

# 10 Most Endangered Historic Places

# 2010

Preservation Alliance of Minnesota ❖ [www.mnpreservation.org](http://www.mnpreservation.org)

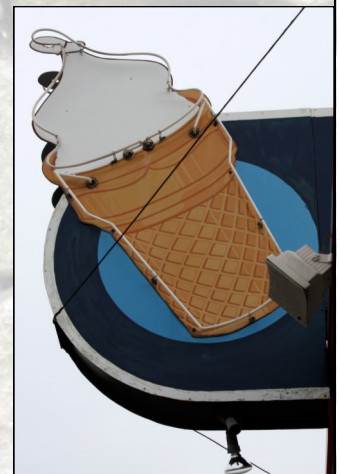


In the early years of our country's automobile culture, fast-food franchises were often designed in such a way as to convey modernity while maintaining an efficiently-sized space. Minnesota's oldest Dairy Queen, on Lexington Avenue North near Larpenteur, epitomizes the characteristics of this era. Built in the early 1950s, the building features soaring, angled glass planes, a concrete block base, and a large, distinctive neon sign. The expansive glass of the design offered patrons a glimpse of the workings within, while the sign beckoned drivers to pull over for a creamy, cool treat. Through the years, this Dairy Queen in the first-ring suburb of Roseville has become a neighborhood

and Minnesota landmark. Today, this iconic DQ faces an uncertain future. The building is in immediate danger, as the owner is currently considering demolishing the existing building and replacing it with a new Dairy Queen. Those who support the preservation of Minnesota's oldest Dairy Queen are working against an uncertain deadline to raise public awareness and to get involvement from the neighborhood residents, as well as the Roseville Historical Society, the State Historic Preservation Office, and other groups that value and appreciate mid-twentieth-century buildings and culture.

## Action Steps

1. Form a group to advocate for preservation. (Refer to the Alliance's Community Action Guide.)  
[www.mnpreservation.org/pdf/Community\\_Action\\_Guide.pdf](http://www.mnpreservation.org/pdf/Community_Action_Guide.pdf)
2. Become familiar with the value and importance of mid-century and roadside architecture by visiting the websites of the Society for Commercial Archeology [www.sca-roadside.org](http://www.sca-roadside.org) and the Modernism + Recent Past initiative of the National Trust for Historic Preservation.  
[www.preservationnation.org/issues/modernism-recent-past/](http://www.preservationnation.org/issues/modernism-recent-past/)
3. Work to have the building listed in the National Register of Historic Places.
4. Tell the building owner and franchise holder that you honor and appreciate this historic Dairy Queen—and that you want to see it preserved.



**ROSEVILLE**

## Minnesota's Oldest Dairy Queen