National Register Questionnaire Support Documentation and Resources

Grant-Deneau Tower

40 West Fourth Street
Dayton, Ohio
Contents

- NRQ Submitted June 30, 2014 (w/o photos and plans)
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Ohio Historic Preservation Office

National Register of Historic Places
Preliminary Questionnaire Individual Property Form

This questionnaire is designed to help you determine whether a property is likely to qualify for nomination in the National Register of Historic Places. To nominate archaeological sites in the National Register, contact the Archaeology Survey and Data Manager at the Ohio Historic Preservation Office, (614) 298-2000. For all other properties, complete steps 1-7, and then return this form to the Ohio Historic Preservation Office. To submit information regarding a potential historic district, please complete the National Register of Historic Places Preliminary Questionnaire Historic District Form.

Step 1: Answer These Questions

Is your property at least 50 years old?

☐ Yes  X No

Note: Constructed in 1969-1970, the property was recommended as eligible for National Register listing in the Ohio Modern Preserving Our Recent Past: Dayton Area Survey (2010) commissioned by SHPO. The building is the earliest example in Dayton of a modernist skyscraper, was the tallest building when it was constructed, and marked the beginning of the changing skyline for the city. Its potential for National Register eligibility is based upon Criteria C and Consideration G for properties less than 50 years in age.

Does it still have historical integrity (important aspects of its original appearance and character)?

X Yes  ☐ No

Is it significant in local, state, or national history?

X Yes  ☐ No

If your answer to one or more of the above questions is no, the property is unlikely to be eligible for listing on the National Register of Historic Places, and you do not need to fill out the rest of this form.

If you answered yes to all three questions, go to Step 2.

Step 2: Tell Us About The Property

1. In what county is it located?
   Montgomery

2. What is the property’s address?

   Street Address  40 West Fourth Street

   City  Dayton  State  OH  Zip Code  45402

3. What is the name and address of the owner?

   Street Address  Matrix Dayton LLC

   1201 Route 112

   City  Port Jefferson Station  State  NY  Zip Code  11776

4. If you’re not the owner, have you been in contact with the owner?

   Yes

5. Briefly describe the structure(s).

   Located at the southeast corner of Fourth and Ludlow Streets in downtown Dayton, 40 West Fourth Centre is a 22 story concrete and glass skyscraper with a parking garage attached to the rear, south side. The north and south facades are constructed of glass curtain walls within a steel frame. The east and west facades are windowless of brick construction. The multi-story parking lot is of concrete construction.

6. Draw the floor plan.

   See Attached

   First Floor
A property can be listed on the National Register of Historic Places for one of four reasons or criteria. Of the following criteria – A, B, C, or D – which one best describes the property? Complete the questions inside one of the boxes (A, B, C, or D) then go on to Step 4.

**Criterion**

**C**

The property has the distinctive characteristics of a type, period, or method of construction, represents the work of a master, possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction (e.g. a historic district).

Example: The only example of a Gothic Revival style house.

What architectural style, building type or method of construction does the property represent?

40 West Fourth Centre was the first modern skyscraper built in Dayton. The building is constructed of reinforced concrete with the facades of brick and glass curtain walls. The building comprises of Meisian skyscraper elements such as glass curtain walls and of New Formalism such as its symmetrical composition, brick facades, and structural clarity. At the time of its construction, the tower was described in the Dayton Daily News (1969) as an example of “Brutalism”, perhaps owing to its structural clarity and exterior building materials such as brick and concrete. The newspaper article saw the building as a stylistic counterpoint to the International Style of Dayton’s Winters Tower, also under construction at the time.

Method of construction: The reinforced concrete slab, beam and column construction not only forms the structural basis of the skyscraper; significantly, it also allows for flexible planning and partitioning of the office spaces on each floor, according to the specific requirements of the tenants on that floor. Both on the exterior and the interior, the structural frame as a guiding design principal is discernible, and is characteristic not just of New Formalism but more broadly of the modern commercial high-rise building.

Go to Step 4
Go to Step 4

Step 4: Tell Us About The Property’s History

1. How many structures are there on the property? When, to the best of your knowledge, was each one built?

There are two structures on the property. The primary structure is a 22 story skyscraper. Attached to this structure is a six story parking garage. The structures were designed and built together, with the construction competed in 1970. At the time of its completion, the property, then known as the Grant-Deneau Tower, was the first modernist skyscraper in Dayton, and the tallest building in the city.

2. What changes have been made to the building(s), and, if you know, when did they occur? (examples: additions, new windows, siding, roof, etc.)

The building has undergone two renovations, in about 1978-1979 and in 1997. In 1978-1979, the open, two story portico at the intersection of Ludlow and Fourth Street was partly enclosed with the glass curtain wall to expand the entrance lobby as seen in the present day. The enclosure, of a similar character as the curtain wall of the north and south facades of the building, was designed by the architectural firm of Kleski and Associates. The original building was designed by Deneau-Kleski and Associates, the predecessor to Kleski and Associates. Other modifications included updating of security and HVAC systems, new carpeting and newer wall finishes on certain floors, updating of hallways on about 16 floors. In 1997, the lobby was once again remodeled and a teleconferencing center and health spa were added within the existing perimeter of the building.

3. What are the names of the original and subsequent people or business(es) that occupied the property? Include the dates when they occupied the property, if you know.

Paul H. Deneau, Richard H. Grant, Jr. and their partners were the developers of the property. Until 1976, Grant-Deneau owned the property. During the 1970s, the owners were subject to lawsuits for defaulting on taxes and insurance payments, and the property was subsequently sold to Prudential Life Insurance Company in 1977 and was renamed Miami Valley Tower. The renovations in 1977-78 were carried out under the ownership of Prudential Life. Other, later owners of the building have included the Union Central Life Insurance Company, and currently, Matrix Dayton LLC.

Important tenants of the building include, the Third National Bank, which occupied up to three floors during the 1970s, E. S. Galleon and Associates attorneys and the Dayton Visual Arts Center during the 1990s. Currently, Premier Health Partners are among the major tenants in the building. During the 2000s, however, the occupancy level of the building has been low, with several floors being unoccupied.

4. If the property represents the work of an architect, builder, designer, or artist, whose work is it?

The building was constructed by owners Paul H. Deneau and Richard H. Grant, Jr. As partner in the architectural firm of Deneau-Kleski and Associates, Deneau was also the architect for the building. He was also known as a hockey enthusiast, and was the owner of the shortly lived Dayton Arrows, Houston Aeros, and Indianapolis Racers hockey teams during the 1970s. Grant was the chairman of Reynolds and Reynolds Company, a company founded in the mid-nineteenth century and currently one of Dayton’s large employers. Deneau-Kleski and Associates subsequently continued to design important buildings, including the Dayton Convention Center on Fifth Street in 1972, making important contributions to the shape that the downtown took in the mid- to late-twentieth century.

5. Where have you found historical information about this property? (examples: city or county records, newspaper articles, books, etc.)


Montgomery County Auditor Real Property Data for 40 West Fourth Street at www.mcauditor.org

Ohio Historic Inventory Form for 40 West Fourth Street (MOT-05154-15).


City of Dayton Building Services Department.
Step 5: Answer These Questions
About the Property's Condition

1. Is the property on its original site?
   Yes

2. What are the important features of its setting? Are they intact?
   The building is located at the important intersection of Fourth Street and Ludlow Street in Dayton's downtown. Important features of the setting, including the street layout, the Reibold Building, and the historic Arcade Building (currently not in use) remain standing. The setting is intact and largely reflects the condition during the period that the building was constructed.

3. What major historic materials does the property retain? (examples: wood siding, slate shingles, decorative trim)
   The property retains its historically significant materials, which include the exterior sheet glass and metal framing, structural concrete of the beams, floors and columns, the central structural and circulation core, and the brick spandrels on the east and west facades.

4. Have any major historic materials been removed or covered with asbestos, aluminum, or vinyl siding?
   None known to have been removed. There are newer carpeting and finishes on several floors, and the expansion of the entrance lobby was carried out about eight years after the original construction, mainly with materials and finishes sympathetic to the original style.

5. Does the property retain the major features of its design and function such as the basic shape, room arrangements, and window and door openings?
   Yes.

Step 6: Take These Photos

Enclose the following photos of the property as it looks today. Recent color snapshots are fine.

Outside
- X Front
- X Sides
- XBack

Inside If Assessable
- X Pictures of the main rooms or public spaces, such as the Hall, Living Room, Dining Room, Lobby, Ballroom, Auditorium, Classroom, etc.

Old Photographs
- X If you have photographs that show how this property looked at an earlier time, sending photocopies may help us better advise you on its National Register eligibility. Please do not send original historic photos.

Additional photos may help us better help you. If the property has any of the following features, or other features you think are interesting, consider sending photos of them, as well:

- X Front Door and Door Frame
- X Window and Window Frame
- X Cornerstone
- X Stained Glass
- X Barns, Stables, Outbuildings
- X Iron, Wire, or Wooden Fences
- X Gardens, Terraces, Setting

Step 7: Send Us Your Completed Questionnaire

Please do not put questionnaire in folder or binder

Ohio Historic Preservation Office
800 E. 17th Avenue
Columbus, OH 43211-2474

After looking over your questionnaire, we'll contact you to let you know whether the property appears to be eligible for the National Register or not. Please give us the address at which you'd like to be contacted.

Name: ____Samiran Chanchani____
Address: ____HistoryWorks, LLC, PO Box 8378____
City: ____West Chester____ State: ____OH____ Zip Code: ____45069____
Phone: (513) __2658493____ FAX: ____
E-Mail Address: ____historyw@historyworks.us____

### Commercing Dayton North Quadrangle Name: 40 West 4th Centre

**Commercing Dayton North Quadrangle**

- **40 West 4th Centre**

#### 1. No. MOT-05154-15

#### 2. County Montgomery

- **40 West 4th Centre**

#### 3. Historic or Other Name(s) Grant-Deneau Tower

#### 4. Present Name(s) 40 West 4th Centre

- **40 West 4th Centre**

#### 5. Historic or Other Name(s) Grant-Deneau Tower

- **40 West 4th Centre**

#### 6. Specific Address or Location 40 W 4th St

- **40 W 4th St**

#### 7. City or Village Dayton

- **Dayton**

#### 8. Style Class and Design 1969

- **1969**

#### 9. U.T.M. Reference Dayton North

- **Dayton North**

#### 10. Classification: Building

- **Building**

#### 11. On National Register? NO

- **NO**

#### 12. Part of Established Hist. Dist? NO

- **NO**

#### 13. Other Designation (NR or Local) NO

- **NO**

#### 14. Thematic Associations: COMMERCING

- **COMMERCING**

#### 15. Other Designation (NR or Local) NO

- **NO**

#### 16. Thematic Associations:

- **COMMERCING**

#### 17. Date(s) or Period 1969

- **1969**

#### 18. Style Class and Design

- **Element New Formalism**
- **Element Miesian**

#### 19. Architect or Engineer

- **Paul H. Deneau**

#### 20. Design Sources

- **Design Sources**

#### 21. Building Type or Plan Skyscraper

- **Skyscraper**

#### 22. Original Use, if apparent Office Professional

- **Office Professional**

#### 23. Present Use Office Professional

- **Office Professional**

#### 24. Ownership Private

- **Private**

#### 25. Owner's Name & Address, if known Matrix Dayton LLC

- **Matrix Dayton LLC**

#### 26. Property Acreage .6786

- **.6786**

#### 27. Other Surveys

- **Other Surveys**

#### 28. No. of Stories 11 - 24 stories

- **11 - 24 stories**

#### 29. Basement? Unknown

- **Unknown**

#### 30. Foundation Material Reinforced concrete

- **Reinforced concrete**

#### 31. Wall Construction Metal/steel frame Concrete block

- **Metal/steel frame Concrete block**

#### 32. Roof Type Flat Roof Material

- **Flat**

#### 33. No. of Bays 3 Side Bays 6

- **3 Side Bays 6**

#### 34. Exterior Wall Material(s) Pigmented sheet glass Brick

- **Pigmented sheet glass Brick**

#### 35. Plan Shape Rectangular

- **Rectangular**

#### 36. Changes associated with 17/17b Dates: Rehabilitation

- **Rehabilitation**

#### 37. Window Type(s) Storefront

- **Storefront**

#### 38. Building Dimensions 143' x 77'

- **143' x 77'**

#### 39. Endangered? NO

- **NO**

#### 40. Chimney Placement No chimney observed

- **No chimney observed**

#### 41. Distance from & Frontage on Road DF: 30' F: 150'

- **DF: 30' F: 150'**

#### 42. Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary)

The minimally projecting cornice with evenly spaced arches on all sides, symmetrical elevations with curtain wall of colonnades of thin concrete columns, interspersed with dark tinted glass (north and south elevations) and dark brown brick with light mortar (east and west elevations) are elements of New Formalism. Projecting vertical aluminum ridges further delineate the glass walls (4 columns of glass per bay). In the recessed corner entry area, these ridges dip below the first floor ceiling height in a decorative fashion. Three brick spandrels on sides are laid in common bond pattern with a row of headers approx. every 25 rows. First floor of west side has floor to ceiling plate glass storefront windows. Main revolving door entry is in angled recess beneath northwest corner. There are additional doors and parking garage exit on the north elevation.

#### 43. History and Significance (Continue on Reverse if necessary)

Prior to its upgrade in 1997 that included a remodeled lobby, a health spa and a teleconferencing center, this 225,000 s.f. building was known as the Miami Valley Tower. E. S. Gallon & Associates, attorneys, were the largest tenant in 1996. The Dayton Visual Arts Center was also a tenant in the 1990s. The building had undergone another major renovation in 1979. When it opened in 1969, it was called the Grant-Deneau Tower, named for its owners at the time, Richard H. Grant and Paul H. Deneau. A 1997 article proclaimed it as Dayton's first modern office tower. It was Dayton's tallest building when built. The historic 1922 Keith's Theater (44 W. 4th St.) was demolished in 1967 to make way for this tower.

#### 44. Description of Environment and Outbuildings (See #52)

Corner location, downtown commercial district. Parking garage (350 car capacity) to the rear (south), also remodeled in 1997.

#### 45. Sources of Information


#### 46. Prepared By: Kathy Mast Kane

#### 47. Organization: Ohio Modern Survey

#### 48. Date Recorded: 09/11/2009

#### 49. PIR Reviewer: LAR, CS

#### 50. PIR Review Date: 09/21/2009
1. No. MOT-05154-15
2. County Montgomery
3. Historic or Other Name(s) Grant-Deneau Tower
4. Present Name(s) 40 West 4th Centre
5. Historic or Other Name(s) Grant-Deneau Tower

8. Site Plan with North Arrow

54. Farmstead Plan:

- Door Selection: Corner
- Door Position: Flush
- Orientation: Multiple facade orientation
- Symmetry: Bilateral asymmetry
The former **Grant-Deneau Tower** (MOT-05154-15), at 331 feet, was the tallest building in Dayton when it opened in 1969 and was considered the city’s first modern office tower. The new skyscraper symbolized the conviction of Dayton’s city leadership that downtown was still a viable commercial center, despite the increase of company relocation to the suburbs beginning in the 1960s. The 22-story building was designed by Paul H. Deneau, merging characteristics of New Formalism and Miesian styles. In the 1990s, this building was known as the Miami Valley Tower.
## List of Potential National Register Eligible Properties

<table>
<thead>
<tr>
<th>Associated OHI Number</th>
<th>Property Description</th>
<th>Location</th>
<th>Construction Date</th>
<th>Architect/Developer</th>
<th>Criteria</th>
<th>Area of Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRE-01209-10</td>
<td>Rockafield House - WSU President’s House</td>
<td>Fairborn</td>
<td>1969</td>
<td>E.A. Glendenning</td>
<td>x</td>
<td>Architecture</td>
</tr>
<tr>
<td>MOT-02577-24</td>
<td>Joseph Haverstick House</td>
<td>Oakwood</td>
<td>1949</td>
<td>J.N. Haverstick and Sons</td>
<td>x</td>
<td>Community Planning, Architecture</td>
</tr>
<tr>
<td>MOT-05159-57</td>
<td>Dayton Towers</td>
<td>Dayton</td>
<td>1963</td>
<td></td>
<td>x</td>
<td>Community Planning, Architecture</td>
</tr>
<tr>
<td>MOT-05176-62</td>
<td>AFL-CIO - The Lakewoods Apartments</td>
<td>Dayton</td>
<td>1966</td>
<td>Paul Deneau</td>
<td>x</td>
<td>Architecture</td>
</tr>
<tr>
<td>GRE-01202-10</td>
<td>Wright Elementary</td>
<td>Fairborn</td>
<td>1966-1967</td>
<td>Richard Thomas</td>
<td>x</td>
<td>Education, Architecture</td>
</tr>
<tr>
<td>GRE-01208-10</td>
<td>Skyborn Drive-in Theatre</td>
<td>Fairborn</td>
<td>1950</td>
<td></td>
<td>x</td>
<td>Recreation</td>
</tr>
<tr>
<td>MOT-05153-15</td>
<td>Dayton and Montgomery County Public Library</td>
<td>Dayton</td>
<td>1962</td>
<td>Pretzinger &amp; Pretzinger</td>
<td>x</td>
<td>Education, Architecture</td>
</tr>
<tr>
<td>MOT-05154-15</td>
<td>Grant-Deneau Tower</td>
<td>Dayton</td>
<td>1969</td>
<td>Paul Deneau</td>
<td>x</td>
<td>Commerce, Architecture</td>
</tr>
<tr>
<td>MOT-05157-64</td>
<td>University of Dayton Arena</td>
<td>Dayton</td>
<td>1969</td>
<td>Pretzinger &amp; Pretzinger</td>
<td>x</td>
<td>Recreation, Architecture</td>
</tr>
<tr>
<td>MOT-05158-60</td>
<td>Roesch Library (University of Dayton)</td>
<td>Dayton</td>
<td>1969</td>
<td>Pretzinger &amp; Pretzinger</td>
<td>x</td>
<td>Education, Architecture</td>
</tr>
<tr>
<td>MOT-05174-61</td>
<td>Memorial Presbyterian Church</td>
<td>Dayton</td>
<td>1948</td>
<td></td>
<td>x</td>
<td>Architecture</td>
</tr>
</tbody>
</table>
Miesian

The Miesian style (1945-1970) is characterized by clarity of design using clean lines and functional style. The proponents of the style, Ludwig Mies van der Rohe and Walter Gropius, advocated the principles of “rational clarity and intellectual order” in design. The style used the freedom of plan and elevation obtained by a skeletal construction method that removed structural functionality from the exterior walls. The essence of architectural expression lay in the elevation of the industrial vernacular to art using steel beams, columns, spandrels, and curtain wall. Emphasis was on the structural grid resulting in a design that was logical, regular, and ordered.

The Miesian style was not common in the survey. Only four buildings, with construction dates between 1964 and 1970, were classified as Miesian. Since the elements of the style dictate a boxy structure, the buildings in the Miesian style are almost exclusively office or educational structures. The surveyed properties consist of three office buildings (one government, two private), and a college building.

The Montgomery County Courts Building (MOT-05372-15), built 1964-65, features a recessed ground floor, symmetrical arrangement of windows and doors and expressed concrete forms, characteristics of the Miesian style. Although the flat-roofed building is box-like, it has an overall sense of verticality due to the vertical ribbons of windows, separated by vertical bands of concrete. The architects on this project were Pretzinger & Pretzinger with Lorenz & Williams as associates.
The former **IBM Building** (MOT-05305-15), built in 1967, features the typical rectangular form, recessed ground floor, and overall sense of symmetry that are characteristics of the Miesian style. The building differs from a pure expression of the style because the use of piers and spandrels instead of slender mullions takes away from the glass curtain wall effect that is more typical. The entire surface of the building is covered with embedded pebbles, giving the building a sense of applied ornament that is not seen with the Miesian style. Shaw, Metz and Association of Chicago were the architects, with Dayton’s Lagedrost and Walter as associates.

The 1969 former **Grant-Deneau Tower** (MOT-05154-15) features elements of the Miesian and New Formalism styles. Miesian features include the set back ground floor entrance, symmetrical elevations, skeletal construction, dark-tinted glass curtain wall and slender mullions. The architect was Paul H. Deneau, who was also one of the building’s original owners.
“Above all, the construction is a statement of confidence in downtown Dayton, the region’s urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all.” --Dayton Daily News, 1967
February 27, 2015

Ms. Megan Rupnik  
Survey and National Register Manager  
State Historic Preservation Office  
800 East 17th Avenue  
Columbus, OH 43211

Dear Ms. Rupnik,

We are pleased to submit this package of historic resources to support the Grant-Deneau Tower's prospective listing on the National Register of Historic Places. We hope that you find we have achieved what we were asked: to provide additional information about the building's significance and its role in Dayton's development. It was said that more information was needed, and, quite frankly, we agreed.

One of our first efforts was to get the building historically designated at a local level: itself a significant effort. In doing so we hoped we would discover resources that supported the assertion that this was an essential building in moving downtown Dayton forward and played a formative role in the modern development effort. That was what we hoped for; we were not disappointed.

Upon official listing as a local landmark, it was fortunate that the news reached the daughter of Paul Deneau (the building's architect), Lisa Deneau, who maintains an extensive collection of resources regarding the work of Paul Deneau. Attachment 5 of this package is a sampling of the most important materials.

Drawing from those materials, a contextual narrative, entitled "The Role of the Grant-Deneau Tower in Modern Downtown Dayton," has been completed to substantiate the building's role in downtown Dayton. It has been demonstrated that the building was the first and foundational effort in an offense-driven strategy to address increased competition of rapidly populating suburbs.

It is our belief that these resources provide a basis for advancing a National Register nomination, as it is indeed exceptionally important for Dayton's history.

Sincerely,

[Signature]
Warren R. Price  
City Manager

Attachments
“The only way to grow is to take risks.” –Paul Deneau (Dayton Daily News, 1967)
THE GRANT-DENEAU TOWER
40 WEST 4TH STREET

1966
PLANS REVEALED &
PROPERTY ACQUIRED
THE STRIKING PLANS
FOR THE BUILDING
WOULD BECOME EXEMPLARY
USE OF
NEW FORMALISM &
MIESIAN
STYLES OF ARCHITECTURE
THERE'S NEVER BEEN
ANYTHING LIKE IT
IN DAYTON BEFORE

DAYTON'S FIRST
MODERN HIGH-RISE
↑331 FEET TALL
230,000 SQ. FT.
OF OFFICE SPACE
$6.5 MILLION
CONSTRUCTION COST

TIMELINE OF DAYTON'S SKYLINE
1904
CENTRE CITY
1926
BILTMORE TOWER
1931
MUTUAL HOME BLDG
1969
GRANT-DENEAU TOWER
1971
WINTERS TOWER
1972
130 W. SECOND ST.
1976
10 W. SECOND ST.

(ITS) A CLEAN, MODERN STATEMENT
WITH A DASH OF ROMANTICISM
IN ITS LIGHTED ARCHEs.

A CITY'S SKY HIGH
SOLUTION TO KEEPING
DOWNTOWN VITAL
It was the 1960s, a period of great
change and concern in the City of
Dayton, particularly downtown.
Interstate 75 was completed, and a
new beltway, I-675, was being
planned. The City of Dayton found its
population on the decline for the first
time, and suburban malls and office
buildings posed a new, major threat.

Dayton went on the offensive,
and Grant-Deneau was the first to
salvo. Modern office buildings would
compliment the huge urban renewal
projects and make downtown
competitive again. Before Grant-
Deneau, a building of over 15 stories
had not been constructed downtown
since 1931. With its construction
Grant-Deneau would usher downtown
into the modern age.

DAYTON'S OWN
MID-CENTURY MARVEL

AN UNSUNG HERO OF
DAYTON ARCHITECTURE:
PAUL DENEAU

“I'm not ashamed to
say I love this city. I
dearly love it.”

• Born in 1928
• 1951 Architecture Graduate
  of Ohio State University
• Moved to Dayton in 1955
• Owner of the Houston Aeros,
a World Hockey League team
• Designed and developed
  multiple Dayton landmarks,
  including:
  The Convention Center
  Hotels
  Office Buildings
  Residential Complexes

“Above all, the construction is
a statement of confidence in
downtown Dayton, the region’s
urban core. The confidence is
justified. Many have known
that all along. The new project
will make it apparent to all.”

- DAYTON DAILY NEWS, 1967
“Already South Dayton Mall (SDM) is anticipated to overshadow the present CBD retaining function. SDM will have 2.2 million sq. ft. of retail space consisting of 106 stores. Downtown Dayton presently comprises approximately 2 million sq. ft. with Rike’s Department Store accounting for 600,000. Adjacent to the SDM are an additional 168 acres already zoned for commercial use. Some of Dayton’s existing merchants are estimating that 40% of their total sales will be generated at SDM. This may, in fact, be a conservative estimate.

Office buildings are already locating in nearby areas adjacent to the mall.

Will Dayton’s CBD undertake the action necessary to cope with emerging regionalization? The answer would seem to be indicated by what is happening in the CBD. The recent new buildings in Dayton’s CBD seem to be reasonable evidence of confidence in its future.”

(Dayton Center City Design Study, RTKL, 1969)
The Role of the Grant-Deneau Tower in Modern Downtown Dayton

City of Dayton Department of Planning and Community Development

It was the 1960s, a period of great change and concern in the City of Dayton, particularly downtown. Interstate 75 was completed in 1966, and a new beltway, I-675, was being planned. The City of Dayton found its population declining for the first time in history. Aging residential and commercial buildings were seen as a major challenge. The city continued to face competition from all directions in the form of rapidly populating suburbs, including massive retail developments, with offices expected to follow. The suburban migration had left behind a built environment that seemed old, antiquated—built for a previous time. One redevelopment study (Dayton City Plan Board, 1964) noted the following: “The loss of economic vitality in the mid-50s has brought physical obsolescence and decay in the mid-60s. The empty storerooms, the gradual deterioration of structural conditions, lack of maintenance and economic obsolescence of buildings has been apparent and is becoming more evident each year” (page 1). Of particular concern was the area south of Third Street (where the Grant-Deneau Tower is now located), which according to the study, “has experienced Dayton’s most serious problems of decentralization. This area historically has been the concentration of small retail merchants and thus the development of the automobile-oriented suburban shopping center has had its most serious effect on this portion of downtown.” In the late 1960s, urban design and planning consultants RTKL were brought in to address the problem of a declining downtown in the face of increased suburban competition. The consultants determined that downtown needed bold action. One particular section by their economist asks “Will Downtown Move (or has it?).” The report states:

Already South Dayton Mall (SDM) is anticipated to overshadow the present CBD retailing function. SDM will have 2.2 million sq. ft. of retail space consisting of 106 stores. Downtown Dayton presently comprises approximately 2 million sq. ft. with Rike’s Department Store accounting for 600,000. Adjacent to the SDM are an additional 168 acres already zoned for commercial use. Some of Dayton’s existing merchants are estimating that 40% of their total sales will be generated at SDM. This may, in fact, be a conservative estimate.

The SDM is expected to obtain many of the dollars now going to Tri-county and downtown Cincinnati. In addition, the SDM location is one that is central to the high income residents of the region and is perceived as a safe retailing environment by its prospective customers.
Thus, it appears that with the completion of SDM, an important component of the retailing function has already moved south.

Office buildings are already locating in nearby areas adjacent to the mall. A million-dollar building is programmed to be built southwest of the Highway 41 and 725 intersection. The $8 million NCR training/office complex is currently under construction. In addition many smaller buildings such as the Shell Oil Company regional office headquarters, the three-story $1.5 million office building located near the Imperial South Motel are in varying stages of development.

The County Planning Commission has zoned 113 acres to the east of SDM for commercial use. There have been numerous requests for rezoning the areas immediately north of SDM from south 725 to Yankee Street. The areas directly south of the SDM are either being held for speculation (an underdeveloped half-acre lot adjacent to the mall is already valued at $79,000) or are in the process of being studied for high-density commercial planned unit development. Thus, while the office space function is still most strongly associated with downtown Dayton, large office parks are bound to be built in the next five to ten year period provided that center city creates no counter trends.

A consultant for RTKL continues:

To put this very simply, we have seen a great deal of evidence in the questionnaires that we have been sending out and the work we have done to indicate that only a few financial decision makers are actually committed to doing their expansion in the Dayton CBD. Much office expansion can take place elsewhere in the region or it can take place in the CBD. We have seen in other parts of the country a development of large regional retail centers which then induce the development of financial office space.”
1964 Ohio Highway Map showing planned I-75 through Dayton, and planned I-675 to the east of the city

1967 Ohio Highway map showing completed I-75 through Dayton
Large redevelopment projects were seen as one way to address the problem. In a series of projects designed to remove blight and construct a modern, more desirable built environment, Urban Renewal changed the landscape of Downtown Dayton. The East Dayton plan (the first of its kind in Ohio) demolished blocks of single-family homes, primarily in pursuit of open spaces, industry, and large multi-family dwellings. The Miami-Maple and Perry-Mead plans largely cleared the area between Main Street and I-75, which was in development at the time. Miami-Maple and Perry-Mead areas would eventually lead to Sinclair Community College and a large complex of government and courts buildings, in place of the largely unfulfilled vision for “Center City West” which included a municipal convention center at the edge of downtown near the interstate highway. The Mid-Town Mart plan brought the focus of redevelopment efforts back to the downtown core, and gave the directive for clearance of structures south of Third Street and east of Main Street, leading to what would become, after a shopping center plan fizzled, the Dayton Convention Center and Dave Hall Plaza. Modern high-rises (both as part of urban renewal projects and as stand-alone development) were seen as a cure for dilapidated and substandard commercial spaces of the past. The first of these high-rises came towards the end of the decade with the construction of the Grant-Deneau Tower.
Cover of the Mid-Town Mart study, eventually where the Deneau-designed convention center would be located

Preliminary scheme for the new convention center
By 1969, urban renewal efforts were well underway, and large swaths of the city had been dramatically altered, if not cleared entirely. But the Dayton skyline had not changed significantly until the construction of the Grant-Deneau Tower. An important urban renewal project linked with the tower was Mid-Town Mart, the plan that led to the Dayton Convention Center. In a 1973 special section of the Dayton Daily News about the opening of the Dayton Convention Center, Jim Nichols reports that the convention center, “joins the Sinclair Community College, the 22-story Grant-Deneau Tower, the 30-story Winters Tower, and the 22-story First National Bank building in proclaiming Dayton is alive and serving its people.” That both the Convention Center and the Grant-Deneau Tower had the same architect serves as an even more direct link. In terms of location, Grant-Deneau is about one block west of the Mid-Town Mart Urban Renewal Area, the Perry-Mead Urban Renewal Area, the later Courthouse Square Urban Area, and across the street from the later Arcade Square Urban Renewal Area.
The Grant-Deneau Tower project was established in 1966. The purchase of the site, which was the location of the RKO Keith Theatre, was announced on July 14, 1966, and renderings soon followed. From its beginning, the building was to have a clean, modern look, while exhibiting “a dash of romanticism” (Goldwyn, 1972) leading to what is now considered a Miesian/New Formalist design. The project naturally received a great deal of attention, not just because of its location, prominence, and scale, but because it was seen as downtown Dayton’s counterpoint to the modern alternatives emerging in the suburbs.

The Grant-Deneau Tower was the pioneering effort to revitalize downtown Dayton and compete regionally. In a 2010 study entitled “Ohio Modern: Preserving our Recent Past,” consultants for the State Historic Preservation Office concluded, “The new skyscraper symbolized the conviction of Dayton’s leadership that downtown was still a viable commercial center, despite relocation to the suburbs beginning in the 1960s.” The importance of the project to downtown Dayton was not lost on the building’s architect, Paul Deneau. Shortly after the opening of the tower, he predicted, “Tenants will be moving in soon and we hope we can, in the immediate future, spark the renaissance of the entire downtown area” (Robbins, 1970). Indeed, from the early stages of the project, it was clear that the Grant-Deneau Tower represented more than a building. It represented the foundation of a belief that a strong offense of large building projects would make downtown competitive with the suburbs. A 1967 article in the Dayton Daily News states, “Above all, the construction is a statement of confidence in downtown Dayton, the region’s urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all.” Just one year earlier, the
newspaper had noted, “The project runs counter to a trend of announcements by Dayton firms of plans for new construction away from downtown and in several cases, outside the city” (Fenley 1966). Now, the tower would lead Dayton into a new, modern era. The front of the sales brochure for the tower proclaimed it is “Destined to be the landmark office building of the new Dayton.” Years later, Paul Deneau would tell reporters that he believed that the completion of the Grant-Deneau Tower heightened confidence in the city center and hastened the construction of the high-rises that followed (Goldwyn 1972). A news article from 1970 shows agreement:

Some, including [Dayton Chamber of Commerce Vice President Marvin] Purk, see signs that the “new downtown” is emerging now. He pointed to new buildings such as the Grant-Deneau Tower, the Winters Bank Building, the Herman Miller Building, Rikes garage and the Holiday Inn, and commented: “We have started a trend that will accelerate.” (Goldwyn, 1970)

Even as the Grant-Deneau Tower was under construction, RTKL proceeded with a progressive vision for Downtown Dayton. One cornerstone of this new approach to downtown development was attracting nationally known architects of the time, which led to Dayton being home to buildings and plans advanced by I.M. Pei, Harry Weese, Bertrand Goldberg, Edward Durrell Stone, Harrison and Abromovitz, Charles Moore, and Dan Kiley. But the tone was first set (and, arguably, more successfully set) by local architects Paul Deneau, and Lorenz and Williams with the Winters Bank Building (which became known as the Kettering Tower).

Upon construction, the 331-foot Grant-Deneau Tower was the tallest in Dayton. There had not been a commercial high-rise constructed since 1938, and no modernist high-rise in the city’s history. The New-Formalist tower dramatically changed the downtown landscape, and the city and its business leaders hoped that, along with the urban renewal projects, Downtown Dayton would see new life as a result of the modern changes.
Grant-Deneau Tower Context

Grant-Deneau Tower, looking east along Fourth Street
The new Grant-Deneau Tower with the Dayton Convention Center under construction (top left)
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ATTACHMENT 4

LOCAL HISTORIC RECOGNITION AND ORDINANCE

“A few projects on the planning charts have brightened the outlook. Is it too late to build a downtown area that truly provides a focal point for the Miami Valley? No, the experts say. But in the next breath they add: Now or never. Pressures from the suburbs have forced the issue.”

–Ronald Goldwyn, Dayton Daily News 1970
Local Historic Designation and Ordinance

The Grant Deneau Tower was designated as a Local Historic Landmark by the Dayton City Commission on January 7, 2015. This was accomplished through an Ordinance that amended the Official Zoning Map of the City of Dayton.

The Dayton City Plan Board and City Commission determined this to be appropriate due to the building’s pioneering role in modern downtown development as the centerpiece of a strategy of large-scale redevelopment and modernization. It was also noted that its representation of Miesian and New Formalist styles carries a great deal of character and contributes to the architectural diversity of downtown.

As part of a program to recognize historic landmarks, a historic marker (shown below) will be placed on the building.
A zoning map amendment to designate an HD-3 Historic Designation Overlay at 40 West Fourth Street (City Lot #207&208). The underlying zoning, CBD, would remain unchanged.

BACKGROUND

Applicant/Property Owner: Matrix Dayton LLC
c/o Aaron Smiles
732 Smithtown Bypass Ste. 220
Smithtown, NY 11787

Priority Board: Downtown Neighborhood: Downtown

Board Authority:
R.C.G.O. §150.125.1 – §150.125.11 City Plan Board actions for amendments to the Official Zoning Map

Applicable Plans and Policies:
CitiPlan 20/20 (1999)
CitiPlan 20/20 Downtown Component (1999)
Greater Downtown Dayton Plan (2010)

Agencies and Groups Contacted:
Property Owners within 250 feet
Downtown Priority Board
Downtown Dayton Partnership
Preservation Dayton
CityWide Development

CURRENT CONDITIONS

Existing Land Use: An office building, mostly vacant.

Surrounding Land Use and Zoning:

North: Land Use: Vacant Arcade
Zoning: CBD/HD
South: Land Use: Parking garage
Zoning: CBD
East: Land Use: Reibold Building
Zoning: CBD
West: Land Use: Dayton Public Schools administrative building
Zoning: CBD
150.125.1 Authority for Amendments

The regulations imposed and the districts created under this Zoning Code may be amended from time to time by ordinance duly enacted by the City Commission. No such amendment shall be adopted except in accordance with the procedure specified in sub-sections 150.125.2 to 150.125.11, inclusive, of this Zoning Code. (Ord. 30515-05, passed 12-28-05)

STAFF ANALYSIS

Case Background:

The applicant/property owner seeks an HD-3 (historic designation) overlay for the building located at 40 West Fourth Street. The underlying zoning designation, CBD, would not change. The Zoning Code describes the HD-3 designation as follows:

150.345.2 Designation of Historic District.

The Landmarks Commission shall recommend to the City Plan Board the adoption or modification of a historic district overlay on all eligible areas in accordance with Section 150.125, Amendments. The boundaries of each such district shall be indicated on the official zoning map.

[...]

(C) The HD-3 Historic Designation Overlay (HD-3) is an overlay district for properties that have been determined by the Landmarks Commission, in accordance with sub-section 150.345.4 (C), be historically significant and by doing so, has determined that the loss of these properties is an irreversible act worthy of review. These properties collectively are called the Dayton Register of Historic Landmark Properties. (Ord. 30515-05, passed 12-28-05)

The HD-3 Designation requires verification of eligibility from the Landmarks Commission. At the October 23, 2014 Landmarks Commission meeting the eligibility was approved.

Building History:

Staff notes the following references to support the HD-3 Designation:

- The Ohio Historic Inventory form (2009)
- The Ohio Modern Study, commissioned by the Ohio State Historic Preservation Office (2010)
- The National Register Questionnaire, completed by Samiran Chanchani of HistoryWorks LLC (2014)
- The Contextual Narrative regarding the building’s role in the evolution of Downtown Dayton (2014)

While the entire body of evidence serves to make the case for the historic designation, the following are particularly supportive:
The building was completed in 1969 as “Dayton’s First Modern Office Tower” and the tallest at the time of construction.

It exhibits exemplary use of Meisian and New Formalist styles.

In the Ohio Modern study, it is listed as eligible for the National Register of Historic Places under Criteria A and C with Areas of Significance being Commerce and Architecture.

The contextual narrative focuses on the building’s role in downtown development. The narrative demonstrates that the building was a cornerstone in Dayton’s strategy to construct new, modern commercial space to improve downtown’s regional competitiveness. It describes 1960s/70s concerns over the viability of downtown, brought on by a collision of factors including the construction of I-75 and the planning of I-675, suburban shopping centers and malls (accompanied by the development of office parks), population loss for the first time, physical deterioration of older building stock, combined with the availability of Urban Renewal funds led to a vision for a modern, progressive downtown.

“The building is the earliest example in Dayton of a modernist skyscraper, was the tallest building when it was constructed, and marked the beginning of a changing skyline for the city” (NRQ)

“The building comprises of Meisian skyscraper elements such as glass curtain walls and of New Formalism such as symmetrical composition, brick facades, and structural clarity.” (NRQ)

“At the time of its construction, the tower was described in the Dayton Daily News (1969) as an example of “Brutalism,” perhaps owing to its structural clarity and exterior building materials such as brick and concrete. The newspaper saw the building as a stylistic counterpoint to the International Style of Dayton’s Winters Tower, also under construction at the time.” (NRQ)

“As was characteristic of New Formalism in architecture, concrete columns are rendered visible on all four symmetrical facades, delineating the bays that comprise the building exterior. The exterior columns extend to the roof, where they meet a projecting cornice comprising of evenly spaces concrete arches.” (NRQ)

“The glass curtain wall with metal framing, emphasizing the vertical plane on the north and south facades are characteristics of Meisian modernist skyscrapers.” (NRQ)

“Both on the exterior and interior, the structural frame as a guiding principal is discernable, and is characteristic not just of New Formalism but more broadly of the modern commercial high-rise building.” (NRQ)

“The minimally projecting cornice with evenly spaced arches on all sides, symmetrical elevations with curtain wall of colonnades of thin concrete columns, interspersed with dark tinted glass and dark brown brick with light mortal are elements of New Formalism.” (OHI)

Based on these factors, as well as the required standards listed below and the finding of eligibility of the Landmarks Commission, staff recommends approval of the proposed zoning map amendment.

Approval of the historic designation will recognize the significance of the property, protect it from demolition without a public hearing, and potentially allow for a greater range of financing options.

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**REVIEW OF FINDINGS**

**R.C.G.O. §150.125.7 Amendments to Change Zoning Districts or Zoning Classification of Properties**

1. The change in classification would be consistent with the Comprehensive Plan of the City or other plans and policies.
The proposed change is supported by the adopted plans and polices. Specifically:

The Greater Downtown Dayton Plan:

- “Reinvigorate the downtown core by reducing the downtown office vacancy, increasing vibrancy, expanding amenities, and encouraging investment and redevelopment.”
- “Right-size downtown’s office market in part by redeveloping current office space to more productive uses, such as housing, and in part with aggressive, coordinated recruitment and retention efforts.”
- Housing section: “Explore the use of other funding sources, such as tax credits.”

CitiPlan Urban Design Component:

- “Target underused, conventionally obsolete, and vacant historic structures in the core for adaptive uses within the context of a preservation strategy.”
- “Aggressively market the use of historic tax credits and facade easements as equity financing opportunities.”

2. The change in classification would be consistent with the intent and purpose of this Zoning Code.

This change is consistent with the zoning code which says the following:

150.345.1 Purposes.

The public interest calls for the preservation and protection of significant historical, architectural and archeological resources from Dayton’s and America’s histories that lie within our city. Buildings and places that tell us of the presence of our forebears add meaning and livability to our city as do handsome residential areas and orderly business districts. To accomplish this, it is necessary to provide a method whereby, with careful consideration for the rights of private property and only after thorough analysis of the objectives to be achieved, certain public controls are required for changes made to meaningful buildings or neighborhoods.

Therefore, historic overlay districts (HD-1, HD-2, HD-3) and their regulations are established in order to achieve these purposes:

(A) To promote and protect the health, safety, and general welfare of the public through the enhancement of property values, economic development, neighborhood stability, and the protection of property rights of all citizens.

(B) To preserve and enhance the varied architectural styles reflecting the distinct phases of the City of Dayton’s history.
(C) To preserve, restore, reconstruct, renovate and/or rehabilitate historically or architecturally significant or contributing historic buildings, structures, sites and objects (hereafter referred to as “property” or “properties”) in districts that possess integrity of location, design, setting, materials, workmanship, feeling, and association.

(D) To develop and maintain appropriate settings and environments for the properties and districts described in Section 150.345, Historic Overlay Districts.

(E) To this end, this Section authorizes the adoption of overlay historic districts and creates a Landmarks Commission, a Secretary to the Landmarks Commission and an Historic Preservation Officer to review and approve architectural modifications that affect the historic quality of such properties and districts.

This request meets the intent and purpose because it will ensure protection of a historically important asset and allowing for more funding sources for redevelopment.

3. The proposed amendment is made necessary because of changed or changing conditions in the area affected, and if so, the nature of such changed or changing conditions.

The amendment reflects a number of emerging conditions, including:

- Greater awareness of our mid-century modern treasures, as brought about by SHPO’s Ohio Modern Study.
- The underutilized status of the building
- Steady demand for downtown housing, which this building could offer if redeveloped in that manner.

4. The uses that would be permitted on the property if it were reclassified would be compatible with the uses permitted on other property in the immediate vicinity.

A historically designated building, used commercially or residentially, is compatible with uses permitted in the CBD.

5. The uses that would be permitted on the property if it were reclassified would have an adverse environmental or health impact on the immediate surrounding area in terms of acceptable air, noise, light, or water quality standards.

There should be no problems in these terms.

6. Adequate utility, sewer, and water facilities, and all other needed public services exist or can be provided to serve the uses that would be permitted on a property if it were reclassified.

Adequate utilities exist, or the necessary investment will be made to get them there.

7. The amount of vacant land with the same zoning classification as proposed for the subject property, particularly in the vicinity of the subject property, and any special circumstances, if any, make a substantial part of such vacant land unavailable for development.
Since this is an overlay designation on a unique property, this standard is not applicable.

8. **The proposed amendment would correct an error in the application of this Zoning Code as applied to the subject property.**

There does not appear to be an error in the application of the Zoning Code as applied to the subject property, only changing conditions.

**ALTERNATIVES**

1. Recommend approval of the Zoning Map Amendment application and establish an HD-3 designation at 40 West Fourth Street based on R.C.G.O. §150.125.7(1-8).

2. Recommend denial of the Zoning Map Amendment application to establish an HD-3 designation at 40 West Fourth Street based on the board’s inability to make the findings under R.C.G.O. §150.125.7(1-8).

**FUTURE ACTIONS**

If the Plan Board recommends approval for the proposed zoning map amendments, the request will be forwarded on to the City Commission for public hearing.

Staff Report Prepared by:  
Tony Kroeger

Staff Report Reviewed by:  
Brian Inderrieden

=====================================================================

**ATTACHMENTS**

ATTACHMENT 1: Map  
ATTACHMENT 2: Application  
ATTACHMENT 3: OHI form  
ATTACHMENT 4: Ohio Modern Chart  
ATTACHMENT 5: Ohio Modern Description  
ATTACHMENT 6: National Register Questionnaire  
ATTACHMENT 7: Contextual Narrative  
ATTACHMENT 8: Listed Sites in the City of Dayton
AN ORDINANCE

Amending the Official Zoning Map to Establish an HD-3 Historic Overlay District, at 40 West Fourth Street, and Declaring an Emergency.

WHEREAS, An application has been made to establish an HD-3 Historic Overlay District, at 40 West Fourth Street for the Grant-Deneau Tower, commonly known as the Miami Valley Tower; and

WHEREAS, The applicant requested that an HD-3 Historic Overlay District be established for the Grant-Deneau Tower in recognition of its architectural and historical significance; and

WHEREAS, The underlying zoning for 40 West Fourth Street shall remain CBD Central Business District; and

WHEREAS, The City Plan Board, at its November 4, 2014, meeting, recommended approval of the HD-3 Historic Overlay District, Case Z-003-2014; and

WHEREAS, For the immediate preservation of the public peace, property, health and safety, and in order to protect the architectural and historical significance of the Grant-Deneau Tower, located at 40 West Fourth Street, it is necessary that this Ordinance take effect at the earliest possible date; now, therefore,

BE IT ORDAINED BY THE COMMISSION OF THE CITY OF DAYTON:

Section 1. In accordance with the recommendation of the City Plan Board, as made in Case Z-003-2014, an HD-3 Historic Overlay District is established for the Grant-Deneau Tower at 40 West Fourth Street. The City Lot Numbers that comprise this zoning map amendment are 207 and 208 PTS. The underlying zoning for 40 West Fourth Street shall remain CBD Central Business District. The City’s official zoning map shall be redrawn to include and show the HD-3 Historic Overlay District.

Section 2. For the reasons stated in the preamble hereof, the Commission declares that this Ordinance is an emergency measure that shall take effect immediately upon its passage.

Passed by the Commission January 7, 2015
Signed by the Mayor January 7, 2015

Mayor of the City of Dayton, Ohio

Attest:
Rashella Lavender
Clerk of the Commission

Approved as to form:

City Attorney
ATTACHMENT 5

HISTORIC RESOURCES AND DOCUMENTATION

“I don’t know that I am accepted. I think I’m resented by a lot, as they would resent anyone who’s doing anything. And there are some who would like me to be swept under the rug.”

-Paul Deneau (Dayton Daily News, 1972)
Historic Resources and Documentation

The following materials have been included to demonstrate the following:

- That the Grant-Deneau Tower was not an isolated effort, but rather played a formative role in the downtown Dayton development strategy, particularly as suburban competition eroded the downtown retail and office base.

- That architect Paul Deneau, with his bold, unabashed personality, was civic-minded in his effort to ensure that modern and attractive space was available in downtown Dayton.

- That the building was a “vote of confidence” in a time when uncertainty and concern often prevailed.

- That the building’s position as Dayton’s first modern high-rise and tallest building at time of construction necessarily meant that it would be a focus of attention, both positive and negative.
ATTACHMENT 5.1

BUILDING DEVELOPMENT AND CONSTRUCTION

“He has the guts, the courage to do things other people have not. There’s a lot of money in this town and a lot of people who could make a decision and have other people follow suit.”

--Former Dayton City Commissioner George Walter (Dayton Daily News, 1972)

“Anybody can sit back and take potshots at somebody who’s doing something. This guy’s had his fingers in a helluva lot of things that have happened.”

- Developer William Fitzpatrick (Dayton Daily News, 1972)
Partners Buy Keith Building

Richard Grant, Paul Deneau
Purchasers

By FRED EBBINS
Daily News Industrial Editor

A partnership of two prominent Dayton business men today announced purchase of the Keith building at the southwest corner of Fourth and Ludlow Streets.

Purchasers are Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co., and Paul H. Deneau, Dayton attorney.

Completed in 1922, Keith’s theater once featured vaudeville as a major attraction. Page 36.

Chief and president of the Dayton Inn Corp., the buildings were acquired from BSO Midwest Corp. of New York by Grant-Deneau Enterprises, a newly-formed partnership.

THE PURCHASE price was not disclosed, but it is believed to be around $150,000.

Grant and Deneau said the five-story building, which was built in 1922, was purchased for investment and possible future development. There are no immediate plans for future development, they said.

The BSO Keith theater, major tenant, will continue to operate under a lease agreement, the new owners explained.

The THEATER foot extends to all of the five floors, with offices and storerooms around the perimeter.

Approximately 24,000 square feet of space is on the ground level, including the theater. Most of the balance of the ground level space, formerly occupied by Dunham’s Inc., men’s clothing store, now on the southwest corner of the same intersection, and Schenck’s men’s specialty store, is unoccupied.

Office space on the upper floors amounts to about 25,000 square feet.

OTHER TENANTS is approximately 48 business and professional offices will remain.

No tenant is yet available for the ground floor stores, the new owners stated.

The purchase is “tangible evidence of their faith in the potential of the South of Third St. area,” Grant and Deneau added.

The potential of property along this portion of Ludlow St. has been greatly enhanced by improvements in recent years, they said, citing the E. F. MacDonald buildings, Dayton Newspapers, Inc., the Stahler-Sillian Inn (Dayton Inn) and planned remodeling of the old Masonic hotel, leased by Stahler-Sillian Inn from Dayton Newspapers.

HANDLING LEGAL details for this first venture by Grant-Deneau Enterprises was Jacob Myers of the law firm of Kaiserwurm & Myers.

This is the first purchase of downtown property by Grant whose family has controlling interest in Reynolds & Reynolds, designers and producers of business forms and accounting systems, which this year is marking its 100th anniversary.

Deneau has real estate interests through Dayton Inn, a limited corporation of the Stahler-Bilton Inn here, the Chillicothe Stahler Bilton Inn and Lucky Times, an apartment house in downtown Cincinnati.

Keith Building Purchased

Grant and Deneau purchased the Keith building at Fourth and Ludlow Sts. for $150,000. By the time the new 25-story building is finished, they will have spent more than $20 million on the buildings.

The two men were brought together by mutual acquaintances who knew that Deneau wanted to build in and that Grant wanted to invest in the downtown area.

AND THE DOWNTOWN AREA is a big challenge, according to Deneau.

“Dayton, while possibly still a little behind, is more so than any city, a city of opportunity,” he contends.

Major progressive projects, such as the plans for a 25-story office tower for Pantera National Bank & Trust Co., have been announced, he notes.

“There are exciting plans,” he continues. “The city and the county have started to do good, comprehensive planning.”

Knowledge for Private Enterprise

The Center City Task Force and numerous private citizens, he said, have “the knowledge and capacity to yield some major projects together under private, rather than government, enterprise.”

Noting that the original development of Dayton was financed by industrial people, Deneau adds that “there is indication of willingness to use their money to rebuild in a good fashion.”

MEANING OF THE PRESENT deterioration, he argues, can be traced to “a shortage of opportunities by people who no longer have roots in the city.”

Deneau plans to be in Dayton for a long time.

That’s partly why he walks to the window on the 10th floor about three times a day and watches the metal ball on the crane ascending down the old building as the new one goes up.
$6.5 Million Office Building Planned At Fourth, Ludlow

22-Story Complex Replacing Keith's

By Rainard Platt

RNAL HERALD
Dayton, Ohio, Tuesday, October 4, 1966
Second-Class Postage Paid at
Dayton, Ohio
40 Pages
Price 10 Cents

$185,000 New Radio Studio

Building Begins At Once For WAVI-WDAO
...From east or west, structure 'll look alike.

Construction is starting immediately on an expanded new studio and office building for the co-owned radio stations of WAVI-AM and WDAO-FM.

The structure, plus land and equipment, is expected to cost about $185,000, according to Paul H. Dennis & Associates, architects.

The one-story contemporary building, on land purchased from National Cash Register company a year ago, is adjacent to the present studios on Cincinnati street.

Dr. C. (Bud) Crowl, station president, said plans are to have the present site name after the new building is occupied, probably sometime in April.

Crowl said the new structure will provide about 7,000 square feet and be "one of the most modern in equipment and design of any radio broadcasting facility today."

It will incorporate offices, separate studios for the two stations, conference facilities and community meeting room.

Dr. Crowl described the design as a contemporary combination of glass, masonry, brick and wood. It will present identical exterior in monochrome on Cincinnati street on the west, and 26th on the east.

Crowl said plans were worked out after study of studio facilities at WCBS in New York and WINS and WFLD in Philadelphia.

It is facing in design to provide for future growth.

The station has occupied the present building since March, 1956, but has long since outgrown the 2,300 square feet of space. WDAO, the newest facility, has been operating from studios in a trailer since it went on the air.

Vannoy Construction is general contractor.

The property fronts 180 feet on Ludlow in all.

The parking deck will have an access lane off Fourth street, at the east end of the office building and also off Ludlow street.

The RKO building, which the developers propose to raze, was purchased by the partners last July for $750,000 from the theater company.

It is about 40 years old and contains 25,000 square feet of office space, which is 80 percent occupied; 30,000 square feet of retail space and the city's largest commercial theater, Keith's, which seats 2,700.

Dennis said there are no plans for a theater in the new building, which means RKO will have closed all of its movie houses within the last several years.

RKO has not indicated any plans to rehouse elsewhere in the city.

Grant is board chairman of Reynolds and Reynolds company here.

The property fronts 180 feet on Ludlow in all.

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Grant is board chairman of Reynolds and Reynolds company here.
$6.5 Million Office Building Planned At Fourth, Ludlow

22-Story Complex Replacing Keith's

By Reinard Platt
Journal Herald Staff Writer

A 22-story office building, expected to cost $6.5 million, is planned in downtown Dayton on the site now occupied by Keith's theater.

Grant-Deneau Enterprises hope to start construction in May and have the building completed within 16 months after the theater is raised.

Richard H. Grant Jr. and Paul H. Deneau, partners in the development firm, said they have secured a commitment from Prudential Insurance company for the final mortgage.

They must obtain in-house financing, which means a commitment for the construction money. The venture will be Dayton's largest new office development.

Deneau, head of the architectural firm of Paul H. Deneau & Associates, said plans will be financed by his office by Feb. 3 and taking of bids should require another month.

"Assuming construction costs come within our estimate, we hope to have work under way within 90 days from Feb. 1," he said.

Deneau said the building will have 229,000 square feet of office space and that the parking space will be part of the basic building.

"It will be designed so tenants on the first six floors will be able to park and walk directly to their offices," he said.

This is comparable to the construction of the Statler-Hilton in the structure at Third and Ludlow streets, which Deneau designed and in which he holds a financial interest.

He said the building will have 21,000 square feet of office space on each floor, making it sort of a tower above the parking garage level.

Initially, the office building will face on the 143.5 feet fronting on Fourth street as well as 77 feet fronting on Ludlow street.

The garage portion will be directly south of the office tower, fronting 221 feet on Ludlow.

The property fronts 138 feet on Ludlow in all.

The parking deck will have an access lane off Fourth street at the east end of the office building and also off Ludlow street.

The RKO building, which the developers propose to raise, was purchased by the partners last July for $750,000 from the theater company.

It is about 49 years old and consists of 21,000 square feet of office space, which is 80 percent occupied; 14,000 square feet of retail space and the city's largest commercial theater, Keith's, which seats 2,700.

Deneau said there are no plans for a theater in the new building, which means RKO will have closed all of its three movie houses within the last several years.

RKO has not indicated any plans to relocate elsewhere in the city.

Grant is board chairman of Reynolds and Reynolds company here.
By JOE FENLEY
Daily News Business Editor

The Keith theater building at Fourth and Ludlow Sts., will fall to the wrecker’s ball next year and in its place will be built the tallest building in Dayton.

Dayton architect Paul Deneau last night disclosed plans for a $3 million, 22-story office building at the site. He said it will be taller than the Hilton building, currently Dayton’s tallest building.

THE PROJECT now counter to a recent trend of announcements by Dayton firms of plans for new construction away from downtown and, in several cases, outside the city.

Grant-Deneau Enterprises is the development firm conducting the project. Partners are Deneau and Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co.

At the time the Keith building was purchased for $220,000 in July by Grant and Deneau, Grant said the purchase was evidence of faith in the potential of the South of Third St. area.

Deneau said he has no other plans for the area but said he expects the new building “to spark other real estate investment in the area.”

The area, the square block from Fourth to Fifth Sts. and from Ludlow to Main St., has been the subject of discussion because of its deteriorating condition.

Deneau said the Ludlow St. site is a good investment area because of the presence of new, modern structures and modernized structures, such as the Sheraton (Dayton Daily News), the Dayton Daily News building and the K.F. McDonald Co. building.

PLANS AND specifications being prepared by his architectural firm, Paul H. Deneau and Associates, should be finished by Feb. 1, said Deneau. Bids then will be taken on the project.

Deneau said that “subject to construction costs coming in within our budget,” we can expect having work in progress within 90 days from Feb. 1. This would put the start of demolition about May 1.

Construction would then take about 24 months after the theater building is demolished, said Deneau.

He indicated that Grant-Deneau Enterprises has a mortgage commitment from the Presidental Life Insurance Co. and that arrangements for an interim loan for construction purposes have not been completed.

THE NEW tower office building will contain 225,000 square feet of office space and the base of the building will include a nine-story parking garage with parking for 800 cars, said Deneau.

Tentative plans call for the contemporary design building to have 143.5-foot frontages on Fourth St. and a frontage of 198 feet on Ludlow St.

The 143.5 by 77-foot office tower section will be located at the southeast corner of Fourth and Ludlow Sts., with the attached parking facility extending south along Ludlow St.

Oct. 1, 1966
Work Starts in 10 Days
On Tower Building Site

By JOE FENLEY
Daily News Business Editor

Demolition of the old Keith theater building, Fourth and Ludlow sts., will begin within 10 days to make way for the proposed $8 million, 25-story Grand-Deneau office tower building. Paul Deneau, owner, said today.

When the project was announced originally in October, 1966, it was estimated that demolition might begin as early as May 1 of this year.

"THE TIGHT money market which affected interim construction money suppliers, as well as certain cost increases in the last six months, and the resolution of legal issues accounted for the delay," said Paul Deneau.

"All are now resolved."

Deneau is coowner with Edward H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co.

The reinforced concrete structure will have a glass, 14-in.-glass, curtain-wall facade. Construction is expected to be completed about May, 1969.

PLANNED TO EXTEND south along Ludlow St. from the main building is a seven-story parking garage. Tenants on the first seven floors will be able to park their cars and walk directly to their offices, said Deneau.

The building will have six high-speed elevators.

The building will contain more than 200,000 square feet of rentable office space, said Deneau.

No leases have yet been signed for space in the building. "We will announce our leasing program later," said Deneau.

This will be the first downtown highrise office building since the 15-story tower addition was made in 1962 to the Taftoff realty building. That project cost $1.5 million.

CONSTRUCTION costs on the Grand-Deneau building will total about $8.1 million, according to Deneau, and Warren Black, vice-president of the George A. Fuller Co., of New York City, which will build the structure.

The other $1.5 million of the total project cost involved $70,000 in the purchase of the old Keith building and the land at the southeast corner of the Fourth-Ludlow location, and other costs, it was indicated.

Final details on the project were hammered out this week in a marathon session in the Deneau office.

A building permit was taken out Tuesday at city hall in the name of Grand-Deneau Enterprises.

Signing of the final contract was conducted today.

The building was designed by the Dayton architectural firm of Paul H. Deneau & Associates.
Work Starts in 10 Days On Tower Building Site

By JOE FENLEY
Daily News Business Editor

Demolition of the old Keith theater building, Fourth and Ludlow Sts., will begin within 10 days to make way for the proposed $8 million, 22-story Grant-Deneau office tower building, Paul Deneau, co-owner, said today.

When the project was announced originally in October, 1968, it was estimated that demolition might begin as early as May 1 of this year.

"The tight money market which affected interim construction money supplies, as well as certain cost increases in the last six months, and the resolution of legal issues accounted for the delay," said Paul Deneau.

"All are now resolved."

Deneau is co-owner with Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co.

The reinforced concrete structure will have a glass, aluminum, curtain-wall facade. Construction is expected to be completed about May, 1969.

PLANNED TO EXTEND north along Ludlow St. from the main building is a seven-story parking garage. Tenants on the first seven tiers will be able to park their cars and walk directly to their offices, said Deneau.

The building will have six high-speed elevators.

The building will contain more than 200,000 square feet of rentable office space, said Deneau.

No leases have yet been signed for space in the building. "We will announce out leasing program later," said Deneau.

This will be the first downtown highrise office building when the 22-story tower addition was made in 1958 to the Talbot retail building. That project cost $1.5 million.

CONSTRUCTION cost on the Grant-Deneau building will run about $6.5 million, according to Deneau, and Warren Black, vice president of the George A. Fuller Co., of New York City, which will build the structure.

The other $1.5 million of the total project cost involved $750,000 in the purchase of the old Keith building and the land at the southwest corner of the Fourth-Ludlow location, and other costs, it was indicated.

Final details on the project were hammered out this week in a marathon session in the Statler-Hilton Inn.

A building permit was taken out Thursday at city hall in the name of Grant-Deneau Enterprises.

Signing of the final contract was conducted today.

The building was designed by the Dayton architectural firm of Paul H. Deneau & Associates.

On the Skyline,

Vote of Confidence

There no longer is much doubt that the 22-story office building planned for Fourth and Ludlow Sts. in fact will be built. Financing, briefly a problem, has been established. Razing of the five-story Keith's building will begin in a few days.

The project is welcome on several counts.

Its economic impact will be considerable—an estimated $3.3 million in construction payroll alone. The city tax duplicate will be strengthened. A major boost will be given the south-of Third area, providing all the more reason for the city to hurry along its renewal project for the section. New businesses will be attracted to the area and established ones will gain.

The building's effect, of course, is not only economic. It will add new and needed variety to the Dayton skyline, a major element in urban aesthetics. If not exactly inspired, the building's design is clean and attractive.

Above all, the construction is a statement of confidence in downtown Dayton, the region's urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all.

Office Building Financing

Due For Completion Today

Three days of negotiations necessary to clear the way for construction of a multiple-story office building on the site now occupied by the Keith's theater are expected to be completed this morning.

Grant-Deneau Enterprises plan a $6.5 million office building with 22 stories on the site with an attached six-story parking garage.

Last night Deneau would only say he expects to have an announcement today concerning completion of the financial arrangements for his project.

It is understood construction financing is being brokered by Innesh & Goldmann corporation of New York and Hilton St. Litchfield of Dayton.

It has been reported the building will have 235,000 square feet of space, Richard H. Grant, chairman of Reynolds & Reynolds, and Deneau, architect and hotel owner, bought the old Keith building a year ago for $500,000.
Work Starts Monday
On 4th-Ludlow Tower

BY JOE PENLEY
Daily News Business Editor

Downtown development is heating up again.

Extraction work, postponed several times, is now scheduled to start Monday on the $8 million, 21-story Grant-Deneau office tower building and parking garage at Fourth and Ludlow Sts.

Also included in the extraction contract are revisions for sidewalk bridging, basement excavation and undermining of adjacent areas to be protected.

The extraction contract was awarded Thursday to George J. Ippolito & Co., Inc., of Columbus.

Peter Deuprè, vice president of George A. Fuller Co., Inc., general contractor, said the extraction work will take about six weeks.

"I'm so happy I've been busy for eight days," joked Paul Delcore, codeveloper of the project, when clearance for the extraction work was given after a series of street delays which held the project up for two months.

The overall effect of the delays, one related to re-engineering of foundation specifications after test borings were taken, was minimized by Deuprè.

"We lost some time," said Deuprè, "we should pick it up somewhere along the line." He estimated completion by about mid-1969.

When the extraction is completed crews will move in to do foundation work, said Deuprè. He estimated that would take about two months.

The Grant-Deneau building, a joint venture of Delcore and Richard H. Grant III, chairman of the board of the Reynolds & Reynolds Co., is one of three such projects planned for downtown.

The other two are the new $15 million Dayton Mutual National Bank building at Second and Main Sts. and a building planned for the northwest corner of First and Ludlow Sts. by Norman Albert and Zimmel Miller.

The Grant-Deneau project was announced originally in October, 1965. Money market conditions cooled off for several months.

The theocracy structure will have a glass and aluminum curtain-wall facade and will contain more than 300,000 square feet of office space.

The attached parking garage is to provide space for 700 cars.

The Fountain Insurance Co. is providing long-term mortgage financing. Interim construction financing was arranged by the national mortgage department of the Central Realty Corp., New York, N. Y.

The Grant-Deneau structure is to be erected on the site of the former Honda building, the location for many years of the Sixth Theatre.
How High the Moon?
Climb Office Tower

1/9/69 DDN

By BILL CLAIBORNE
Daily News Staff Writer

How high is it? How cold is it?

To find out, climb a network of wooden ladders braced against the concrete framework of the Grandview tower being built at Fourth and Ludlow Streets.

Workers for the George H. Foster Construction Co. have the outline of 16 of the office tower's planned 22 stories in place.

THE LIFTS on a partially-completed building may not have very high rises to make it safe for climbers. But the stiffening, support structure on the tower that is rising must seem a moon-shot away.

The height "is something you get used to," says Robert Greene, a cement mason with 22 years' experience. "After awhile you get it no mind."

But the cold is something else these frigid January days, admits Jim Cox, general foreman.

"IT GETS SO COLD up here," Cox said, "you feel like you get hit in the face with a block. But the guys tough it out."

Greene said he checked the comparative ground and work floor temperatures one day this week. "The thermometer was 21 degrees on the bottom," he says, "and went down to 33 degrees when we took it up top."

Advised Bob Wiley, "it's a mild up here today. You're not inside anytime when the wind is blowing."

WHEN FINISHED, the 23-story structure will be the tallest in the county.

"We're proud," Cox says, "because we're pioneering. We're going up into unexplored realms of Montgomery County. Sometimes," he said as he adjusted his green brylcreem, "we feel a little like the Apollo crew up there."

The tenth floor, where concrete work has just been completed, is approximately 120 feet above Fourth Street. Another 25 feet up, Harvey Keston operates a 47⁄4-ton crane.

THE CRANE is currently anchored on the top of the tenth floor. It is used to bring up everything from concrete to Apollo's lunch. The crane even raises itself--every two stories that the building framework goes up, the crane must go up to the new top.

The men have only an occasional coffee break and heavy clothing to protect them from the elements.

"It's been rough up here," admits work-steward Richard Dixon, "but we work whenever possible. Last Friday was miserable, but everybody up on top is determined to go on with it."

LIFE IN CRANE FAR AWAY
Fourth and Ludlow Drama

1969 January 1
Dayton Daily News
13 Is Lucky

2nd Sep 69

At least for the workmen at the Grant-Demeun tower construction site at Fourth and Ludlow streets it's lucky. As each floor of the building is built, the workmen had to walk up another flight of stairs before they could start working. Now, with construction reaching the 13th floor, an elevator (extending well above the current floor on the left in photo) has been installed to move men and materials to all levels. One side of the elevator carries materials and the other workmen. The time spent in walking up and down, plus work now under way by subcontractors, necessitated installation of the elevator, construction officials said.
GROWING — When winter fades, construction workers add more stories to their buildings and jungles reach for the same sky. The flower planter at St. John's Lutheran church at Fifth and Ludlow provided the foreground. The Grant-Deneau building at Fourth and Ludlow makes the accompaniment. — Staff Photo by Bill Shepherd

REFLECTIONS OF THINGS TO COME

The Dayton that is, twice over, and the Dayton that will be, puddle-packed, join forces in the wake of a rainy spell. The urban renewal area on St. Mary's St. between Fourth and Third provide the duplicate image. Wilkinson, Ludlow and Main St. buildings supply the original. — Staff Photo by Paul Hearn
Topping It Off at 2 Big Projects

Two of Dayton's newest structures are getting their "frostings" this week. Above, the roof of the Grant-Deneau 22-story tower at the corner of Fourth and Ludlow Streets is taking shape, and below, the roof is near: completion on the 13,000-seat University of Dayton sports arena near Welcome Stadium. The Grant-Deneau building is scheduled for completion later this year. The sports arena, now standing in sharp contrast to the massive pile of twisted steel girders after a still-unexplained Feb. 25 collapse, is scheduled for completion by Dec. 15. UD officials are hoping the Dec. 23 home basketball game with Cincinnati will be played in the new arena.
View From The Top

From a plane flying low or a crane flying high, the view of the city is much the same. This panorama is seen daily by the operator of the crane high atop the 23-story Grant-Deneau tower under construction at 4th and Ludlow Sts. The scene, while restful, doesn’t help the operator much though. In a way he can see everything except what he’s doing and, while lifting building materials, must rely on instructions transmitted from the ground.

Staff Photo by Wally Nelson
OFFICE TOWER FOR
GRANT-DENEAU ENTERPRISES
DAYTON, OHIO

Completed 1969
“Destined to be the landmark office building in the heart of the new Dayton...”
GRANT-DENEAU TOWER

destined to be the landmark office building in the heart of the new Dayton...
Some of these benefits are available in several Dayton buildings. Others are available in only a few. Still others may, someday, be available elsewhere. But only one Dayton building—The Grant-Deneau Tower—has it all, right now.

CONVENIENT LOCATION. Just 400 feet from Dayton's action center, 3rd and Main, yet outside the heavy traffic area. Nearby interstate exits put Grant-Deneau Tower in a unique position: A building in the center of downtown that can be reached without driving through downtown traffic.

EASY ACCESS. Minutes from any area of Dayton, seconds from I-70-75 exits. Excellent bus and door cab service. Airport limousine service less than a block away. Future Heliport.

EASY PARKING. Six floors of attached parking garage. Availability of monthly indoor parking is guaranteed. Hundreds of additional parking spaces within two blocks.

FAST ELEVATORS. Six computer-programmed Westinghouse Mark IV elevators assure "fantastic" service to all floors all times.

AUTOMATIC MAINTENANCE. Thorough, organized maintenance program, with an experienced professional staff on duty full time.

TWENTY-FOUR HOUR SECURITY. Meets all security standards for Aerospace and other classified industries.

TOTAL COMFORT CONTROL. Twelve zones per floor give flexibility unheard of until a few years ago; and unobtainable in Dayton until now.

CONVENIENCE FOR TENANTS. Fast food service restaurant, lunch area and planned deluxe dining room and bar. Luxury services, including barber shop and exercise bath.

CONVENIENCE FOR VISITORS. Your clients, customers, employees, and associates will thank you for the convenience of the Grant-Deneau Tower. Frequent bus service, indoor taxi service, airport limousine. Within walking distance of fine hotels, restaurants, shops.

MEETING ROOMS. Three nearby meeting rooms available at preferred rates to tenants. One of them, a modern, fully equipped amphitheater, seats 62 persons.

FLEXIBILITY. Twenty-two floors, innumerable layouts, movable fixtures... more room for change and expansion than any other building in the area.

FREE LAYOUT SERVICE. Individualized office layouts, prepared by registered architects are free to Grant-Deneau Tower tenants.

INTERIORS AT CONTRACTOR'S COST. All finish work on interiors is done at contractor's cost. Tower tenants may also purchase lamps, accessories, and many decorative furnishings from Grant-Deneau at greatly reduced rates.

GRANT-DENEAU TOWER'S BIG VALUE IS COMPOSED OF MANY LITTLE THINGS. These expensive wooden doorknobs are typical of the quality touches found everywhere in the Tower. And nowhere else in Dayton.

RATES. Competitive with existing buildings. Substantially less than new proposed buildings.
GRANT-DENEAU TOWER presents...

THE BUSINESS MART

A unique concept in compact, private offices for the sales representative or businessman.

Prestige, efficiency and convenience at an affordable rental price.

GRANT-DENEAU BUSINESS MART

FOURTH AND LUDLOW STS., DAYTON, OHIO 45402
PHONE 513-223-6232
The BUSINESS MART has been created as a unique floor of private offices for sales and manufacturers representatives, as well as other businessmen and executives requiring compact office space. An entire floor of the new Grant-Deneau Tower is being tailored and constructed for the BUSINESS MART to house businessmen with limited space requirements.

PRIVATE OFFICES
Private offices have been designed in a variety of sizes to provide an economical work space to satisfy a variety of needs. Should you desire, an office can be specially designed to meet your particular requirements—or move in immediately to an available office.

DECORATIONS AND FURNISHINGS
All offices and corridors are carpeted and adequately lighted. Wall covering, decorator paint colors and accent pieces blend to create modern and handsome surroundings. Offices are available unfurnished, or furnished with new functional office furniture and equipment.

PARKING GARAGE
The Grant-Deneau Tower features an attached parking garage. Six floors of protected parking make it possible for you and your guests to park and walk directly into the BUSINESS MART. Reasonable monthly and daily rates.

PHONE ANSWERING SERVICE
As an additional feature, a professional phone answering service is in the building to serve you. Messages can be placed in your office or retained for relaying to you when you call in. Your calls are handled confidentially and accurately based on the instructions you establish.

SECRETARIAL AND ACCOUNTING SERVICE
A secretarial bay is located centrally on the BUSINESS MART floor, a few steps from your office. All of your secretarial and accounting needs can be promptly handled by experienced girls. There is no need to leave the MART for any of your secretarial or clerical requirements.

UTILITIES FURNISHED
Heat, light and air conditioning are all furnished in the low basic rental cost. Year round comfort and adequate overhead lighting.

Located in the downtown heart of a growing Dayton, the MART offers a prestige address with many features. Whether your requirements are a compact one man office, a more spacious office or a mini-suite...you are sure to find an affordable and functional new business home in the Grant-Deneau BUSINESS MART.

RESTAURANT
Downtown Dayton's newest and most interesting restaurant and lounge will soon be opening on the ground floor of the Tower. You are sure to find THE BULL MARKET, Dayton's only financial pub, the ideal surroundings to meet and entertain your friends and business associates.

RECEPTION AREA
First impressions are always important. A bright and attractive reception area greets your visitors as they step off the elevators creating a modern, first-class impression of your BUSINESS MART.

COMFORT CONTROL
Every office and area of the BUSINESS MART enjoys year round comfort and climate control. Twelve (12) zones on the floor with individual thermostats insure constant temperature and humidity control.

CONFERENCE ROOM
A centrally located conference room in the MART provides an ideal area for meetings and conferences. You'll be proud to invite your customers, suppliers or guests to this attractive room for private meetings in a business-like atmosphere.

CLEANING SERVICE
All offices, corridors and public areas are professionally cleaned daily. Carpets are vacuumed, surfaces washed and dusted, trash removed. You can always be sure you and your guests will return to a clean, bright and attractive area.

EASY ACCESS—PRIME LOCATION
Just 400 feet from Dayton's action center, 3rd and Main, you enjoy a prestige address with excellent accessibility. Minutes from the interstate, there is also excellent service by cab and public transportation. Airport limousine service is less than a block away. Dayton's new Convention Center and Midtown Mart will be 2 blocks away.
IMPORTANT INFORMATION

WARNING – EVACUATION – SECURITY

In the event of fire, explosion, or other calamity, it is important that each of our tenants understand our emergency procedures. These simple instructions should be reviewed periodically. Knowing what to do in an emergency situation can save lives.

WARNING SYSTEM

On each floor, in the corridor, is a red fire alarm box. Familiarize yourself NOW with its exact location.

Pulling the lever on one floor activates the building’s warning system on all floors. The warning is a very loud horn alarm that will blast continuously and is audible everywhere in the building.

EVACUATION

The loud horn alarm is the signal for everyone to evacuate the building at once. Following is the evacuation procedure:

<table>
<thead>
<tr>
<th>LOCATION AT TIME OF WARNING</th>
<th>EVACUATION INSTRUCTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basement</td>
<td>Stairway exits to street level or exit to garage.</td>
</tr>
<tr>
<td>First Floor and Restaurant</td>
<td>Nearest exit to the outside.</td>
</tr>
<tr>
<td>Mezzanine through Sixth Floor</td>
<td>Use garage exit, walk down ramps to street level, or east and west stairway exits to lobby.</td>
</tr>
<tr>
<td>Floors 6, 7, 8, and 9</td>
<td>East and west stairway exits to Third Floor - use Third Floor garage exit, down ramps to street level.</td>
</tr>
<tr>
<td>Floors 10, 11, 12, and 13</td>
<td>East and west stairway exits to the Fourth Floor - use Fourth Floor garage exit, down ramps to street level.</td>
</tr>
<tr>
<td>Floors 14, 15, 16, and 17</td>
<td>East and west stairway exits to Fifth Floor - use Fifth Floor garage exit, down ramps to street level.</td>
</tr>
<tr>
<td>Floors 18, 19, 20, 21, and 22</td>
<td>East and west stairway exits to the Sixth Floor - use Sixth Floor garage exit, down ramps to street level.</td>
</tr>
</tbody>
</table>
IMPORTANT:

1. Don’t Delay — on hearing horn alarm evacuate by plan immediately.
2. WALK – NEVER RUN!
3. On reaching street level, immediately clear the area — do not congregate on sidewalks or around entrances.

SUPPLEMENT TO EVACUATION PLAN

IF ELEVATORS ARE OPERATING:

Assigned building employees will operate elevators manually.

STARTING AT TOP FLOORS:

East elevators to cover even numbered floors.
West elevators to cover odd numbered floors.
The two center elevators to be held at first floor level if needed for fire department personnel.
Persons with physical defects that would hinder their evacuation to be given priority.

BLOCKAGE OF FLOORS:

In the event that exit to street level from upper floors is prevented by blockage of stairway exits and non-operation of elevators, all persons will use the east stairway exit and proceed to roof area to be removed by other methods.

FLOOR MONITORS

Each tenant should assign one or more Emergency Monitors, whose responsibilities will be as follows:

1. In the event of fire or explosion on your floor, the monitor should call the Fire Department — 224-9241 — and pull the fire alarm switch on the floor to give warning.
2. Take charge of evacuation of personnel in a prompt and orderly manner according to plan.
3. Assist anyone with a physical defect that will need help during evacuation.
4. Check the area to make sure that all persons are removed, and doors are closed.

In addition, the fire monitors assigned should be familiar with the operation of the fire extinguishers on every floor, in the event of a minor fire. The building will make arrangements to provide this instruction to the fire monitors you appoint. You should appoint one monitor for every twenty-five employees in your office.

In the event that you would like for your monitors to receive instruction in first aid, medical self help, fire fighting procedures — courses of instruction are offered, at no cost, by the Miami Valley Civil Defense Authority. We will be glad to make arrangements for any of your employees to attend these instructional courses. Contact the building management office.

BUILDING SECURITY

It is an understatement to say that we live in “troubled times.” No one can predict what unprovoked acts of violence, vandalism, or irresponsibility will occur next. In the interest of protecting our tenants, their property, and the building — the following security procedures have been established for your protection.

DURING BUSINESS HOURS:

Most security problems occur during regular business hours when the building is unlocked and open to the public. During regular business hours, we have employed a trained, armed, and uniformed security officer. His normal station of duty is in the Lobby of the building, although at various intervals he does make inspection tours of the building and garage. His basic duties are to protect tenants and the building from vandals, thieves, and other hazards.

The security officer is equipped with a radio receiver, and can be contacted by phone in a matter of seconds. In the event that any emergencies arise requiring security or police action, report the problem immediately by dialing • • •

223-8288

Our security agency will immediately radio the security officer, who will promptly report to your area, and take action. The security officer has also received instruction in advanced first aid training.

Soliciting or peddling is not permitted in the building. Should a solicitor enter your office, the security officer should be contacted, and he will remove the person from the building.

GENERAL INFORMATION

Regular business hours are from 8:00 AM to 6:00 PM weekdays, and 8:00 AM to 1:00 PM Saturdays.

On weekdays, the main entrance and garage doors are unlocked at 6:30 AM. In the evening the garage entrances on the first six floors are locked at 6:00 PM, and the main entrance at 10:00 PM. At all other times the building is locked, and tenants require a key for admission.

At times, other than regular business hours, there is a sign-in sheet procedure for anyone entering the Lobby. This is for your protection.

The Grant-Deneau Tower Business Management Office is located on the Twenty First Floor, and the phone number is 223-6232. Please call this number regarding questions, complaints, service requests involving mechanical equipment, cleaning, maintenance, parking, and so forth.

Attached is a card with handy reference phone numbers, relative to emergency and service.
ATTACHMENT 5.3
DOWNTOWN CONTEXT

“I think anything starts with the heart—and downtown is the heart”

--Paul Deneau (Dayton Daily News, 1972)
Dayton's Going Up—Prettily?

A 22-story office building at Fourth and Ludlow Sts., is an exciting prospect for Dayton. The $8.5 million structure would be Dayton's tallest.

Ludlow St., which sports the new Stater Hilton Inn and is changing face with construction of the St. John's Lutheran church at Fifth St. and the Rike's garage at Second St., is enhancing its position as a major downtown artery.

The tower, planned by Grant-Deneau Enterprises, would occupy the RKO Keith's theater site. While it would be regrettable to lose another downtown theater, an architecturally pleasing structure, offering a cornerstone building south of Third St., could prove more than ample compensation.

As new buildings go under construction or await action in planning hoppers, there is urgency to create architectural harmony among them. Some cities have done this with great success through special committees which advise on quality urban construction. These committees are manned by artists, architects, engineers and the like. They help keep communities from being stuck with Eyesore buildings.

To Dayton's credit, it has such a group. It is called the Technical Advisory committee of the City Beautiful Council. This seven-member body, created in July, can give the city great aesthetic push in the near future. Construction crews stand at the ready in urban renewal areas and at the government center.

As a 22-story building, one that could be completed within a few years, is proposed, Dayton considers its changing face. The new committee considers its serious responsibilities. Construction changes on the downtown landscape can be sparkling beauty or agonizing ugliness for decades.
Work Starts in 10 Days On Tower Building Site

BY JOE FENLEY
Daily News Business Editor

Demolition of the old Keith theater building, Fourth and Ludlow sts., will begin within 10 days to make way for the proposed $8 million, 22-story Grant-Deneau office tower building, Paul Deneau, co-owner, said today.

When the project was announced originally in October, 1956, it was estimated that demolition might begin as early as May 1 of this year.

"The tight money market which affected initial construction money supply, as well as certain cost increases in the last six months, and the resolution of legal issues accounted for the delay," said Paul Deneau.

"All are now resolved."

Deneau is covering with Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co.

The reinforced concrete structure will have a granite, 1-in.幕m, curtainwall facade. Construction is expected to be completed about May, 1958.

PLANNED TO EXTEND north along Ludlow St. from the main building is a seven-story parking garage. Tenants on the first seven floors will be able to park their cars and walk directly to their offices, said Deneau.

The building will have six high-speed elevators.

The building will contain a minimum of 200,000 square feet of rentable office space, said Deneau.

No leases have yet been signed for space in the building. "We will announce our leasing program later," said Deneau.

This will be the first downtown high-rise office building when the 12-story tower addition was made in 1938 to the Talbot building. That project cost $3.5 million.

CONSTRUCTION cost on the Grant-Deneau building will run about $6.5 million, according to Deneau, and Warren Black, vice president of the George A. Fuller Co., of New York City, which will build the structure.

The other $1.5 million of the total project cost involved $750,000 in the purchase of the old Keith building and the land at the southeast corner of the Fourth-Ludlow location, and other costs, it was indicated.

Final details on the project were hammered out this week in a marathon session in the Statler-Hilton Inn.

A building permit was taken out Thursday at city hall in the name of Grant-Deneau Enterprises.

Signing of the final contract was conducted today.

The building was designed by the Dayton architectural firm of Paul H. Deneau & Associates.

On the Skyline.

Vote of Confidence 29 Sept 67

There no longer is much doubt that the 22-story office building planned for Fourth and Ludlow Sts. in fact will be built. Financing, briefly a problem, has been established. Raising of the five-story Keith's building will begin in a few days.

The project is welcome on several counts.

Its economic impact will be considerable—an estimated $3.5 million in construction payroll alone. The city tax duplicate will be strengthened. A major boost will be given the south-of-third area, providing all the more reason for the city to hurry along its renewal project for the section. New businesses will be attracted to the area and established ones will gain.

The building's effect, of course, is not only economic. It will add new and needed variety to the Dayton skyline, a major element in urban aesthetics. If not exactly inspired, the building's design is clean and attractive.

Above all, the construction is a statement of confidence in downtown Dayton, the region's urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all.

Office Building Financing Due For Completion Today 29 Sept 67

Three days of negotiations necessary to clear the way for construction of a multiple-story office building on the site now occupied by the Keith's theater are expected to be completed this morning.

Grant-Deneau Enterprises plan a $6.5 million office building with 22 stories on the site with an attached six-story parking garage.

Last night Deneau would only say he expects to have an announcement today concerning completion of the financial arrangements for the project.

It is understood construction financing is being handled by Honolulu-Collinancan corporation of New York and Hilton St. Liditch of Dayton.

It has been reported the building will have 250,000 square feet of space, Richard C. Grant, chairman of Reynolds & Reynolds, and Deneau, architect and hotel owner, bought the old Keith building a year ago for $750,000.
New Buildings to Have Good, Adverse Effects

By JOE PENLEY
Daily News Business Editor

There will be some winners and losers as the result of $18 million in new office building construction planned for downtown Dayton.

The main projects involved are the proposed $10 million, 30-story Winters National Bank building at Second and Main Sts. and the $8 million, 14-story Grant-Dennau building at Fourth and Ludlow Sts.

The new buildings could:

- Add to catalyzing in drawing other potential builders into the game known as downtown renewal.
- Increase property values.
- Reduce the occupancy levels at older, less modern facilities.
- Raise the rent rate charged for first-class space.
- Cause some hopeful developers to pull out of the game, in fear that two major new buildings is enough.
- Draw back into town some of the people who fled to office buildings in the suburbs to get away from less attractive buildings in the city.

The announcement Wednesday by Frank G. Amos, president of Winters, that the present bank buildings would be replaced by the new office structure made this new "the week that was" in Dayton.

PAUL DIPETRAU, one of the principals in the Grant-Dennau building, believes construction of the Grant-Dennau and the Winters Bank buildings "will fulfill the office building needs in Dayton for five years to come." But Denau does not necessarily believe that construction of the two buildings will rule out similar construction by others inclined to enter the field.

But he does believe the announced projects will have an effect on the vacancy rates of presently occupied buildings and that they will lure some people back from the suburbs.

The project will also serve to ease the space problems in some existing buildings, he said.

The owners of some office buildings, he notes, have been gobbling up for their own use space formerly leased out to tenants.

Some building owners, it appears, greatly underestimated the demand for office space a few years ago when leasing out unoccupied portions of buildings.

"ANYTHING anyone does downtown is good for the entire community," said Arthur Beerman, of the announcement by Winters Bank. "It will improve the downtown area. That is the important thing." Beerman declined comment on persistent reports that he will begin construction next spring on a high-rise office building at Third and Perry Sts. in the Center City West urban renewal district.

William A. Apple, Dayton developer for such projects as the new IBM building at First and Ludlow Sts., said he still intends to build a high-rise office building at First and Main Sts.

"I REALIZE the town will be able to absorb all the new buildings that have been announced," said Apple. The Winters Bank announcement, he said, "makes our site more valuable." Apple said he could set no timetable for construction of his planned 400,000-square-foot building.

"We could start tomorrow if we had a major tenant," said Apple. "You have to start with a major tenant. You can't start until you get a major tenant."

NEGOTIATIONS are in progress to get a major local tenant who will lease from 75,000 to 100,000 square feet of space in the proposed building, said Apple.

One of the main factors about new office building construction, said Apple, is that the owner has to realize enough profit to pay today's relatively high interest rates, which are now in the area of seven percent for long-term financing.

"Insurance companies are charging about seven percent, even if they are lending to the main tenant," said Apple.

INTEREST RATES, and rising costs of labor, materials and construction, are pushing up the rental price owners of new buildings must charge.

Prime office space in downtown Dayton now rents for about $5 to $6.50 per square foot per year. Rents in older buildings range as low as $3.75 per square foot per year.

The high end of the price line in Dayton is still well under the going rate of $12.50 to $17 per square foot per year charged in New York City.

But there are indications that the new rent rate in Dayton will be up as high as $6.50 per square foot per year by the time the Winters Bank building is completed in late 1969 or early 1970.
Pressing Dayton Decision: Building Beauty or Scars?

An 11-story building there. A 22-story building there. And still other blueprints, including a 30-story building, pouring from the drafting tables. The face of Dayton is rapidly changing.

This is a critical construction period for Dayton. Urban renewal projects dot east, west and central downtown sections. The government center is expanding. The Burns-Jackson restoration project is moving. Private developers are staking out major heart-city corners for business buildings.

Accompanying photographs give a sampling of the construction surge: the proposed Miller building at First and Ludlow Sts.; Winters's bank at Second and Main Sts.; Senior Citizens at Fourth and Wilkinson Sts.; Ohio Bell at First and Perry Sts. and Grant-Deneau at Fourth and Ludlow Sts.

Too, the valuable L-shaped property at Third and Main Sts. around the old courthouse is being eyed. Add to the list the proposed convention center and Sinclair community college. Developers surely will discover soon the many possibilities of downtown river-front properties.

The community is going to have a new look, a new personality, as cement is mixed and bricks are laid. How important then to seek and set aesthetic guidelines for construction, to make sure building designs harmonize, that ugliness is not permitted to scar the horizon for decades to come.

"Therefore," said Ruskin, "when we build, let us think that we build forever. Let it not be for present delight, nor for present use alone, let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say as they look upon the labor and wrought substance of them, 'See! This our fathers did for us.' "

1966 March 5
Will Downtown Dayton Move? (Or has it?)

A downtown is far more than a geographic location or specific parcels of real estate: it is, in fact, the region’s largest agglomeration of complementary and symbiotic functions. In modern parlance, it can be described as the place “where the action is.” The primary function of a “downtown” is the function of communication and exchange. Thus, downtown is the physical location where persons meet to conduct business and obtain goods, services, and entertainment.

Already South Dayton Mall (SDM) is anticipated to overshadow the present CBD retaining function. SDM will have 2.2 million sq. ft. of retail space consisting of 106 stores. Downtown Dayton presently comprises approximately 2 million sq. ft. with Rike’s Department Store accounting for 600,000. Adjacent to the SDM are an additional 168 acres already zoned for commercial use. Some of Dayton’s existing merchants are estimating that 40% of their total sales will be generated at SDM. This may, in fact, be a conservative estimate.

The SDM is expected to obtain many of the dollars now going to Tri-county and downtown Cincinnati. In addition the SDM location is one that is central to the high-income residents of the region and is perceived as a safe retailing environment by its prospective customers. Thus, it appears that with the completion of the SDM, an important component of the retailing function has already moved south.

Office buildings are already locating in nearby areas adjacent to the mall. A million-dollar building is programmed to be built southwest of the Highway 741 and 725 intersection. The $8 million NCR training/office complex is currently under construction. In addition, many smaller buildings such as the Shell Oil Company regional office headquarters, and the three-story $1.5 million office building located near the Imperial South Motel are in varying stages of development.

The County Planning Commission has zoned 113 acres to the east of SDM for commercial use. There have been numerous requests for rezoning the areas immediately north of the SDM from south 725 to Yankie Street. The areas directly south of the SDM are either being held for speculation (an underdeveloped half-acre lot adjacent to the mall is already valued at $79,000) or are in the process of being studied for high-density commercial planned unit development. This while the office space function is till most strongly associated with downtown Dayton, large office parks are bound to be built in the next five to ten year period provided that center city created no counter trends. (“Provided that the center city creates no counter trends” in the key point—and that which we are primarily concerned about.”)
Will Dayton’s CBD undertake the action necessary to cope with emerging regionalization?

The answer would seem to be indicated by what is happening in the CBD.

The recent new buildings in Dayton’s CBD seem to be reasonable evidence of confidence in its future. But, that doesn’t tell the whole story.

The same economist’s report dealt with the subject of office space absorption in Downtown Dayton and concluded that when the rumored First National Bank Bldg. entered the CBD market, the total vacant office space available could go to a high of 319,000 square feet by the end of 1972—and then goes on—“If no other new space entered the market and if no more tenants left the older obsolete office supply, all new open space would be fully absorbed by 1975. If this were permitted to happen, downtown Dayton would once again have no available office space.”

But, then he goes on still further to say—“That if the ‘cycle of awareness’ affects Dayton as it has other cities,”—the market could absorb space at an even more rapid rate. And, there is a strong feeling that a substantial rate of switching will develop. As a matter of fact, the leasing agents for the new buildings are working hard to make a high rate of switching happen—and they are optimistic it will!

====================================================================
Downtown Is Where It's Happening, Rike Says

By JOE FENLEY
Daily News Business Editor

Dayton is where it's happening and Rike's is right in the middle of it, just like always.

The speech was David Rike, board chairman of Rike's, addressing the Newcomen Society of North America at a dinner Tuesday night at the Sheraton Dayton in honor of Rike's and its 116-year history in Dayton.

Commenting at one point on the growth of suburban stores, Rike discussed the possibility that suburban activity on the part of Rike's might drain support from the downtown store.

"If we thought so, we would not have expanded our downtown store with such rapidity and at such an investment," Rike told 450 business and civic leaders.

There is a resurgence in central cities that is making them the most satisfactory of all places to shop, Rike said.

"But, you may ask, is that happening in downtown Dayton?" said Rike. "My answer is that it is indeed happening. Look at what has happened recently and what is happening now.

"A man who left here 10 years ago would scarcely recognize First Street and Ludlow Street today," continued Rike. "The 24-story Girard-Denoue building is rising at Fourth and Ludlow. The 11-story Miller building is under construction. The Price Brothers and Ohio Bell buildings are nearing completion. Winburn Bank has great building plans as does First National. Exciting plans for South of Third have been unveiled. The wrecking ball has levelled valuable downtown areas that await construction. And along the river, a new Sinclair College campus will soon appear."

"I think we are frequently given to fear and complaining..."
Warning Issued
On Center City

By David Hopewell
Journal-Herald Staff Writer

Dayton's city fathers yesterday warned they will miss their chance for significant redevelopment downtown if they are not prepared to make serious commitments to public parking and land clearance programs by mid-March.

Center City Task Force leaders and consultants told city commissioners and plan board members private response to the downtown rejuvenation plan has been "very encouraging" and may produce tentative downtown redevelopment plans for the city's most valuable land within 30 to 40 days.

Archibald C. Rogers, task force consultant, said he expected developers would propose construction of two major corporate office buildings in the block bordered by Second, Main, Third streets and Ludlow street by mid-March.

The block has been zoned out as the core of Court House square—future home for prestige offices space and a park-like piazza surrounding the old court house.

Rogers also said he is talking with representatives of two large department stores who are interested in building near Rike's at Second and Main streets. The area around Rike's is designated Fashion Square for development of exclusive retail and entertainment establishments.

In addition, there are two developers—J. Frederick Gage, developer, and architect Paul H. Denneau, both of Dayton—with expressed interest in developing the 355-Town Mall (AT&T) urban renewal area now being cleared, he added.

Rogers said he expects more interest in the four-block area surrounded roughly by Fourth, St. Clair, Sixth and Main streets.

He said development of Court House square office buildings must proceed now—or will be contingent on city officials guaranteeing they are willing and able to provide a 500-car underground parking garage under the block and on assembly of private and public land on the block.

He reminded commissioners the task force recommended a near 50 million public commitment—$25 million for self-storing bonds on parking garages—to gain more than four times that much in new private spending downtown.

He said the city has spent more than $25 million in downtown Dayton within the last 15 years, but realized less than $25 million in private investment. If the public spending is properly channeled, he said, private investment will follow.

Rogers said the city need not commit any spending until private developers are ready to commit their money. The two interests must act almost simultaneously, he noted.

Norman L. Gebhart, task force chairman, told commissioners: "The city has to be willing to get into the parking business. If it is not—if you don't have the courage to follow this plan through—we'll fold up our maps and go home."

"The time is here. I have never been quite as optimistic. The time to move is now. There has to be rapid follow through between talking and doing."

Commissioners will discuss task force recommendations Wednesday. They include recommendations to hire a parking lot development consultant and establish a committee and full time director to reorganize public and private development.

Rogers and Gebhart urged commissioners adopt these recommendations as well as said a report on methods available to get public money for investment soon after the Wednesday meeting.

Downtown Dayton Development

1969 Feb 1
By Ronald Goldsby

Downtown? ‘Now or Never’

Up to now, downtown Dayton has been famous mostly for things like floods, adult book stores, lots of empty land called urban renewal and the two days a year when Downtown Dayton Day Flags are flying.

Nobody important lives there, it seems, except Mayor Dave Hall.

Daytonians for the most part have bypassed Third and Main when they go looking for fancy restaurants, specialty shops, the performing arts, sports or nightlife. There are no major corporate headquarters. The city even lacks a symbolic gathering spot, unless you count the hippies on the Old Courthouse steps.

A LOT OF PEOPLE have lamented the city’s lack of an urban style, task forces and committees have been formed to prod some life into the downtown area, thus far without much success.

However, a few projects on the planning charts have brightened the outlook. Is it too late to build a downtown area that truly provides a focal point for the Miami Valley?

No, the experts say. But in the next breath they add: Now or never.

Pressures from the suburbs are forcing the issue.

Marvin L. Purk, executive vice president of the Dayton Area Chamber of Commerce, says the home-binding influence of television and the backyard barbecue shapes today’s living, in contrast to the “go downtown and see a movie” syndrome of the 1930s and 1940s.

But the real crunch is provided by a sudden coming of age in suburbia.

According to Dr. Claude Gruner, a San Francisco-based consultant with Arthur D. Little Inc. who has conducted several economic studies here, Gruner said the Miami Valley suburbs have been slower to respond to growth than the center city.

“Of two years ago, this began to change extremely rapidly,” he said.

The most visible evidence is the opening of Salem Mall north of town and Dayton Mall to the south.

“Now Dayton Mall, with 2 million square feet, is on the scale of downtown Dayton. We’re not talking about middle-class suburban shopping, but the traditional large-scale services and first-line goods that usually draw people downtown,” Gruner said. “Suddenly there is large competition.”

With big businesses, fine shops, first-run movie houses and white, middle-class house-owners all moving away from the center city, downtown is losing its options for growth, and losing them fast.

But what are the choices? Does a functional town like Dayton, traditionally wedded to the industrial arts, really need a classy downtown?

Too Late: Says Dale F. Bertsch, executive director of the Miami Valley Regional Planning Commission (MVRPC).

“it’s needed for psychological identification if nothing else,” he said. “You also need an economic hub, a meeting place for the region, a center for governmental and business decision-making.”

Yes, says Brother Norbert Brokman, chairman of the University of Dayton political sci-
new department who maintains a close watch on trends and trendsetters in the region. She commented: "We are in the midst of a cultural revolution. Music is gaining in importance as a way to express one's identity, and the fashion world is embracing the latest trends in a way that is more accessible to the masses."

We are entirely too materialistic in our approach to fashion. While we may focus on the latest celebrity trend or the latest designer label, we often forget that true style is about individuality and self-expression. It's about finding a balance between what we believe in and what we wear."

The city is now the heart of fashion, with designers and influencers from around the world coming to the city to showcase their latest collections. This shift in focus has also led to a resurgence in the city's art scene, with galleries and museums now being as popular as designer boutiques."

On the other hand, the city's economic landscape has been hit hard by the pandemic, with many businesses struggling to survive. However, there is a growing sense of resilience and creativity among the city's residents, who are finding new ways to support each other and thrive in the face of adversity.

The city is a place of constant change, with new developments and initiatives being introduced every day. It's a testament to the city's ability to adapt and evolve, and to the people who make it their home.

And so, as we look to the future, we must remember that fashion is not just about what we wear, but about who we are and what we believe in.
We're Swinging City, Right?

So Why Are We Standing Still?

In less than a decade since I have been here, this city has posed a constant bafflement. Here we are with probably more potential than any town in the state. And here we sit, muddling along with the hardest hit economy in the state.

You can cite technological changes and high wage rates and just about every modern malaise in the books for our problems and you would be partly right.

But it seems to me that more than anything else, our present moribund economy has come about through general attitude. Or, more specifically, lack of it.

Take a look at towns that are on the move building and bringing in industry and creating new business. Look at Cincinnati or Atlanta or Kansas City.

Stop a resident on the street and ask them what they think of their city. They likely will say: Man, it swings. Ask them why it swings and they probably haven't the foggiest. All they know is that they are caught up in movement and progress and they like it.

Leadership, Dynamism Lost

I contend that Dayton lost its leadership and dynamism when it lost its last founding industrialist. What was left were leaders who were content to remain silent and whose chief concern was in the preservation of what they had inherited.

We were further saddled with a form of local government that by its very nature does not generate leadership. Clean and efficient it may be. Able to overcome inertia, it ain't.

Some leadership has sprung up. We have the Dayton Development council and I have high hopes for it. But it cannot do it by itself.

I think the ingredient that is missing in the Dayton economy is the concern and involvement of the average citizen, each of which is affected by the economy.

We ought to first ask ourselves if we are content to go along with things as they are. If we are not, then I think that in order to get into motion, we may have to go to the old Concerned Citizen game.

We may have to put together a confederation of the warp and woof of Dayton society — not just those with the most vested interests. Let them take a long look at where we are and where we would like to be in a given amount of time.

Let's Do It

Then let them do a little old fashioned American romanping and stomping and pushing and shoving.

Do we need commercial development along our rivers? Well, how much and how can we do it and why isn't it being done?

Do we need a downtown mall? Well, for heavens sake, let's do it.

Do we need rapid transit? Can we give industry better tax or zoning breaks that we have done in the past?

Why can't we get local money behind this project or that project?

Why can't we get the spot on the professional golf tour vacated by Cleveland? Why can't we get the Detroit Pistons, with or without Cincinnati?

We have to realize that our economy and our saleability as a community to new industry is composed of the total community package including transportation and entertainment and schools.

The fact of the matter is that we can be anything we want to if we have the will. We can replace the jobs we are losing at NCR and Wright-Pat with other jobs if we look hard enough.

Dayton is not NCR or GM or Wright-Pat. It is exactly the sum total of what the people who live here are content for it to be. And right now what we are is way behind and not running fast enough to catch up.
“Because of the education, experience and discipline that go with architectural training, the architect is a better-rounded human being. He’s got to know business and aesthetics; he’s got to know art and culture. He’s got to be an engineer; he’s got to be a salesman; he’s got to be a negotiator. And sometimes, on the job he’s got to be an S.O.B.”

--Paul Deneau (Dayton Daily News, 1972)

“It is too easy to describe Paul Deneau as a study in contradictions, a complex man. Most who are intelligent and successful exhibit those traits. Yet, in Deneau, the conflicts are more visible than most. He seems to perch on his own shoulder and watch a creature called Paul Deneau pushing and sweating his way through real life. And all the while, his insider’s grin and seem to say ‘Catch my act? How’m I doing?’”

(Ron Goldwyn, Dayton Daily News, 1972)
Deneau and Dayton: An Affair of the Heart

has been involved in both large-range and recent planning for development of the four-block area.

He hopes to design and develop a hotel, perhaps an office building, apartments and— the hockey arena.

THE HOCKEY arena is to the medical soup opera plot the immediate but minor heart operation— the one that draws the publicity and focuses attention on the operator and his skills, even though it's a small part of the big plan to save the woman he loves.

"The World Hockey association franchise and the new arena provide a great opportunity to accomplish something I think is vital to the city of Dayton," Deneau said.

He stepped down Tuesday as president of the local team franchise in the new major hockey league "to devote more time to the design and development of Block 2 of the Dave Ball Plaza." He remains, however, as chairman of the board.

There's a lot more to Paul Deneau than his love affair with the city.

"IF THE picture that comes out is of a one-sided guy, that's not the right picture," said his lawyer and friend for a decade, John L. Evans of Cincinnati.

Another side of the Deneau personality is his candor, which, his friends say, make him enemies. He knows he makes some people mad.

"Probably those people that don't like me don't appreciate candor and honesty — and I try to be honest, even in jest," Deneau says.

"I don't respect many people, only those who are competent of doing their job, whatever it may be. I don't like bigots on any level who walk around wearing a cloak of self-righteousness. I guess my intolerance shows."

Then he added wryly:

"Obviously, any enemy I have is not too intelligent or bright or sophisticated — and has no sense of humor."

Deneau loves Dayton because the affair is fun. If it weren't fun, he'd probably love someone else.

"We have one rule," Deneau says of his close-knit family of business associates. "Anything we do has to be fun.

"It's all a game anyway, and if it's no fun, there's no sense in playing it. Of course it's agonizing sometimes, and it's hard work. But if we pull out of a project, it's because it ceased to be fun."

DENEAU sees the function of land developer as a natural extension of architecture. He uses the same skills in "putting the pieces together" — to get financing for a hotel, or apartment building or arena — that he uses as an architect.

"It's all fun. The planning, the selling, the behind-the-scenes publicizing, the designing, the building. It's all part of the game, and it's a hell of an interesting game."

Deneau says he decided to become an architect when he was 15. He was assigned by a Cleveland school teacher to write a paper on what he wanted to do with his life.

He happened on a book on architecture. "There was a list of 30 things an architect has to be able to do well." That caught his interest.

Deneau sees himself as an intelligent, tough, competent man with a variety of skills and interests. And architecture challenges him.

"ARCHITECTURE is the only profession where you're not forced to work closely with your fellow professionals," Deneau said in discussing the nature of his competition. "You're required to stand on your own two feet."

"That's why architects are without doubt such great individuals."

He was entirely serious. He referred to a study made during World War II which he said indicated architects were particularly competent individuals.

"It showed the architect was always under pressure. Give him a gun, and shooting rapid-fire at a target, he scored highest. The architect scored highest in almost everything he did.

"Because of the education, experience and discipline that go with architectural training, the architect is a better-rounded human being. He is less likely to be hasty, prejudiced, pushy. He got to know art and culture. He's got to be an engineer; he's got to be a salesman; he's got to be a negotiator."

And sometimes, on the job he's got to be an SOB."

NEARLY everyone who knows Deneau mentions his sense of humor, which they say can occasionally break up a meeting when it becomes overly serious. For example, he added this comment to the earnest praise of his profession:

"In my office, he's also got to be able to shoo pool pretty well."

It was after 5 p.m., and the balls were clicking on the pool table in a room that connects Deneau's office with that of Per Moller, the Danish hotelier and racing enthusiast who is president of the Landau Corp. and manager of the Grant-Dee

Moller loves excitement. He was in the World War II Danish underground at age 14, an Army platoon commander at age 16. He has represented Denmark in the Olympic games in soccer, gymnastics and fencing. He has raced competitively on motorcycles, cars and hydroplanes.

He drives a Ferrari to work.

HE HAS managed the Hotel Pilgrim in Milwaukee, the Chase-Park Plaza in St. Louis and the Lodge of the Four Seasons in the Ozarks.

He has worked for Deneau for four years because he likes the excitement.

"This is an exciting place to be," says Moller, indicating the Deneau suite of 21st floor offices. "There is always something happening. There's an escape de corps, you might call it, between all of us here."

"I don't care how much money I make — there is total involvement when you work with Paul."

MOLLER AND Deneau have been together a long time in four years. They have worked together, played together, drunk together and shared dirty stories. (Moller pretend to prefer clean ones, and Deneau pretends to try to shock. Moller's precise, personal sensitivities.)

OTHER FRIENDS describe Deneau as introspective. He says he is a night person who does much of his planning at home, in his head, while his hands or his conscious mind might be focused on something else.

He also reads three or four books a week. ("Some of them dirty."

Deneau likes to was philosophical over drinks in the Bank Market bar on the ground floor of his office building.

"Perhaps the major problem of our society today is that too many people don't have anything to identify with," he said, after describing himself as a frustrated teacher.

"Take the poor guy who works at Ford, turning out a crankshaft. He passes 300 Fords on the way home from work, and he doesn't know whether his crankshaft is in any of those cars. His work gives him nothing to identify with."

Deneau says people is what it's all about, and his eyes light up when he talks about going back to the Lakewood apartments for moderate income elderly.

"WE DESIGNED those buildings for people to live in," Deneau said, "and they are living. Not just existing."

Now he was back in the middle of that volatile and frustrating love affair with the city. He not only was selling, but he didn't seem to want to be saved.

Deneau was reminded of his 1955 decision to settle in Dayton as an architect. He had considered Atlanta.

"The boom was already in progress in Atlanta," he told The Daily News a few years ago. "The boom might have been over before I was able to establish myself there. It takes years to establish yourself as an architect."

"I WAS OBVIOUSLY wrong," he says now. "But I don't regret it."

"There's a great opportunity here for anybody who chooses to be compartmentalized in his chosen field, because they're too many people sitting back on their fat asses."
Deneau, Dayton
20 Jan 72
Affair of Heart

By JEFF SCOTT, Daily News Staff Writer

Paul Deneau’s love affair with Dayton is a little like what
might go on between a doctor and his ailing patient—on
daytime television.

Deneau, who insists he is “primarily, basically and always
an architect,” believes he knows just what treatment Dayton needs
to regain its health. Heart surgery.

“I think anything starts with the heart—and downtown is
the heart,” Deneau says. As he talks, he can look down on
nearly all of downtown from his architectural operating room on
the 21st floor of the Grand-Deneau Tower.

Deneau is no love-struck kid. He is 64, and has been
practicing architecture in Dayton more than 15 years. Some
say he’s gotten pretty good at it.

“I don’t think he’s a naive man,” his lawyer said. “I think
he’s an optimistic man.”

About 10 years ago, after carefully plotting strategy, he
decided to try to save the city. He extended his architectural
abilities into property development, starting with the remaking
of the old Gibson hotel into the Dayton Inn.

“You have to develop a philosophy—a direction and a plan.
Then you have to implement that plan,” Deneau says.

Deneau and his associates followed the first new downtown
hotel in recent years with the first new downtown office
building. The Grand-Deneau Tower was finished in 1970.

NOW DENEAU is trying to move faster, because the city’s
heart disease is getting worse, in spite of several other new
buildings that have gone up in recent years.

“The need for downtown development advances geometri-
cally,” Deneau explains. “The longer you go without doing
anything, the more you have to do.”

The architectural firm of Deneau, Kibbe & Associates
designed the exhibit center of the Wright Hall Plaza; Deneau
has been involved in both long-range and recent planning for
development of the four-block area.

He hopes to design and develop a hotel, perhaps an office
building, apartments and—the hockey arena.

THE HOCKEY arena is in the medical soap opera plot the
immediate but minor heart operation—the one that draws the
publicity and focuses attention on the operator and his skills,
even though it’s a small part of the big plan to save the
woman he loves.

“The World Hockey Association franchise and the new arena
provide a great opportunity to accomplish something I think is
vital to the city of Dayton,” Deneau said.

He stepped down Tuesday as president of the local team
franchise in the new major league to “devote more time
to the design and development of Block 2 of the Dave Hall
Plaza.” He remains, however, as chairman of the board.

There’s a lot more to Paul Deneau than his love affair with
the city.
Paul Denuae: An incongruity

Paul Denuae is an unusually romantic. He is so unconscious, crude imitations. At a third date, you can feel that he's laughing with you or at you.

So there is incongruity as he walks through his fireless picture window on the 25th floor, brooding over the cabs and empty spaces of downtown Dayton, and tries to think of something about his life.

I'm not ashamed to say I love this city, I dearly love it.

His voice is flat, with a touch of weariness. "This is like a girl of 16 or 17, waiting to become a woman, a bit immature, but all the elements are there."

He points to the sky and asks what I see.

"Clouds," I say, feeling foolish.

The answer he seeks is radio waves, it is the construction of several new office towers.

He stands design his chair out, as if at a lectern. His office is curiously lit, with inset windowshades above his desk that now accent the features while leaving the rest of the room in twilight darkness.

HE GROPS with his philosophy, or his direction — he uses the word awkwardly as if something is wrong with him. So he has written down, for his own eyes, and something he has

(Continued from Page 29)

which Denuae designed for the AFL-CIO on Wilkinson Pike.
The apartment house, the arena's first federally aided project for rent control, is a construction of several new office towers.

As DENUAE'S pyramid grew, the next blue-blood alliance was with Richard Grant, Jr., board chairman of the 730-foot-tall Grant building. The parent company, of course, was still dusty and construction of several new office towers.

The tower was just one part of Denuae's growing interest in the downtown scene. He conducted surveys for the City City Task Force and checked the feasibility of a proposed exhibition center that his friend, then-mayor Dave Hall, was dreaming of.

As CITY HALL covered Hall's dream into policy, Denuae's firm received city contracts totaling $366,000 for preliminary design and final construction drawings.

Several insiders say Hall simply dictated the selection of Denuae's firm, although the former mayor denies it. Denuae is sure Hall had a big hand in the choice. Denuae had the clear inside track as a result of his preliminary work, his previous interest in downtown and his track record.

Jack Underberger service and buildings director says the Denuae firm had well earned its fee (which was set by national architect's fee schedules), met all deadlines and continued to assist by monitoring the construction site. The $1 million building is due in open in September.

Denuae himself says he's been involved in the downtown involvement and blue-blood backing: He is working with the Cox Interstates through Dayton Newspapers Inc. in building a new arena and arena in the exhibits center and bringing a World Hockey Assn. franchise here to play in the arena.

A MAJOR section of activity caused Denuae part of the establishment, so-called.

"I don't know that I am accepted," he says, "I think I'm respected by a lot, as they would resent anyone who's doing anything. And there are some who would like me to be away under the rug.

He considers Denuae a promoter and gambler in a long tradition of Dayton promoters. He puts Denuae's success in the same class with Deeds, Kemmerling, Haswell, Grant and Beerman, among others.

"Every time there has been something, he goes for broke," Hall says admiringly. "He puts it all on the line every goddam time."

EX-COMMISSIONER Walter says: "You've got to understand the personality to appreciate him. I think a lot of people respect him, but not particularly like him.

"He has the guts, the courage to try new things other people have not. There's a lot of money in this town and a lot of people who would make a decision and have other people follow suit."

Denuae JOINED the Navy, became a gunnery officer spent most of his service years in the Boman ships that returned to Dayton in 1965.

"I'm an old friends, and Walter spent one undergraduate summer house guest in the Denuae family home in Dayton's Bein section.

"I'm not ashamed to say I love this city, I dearly love it."
Keith Building Purchased

Grant and Denaeu purchased the Keith building at Fourth and Ludlow Sts. for $150,000. By the time the new 22-story building is finished, they will have spent a total of $1.5 million.

The two men were brought together by mutual acquaintances who knew that Denaeu wanted to build in and that Grant wanted to invest in the downtown area.

And the Downtown Area is a big challenge, according to Denaeu.

"Dayton, while possibly still a little behind, is, more so than ever, a city of opportunity," he contends.

Major progressive projects, such as the plans for a 26-story office tower for Winters' National Bank & Trust Co., have been announced, he notes.

"There are exciting plans," he continues. "The city and the county have started to do good, comprehensive planting."

Knowledge for Private Enterprise

The Center City Task Force and numerous private citizens, he said, have "the knowledge and capacity to solid some major projects under private, rather than government, enterprise."

Noting that the original development of Dayton was financed by industrial people, Denaeu adds that "their indications of willingness to use their money to rebuild is a good thing."

Much of the present determination, he argues, can be traced "to an absence of ownership by people who no longer have roots in the city."

Denaeu plans to be in Dayton for a long time.

That's partly why he walks to the window on the 10th floor about three times a day and watches the metal ball on the crane smashing down the old building so the new one can go up.

Welcome...Huh?

Delegates to the Florida Baptist Convention in Sarasota this past week must have done doubletakes when they saw this motel sign. The problem was that the top two lines are maintained as a standing announcement, while the bottom line is changed to welcome whatever group happens to be visiting.

The Miami Herald
1400 The Miami Herald Sunday, November 25, 1962
Mr. Deneau was born in New York in 1928, where he spent his formative years and completed high school.

In 1951 he graduated from Ohio State University earning a Bachelor of Architecture from the College of Engineering. He was licensed to practice Architecture by the State of Ohio in 1952.

Following graduation, he served in the United States Navy, achieving the rank of Lieutenant, JG. His two years of service included sea duty on the USS Worcester, and an assignment as Plant and Process Officer in the Boston Naval Shipyard.

Moving to Dayton, Ohio in 1955, he associated himself with Levitt Construction as an architect; he also served as Supervisor of Construction on several major projects.

During 1956, Deneau established his own Architectural firm in Dayton, which he continues to aggressively manage as Senior Partner. The firm, Deneau, Kleski, and Associates, has shown steady, substantial growth and today is highly regarded as one of Southern Ohio’s leading architectural firms. On subsequent pages, a listing is presented of major commissions and completed projects.

In addition to spearheading the success of his architectural offices, Deneau enjoys a reputation locally as a financier and developer of housing, commercial properties, and multi-unit dwellings. He has taken a progressive attitude toward the development and improvement of Dayton, and feels keenly regarding the healthy growth of the area.

He has further broadened his scope recently beyond planning, financing, and developing by forming LanDea Corporation to provide a sales, management, and service facet to his various completed enterprises.

A biographical sketch of Deneau would be incomplete without reference to his civic pride and community growth attitude. Over the years, he has worked closely and developed meaningful relationships with city and county development officials, the Mayor, and Commissioners. In the area of Urban Renewal and community planning, his council is frequently sought out—he has contributed various ideas, plans and guidance toward the betterment of the community.

As a direct result of his foresight and planning his offices have been commissioned to plan Dayton’s new Exhibition and Convention Center, and he has bid on the adjoining thirty-two story office, hotel, and apartment complex, which with the 2,000 car parking and transportation center will comprise Dayton’s forthcoming downtown Mid Town Mart.

Mr. Deneau is married and lives in an attractive home of his own design with his wife, son, and daughter. He is in good health, and leads the active life of a busy executive in the coordination and management of various ventures.
MAJOR COMMISSIONS AND PROJECTS

Following is a partial list of substantial projects, completed or under construction by Deneau-Kleski and Associates:

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairmont Shopping Center</td>
<td>Dayton, Ohio</td>
</tr>
<tr>
<td>Suburban 70,000 square foot shopping center.</td>
<td></td>
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<tr>
<td>Completed 1957</td>
<td></td>
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<tr>
<td>Heather Terrace</td>
<td>Dayton, Ohio</td>
</tr>
<tr>
<td>Complex of three-story luxury apartments.</td>
<td></td>
</tr>
<tr>
<td>Completed 1958</td>
<td></td>
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<tr>
<td>General Motors Acceptance Corporation</td>
<td>Dayton, Ohio</td>
</tr>
<tr>
<td>13,000 square foot office building, commissioned by General Motors Corporation.</td>
<td></td>
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<tr>
<td>Completed 1959</td>
<td></td>
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<tr>
<td>Phil Hill Medical Building</td>
<td>Dayton, Ohio</td>
</tr>
<tr>
<td>16,000 square foot medical complex.</td>
<td></td>
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<tr>
<td>Completed 1959</td>
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<tr>
<td>Townhouse Motel</td>
<td>Toledo, Ohio</td>
</tr>
<tr>
<td>At the time, Toledo’s newest and most imaginative downtown motel, including 200 guest rooms, and one of the state’s most renowned night clubs,“Aku Aku Room”.</td>
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<tr>
<td>Completed 1960</td>
<td></td>
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<tr>
<td>Ohio Academy of General Practice</td>
<td>Columbus, Ohio</td>
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<tr>
<td>Imaginative office building of intriguing design, comprising of 9,000 square feet.</td>
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<tr>
<td>Completed 1961</td>
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<tr>
<td>Sprague Electric</td>
<td>Vandalia, Ohio</td>
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<tr>
<td>Combination executive offices and manufacturing plant.</td>
<td></td>
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<tr>
<td>Completed 1962</td>
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</tr>
<tr>
<td>Forest Grand Medical Building</td>
<td>Dayton, Ohio</td>
</tr>
<tr>
<td>Suburban office complex for the medical profession.</td>
<td></td>
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<tr>
<td>Completed 1962</td>
<td></td>
</tr>
<tr>
<td>Dayton Inn Hotel</td>
<td>Dayton, Ohio</td>
</tr>
<tr>
<td>Major re-building, renovation on one Dayton’s older downtown hotels, comprising 250 guest rooms and adequate public areas. In addition to the planning, construction, and renovation, Mr. Deneau financed and operated this hotel as a Hilton Inn until recently.</td>
<td></td>
</tr>
<tr>
<td>Completed 1964</td>
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</tbody>
</table>
Lytle Towers
Major remodeling and re-construction project, converting a 12-story hotel to a 113-unit apartment building. In addition to architectural design and construction, the building was owned and financed by Mr. Deneau. Completed 1965

Terrace Ridge
320-unit apartment complex. Completed 1965

IUE, District Council 7, Office Building
Local union headquarters building. Completed 1965

WESCO
20,000 square foot warehouse and office structure. Completed 1965

Low B. Brothers Warehouse
80,000 square foot completely automated warehouse. Completed 1966

Stotter Building
30-unit apartment building. Completed 1966

Philburn Medical Building
12,000 square foot medical complex. Completed in 1967

United Auto Workers Office Building
72,000 square foot suburban office building. Completed 1968

WAVI Broadcasting and Office Building
7,200 square foot headquarters for local radio station. Completed 1968

Lakewoods
Major senior citizens' complex. Completed 1966 Addition of 150 units completed 1969

University of Dayton – Campus South
Women’s residence house for the University of Dayton providing modern housing for 354 students. Completed 1969
Grant-Deneau Towers
22-Story high-rise office building in the heart of downtown Dayton, representing Dayton’s first major office building since 1926. In addition to the architectural work, planning, and building, Mr. Deneau is a general partner in the building, and through LanDeau Corporation, manages sales, service, and rental of the building.
Completed 1969

Emerson Center
178-unit apartment complex.
Currently under construction.

Dayton Exhibition and Convention Center
An integral part of Dayton’s Mid Town Mall complex, which when completed will be comprised of the Exhibition Center, 2,000 car parking garage and Transportation Center, and a thirty-two-story office, hotel, and apartment structure.
ATTACHMENT 6

SUMMARY OF CRITERIA FOR NATIONAL REGISTER

“I’m not ashamed to say I love this city. I dearly love it.”

–Paul Deneau (Dayton Daily News, 1972)
Grant Deneau Tower and Criteria for National Register

Criterion A: Association with Historic Event

Area of Significance: Community Planning and Development

Level: Local Level for the City of Dayton

Period: 1960-1970

Dayton’s challenges during the 1960s

- Suburban Development, highway construction, loss of population to the suburbs
- Competition to retail and business in downtown Dayton from suburban malls and business opportunities
- Aging building stock in downtown Dayton, particularly in blocks south of Third Street

Understanding and Addressing Challenges

- Studies to understand the challenges and guide future development commissioned by City (RTKL called in as consultants)
- Urban Renewal – remove and replace entire blocks of the city’s aging building stock
- The construction of large-scale business marts, Dayton’s first high-rises offering cutting-edge amenities to retain older businesses and draw in new ones – a private effort carried out with support from the city

The Grant-Deneau Tower in Context

- Not an isolated effort, but rather played a formative role in the downtown Dayton development strategy adopted by the City and by entrepreneurs
- A Dayton project epitomizing contemporaneous, modernist, city planning and community development solutions for revitalizing Central Business Districts
- A precedent-setting, first high-rise business mart constructed in the city, directly linked with the efforts to meet challenges posed by suburbanization
- A highly visible effort by Dayton’s entrepreneurs toward updating of the city’s building stock, one that was focus of public attention
Criterion C: Distinctive Design or Physical Characteristics

Area of Significance: Architecture
Level: Local Level for City of Dayton
Period: Mid-Century Modernism (1945-1970)

The Building

- The first modernist high-rise building in Dayton, a local landmark
- The tallest building in Dayton at the time of its opening in 1970, surpassing in height a 1938 building
- Signaled the transformation of Dayton’s skyline
- Mid-Century Modernism: Exterior – New Formalism with elements of Meisian modernism; Interior: Modernist open plan around a central circulation and service core, allowing freedom in layout of office spaces according to business requirements
- Providing cutting edge amenities to tenants in the full-service business mart environment in the city itself

The Architect-Developer - Paul Deneau

- A civic-minded architect-developer whose successful practice as partner in his leading Southern Ohio architecture firm included mid-century modern buildings such as the Grant-Deneau Tower and the Dayton Convention Center
- Introduced the business mart concept to Dayton with an aim to ensure modern business amenities were available in the city
- Personal involvement and investment in Dayton’s physical development, acutely aware of challenges faced by Dayton led to a significant impact on the city’s physical development
- Paved the way for mid-century modernism, and particularly the modernist high-rise architecture, in Dayton
- Set the stage for national and international modernist architects, including I. M. Pei, Harry Weese, Edward Durrell Stone and others to work in the city
Criterion G: Exceptional Significance

Many of the points listed above (and throughout this package) demonstrate the exceptional significance of the Grant-Deneau Tower for Dayton. It has been established that this was the pioneering building in a city planning effort to modernize downtown and compete with the rapidly developing suburbs, and is deserving of being listed on the National Register with other modern skyscrapers of this time period.