viewed in the new Northwestern National Bank Building (15-21 Second Street Southwest) and the Dayton’s Department Store building (195 Broadway Avenue South). The new Northwestern National Bank building accompanied a name



change from the bank’s long held identity as “Union National Bank.” In the case of Dayton’s, the Rochester store was the Minneapolis’ retail giant’s first branch store. Moreover, the new building was situated across the street from Rochester institution C.F. Massey Co.

During the 1950s and 60s, downtown commercial districts in Minnesota urban centers were increasingly threatened by the decentralization of retail. After World War II, the mass development of suburban housing on the peripheries of American cities and towns encouraged the movement of retail from downtown to outlying areas.²¹ As urban geographer John R. Borchert notes, “the problem of deteriorating downtowns [in Minnesota urban centers] festered slowly through the 1950s and worsened dramatically in the 1960s” as businesses such as department stores, specialty shops, chain businesses, professional offices, and movie theaters migrated to better locations on the outskirts of town.

At the heart of this decentralization was a new form of retail – the shopping center.²² Until the mid-1950s, shopping centers existed primarily as strip malls that trailed residential development to outlying metropolitan areas. These smaller shopping centers, classified as neighborhood and community centers, were limited in their scope of goods and services and unable to meet all of suburbanites’ needs.²³ Rather, it was not until the proliferation of larger shopping centers (otherwise known as malls) in the mid- to late 1950s that a true alternative to downtown shopping appeared. Designed to compete with downtown, these so-called regional centers provided a comprehensive package of goods and services that challenged the prominence of traditional commercial districts and were themselves catalysts for additional suburban development.²⁴

Shopping center development in Rochester followed this pattern, though construction of a regional shopping center did not occur in the city until 1969, suggesting that downtown Rochester retained its prominence as the core commercial district well into the postwar era. Furthermore, the presence of Mayo Clinic appears to have encouraged the continued viability of downtown businesses. Geographer Thomas J. Baerwald notes that downtown Rochester continued to function as the city’s primary locus of employment during the postwar era “as skyways and underground arcades connected the towers that housed the Mayo Clinic and related hospitals and hotels.”²⁵ More importantly, Minnesota historian Steven Keillor notes that Rochester’s downtown commercial district prospered even as new shopping centers were constructed in the 1950s and 60s, stating that “the shops for Mayo clients still thrived downtown, along the pedestrian subway system, and at street level.”

Mayo Clinic's 30-million dollar expansion underway in early 1950s. A newspaper article published in late 1952 noted that "retail business in the city aims at the huge transient trade and the city people themselves," making "little real effort to attract customers from the rich farming area surrounding the city..."²⁶ Downtown businessmen worried about the development of the city's first shopping center, Miracle Mile, in 1953, wondering if it would draw business away from downtown or serve to attract more rural customers to Rochester businesses. Miracle Mile's large parking lot seemed like a threat to downtown given the lack of downtown parking space. Kahler Corporation building a parking lot for hotel guests, city parking commission trying to solve parking problems.²⁷ The conclusions of these two authors are supported by the timeline of shopping center development in Rochester. The city's first shopping center, Miracle Mile, was constructed in 1952,²⁸ followed by Northgate (1960) and Crossroads (1963). Like Miracle Mile, Northgate was a smaller, strip-mall style development. Crossroads, situated on 18 ½ acres of land, was a much larger development. Costing four million dollars, the shopping center included multiple buildings and 12 acres of parking. However, it lacked the size and siting of the typical regional shopping center/shopping mall. It was not until 1969 that the city's first indoor, enclosed shopping mall, Apache Mall, was constructed.²⁹ Given the lack of a regional shopping center in the area until 1969, it seems likely that Rochester's downtown commercial district remained the city's prominent retail center through at least the early 1960s.

Though new construction in Rochester's commercial historic district was admittedly limited during the 1950s and 60s, the establishment of Dayton's first branch store in Rochester's commercial downtown in 1954, rather than on the outskirts of the city, also implies that the downtown area maintained its commercial relevance. Prospects for downtown business continued to appear good in 1956, when Dayton's purchased another building adjacent to its downtown location. At the time, the store's general manager noted that the company was "very optimistic about the future of Rochester and [was] looking forward to [its] continuing growth in the city."³⁰

The opening of the Crossroads Shopping Center in 1963 marks the beginning of a period of decline in commercial activity in downtown Rochester. During the following decades, downtown Rochester trended toward expansion of the Mayo Clinic facilities, and service industries (such as hotels) that enjoyed a symbiotic relationship with Mayo Clinic. The city's historic commercial core was "paid little regard" and significant sections were demolished to allow for new construction.³¹ The City of Rochester historical context study "Urban/Downtown Development" notes that "this is particularly true along Broadway Avenue S, 1st Avenue SW, and 1st and 2nd Streets SW."³²

The Rochester Downtown Commercial Historic District includes two contributing buildings constructed during the period 1946 - 1963:

- 195 Broadway Avenue South
- 15-21 Second Street Southwest

Additionally, the Rochester Downtown Commercial Historic District includes examples of older buildings that “modernized” their façades during this period, including:

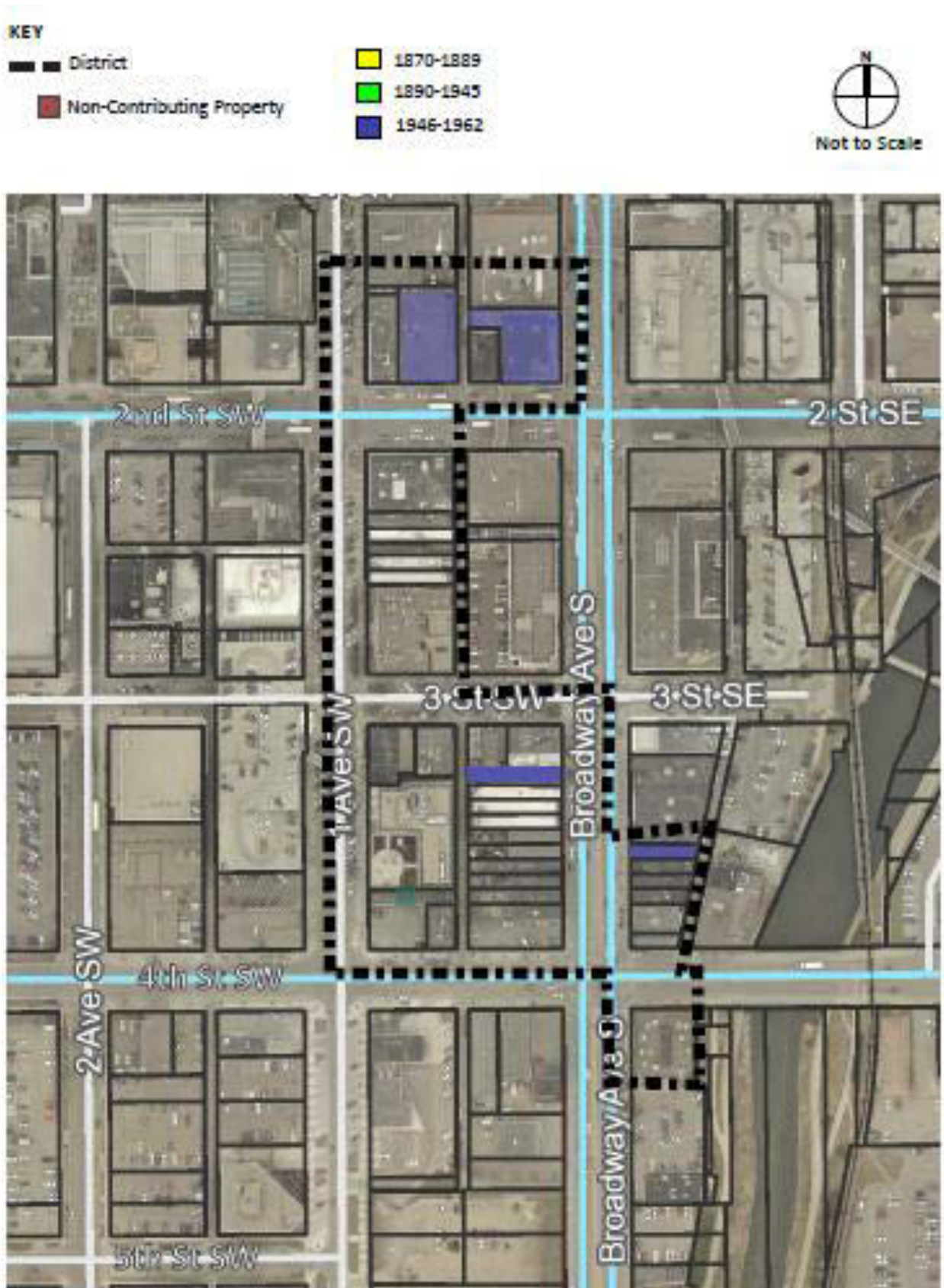
- 319-321 Broadway Avenue South
- 325 Broadway Avenue South

These buildings are significant for their representation of architectural trends of the time – both the newly constructed buildings and those with modernized façades embrace the geometric forms and minimal ornament that characterize mid-century architecture. Additionally, the Dayton’s Department Store at 195 Broadway Avenue South represents a last effort by private commercial enterprises to maintain a thriving commercial district in the downtown core. These buildings also represent Rochester Historical Context “Urban/Downtown Development.”

The development of the IBM campus increased suburban residential development in outlying satellite towns and spurred the most intense period of highway development. Harold Severson notes that “U.S. 52 north toward the Twin Cities, U. S. 63 south to Stewartville and U.S. 14 west to Byron were expanded to four lanes during the late 1950s and early 1960s.”³³

The trend toward enclosed shopping malls and away from walkable urban storefronts combined with mid-century trends in corporate architecture reflects the development (and general lack thereof) within the Rochester Downtown Commercial Historic District in the 1950s.

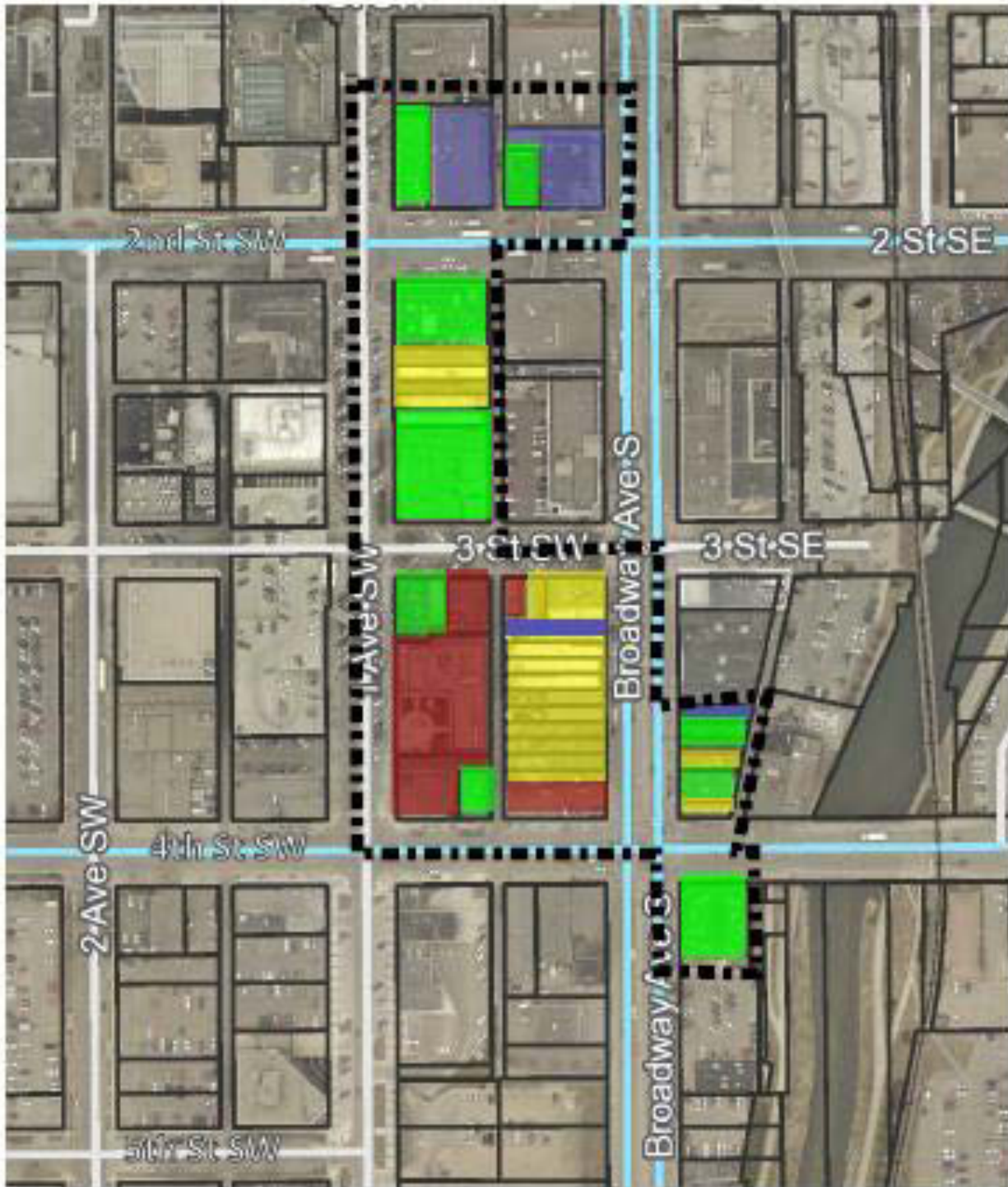
Development in Rochester's Commercial Core: 1946-1962



Periods of Development in Rochester's Commercial Core

KEY

- District
- Non-Contributing Property
- 1870-1889
- 1890-1945
- 1946-1962



City of Rochester Ordinance Chapter 4-7. Heritage Preservation

The City of Rochester Ordinance Chapter 4-7. Heritage Preservation includes eight criteria for designation of an individual Landmark Property and an additional two criteria for designation of a Landmark District. The criteria are as follows:

Individual Landmark Criteria –

Section. 4-7-8 (b). In designating a building, land, site, structure, or object, or any collection thereof, as a landmark property of landmark district, the council must consider the following criteria:

1. Its character, interest, or value as part of the development, heritage, or cultural characteristics of the City, State, or United States;
2. Its location as a place of a significant historic event;
3. Its location within and contribution as an element of a Landmark District;
4. Its identification with a person who significantly contributed to the culture and development of the City;
5. Its embodiment of distinguishing characteristics of an architectural style period, form, or treatment;
6. Its identification as the work of an architect or master builder whose individual efforts have influenced the development of the City or have contributed to the development of a nationally or internationally-recognized style or movement;
7. Its embodiment of elements of architectural design, detail, materials, or craftsmanship that represent a significant architectural innovation;
8. Its location, scale, or other physical characteristics representing an established and familiar visual feature or a neighborhood, a district, the community, or the City.

Additional Landmark District Criteria –

Section. 4-7-8 (c). For a Landmark District designation, in addition to the criteria found in subsection (b) of this section, the majority of the Contributing Resource in the proposed Landmark District must also satisfy the following criteria:

- A. The Landmark District is deemed significant for its antiquity;
- B. The Landmark District possesses an appropriate degree of integrity of location, setting, design, materials, workmanship, and association given its age. The Council shall adopt and make available to the public score sheets and other devices which shall be used by the Council in applying this criteria.

Evaluation

Individual Landmark Criteria –

1. Its character, interest, or value as part of the development, heritage, or cultural characteristics of the City, State, or United States;

The Rochester Downtown Commercial Historic District reflects the development and heritage of the City of Rochester. The Rochester Downtown Commercial Historic District embodies three distinct periods of the development of the City's commercial core: 1) 1870-1889; 2) 1890-1945; and 3) 1946-1962.

2. Its location as a place of a significant historic event;

As a whole, the Rochester Downtown Commercial Historic District does not represent the location of a specific significant historic event.

3. Its location within and contribution as an element of a Landmark District;

This Criterion is not applicable to the Rochester Downtown Commercial Historic District.

4. Its identification with a person who significantly contributed to the culture and development of the City;

As a whole, the Rochester Downtown Commercial Historic District does not represent a person who significantly contributed to the culture and development of the City.

5. Its embodiment of distinguishing characteristics of an architectural style period, form, or treatment;

The Rochester Downtown Commercial Historic District

6. Its identification as the work of an architect or master builder whose individual efforts have influenced the development of the City or have contributed to the development of a nationally or internationally-recognized style or movement;

Taken as a whole, the Rochester Downtown Commercial Historic District

7. Its embodiment of elements of architectural design, detail, materials, or craftsmanship that represent a significant architectural innovation;

The Rochester Downtown Commercial Historic District is not significant as the embodiment of elements of architectural design, detail, materials, or craftsmanship that represents a significant architectural innovation. The buildings located within the District are typical of their vintage, use, and location.

8. Its location, scale, or other physical characteristics representing an established and familiar visual feature or a neighborhood, a district, the community, or the City.

The location, scale and general architectural characteristics of the Rochester Downtown Commercial Historic District represent established and familiar visual characteristics of a commercial district that has developed over time. These visual characteristics include contiguous blocks of period revival style low-rise masonry buildings with first-level storefronts, ornately detailed early 20th century “blocks,” and taller post-WWII buildings Modern style buildings.

Additional Landmark District Criteria –

1. The Landmark District is deemed significant for its antiquity;

The Rochester Downtown Commercial Historic District is significant for its antiquity. The contributing properties within the Rochester Downtown Commercial Historic District reflect the period between 1873 and 1962, when downtown Rochester was home to a thriving commercial district.

2. The Landmark District possesses an appropriate degree of integrity of location, setting, design, materials, workmanship, and association given its age. The Council shall adopt and make available to the public score sheets and other devices which shall be used by the Council in applying this criteria.

The Rochester Downtown Commercial Historic District possesses an appropriate degree of integrity given its age.

Location – The Rochester Downtown Commercial Historic District retains integrity of location.

The Rochester Downtown Commercial Historic District has not been moved.

Setting – The Rochester Downtown Commercial Historic District retains integrity of setting.

The Rochester Downtown Commercial Historic District’s integrity of setting suffers from its proximity to a number of recently constructed buildings that do not reflect the size, massing, materials, or construction methods common within the District during the period of significance. Two such buildings are included within the District boundary as non-contributing properties. Additionally, a number of these buildings are located adjacent to the District – while Rochester’s commercial core covered a larger footprint during the District’s period of significance, new construction has limited the portion of the historic commercial core that retains integrity to that contained within the District boundary.

Despite a lack of integrity of setting outside the District boundary, the District itself does retain integrity of setting. Intact elements contributing to the District’s integrity of setting include the street grid, proximity to major transportation routes including railroad tracks and the Zumbro River, local government buildings, and one of the city’s major economic drivers, the Mayo Clinic.

Design – The Rochester Downtown Commercial Historic District retains integrity of design.

The street grid, building set-backs, and density of buildings within the District continue to communicate the design of a downtown commercial core that was first developed during the second half of the 19th century – the Rochester Downtown Commercial Historic District remains urban, walkable, and visually and physically accessible from street level.

Materials – The Rochester Downtown Commercial Historic District retains integrity of materials.

The Rochester Downtown Commercial Historic District retains materials typical of a district of its vintage and use, including – brick, stone, and terra cotta. The District’s integrity of materials suffers as a significant portion of the properties have seen unsympathetic window and door replacement.

Workmanship – The Rochester Downtown Commercial Historic District retains integrity of workmanship.

The contributing properties within the Rochester Downtown Commercial Historic District exhibit a variety of levels of workmanship. The earliest buildings (300 block of Broadway Avenue South), tend toward simpler construction methods with less ornate detailing. Masonry buildings were constructed with care, but not with any extraordinary level of detailing. Early 20th century buildings constructed for specific businesses (the Massey Building; I.O.O.F. Lodge) exhibit the ornate detailing typical of buildings from this era. The district’s mid-century buildings (Dayton’s, Northwestern National Bank) exhibit the precise but minimal details that exemplify mid-century workmanship.

Association – The Rochester Downtown Commercial Historic District retains integrity of association.

The Rochester Downtown Commercial Historic District remains associated with commercial activity in general, and a number of properties also retain association with specific businesses that were located in the District during the period of significance.

Other Considerations

Rochester Historic Contexts (2014)

In 2014, consultants the 106 Group developed a set of historic contexts for the City of Rochester. The Rochester Downtown Commercial Historic District represents two of these contexts: 1) Rochester’s Early Settlement, 1854-1889; and 2) Urban/Downtown Development, 1889-Present Day. “Rochester’s Early Settlement” notes that “A prominent business district located along Broadway Avenue was well established by the 1880s” with additional blocks of commercial development “radiating out from Broadway to the west.” “Urban/Downtown Development” explains that Broadway Avenue remained Rochester’s main commercial corridor through the mid-twentieth century, at which time “the streets immediately west of Broadway saw development.” By the 1960s “Broadway ceased to be the main corridor of downtown, with the heart of downtown being concentrated on 1st and 2nd Avenues SW, between 3rd Street NW and 3rd Street SW.

Rochester Historic Inventory (2014)

In 2014, consultants the 106 Group completed a Phase 1 Inventory of a significant portion of downtown Rochester. The survey area covered in the report includes the survey area covered for preparation of this Designation Study. The Phase 1 Inventory report appears to have evaluated the surveyed properties on an individual basis, but not in groupings with historic district status in mind.

The Phase 1 Inventory Report suggested that a number of properties included as Contributing to the Rochester Downtown Historic District were potentially worthy of individual Landmark designation. These properties include:

7 Second Street Southwest (Olmsted Country Bank and Trust Company)

23 Second Street Southwest (I.O.O.F. Lodge #13)

200 First Avenue Southwest (Massey Building)

12-14 4th Street Southwest has since been listed in the National Register of Historic Places and as a Landmark Property.

Designated Local Landmarks and Landmark Districts

Designated properties within the City of Rochester include a single Landmark District – the Pill Hill Residential Historic District - and multiple Landmark Properties including residences, an agricultural site, and individual buildings of high architectural style or related to significant tenants located downtown.

Designation of the Rochester Downtown Commercial Historic District will serve to diversify the type of historic resources maintained by the city both in terms of historic significance and architectural style. The Rochester Downtown Commercial Historic District represents the city's broader commercial history rather than any specific influential business or architectural style.

Endnotes

- ¹ "Rochester, Minnesota," *Western Magazine*, 16:2, 1920.
- ² David Gebhard and Tom Martinson, *A Guide to the Architecture of Minnesota*, (Minneapolis: University of Minnesota Press, 1977), 311.
- ³ Harriet W. Hodgson, *Rochester: City of the Prairie* (Windsor Publications Inc., 1989), 11.
- ⁴ *Western Magazine*.
- ⁵ *Directory of Rochester and Olmsted County 1896-97* (Wabasha, MN: Interstate Directory Co., 1896), 19.
- ⁶ Gebhard and Martinson, *A Guide to the Architecture of Minnesota*, 311.
- ⁷ *Western Magazine*.
- ⁸ Gebhard and Martinson, *A Guide to the Architecture of Minnesota*, 311.
- ⁹ *Directory of Rochester and Olmsted County*, 40.
- ¹⁰ Sanborn Map Company, Insurance Map of Rochester, Minnesota. (New York: Sanborn Map Company). Map sets from 1884, 1890, 1899.; 106 Group, "Rochester Historical Contexts: Rochester, Olmsted County, Minnesota," prepared for City of Rochester, 2014, 11.
- ¹¹ This brief early history of the Mayo Clinic is based on the substantially similar accounts found in: Harriet W. Hodgson, *Rochester: City of the Prairie*, (Windsor Publications Inc., 1989). Merna Irene Fletcher, *Rochester: A Professional Town*, (publisher unknown, 1947). Harold Severson, *Rochester: Mecca for Millions*, (Rochester, MN: Marquette Bank and Trust Company, 1979). Helen Clapesattle, *The Doctors Mayo*, (Garden City NY: Garden City Publishing Co., 1943).
- ¹² Sanborn Map Company, Insurance Map of Rochester, Minnesota. (New York: Sanborn Map Company). Map sets from 1904, 1909, 1914, 1920, 1928, 1948.
- ¹³ Merna Irene Fletcher, *Rochester: A Professional Town* (publisher unknown, 1947) 3. Available Minnesota Historical Society Gale Family Library.
- ¹⁴ Steven J. Keillor, *Transforming the World: Rochester at 150* (Encino, CA: Cherbo Publishing Group, Inc., 2007), 47.
- ¹⁵ Harold Severson, *Rochester: Mecca for Millions* (Rochester, MN: Marquette Bank & Trust Company, 1979), 93; Steven J. Keillor, *Transforming the World: Rochester at 150* (Encino, CA: Cherbo Publishing Group, Inc., 2007), 44.
- ¹⁶ John R. Borchert, "The Network of Urban Centers," in *Minnesota in a Century of Change: The State and Its People Since 1900*, edited by Clifford E. Clark (St. Paul, MN: Minnesota Historical Society Press, 1989), 72.
- ¹⁷ 106 Group, 32.
- ¹⁸ Leland M. Roth, *American Architecture: A History* (Boulder, CO: Westview Press, 2001), 411-412.
- ¹⁹ *Ibid.*
- ²⁰ Dell Upton, *Architecture in the United States* (Oxford: Oxford University Press, 1998), 222.
- ²¹ John R. Borchert, "Network of Urban Centers," 72; "Ah, Suburbia – Learn More," Minnesota Historical Society, accessed October 1, 2018, <http://www.mnhs.org/mgg/boom/suburbia/learn-more>; Richard Longstreth, *The Drive-In, The Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914 - 1941* (Cambridge, MA: MIT Press, 2000), 1962.
- ²² Richard W. Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950* (Cambridge, MA: MIT Press, 1997), xiii – xiv, *passim*.
- ²³ Muller, *Contemporary Suburban America*, 121 – 123; Lauren Anderson, "'A New Species:' Neighborhood and Community Shopping Centers in St. Louis Park, Minnesota, 1941 – 1956." University of Wisconsin-Eau Claire, 2017, 14 – 22.
- ²⁴ Muller, *The Outer City*, 29 – 30; Muller, *Contemporary Suburban America*, 121 – 123; Liebs, *Main Street to Miracle Mile*, 31; Robert M. Fogelson, *Downtown : Its Rise and Fall, 1880 – 1950* (New Haven, CT: Yale University Press, 2008), 384 – 386, accessed August 2, 2016, ProQuest ebrary; Longstreth, *City Center to Regional Mall*, xiii – xv; Cohen, *A Consumer's Republic*, 257 – 259; Ghosh and McLafferty, *The Shopping Center*, 254 – 258; Hanchett, "U.S. Tax Policy," 1091.
- ²⁵ Thomas J. Baerwald, "Forces at Work on the Landscape," in *Minnesota in a Century of Change: The State and Its People Since 1900*, edited by Clifford E. Clark (St. Paul, MN: Minnesota Historical Society Press, 1989), 44.

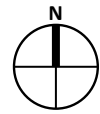
- 26 "Rochester Enjoys 30-Million-Dollar Building Boom," *Minneapolis Sunday Tribune*, November 9, 1952. 27
"Rochester Enjoys 30-Million-Dollar Building Boom," *Minneapolis Sunday Tribune*, November 9, 1952. 28 Steven J.
Keillor, *Transforming the World: Rochester at 150* (Encino, CA: Cherbo Publishing Group, Inc., 2007), 4.
29 Steven J. Keillor, *Transforming the World: Rochester at 150* (Encino, CA: Cherbo Publishing Group, Inc., 2007), 5.
30 "Dayton's Buys Building in Rochester," *Minneapolis Morning Tribune*, August 17, 1956.
31 106 Group, 32.
32 Ibid.

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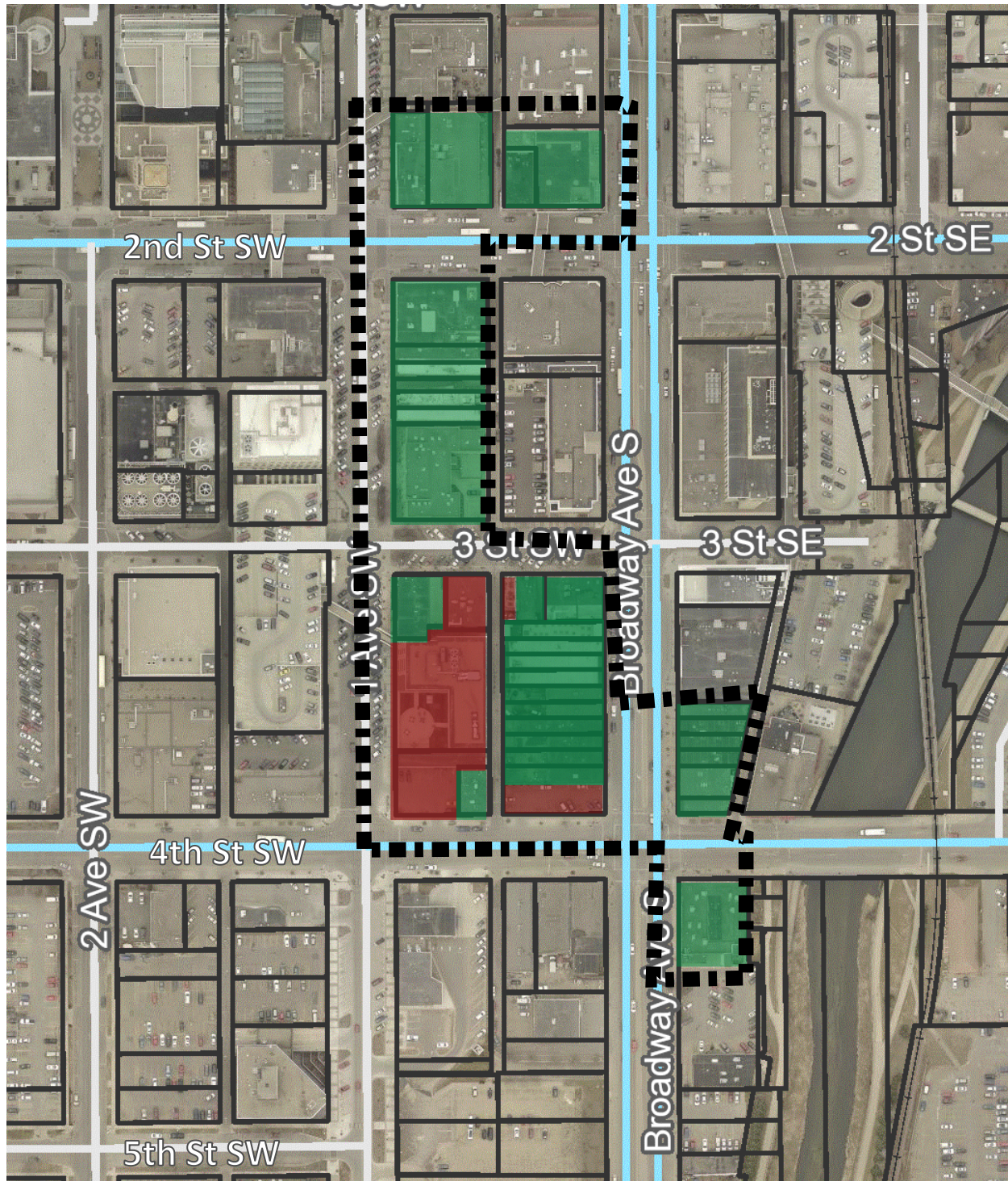
Rochester Downtown Commercial Historic District

KEY

- District Boundary
- Contributing Property
- Non-contributing Property



Not to Scale



195 Broadway Avenue South

Historic Name: Dayton's Department Store

Construction Date: 1954

District Status: Contributing



Dayton's Department Store, east façade, facing west, 2017, PVN.



Dayton's Department Store, west and south façades, facing west/northwest, 1963, image courtesy of the History Center of Olmsted County, detail of "Street Scene" 2005.105.028.

Building Description

The Dayton's Department Store building was constructed in 1954. The building is 7 stories with a flat roof and recessed rooftop penthouse. The double-height first level of the building is clad in granite. A double-height recessed corner entry is located at the building's southeast corner. The upper levels are clad in brick with an overall pattern of vertical brick details that stand proud of the rest of the façade. Non-historic punched window openings at the upper levels were cut into the building following the period of significance.

Building Use

The Rochester Dayton's was constructed in 1954, as the first branch of the downtown Minneapolis-based department store. The building functioned as a Dayton's through the end of the period of significance for the District.

307 Broadway Avenue South

Historic Name: Clausen and Adler Hardware

Construction Date: 1870

District Status: Contributing



Clausen and Adler Hardware, east façade, facing west, 2017, PVN.

Building Description

The Clausen and Adler Hardware building is a two-story painted brick building that is part of the contiguous row of buildings fronting the west side of Broadway Avenue between 3rd and 4th Streets Southwest. The building has a flat roof with terra cotta coping. The first story is clad with non-historic wood paneling and a non-historic storefront window system. A single metal swing door is located at the north side of the building. A metal awning extends the full length of the building above the storefront system.

Corbelled brick is located above the awning between the first and second levels. Four replacement double-hung metal frame windows are located at the second level above a continuous brick sill.

Building Use

The building has housed a variety of commercial enterprises throughout its history. The building was constructed in 1870. An 1884 Sanborn Map identifies the building as a hardware store. City directories beginning in 1900 also identify the building as a hardware store – first as Clausen and Adler, and later as Adler, Vinstadt & Kruger; Adler and Kruger, and beginning in 1920, as Liddle Hardware. In 1945, the building is identified as the Hollywood Bar and Café, which continued to operate through the end of the District’s period of significance.

309 Broadway Avenue South

Historic Name: F.J. Paine Co.

Construction Date: 1885

District Status: Contributing



F.J. Paine Co., east façade, facing west, 2017, PVN.



F.J. Paine Co, east façade, facing northwest, c. 1965, image courtesy of the History Center of Olmsted County, detail of "Street Scene" 2005.105.040.

Building Description

The F.J. Paine Company is a two-story brick building that is part of the contiguous row of buildings fronting the west side of Broadway Avenue between 3rd and 4th Streets Southwest. The building has a flat roof with terra cotta coping. Unpainted replacement brick has been installed at the first story. A single metal frame window and swing door are located at the first level. An attached sign is located above the first level window and extends the length of the building. Three replacement four-over-one windows with brick sills are located at the second level. Rows of corbelled brick are located near the parapet.

Building Use

The building housed a bakery prior to being acquired by the F.J. Paine Company and utilized as part Paine's furniture business.

Olmsted County assessor records identify the building as being constructed in 1885; however the building already appears on an 1884 Sanborn Map. The 1884 Sanborn Map identifies the building as a bakery. City directories between 1900 and 1915 identify the building as the H.C. Stedman Bakery, Hubbard Brothers (bakery), and W.H. Brown and Sons (bakery). A 1920 Sanborn Map identifies the building as a grocery. In 1927, the F.J. Paine Co. (furniture dealer and undertaker), which had been operating out of 311-313 Broadway Avenue South since 1902, purchased 309 Broadway and expanded into the space. The building functioned as part of the F.J. Paine Co. through the end of the District's period of significance. F.J. Paine Co. closed in 2007.

311-313 Broadway Avenue South

Historic Name: F.J. Paine Co. Building/Palace Block

Construction Date: 1873

District Status: Contributing



F.J. Paine Co./Palace Block, east façade, facing west, 2017, PVN.



F.J. Paine Co./Palace Block, east façade, facing northwest, c. 1965, image courtesy of the History Center of Olmsted County, detail of "Street Scene" 2005.105.040.

Building Description

The F.J. Paine Co. Building/Palace Block is a two-story brick building that is part of the contiguous row of buildings fronting the west side of Broadway Avenue between 3rd and 4th Streets Southwest. The building is designed in the Italianate style. The first level includes two banks of storefront windows flanking a deeply recessed central entry. Small textured glass blocks are located above the storefront windows at transom level. The entry includes a tiled floor that says "Paine's", a tin ceiling, and paired double doors.

Corbelled brick detailing is located above the first level, and at the second level cornice. Second level windows are four-over-one modern replacements with arched stone headers and carved keystones. The headers have been painted.

The building is capped with a hipped roof.

Building Use

The F.J. Paine Company Building/Palace Block was constructed in 1873 and originally known as the Palace Block. Newspaper advertisements from 1878 and 1879 announce the opening of A. Nelson's Mammoth Store, a dry goods store, in the Palace Block.

The F.J. Paine Co. (furniture dealer and undertaker) opened in the building on November 26, 1902 and continuously operated in the space until closing in 2007.

315-317 Broadway Avenue South

Historic Name: Bach Music Company

Construction Date: 1885

District Status: Contributing



Bach Music Company, east façade, facing west, 2017, PVN.



Bach Music Co., east façade, facing northwest, c. 1937, image courtesy of the Minnesota Historical Society, detail of "Downtown Street Scene Rochester" M05.9RC2 P4.

Building Description

The Commercial Building is a two-story brick building that is part of the contiguous row of buildings fronting the west side of Broadway Avenue between 3rd and 4th Streets Southwest. The first story includes two storefronts flanking a central entry. The storefronts include modern awnings. A course of corbelled brick separates the first and second levels. The second level includes punched window openings with segmental arched headers. The windows are replacement one-over-one with double hung vinyl windows with transoms. Additional ornate corbelling is located at the parapet. The building has a flat roof.

Building Use

The building was constructed in 1885. Beginning in 1900, city directories list the building as housing Rommell's Meat Market and Hendricks and Olson (dry goods); these businesses continue to occupy the building through 1920. Between 1930 and 1948 the building housed the Singer Sewing Machine Co. on the first level and apartments on the second level.

Beginning in 1948, the Bach Music Co. occupied the building. Bach Music Co. was established in Rochester in 1892 by brother Reinhold and Adolph Bach. The business moved through a variety of storefront locations on Broadway Avenue during the following 50 years. By the time the business moved to 315-317 Broadway in 1948, the Bach Music Co. was under second generation ownership. During its tenure in this building, "the business grew to encompass three storefronts and a large auditorium." "There were 12 departments – pianos, piano tuning and repair, band and orchestra instruments, musical instrument repair and

rebuilding, radios and radio-phonographs, phonographs, records, radio repair and parts, sheet music, appliances, appliance repair, and monogramming.” The Bach Music Co. continued to operate in the building through the end of the District’s period of significance, and was sold to Schmitt Music in 1971.

318 Broadway Avenue South

Historic Name: A.J Bjerring Barbershop/Bjerring Hotel

Construction Date: c. 1884

District Status: Contributing



A.J. Bjerring Barbershop/Bjerring Hotel , west façade, facing east, 2017, PVN.



A.J. Bjerring Barbershop/Bjerring Hotel west façade, facing southeast, c. 1962, image courtesy of the Rochester Heritage Preservation Commission.

Building Description

The A.J. Bjerring Barbershop/Bjerring Hotel is part of the contiguous row of buildings fronting the east side of Broadway Avenue between 3rd and 4th Streets Southwest. The building is three stories tall with a flat roof and brick cladding.

The first story includes a glass and metal storefront and modern awning. The second and third levels each include three one-over-one double-hung metal windows with continuous limestone sills. The second story windows have flat arched headers. The third story windows have round arched headers. A corbelled detail and metal cap are located at the cornice.

Building Use

Olmsted County assessor records indicate that 318 South Broadway was constructed in 1900; however, Sanborn maps show a building existing at this location in 1884. Sanborn maps from 1884, 1890, and 1899 show that the building was occupied by a millinery, harness shop, and barbershop during the late nineteenth century. The barbershop was owned by Richard V. Russell, who began working at that location no later than 1890. The building continued as a barbershop in the early twentieth century; barbers included Arnold Bjerring and A. R. Desterhoff. According to city directories, Arnold Bjerring also offered “furnished rooms” at 318 South Broadway for a period of time. Between 1938 and 1962, the building was occupied by a hardware store.²

² The 106 Group, 2014, Inventory form for property OL-ROC-546, Rochester Preservation Plan & Inventory Project, prepared for the City of Rochester, available at the Minnesota State Historic Preservation Office (SHPO); Sanborn Map Publishing Company, Sanborn Fire Insurance Map of Rochester, MN, September, 1884, Sheet No. 2, June 1890, Sheet No. 3, June, 1899, Sheet No. 3, June, 1904, Sheet No. 3, and April, 1909, Sheet No. 2; accessed October 24, 2017, Digital Sanborn Maps, Proquest; *The Little*

319-321 Broadway Avenue South

Historic Name: Baker and Hanson/The Council Saloon

Construction Date: 1875

District Status: Contributing



The Baker and Hanson/Council Saloon Building, east façade, facing west, 2017, PVN.

Building Description

The Baker and Hanson/Council Saloon building is a two-story painted brick building that is part of the contiguous row of buildings fronting the west side of Broadway Avenue between 3rd and 4th Streets Southwest. The building is two stories with a flat roof.

The first level of the building has two storefronts. The southern storefront is recessed. The northern storefront has a recessed entry. A single swing door is located between the two storefronts. The overall storefront configuration appears consistent with that seen in historic images of the property.

The second level of the building has five punched openings with replacement double-hung metal sash and frame. Above the windows, a rectangular detail of soldier bricks stands proud of the rest of the façade. Between 1940 and 1960 the second level of the primary façade was replaced. It is likely that the replacement occurred during the period of significance for the District.

Building Use

Olmsted County Assessor Records indicate that 319 – 321 Broadway Avenue South was constructed in 1875. During the late nineteenth century, a butcher, hardware store, and “tin shop” were located in the building. City directories indicate that the building was occupied by a hardware store until at least 1930; hardware store proprietors included Baker & Hanson and O. G. Hanson & Son. Between 1940 and 1960, Broadway Stove and Furniture Exchange (later Broadway Furniture and Appliance Co.) was located at the



The Baker and Hanson/Council Saloon Building, east façade, facing northwest, 1940, image courtesy of the Rochester Heritage Preservation Commission.

319 address. The space was vacant in 1960 but occupied by the service department of Bach Music by 1970.

Between 1884 and 1904, 321 Broadway Avenue South was occupied by a saloon. According to city directories, the space continued as a saloon until at least 1915; occupants included the Council Saloon and Knute Knutson's White Front Bar saloon. Between 1921 and 1930, 321 Broadway was occupied by restaurants, soda fountains, the Luger-Buur Furniture Company and the Federal Radio Store. From 1940 until the end of the period of significance, three different paint companies were located in the building: The Pure Paint Company (listed in the 1940 city directory), Devoe & Reynolds Paint Co. Inc. (listed in 1950), and Devoe Paint Company (listed in 1960 and 1970).³

320-322 Broadway Avenue South

Historic Name: Rochester Egg and Poultry Co.

Construction Date: c. 1884

District Status: Contributing



Rochester Egg and Poultry Co., west façade, facing east, 2017, PVN.

Building Description

The Rochester Egg and Poultry Co. is a two-story brick building that is part of the contiguous row of buildings fronting the east side of Broadway Avenue between 3rd and 4th Streets Southwest. The building is two stories.

The first story includes two storefronts flanking a recessed central entrance. The storefronts are composed of fixed wood-frame windows with transoms. The central entry includes paired swing doors with sidelights and transom.

The second level features four-over-four wood sash and frame windows with segmental arched headers. The windows are of alternating heights.

Above the second level, the building has a painted wood cornice, and a flat roof with a hipped projection that extends over the cornice. The projection is supported by wood brackets.

Building Use

Olmsted County Assessor Records indicate that 320 – 322 South Broadway was constructed in 1900. However, Sanborn maps reveal that a building existed at this location in 1884. Maps for 1884 and 1890 show that the building housed several businesses in the late nineteenth century, including a creamery, grocery, and office.

Between 1891 and 1970, 320 Broadway was occupied by several businesses, including the Crescent Creamery, W. J. Eaton Egg Company, the Rochester Egg & Poultry Co., and Stoppel's Eggs, Poultry, and Seed Company (later known as Stoppel's Feed and Seed). Stoppel's Feed and Seed was incorporated in 1946 by two brothers, Fabian and Raymond Stoppel; their brother Erwin Stoppel joined the business in 1952. Stoppel's sold farm supplies such as seed corn, field



Rochester Egg and Poultry Co., west façade, facing northeast, 1955, image courtesy of the History Center of Olmstead County, detail of “Rochester Street Scene” 2005.105.060.

seed, fertilizer, and animal feeds and resold eggs purchased from farmers to city residents. Eventually, Stoppels expanded their inventory to include items that catered to urban customers, such as pet food and lawn supplies. When the brothers retired in 1974, their business was still located at 320 South Broadway.

Occupants of 322 Broadway before 1962 included Dieter’s Electric Theater, Bijou Theatre (originally known as the Dream Theatre), E. C. Replogle’s pool hall, dentist E. E. Hill, W. J. Snellinger’s restaurant and Grill Restaurant, Mrs. Thora Brantman’s restaurant, Frederick Billard Parlors, Roxy Bar & Café, and a business called “No Return.”⁴

323 Broadway Avenue South

Historic Name: Black's Lunch

Construction Date: c. 1884

District Status: Contributing



Commercial Building, east façade, facing west, 2017, PVN.



Black's Lunch east façade, facing northwest, 1940, image courtesy of the Rochester Heritage Preservation Commission.

Building Description

The Black's Lunch is a two-story brick building that is part of the contiguous row of buildings fronting the west side of Broadway Avenue between 3rd and 4th Streets Southwest. The building is two stories with a flat roof.

The first story is faced with concrete panels. Storefront windows are located at the south side of the building, and a recessed entry at the north side. Bricks laid in a basket weave pattern create a decorative panel between the first and second levels. At the second level are three punched openings with one-over-one double-hung metal windows. Above the windows, at cornice level is a second decorative brick panel, this time laid with header bricks.

Building Use

Olmsted County assessor records indicate that 323 Broadway Avenue South was constructed in 1885; however, a Sanborn map depicts a building at this location in 1884. In the late nineteenth and early twentieth centuries, the building was occupied by several businesses, including a "Commission," a second-hand store, a crockery/glassware store, a bookstore, and O.H. Ochs' "dry goods, notions, and clothing." From 1914 to the end of the period of significance, the building functioned primarily as a billiards hall. Between 1923 and 1962, the building was associated with J.K. Black, Black's Lunch, and Black's Billiard & Café.⁵

324 Broadway Avenue South

Historic Name: C.H. Morrill and Son, Wholesale Grocer

Construction Date: c. 1884

District Status: Contributing



C.H. Morrill and Son Wholesale Grocer, west façade, facing east, 2017, PVN.



C.H. Morrill and Son, Wholesale Grocer,, west façade, facing southeast, c. 1910, image in Rochester by Alan Calavano.

Building Description

The C.J. Morrill and Son, Wholesale Grocer building is a two-story painted brick building that is part of the contiguous row of buildings fronting the east side of Broadway Avenue between 3rd and 4th Streets Southwest.

The first story is composed of a wood and glass storefront with a recessed entry at the north end. The entry includes a single wood and glass swing door. Divided light transom windows are located about the storefront, and a wood sign band is located about the transom windows.

The second level includes three one-over-one double-hung metal frame windows with stone sills and flat arched headers. Above the second level, a brick parapet wall rises about the flat roof. The parapet wall includes a wood cornice with dentils, a small centrally located front-gable, and a wood sign stating "1910."

Building Use

Olmsted County assessor records indicate that 324 Broadway Avenue South was constructed in 1910; however, Sanborn maps show a building at this location in 1884. Between approximately 1891 and 1904, the building was occupied by the wholesale grocer C. H. Morrill and Son. By 1909, the space was used by L. J. Smith, owner of City Bakery. When a new façade and addition were added to the building in 1910, Smith had the year "1910" added to the building's parapet. Additional businesses located at 324 Broadway between 1909 and 1962 included a harness and shoe shop, several billiards establishments, and a restaurant. The longest tenant was the Joseph Devlin Harness Shop, which occupied the building from 1913 to 1935. Other tenants included H. C. Belmont's billiards and beer, The Cue Billiards, and Stage Grill. Beginning in 1913, city directories

indicate that an additional space was located in the building - 324 ½ Broadway. From 1913 to 1954, this space was occupied by the Smith Bakery Company, C. C. Baker (resident), O. S. Payne, Robert Signs Company, and F. M. Bannon. It was vacant by 1960.⁶

325 Broadway Avenue South

Historic Name: F.A. Poole Building

Construction Date: 1885

District Status: Contributing



F.A. Poole Building, east façade, facing west, 2017, PVN.



F.A. Poole Building, east façade, facing northwest, 1965, image courtesy of the Rochester Heritage Preservation Commission.

Building Description

The F.A. Poole Building is a two-story brick building that is part of the contiguous row of buildings fronting the west side of Broadway Avenue between 3rd and 4th Streets Southwest. The building is two stories with a flat roof.

The first story of the building is clad in a combination of salmon brick and stone. The southeast corner of the building has been clipped and houses an entry. A second entry is located at the north end of the façade. A single fixed window centrally located on the façade.

The second level is clad in buff brick. Three punched openings house one-over-one double-hung vinyl replacement windows. A continuous brick still extends below the windows. Above the windows, a banner of brick laid on the diagonal decorates the cornice. A diamond shaped piece of stone is centered within the decorative band.

Building Use

Olmsted County assessor records indicate that 325 Broadway Avenue South was constructed in 1885. According to Sanborn maps, the building housed a grocery store in 1890 and a variety store in 1899. Between 1904 and the end of the period of significance, several drug stores—including one operated by F.A. Poole from 1904 to 1913, a mercantile store, a luggage store, and a liquor store occupied the building. Names of businesses and business owners included F. A. Poole (purveyor of drugs, wallpaper, and paints), L. E. Nietz (drugstore owner), Hargesheimer's Drug Store No. 4, Mercantile Stores, and the Rochester Luggage store.⁷

326-328 Broadway Avenue South

Historic Name: Great Atlantic & Pacific Tea Co.

Construction Date: c. 1884

District Status: Contributing



Great Atlantic & Pacific Tea Co., west façade, facing east, 2017, PVN.



Great Atlantic & Pacific Tea Co. west façade, facing southeast, c. 1920, image courtesy of the Rochester Heritage Preservation Commission.

Building Description

The Atlantic & Pacific Tea Co. is a two-story painted brick building that is part of the contiguous row of buildings fronting the east side of Broadway Avenue between 3rd and 4th Streets Southwest.

Brick at the first story is not painted. The first story includes two bays of metal frame storefront windows flanking a central recessed entry. The entry is composed of two metal and glass swing doors. A secondary entry is located at the end of the building. This entry is composed of a single swing door with transom window.

Brick at the second story and parapet wall are painted. The second includes six punched window openings, with stone stills and segmental arched surrounds with keystones. The windows themselves are obscured by exterior louvered shutters. The parapet wall includes corbelled details and central arched section.

Building Use

Olmsted County assessor records indicate that 326 - 328 Broadway Avenue South was constructed in 1900; however, Sanborn maps depict a building at that location in 1884.

According to Sanborn maps and city directories, a wide variety of businesses occupied the building between 1884 and 1962. In the 1930 and 1940 city directories, both 326 and 328 Broadway were occupied by the Great Atlantic and Pacific Tea Company. In 1960, Sperry & Hutchinson Co. occupied both spaces. Other building occupants included saloons, billiard halls, a millinery, a plumber, a bicycle shop,

a tailor and cleaner's establishment, tenants of rented rooms, a barber, a taxi cab service, a soda fountain, a grocery store, two markets, an upholsterer, a flour and feed store, a dray line, a hotel, and a donut shop.⁸

330 Broadway Avenue South

Historic Name: Columbia Hotel

Construction Date: c. 1858

District Status: Contributing



Commercial Building, west façade, facing east, 2017, PVN.

Building Description

The Columbia Hotel is a two-story painted brick building that is part of the contiguous row of buildings fronting the east side of Broadway Avenue between 3rd and 4th Streets Southwest.

The first story features wood paneling and fixed divided-light vinyl windows. Two entries with wood doors and round-arched transoms are located on the façade. A sign band extends above the windows.

The second level includes three windows with stone sills and round-arched headers. The windows themselves are divided light vinyl-frame. Above the windows, a centrally located wood sign states "1858."

Brick corbelling rises up to a painted metal cornice that projects slightly out from the plane of the façade. The building is capped by a flat roof.



Columbia Hotel, south and west facades, facing northeast, 1915, image courtesy of the History Center of Olmsted County, detail of "Broadway, Rochester, Minn." MO5.9 RC2 r3.



Columbia Hotel, south and west facades, facing northeast, 1955, image courtesy of the History Center of Olmsted County, detail of "Rochester Street Scene" 2005.105.060.

Building Use

Olmsted County assessor records indicate that 330 Broadway Avenue South was constructed in 1900; however, Sanborn maps depict a building at this location in 1884. According to Sanborn maps, a saloon and restaurant occupied the building in 1884 and 1890, and the Columbia Hotel occupied the space in 1899. City directories indicate that John Powderly and Son shoe store was located at 330 South Broadway between 1904 and 1923. According to Sanborn maps, another retail space had been created in the rear of the building by 1914; for a period of time, this space housed a store which sold sewing machines and phonographs. Later tenants of the building included a restaurant, the Quality Printing Shop, and Huey's Cigar Store and Newsstand. ⁹

400 Broadway Avenue South (also 402, 406 Broadway Avenue South)

Historic Name: Riverside Building

Construction Date: 1919

District Status: Contributing



Riverside Building, north façade, facing south, 2017, PVN.



Riverside Building, west and north facades, facing southwest, 1919, image in "You Can't Hold a Growing Store Back," September 13, 1919, Rochester Daily Bulletin.

Building Description

The Riverside Building is a two-story brick building occupying a corner lot at the corner of Broadway Avenue South and 4th Street SE. Both the north and west façades serve as primary façades.

The building features metal and glass storefront windows at the first level. Each storefront includes a modern awning that is located between the main storefront window and transom windows. Each bay of storefront windows is separated by brick pilasters with limestone detailing. A slightly recessed entry is located in the central bay of the north façade.

The second level of the building features punched openings in each bay. The windows are fixed metal-frame with continuous stone sills in each bay. At the corner bays, the windows are separated by arched brick columns with stone capitals and bas-relief carved stone located within the arches.



Riverside Building, west and north facades, facing southwest, c. 1930 – 1940, image courtesy of the Rochester Heritage Preservation Commission.



Riverside Building, north façade, c. 1946 – 1957, image courtesy of the Rochester Heritage Preservation Commission.

Building Use

Olmsted County assessor records indicate that 400 Broadway Avenue South was constructed in 1920; however, newspaper articles indicate that the building opened on September 15, 1919. The structure, known as the Riverside Building, was commissioned by the Olmstead County Cooperative Association for approximately \$140,000. It was constructed by the Grant Construction Company of St. Paul and may have been designed by architect A. F. Gauger. In the words of *The Rochester Daily Bulletin*, the new store of the Cooperative Association contained “all of the departments of the largest city department store.” When it opened in 1919, existing and planned amenities included a grocery department, dry goods department, “ready-to-wear” department, bakery, meat market, ladies’ room, writing room, kitchen, dining room, club room, and cafeteria. From the 1920s to 1962, the building was occupied by a wide variety of businesses, including Nelson Tire Service, S & R Band Box Cleaners, National Farm Loan Association, and Rochester Laboratories.

One notable occupant of the Riverside Building was Orlen Ross Furniture, established in 1946 by Ross Husband and Orlen Bruns. The store was located in the Riverside Building until 1957, when it moved to a new location in Rochester. Another notable occupant of the Riverside Building was the K.T. Candy Company, established by J. G. Koelsch in 1925. According to a 1940 newspaper article, Koelsch was “Rochester’s oldest candy manufacturer” and had a 45-year career in the candy business.¹⁰

202 1st Avenue Southwest (also 20 2nd Street Southwest)

Historic Name: C.F. Massey Co.

Construction Date: 1878

District Status: Contributing



C. F. Massey Co., north façade, facing south, 2017, PVN.



C. F. Massey Co., north and west façades, facing southeast, 1918, image at "Rochester Minnesota Gallery," Lakesnwoods.com, accessed November 3, 2017, <http://www.lakesnwoods.com/RochesterGallery.htm>.

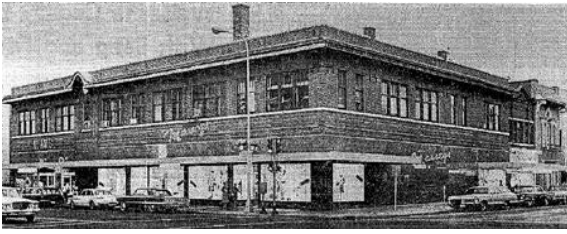
Building Description

The building at 202 1st Avenue South is two-stories. The building has a flat roof and wide overhanging eaves with copper and terra cotta detailing. The eaves are supported on wood brackets. The first story is faced with granite – which was installed as part of a 1952 façade update. The second story is faced in brick. A recessed entry is located on the north elevation, beneath a carved stone proclaiming “1911.” The entry is composed of a single-leaf glass door with metal frame and side-lights. In general, fenestration includes metal storefront windows with transoms at the first level and three-over-one single-hung metal windows at the second level.

Building Use

202 1st Avenue South (also known as the Cook Block or the Ramsey Block) was constructed in 1878 by Rochester banker and businessman John R. Cook. Between 1883 and 1901, the building housed the medical offices of Dr. William Worrall Mayo, Dr. Charles Horace Mayo, Dr. Williams James Mayo, Dr. Augustus W. Stinchfield, and Dr. Christopher Graham, doctors who would eventually “establish the first integrated medical practice in the United States.” The doctors’ offices, consulting rooms, and operating rooms were located on the first floor, while the second floor housed their medical laboratories. Other businesses located in the building between 1884 and 1909 included a millinery, a drugstore, a tailor, a barber, a “Hand Printing and Telegraph Office,” an “Express,” a bookstore and stationary, a wallpaper store, and a barber.

From 1912 until 1991, the building was occupied by C. F. Massey Co. Massey’s, an upscale department store, was founded in 1856 by John Cook as the Cook Store. C. F.



C. F. Massey Co., north and west facades, facing southeast, 1965, image courtesy of the Rochester Heritage Preservation Commission.

Massey, originally hired as Cook's assistant, acquired the business in the late nineteenth century. In 1914, Massey's occupied the western half of 202 1st Avenue South, while the eastern half was occupied by a book and art shop, wallpaper shop, picture frame shop, and printing shop. The picture frame and printing businesses continued to operate at this address through 1948. In 1967, Massey's expanded into the eastern half of the building, increasing its square footage by 2,500 feet.

Massey's is notable for its long presence downtown, remaining at its 1st Avenue location even as other downtown department stores moved to suburban shopping centers after World War II. In 1991, the department store was acquired by Braun Fashions, Inc. and became the Second Street Shops. Shortly after the Shops closed in 1996, the Mayo Clinic acquired the building. As of 2010, most of the building was occupied by Mayo Clinic offices.

The building has undergone several exterior alterations since its construction. Between 1890 and 1899, a one-story addition which fronted South Main (now 1st Avenue S.W.) was added to the south elevation of the building. In 1911, the building was extended to the south and east, encompassing the one-story addition and extended its eastern elevation to the alley between South Main and South Broadway. A neighboring building located at 208 South Main was also demolished around this time (between 1909 and 1914). Between 1914 and 1920, an addition was added to the western portion of the south elevation of the building, where the 208 South Main building had stood. An addition which fronted the alley was added to the eastern portion of the south elevation between 1928 and 1948. Large Odessa granite slabs were added to the building's north and west first-floor façades in 1952. Additional remodels included a 1957 remodel and a 1982 remodel.¹¹

210 1st Avenue Southwest

Historic Name: Blakeley Building

Construction Date: 1902

District Status: Contributing



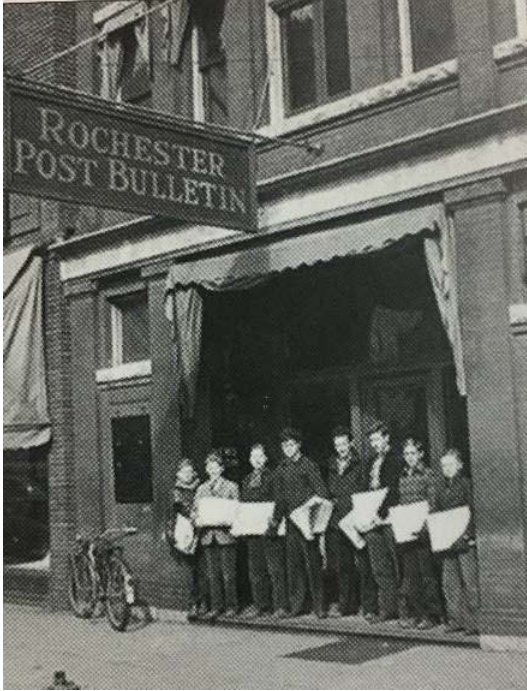
Blakeley Building, west façade, facing east, 2017, PVN.

Building Description

The Blakeley Building is a two-story brick building that is part of the contiguous row of buildings fronting the east side of 1st Avenue South between 2nd and 3rd Streets Southwest. At the first level, the building has replacement fixed metal-frame storefront windows that are separated by engaged brick pilasters with limestone headers and sills. A painted wood cornice separates the first and second stories. The second story has double-hung metal windows and a centrally located pair of metal casement windows. The building has a flat roof with a hipped parapet wall that is clad in metal roofing. Additionally, a front facing “gable” rises from the second story cornice. The building does not have an exterior door – it is accessed through the adjacent Massey Building, located to the north.

Building Use

Olmsted County assessor records indicate that 210 1st Avenue South was constructed in 1902. Between 1909 (at the latest) and 1956, *The Rochester Post & Record* newspaper (later known as *The Rochester Post-Bulletin*) was located at 210 1st Avenue South. The name “Blakeley Building” was most likely derived from the owner of *The Rochester Post & Record*, Clare Blakeley. Sanborn maps indicate that the Blakeley Printing Co. occupied the building with the *Post & Record* in 1913. By 1963, Blickle’s Jewelers was located at this address. With the exception of the



second-story front façade, the building was almost completely rebuilt with non-historic materials in the late twentieth or early twenty-first century.¹²

Blakeley Building, west façade, facing northeast, c. 1925 – 1956, image in Images of America by Ted St. Mane.

212 1st Avenue Southwest

Historic Name: Rochester Commercial Club Building

Construction Date: c. 1904

District Status: Contributing



Rochester Commercial Club Building, west façade, facing east, 2017, PVN.

Building Description

The Commercial Building is a two-story painted brick building that is part of the contiguous row of buildings fronting the east side of 1st Avenue South between 2nd and 3rd Streets Southwest. The south side of the building faces an alley.

The first story has a centrally located entryway with a Classical surround that includes Doric columns and an entablature with dentils. To either side of the entry, the storefronts have been altered to accommodate the current tenants. The second story features a centrally located Palladian window. The window has nine-over-nine double-hung wood sash and frame. The building is capped with a flat roof with a parapet wall featuring a hipped roof projection clad in copper tiles and supported by painted wood brackets at either end of the building.

Building Use

Olmsted County assessor records indicate that 212 1st Avenue South was constructed in 1895; however, the building does not appear on Sanborn maps until 1904. Between 1904 and 1948, the building was occupied by a saloon and various organizations. These organizations included the Commercial Club, Rochester Rating Association, Civic and Commerce Association, Rochester Civic Association, Ladies Rest Room, Civic League, Boy Scouts, Rochester Park Board, Olmstead County Businessman's Association, Rochester Automobile Club, Rochester Philharmonic Orchestra, Ruth A. Young School of Dance, Rochester Chamber of Commerce, Rochester Community Chest, American Legion Club Room, Rochester Electric Co., Rochester Radio Service, National Consumer Credit Reporting Organization, Public Safety Council, and Rochester

Tourist Bureau. Individuals occupying the building during this period included H.R. Cooke, T. Iverson, J. S. Stoner, and Mrs. Margaret Campbell.¹³



Rochester Commercial Club Building, west façade, facing east, no date, image in Rochester by Alan Calavano.

216 1st Avenue Southwest

Historic Name: Holland's Food Shop

Construction Date: c. 1884

District Status: Contributing



Holland's Food Shop, west façade, facing east, 2017, PVN.



Commercial Building, west and north facades, facing southeast, c. 1931 – 1953, image in Rochester by Alan Calavano.

Building Description

Holland's Food Shop is a two-story painted brick building that is part of the contiguous row of buildings fronting the east side of 1st Avenue South between 2nd and 3rd Streets Southwest. The north side of the building faces an alley. The northwest corner of the building is clipped. The first story includes double-hung one-over-one vinyl windows, and a single-leaf wood door located on the clipped corner. Awnings are located over first level openings. The second level features round-arched brick window surrounds that have been infilled with brick. Smaller rectangular vinyl windows fill the non-arched portion of the openings. The building has a flat roof with parapet wall and metal coping.

Building Use

According to Olmsted County assessor records, 216 1st Avenue South was built in 1895; however, Sanborn maps shows a building existing at this location in 1884. For much of the late nineteenth and early twentieth century, the building was occupied by a marble & granite business. In 1931, this business was replaced by Holland's Food Shop, established in 1907 by Ernest Holland and acquired by his son Newton Holland in 1925. Sometime in the 1930s or 40s, Newton Holland converted the grocery store into a cafeteria and art gallery. In addition to featuring the works of local Minnesota artists, the cafeteria played radio broadcasts of pipe organ recitals for patrons. In 1953, a second story was added to the building to provide more dining space. In 1958, Holland sold his business to Leon Latz, but the cafeteria continued to operate through the end of the period of significance.¹⁴

220 1st Avenue Southwest

Historic Name: Stebbins Building

Construction Date: 1917

District Status: Contributing



Stebbins Building, west façade, facing east, 2017, PVN.

Building Description

The Stebbins Building is a two-story painted brick building that is part of the contiguous row of buildings fronting the east side of 1st Avenue South between 2nd and 3rd Streets Southwest. The south side of the building fronts an alley. The first level includes a single swing door with transom light at the north side, and a storefront system with recessed central entry at the south side. A vinyl awning is located above the storefront. The second level includes a row of double-hung multi-light wood sash and frame with metal exterior storm windows. Stone details above the second story windows state "1917" and "Stebbins." The building has a flat roof with a pent eave that is supported by painted wood brackets and clad in terra cotta tiles.

Building Use

Olmsted County assessor records indicate that the Stebbins Building was constructed in 1917. The building housed a wide variety of occupants in the first half of the twentieth century, including an undertaker, the Red Cross Home Service, the Mississippi Valley Teachers Bureau, Gordy Realty Co., and Northwestern Mutual Life Insurance. City directories for the first half of the twentieth century show that the building was often occupied by a large number of tenants.

In 1927, the building was purchased by H.C. Winkle, owner of China Hall. By 1930, Winkle had transferred his china business to that location, although the building continued to hold multiple tenants. China Hall was founded by William H. Knapp sometime after his arrival in Rochester in 1875. William's sisters Matie and Nellie assumed ownership of the business in 1890. The sisters hired Winkle in 1903, and he



remained in their employment for eleven years before buying them out in 1914. In 1962, the business was still located at 220 1st Avenue South, and Winkle remained engaged in its operation. China Hall continued as a family-owned business until 1990.¹⁵

Stebbins Building, west and south facades, facing northeast, c. 1944 – 1970, image in Liz Loutfi, "Building on the Past: The Then-and-Now of Nine Recognizable Rochester Landmarks," Rochester Magazine, November 2014.

224 1st Avenue Southwest

Historic Name: City Hall

Construction Date: 1931 or 1932

District Status: Contributing



City Hall, west façade, facing east, 2017, PVN.



Rochester City Hall, no date, image courtesy of the History Center of Olmsted County, "Rochester City Hall" 2003.047.020.

Building Description

City Hall is a two story brick and stone building located at the corner of 1st Avenue SW and 3rd Street SW. The primary façade faces 1st Avenue SW. The building is constructed in a Moderne style, typical of municipal buildings of the 1930s. The building has a taller central block, with shorter, slightly recessed, side blocks.

The building has a concrete foundation and water table, with garden level punched openings. A concrete staircase is centered on the north façade, rising up to the main entry, which includes two metal and glass swing doors beneath a multi-light transom window. The entry also includes a fluted stone surround with inlaid clock. Stone detailing extends along the first and second levels of the central building block to the extent of the area where windows are located. The stone detailing includes fluted pilasters with stylized Ionic capitals. First level windows are three-over-three double-hung. Second level windows are three-over-three double-hung with fixed sidelights and multi-light transoms. Above the second level windows, the building is clad in brick. An inlaid carved stone panel stating "City Hall of Rochester" is centered in this area.

The side blocks are clad in brick, with stone spandrel panels beneath each window. First and second level windows are three-over-three double-hung.

The building has a flat roof that steps down at the side blocks.

Building Use

224 1st Avenue South was constructed in 1931 or 1932. In addition to housing the offices of city officials, the building

was utilized by several organizations around mid-century. These included the First Church of Christ Scientist, the Seventh Day Adventist Church, the Kiwanis, the National Federation of PO Clerks, and “Custer Post 28.”

The building was used for government functions until 1993, when a new government building was constructed at 151 4th Street SE. In 1998, the former city hall was converted into housing.¹⁶

304 1st Avenue Southwest (also 22 3rd Street Southwest)

Historic Name: Williams Block

Construction Date: 1874

District Status: Contributing



Williams Block, north façade, facing south, 2017, PVN.



Williams Block, north and west facades, facing southeast, no date, image courtesy of the Rochester Heritage Preservation Commission.

Building Description

The Williams Block is a two story painted brick building located on the corner of 1st Avenue South and 3rd Street Southwest. The north facing 1st Avenue façade serves as the building’s primary façade.

The building has a flat roof with metal coping. A corbelled brick water table separates the first and second stories.

The first level of the north façade features a series of large fixed windows with round-arch tops. A single swing door with sidelights and transom is located below one of the round arches. A second, recessed entry is located at the east end of the façade. This portion of the building appears to have originally functioned as a separate structure – windows at this portion of the façade do not have round arched tops, and “1874” is carved in the cornice.

The second level of the north façade has four-over-four punched window openings with segmental arched headers. Similar windows are located at the second level of the west façade.

The first level of the west façade includes modern storefront windows beneath modern awnings. Two modern metal swing doors are located at this façade.

Building Use

According to an article in the *Rochester Post*, 304 1st Avenue South was constructed in 1874. The structure was built by the Emerson Brothers to house their wagon and carriage shop at a cost of approximately \$4,000. One of the building’s early occupants was the D. H. Williams Agricultural Implement Store, which appears to have occupied the building for much of the late nineteenth and early twentieth centuries. City directories indicate that the building housed



Williams block, north façade, facing southwest, c. 1960s, image courtesy of the Rochester Heritage Preservation Commission.

multiple occupants between 1913 and 1943. These included Foster Electric Co., Supremacy Dairy, Clara's Beauty Shop, the Capital Eat Shop, and Jung's Shoe Store.

Between 1884 and 1920, Sanborn maps indicate that several structures to the south, east, and southeast of the original building were constructed or co-opted for the use of the farm implement business. An addition was also added to the south of the original building in the 1890s and removed in the 1920s. A recent inventory of the building notes that 304 1st Avenue South "appears to be integrated with 22 3rd Street SW, which historically appears to be a separate building." This integration may have occurred during the period of significance, since Sanborn maps indicate that a door was installed in the wall between 304 1st Avenue South and 22 3rd Street SW sometime between 1920 and 1928.¹⁷

318 1st Avenue Southwest (318 Commons)

Historic Name: NA

Construction Date: 2011

District Status: Non-Contributing



318 1st Avenue South, west façade, facing northeast, 2017, PVN.

Building Description

318 Commons is a rectangular massed building with a flat roof. The building includes an L shaped 9 story portion, and a rectangular two story portion. The building is clad in three colors of fiber-cement panels, which weave in front and behind each other. Metal and glass storefront windows make up the first level. Recessed metal and glass entries allow access to the building. The upper levels of the building have fixed metal windows, with small awning windows denoting the location of apartments within the building.

Building Use

318 1st Avenue South was constructed in 2011 and is a non-contributing structure in the downtown commercial historic district. The building, known as 318 Commons, was built as a partnership between the University of Minnesota Rochester and Campus Advantage. It contains apartments, classrooms and laboratories, faculty offices, and several businesses.¹⁸

324 1st Avenue Southwest

Historic Name: Commercial Building

Construction Date: 1942

District Status: Non-Contributing



Commercial Building, west façade, facing east, 2017, PVN.



Commercial Building, south façade, facing north, c. 1940s, image in Lee Hilgendorf and Cindy Scott, "Photos: Lens on History," June 29, 2017, (Rochester) Post-Bulletin.

Building Description

The Commercial Building is a single story building with stucco cladding and a flat roof with parapet wall. The building's primary façade faces 1st Avenue South, and includes modern storefront windows and a slightly recessed entry with a single swing door at the south edge.

The building's south façade is also visible, and includes modern storefront windows and paired of metal swing doors.

Building Use

Olmsted County assessor records state that 324 1st Avenue South was constructed in 1942. A 1948 Sanborn map indicates that the building originally featured hollow concrete or concrete block construction. Sometime during the 1940s, Max Shapiro's Auto Market was located in the building. As of 2015, the building was occupied by the Gallery 24 artist cooperative.¹⁹

7 2nd Street Southwest

Historic Name: Olmsted County Bank and Trust Company

Construction Date: 1918

District Status: Contributing



Olmsted County Bank and Trust Company, south façade, facing north, 2017, PVN.



Olmsted County Bank and Trust Company, south façade, facing north, c. 1918 – 1954, image in Liz Loutfi, “Building on the Past: The Then-and-Now of Nine Recognizable Rochester Landmarks,” Rochester Magazine, November 2014.

Building Description

The Olmsted County Bank and Trust Company building is two stories with a flat roof and designed in the Neo-Classical style. The building is faced in cut limestone. A recessed central entry bay is flanked by a pair of two-story Doric columns with rectangular bases. Above the columns is an inlaid course of stone with brass lettering stating “Olmsted County Bank and Trust Company.” A limestone cornice is located above the inlaid stone and wraps to the west elevation. Windows and doors are replacements. The central entry bay includes a single metal swing door with side light and transom at the first level and a divided light storefront style window at the second level. Storefront style windows and a second metal and glass swing door complete the first level, while additional tall, narrow, multi-light metal windows complete the second level.

A small single-level partial width addition is located on the west façade. The addition is faced with metal and glass and has a shed roof.



Olmsted County Bank and Trust Company, south façade, facing northeast, 1963, courtesy of the Rochester Heritage Preservation Commission.

Building Use

Olmsted County assessor records indicate that 7 2nd Street Southwest was built in 1918. The building was constructed by the First State Bank of Rochester and purchased by the Olmsted County Bank and Trust Company in 1936. The Olmsted County Bank occupied the building through the end of the period of significance. Since the 1970s, the building has housed several restaurants and Goonie's Comedy Club.²⁰

15-21 2nd Street Southwest

Historic Name: Northwestern National Bank of Rochester

Construction Date: 1957

District Status: Contributing



Northwestern National Bank of Rochester, south façade, facing north, 2017, PVN.

Building Description

The Northwest National Bank of Rochester is a three story building faced with limestone. The building has a flat roof with metal coping. A course of metal separates the first level from the upper levels. Storefront windows are located at the eastern edge of the building. To the west of the storefront is a recessed metal and glass entry with paired swing doors. A second recessed entry with a single door is located further west on the façade. At the second and third levels, the building features stacked punched openings, with three openings on each level. The windows in the openings are fixed with metal frames. Additional stacked punched openings are located at the second and third levels of the east façade.

Building Use

The building was constructed in 1957 for the Northwest National Bank of Rochester. Construction of the building coincides with the Union National Bank of Rochester changing its name to Northwest National Bank of Rochester. The bank moved to the new building from its long-time location at the corner of Broadway Avenue South and Third Street Southwest.

23 2nd Street Southwest

Historic Name: I.O.O.F. Lodge #13

Construction Date: 1906

District Status: Contributing



I.O.O.F. Lodge #13, west and south façades, facing northeast, 2017, PVN.

Building Description

The three-story building is an example of the Prairie School style. The building is clad in brick with a flat roof and decorative terra cotta details at the second and third levels. The building occupies a corner lot, with façades facing 2nd Street Southwest and 1st Avenue South. The first level is composed of replacement metal and glass storefronts and modern limestone panels. A clipped entry is extant in its historic location at the southwest corner of the building. The second and third levels exhibit high style Prairie School details. Two groupings of punched openings are located at the west façade and one grouping is located at the south façade. Brick pilasters with terra cotta capitals, terra cotta surrounds, and additional decorative terra cotta panels frame the window groupings and emphasize the horizontal lines of the building.

Building Use

The building was the original home of the Rochester Chapter of the Independent Order of Odd Fellows (I.O.O.F.) fraternal organization with lodges throughout the country. The I.O.O.F. occupied the second level of the building from its construction through the end of the District's period of significance. The first level housed a variety of commercial tenants. In 1934, the building was entirely re-clad with the Prairie School façades that are extant at the second and third levels.

4 3rd Street Southwest

Historic Name: Union National Bank Building

Construction Date: 1875

District Status: Contributing



Union National Bank Building, north façade, facing south, 2017, PVN.

Building Description

The Union National Bank Building is two-stories with a limestone foundation and water table, brick walls, and a flat roof with projecting parapet wall. The building occupies a corner lot fronting Broadway Avenue South and Third Street Southwest. In general, the first level of each façade is composed of replacement storefront style windows located above the limestone water table. The windows have projecting limestone sills. During the period of significance, the building had a primary entrance at each façade. The entrances are identifiable by their Classical Revival carved limestone surrounds. The entry that fronts Broadway but is not currently operational. A limestone entablature separates the first and second levels. The second level of both façades features replacement metal frame windows in punched openings. The second level windows have limestone sills.

Building Use

The building was constructed in 1875 to house the Union National Bank. The Union National Bank was established in 1868, initially functioning as the “Union Savings Bank.” The bank’s original building located at this same site. In 1873, the bank secured a charter to operate as the Union National Bank. The name change was accompanied by an expansion of services and capacity. The new, larger (extant) building followed in 1875. In 1956, the bank became the Northwestern National Bank of Rochester and in 1957 constructed a new building at 15-21 Second Street Southwest.

10 3rd Street Southwest

Historic Name: Kennedy Building

Construction Date: 1888

District Status: Contributing



Kennedy Building, north façade, facing south, 2017, PVN.

Building Description

The two-story building is constructed of brick with a flat roof and raised parapet wall with pyramidal metal caps at the corners. Rusticated limestone is used to detail the building – it is present as quoins at the first level, and as headers and sills at the second level windows. The first level is composed of a modern metal and glass storefront with single entry door. A fabric awning is located at transom level. Above the awning, a painted wood entablature separates the first and second levels. At the second level, the building has four replacement one-over-one metal frame windows. Two bas-relief medallions are located at cornice level above the windows. The medallions flank a central sign that reads “Kennedy”.

Building Use

The building was constructed in 1888 and has housed a wide variety of tenants over its lifetime. City directories list early tenants as Geo McCrudden, A.G. Baddger, HCP Radke, and Teske and Chandler but do not specify their line of business. Sanborn maps from 1890, 1899, 1904, 1909, and 1914 identify the building as a saloon. A 1920 Sanborn map notes the building as housing “soft drinks” at the first level and a “cigar factory” as the second level. For a portion of the 1930s the building was unoccupied. Beginning in 1940, city directories identify the building as the “Kennedy Block.” From 1940 through the end of the period of significance the building was occupied by the Geo Leiferman Insurance and Realty Co.

14 3rd Street Southwest

Historic Name: Lawler Laundry Building Façade

Construction Date: 1920 – Primary Façade installed 2007

District Status: Primary Façade – Non Contributing



Lawler Laundry Building Façade, north façade, facing south, 2017, PVN.

Building Description

The building on this parcel was originally constructed in 1920. The current primary façade was salvaged from the now demolished Lawler Laundry building (formerly 2 Broadway Avenue South) and relocated to this property in 2007. The façade contributes to the historic district, but the rest of the building does not.

The single story façade is constructed of buff brick with a stepped brick parapet and metal coping. Behind the façade the building has a flat roof which serves as a deck. The façade is organized in three bays. The central bay has a recessed entry. The single entry door has a carved limestone surround. The two side bays each have a single large window opening with limestone surround. Carved limestone panels are located beneath the two windows. Three bas-relief carved panels with floral designs are located at cornice level.

The 1920 building has been obscured by the current façade, which was relocated to the building in 2007.

Building Use

The building was constructed in 1920. The building's tenants during the period of significance for the District tended to be financial institutions. City directories list the building's earliest tenant as the Rochester Loan and Trust Co. which occupied the building through 1940. In 1950, the Union National Bank occupied the building. By 1955, the Northwestern National Bank occupied the building, and by 1960 the tenant was the Minnesota Loan and Thrift Co.

17 4th Street Southwest

Historic Name: Hotel Francis

Construction Date: 1918

District Status: Contributing



Hotel Francis, south façade, facing north, 2017, PVN.



Hotel Francis, south façade, facing north, no date, image in Rochester by Alan Calavano.

Building Description

The three-story Hotel Francis is constructed of brick and has a flat roof and stepped brick parapet wall. The building's primary façade faces south toward 4th Street Southwest. The first level of the building is made up of two storefronts beneath transom level vinyl awnings and a single entry door at the west edge of the façade. The second and third levels have three bays of windows with limestone sills and brick headers. The side bays each have tripled windows, the central bay has paired windows. All windows are metal replacements. Window and door openings at each level are surrounded by soldier bricks, and a projecting span of decorative brick is present at the parapet wall.

Building Use

The Hotel Francis was constructed in 1918. The hotel was part of Rochester's booming hospitality industry that developed to serve the needs of Mayo Clinic patients and their families. The building functioned as a hotel throughout the District's period of significance.

APPENDIX A: CONTRIBUTING AND NON-CONTRIBUTING PROPERTIES

Address	Historic Name	Status – Rochester Downtown Commercial Historic District
195 Broadway Avenue South	Dayton’s Department Store	Contributing
307 Broadway Avenue South	Clausen and Adler Hardware	Contributing
309 Broadway Avenue South	F.J. Paine Co.	Contributing
311-313 Broadway Avenue South	F.J. Paine Co./Palace Block	Contributing
315-317 Broadway Avenue South	Bach Music Company	Contributing
318 Broadway Avenue South	A.J. Bjerring Barbershop/Bjerring Hotel	Contributing
319-321 Broadway Avenue South	Baker and Hanson/The Council Saloon	Contributing
320-322 Broadway Avenue South	Rochester Egg and Poultry Co.	Contributing
323 Broadway Avenue South	Black’s Lunch	Contributing
324 Broadway Avenue South	C.J. Morrill and Son, Wholesale Grocer	Contributing
325 Broadway Avenue South	F.A. Poole Building	Contributing
326-328 Broadway Avenue South	Great Atlantic & Pacific Tea Co.	Contributing
330 Broadway Avenue South	Columbia Hotel	Contributing
400 Broadway Avenue South	Riverside Building	Contributing

Address	Historic Name	Status – Rochester Downtown Commercial Historic District
202 1 st Avenue Southwest	C.F. Massey Co.	Contributing
210 1 st Avenue Southwest	Blakeley Building	Contributing
212 1 st Avenue Southwest	Rochester Commercial Club Building	Contributing
216 1 st Avenue Southwest	Holland’s Food Shop	Contributing
220 1 st Avenue Southwest	Stebbins Building	Contributing
224 1 st Avenue Southwest	City Hall	Contributing
304 1 st Avenue Southwest	William’s Block	Contributing
318 1 st Avenue Southwest	NA (318 Commons)	Non-Contributing
324 1 st Avenue Southwest	Commercial Building	Non-Contributing
7 2 nd Street Southwest	Olmsted County Bank and Trust Company	Contributing
15-21 2 nd Street Southwest	Northwestern National Bank of Rochester	Contributing
23 2 nd Street Southwest	I.O.O.F. Lodge #13	Contributing
4 3 rd Street Southwest	Union National Bank Building	Contributing
10 3 rd Street Southwest	Kennedy Building	Contributing
14 3 rd Street Southwest	Lawler Laundry Building Façade	Non-contributing
17 4 th Street Southwest	Hotel Francis	Contributing

Periods of Development in Rochester's Commercial Core

1870-1885
 1886-1945
 1946-1962

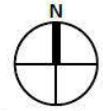
Address	Historic Name
195 Broadway Avenue South	Dayton's Department Store
206 Broadway Avenue South	Commercial Building
307 Broadway Avenue South	Clausen and Adler Hardware
309 Broadway Avenue South	F.J. Paine Co.
311-313 Broadway Avenue South	F.J. Paine Co./Palace Block
315-317 Broadway Avenue South	Bach Music Company
318 Broadway Avenue South	A.J. Bjerring Barbershop/Bjerring Hotel
319-321 Broadway Avenue South	Baker and Hanson/The Council Saloon
320-322 Broadway Avenue South	Rochester Egg and Poultry Co.
323 Broadway Avenue South	Black's Lunch
324 Broadway Avenue South	C.J. Morrill and Son, Wholesale Grocer
325 Broadway Avenue South	F.A. Poole Building
326-328 Broadway Avenue South	Great Atlantic & Pacific Team Co.
330 Broadway Avenue South	Columbia Hotel
400 Broadway Avenue South	Riverside Building
202 1 st Avenue Southwest	C.F. Massey Co.
210 1 st Avenue Southwest	Blakeley Building
212 1 st Avenue Southwest	Rochester Commercial Club Building
216 1 st Avenue Southwest	Holland's Food Shop
220 1 st Avenue Southwest	Stebbins Building
224 1 st Avenue Southwest	City Hall
304 1 st Avenue Southwest	William's Block

Address	Historic Name
7 2 nd Street Southwest	Olmsted County Bank and Trust Company
15-21 2 nd Street Southwest	Northwestern National Bank of Rochester
23 2 nd Street Southwest	I.O.O.F. Lodge #13
4 3 rd Street Southwest	Union National Bank Building
10 3 rd Street Southwest	Kennedy Building
9-15 4 th Street Southeast	Commercial Building
17 4 th Street Southwest	Hotel Francis

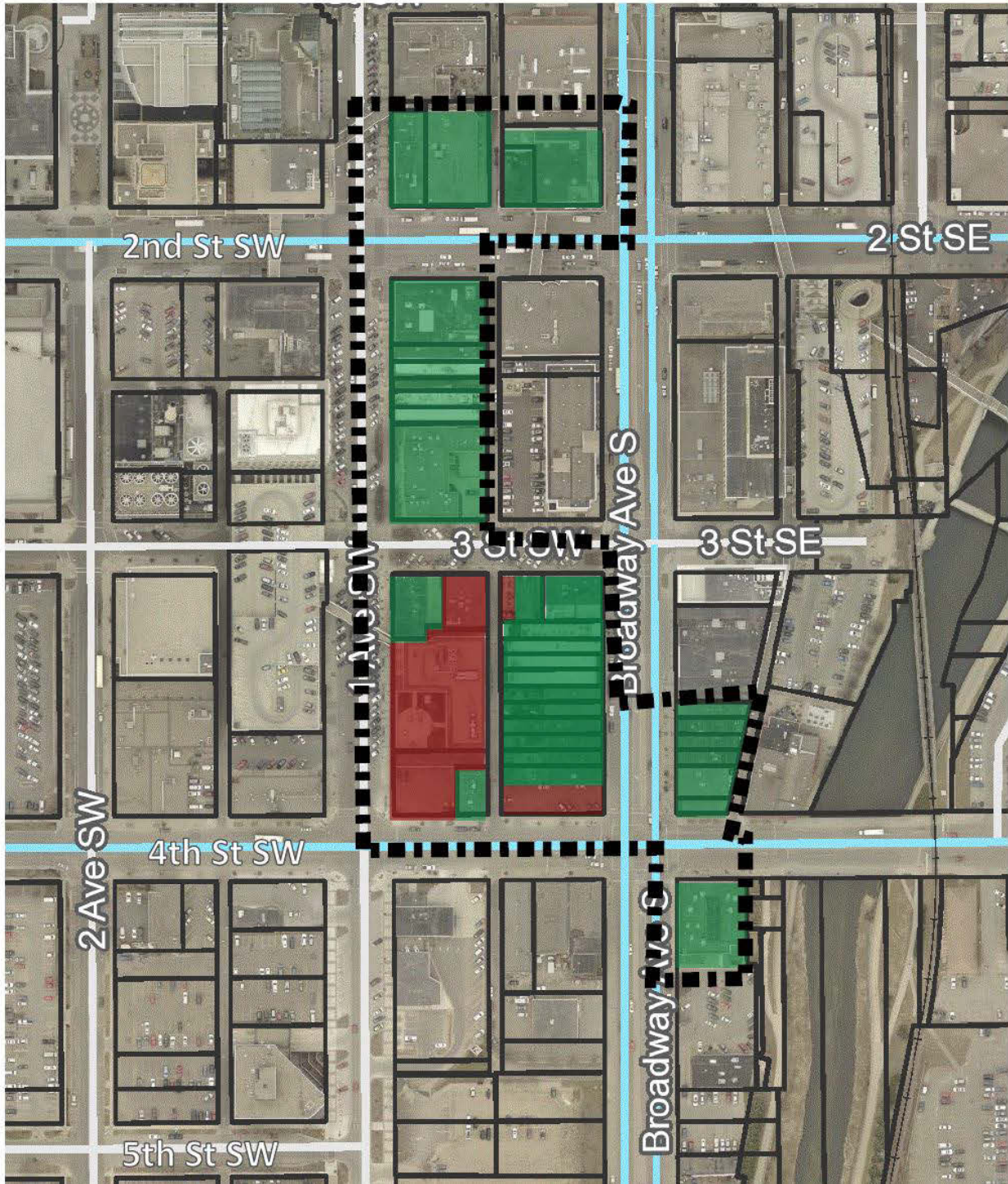
Rochester Downtown Commercial Historic District

KEY

- District Boundary
- Contributing Property
- Non-contributing Property



Not to Scale



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Downtown Commercial Historic District

This report evaluates the Rochester Downtown Commercial Historic District against City of Rochester Criteria for Landmark District designation.

Potential additional preservation activities within the District could include:

- Development of Design Guidelines to inform and manage change within the District
- Pursuit of National Register of Historic Places designation – either through a nomination for an historic district or through certification of the local district
- Qualified ownership entities may pursue State of Minnesota Legacy Grant money for capital improvements contributing properties within the District
- Development of interpretive material to facilitate communication of the significance of the District to the public and interested parties
- Individual local designation of buildings that are located in the downtown core, but are either not within the boundaries or do not contribute to the Rochester Downtown Commercial Historic District.

Technology Industries Context Study

The history and development of Rochester's medical industry, specifically the Mayo Clinic, are documented and reflected in the City's existing historic context studies. The history and development of Rochester's technology industries, such as IBM, are not documented or reflected within the city's existing context studies. The effect that these industries had on the city's overall economic and physical development (including patterns of industrial and residential development) are under-represented in historical documentation of Rochester. It is recommended that a context study be developed to address this knowledge gap and situate the city's technology industries within the broader history of the city.

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