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*Through restoration and repositioning, the legacy of The Dayton's building brings a sense of wonder, curiosity and discovery to a place that has been familiar and familiar for generations as a new hub for the future of business and commerce. ([Renderings for media](#) must include copyright.)*

**PROJECT NAME**  
**OWNERS**  
**INVESTORS**  
**LOCATION**

Dayton's ([www.thedaytonproject.com](http://www.thedaytonproject.com))  
601w Companies  
Telos, United Properties  
700 Nicollet Mall, Minneapolis, Minnesota

**TEAM**

**Architect and Interior Design:** Gensler Minneapolis  
**Leasing:** Telos | **Property Management:** Transwestern  
**Retail Listing:** Mid-America Real Estate  
**Office Leasing:** Transwestern  
**General Contractor:** Gardner Builders  
**Owners' Representative:** Hightower Initiatives  
**Structural Engineer:** MBJ  
**MEP / FP Engineer:** MEPC  
**Preservation Architects:** PVN  
**Historical Advisor:** PVN

**PROJECT INFORMATION**

**Size:** 1.2 million square feet  
**Construction Start:** March 1, 2017



# THE DAYTON'S PROJECT

*Welcome to the New Scene*

## Background

Many memories and emotions of Minnesotans are tied to this building, swelling the expectations for a new iteration of the icon. From the birth of Target, to Prince concerts, to immaculate holiday, flower, and fashion shows, the legacy of this facility is vast.

From a single function building emerges a multi-functional place; transparent, open, and accessible to welcome liveliness and connectivity. The next generation of “The North” will make new memories at Dayton’s. The redevelopment and design provides a unique and progressive environment that draw on the building’s history and combine it with the diverse experiences Minneapolis has to offer.

Gov. Mark Dayton’s great-grandfather, George Dayton, created the Dayton’s department store company that ultimately became Target Corp. Earlier this year, 601w Companies purchased the building with plans to redevelop the buildings into a mix of office space, with large open floor plans, and retail space on the ground and skyway levels. United Properties joined as a local developer in March 2017.



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*Paying special attention to the things that made Dayton’s so memorable, the plan pays homage to the historic design while reinventing its purpose and position in the heart of Minneapolis. ([Renderings for media](#) must include copyright.)*

## Design Overview

Creating memories that will last generations. The Dayton's building's lasting historical significance serves as the design aspirations for this one-of-kind repositioning. The local community, future tenants, and visitors from around the world can expect incorporated art deco details as a nod to the era of the building—preserving memorable elements with history going back generations.

**Iconic Experience** | Invites people to engage, linger and enjoy the great city of Minneapolis.

- Builds on the history of a magnificent place.
- Creates a stunning visual gem that re-establishes the Dayton's building as an iconic, show-stopping experience on Nicollet Mall.

**A local legacy** | An environment based on authenticity – bringing a new and vibrant energy to downtown

- A stunning exterior and glamorous interior intentionally mix to support a new era of workplace design and everyday experiences.
- Celebrating the original architecture and beauty while optimizing layout for today's needs and expectations.
- Establishes a retail and food and beverage experience that delivers on the fame and deep affiliation people have with The Dayton's building.

**Minneapolis starts here** | A commitment, passion, and investment in Minneapolis.

- Brings scaled amenities, natural light, green space to create a new scene in Nicollet Mall.
- Nearby residents will enjoy a mix of boutique retail, premiere office space, and premium food and beverage will bring together a one-of-a-kind Minnesota gem for all to appreciate and enjoy.
- Tenants come to a center of gravity in the bustling city with a hub that meets a day of discovery all over town
- Visitors leave feeling like they've been somewhere special – bringing forward the very best of what Minneapolis has to offer.



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*Dayton's down-to-earth Minnesota-style comes back with a refined sense and curated feel – an inclusive cultural touchpoint from Minnesota's past that welcomes and embraces new generations who live, work and play in Minneapolis. ([Renderings for media](#) must include copyright.)*

**601w Companies** is the building's majority owner. Based in New York, the principals of 601w oversee one of America's leading private real estate acquisition, ownership, development, and management portfolios in the country. Over the past 15 years, 601w has acquired a number of substantial and well-known commercial properties throughout the country, aggregating 45 million square feet, with a collective value in excess of \$7.5 billion. In relation to these deals, 601w has raised more than \$2 billion in equity, mostly from longstanding investors, and has consummated transactions involving 40 major office buildings, including 11 in Manhattan and 6 in Chicago. This is their first investment in Minneapolis.

**The Telos Group**, based in Chicago, is a minority owner, redevelopment consultant, and office marketing lead. Telos specializes in the re-imagining, marketing, and leasing of commercial office properties and has staff on the ground in Minneapolis to oversee this important and innovative project.

**United Properties** is based in Minneapolis and is the minority owner and retail leasing agent. United Properties is owned by Pohlad Companies.

**Hightower Initiatives** of Minneapolis is the owners' representative. Hightower Initiatives provides enterprise navigation for clients engaged in aspirational and complex building initiatives – like this one. Hightower is committed to initiatives that grow and strengthen a vibrant building industry in Minnesota.

**Gensler Minneapolis** is the lead architect on the project. Established 10 years ago, Gensler Minneapolis is leading the design and architecture of the development – redefining what world-class tenant amenities mean to future tenants. Coinciding with these efforts is providing significant knowledge of the architecture to determine original nuances of the building and its iconic position in Minneapolis.

**Gardner Builders** is the general contractor for the project. Gardner Builders is a hospitality company in the commercial construction business and is based in Minneapolis, Minnesota.

**Transwestern** is a privately held real estate firm who will serve as the building management team. Transwestern has 34 U.S. offices and assists clients through more than 180 offices in 37 countries as part of a strategic alliance with BNP Paribas Real Estate.

**Mid-America Real Estate** will serve as the office leasing agent. Mid-America Real Estate is the Midwest's leading full-service retail real estate organization with offices in Chicago, Milwaukee, Minneapolis, and Detroit.

**Interviews available upon request:** Contact Tunheim: Meredith Kessler | 952-851-7268 | [mkessler@tunheim.com](mailto:mkessler@tunheim.com)