RESOLUTION - EXHIBIT 1
Gottlieb Storz Residence

LANDMARKS HERITAGE PRESERVATION COMMISSION

RESOLVED BY THE LANDMARKS HERITAGE PRESERVATION COMMISSION OF THE CITY OF OMAHA;

WHEREAS, the Landmarks Heritage Preservation Commission of the City of Omaha requested on July 19, 1982, that the Gottlieb Storz Residence, located at 3708 Farnam Street, be designated a Landmark under the City of Omaha's Landmarks Heritage Preservation Ordinance; and,

WHEREAS, the Gottlieb Storz Residence was built in 1905; and,

WHEREAS, the Gottlieb Storz Residence was designed by prominent Omaha architects George Fisher and Harry Lawrie; and,

WHEREAS, the Gottlieb Storz Residence and adjoining carriage house together represent a fine example of the Jacobethan Revival style of architecture popular between 1890 and 1915; and,

WHEREAS, the Gottlieb Storz Residence was built by Gottlieb Storz, a prominent Omaha businessman and founder of the nationally recognized Storz Brewing Company; and,

WHEREAS, the Gottlieb Storz Residence is located in the "Gold Coast" area, a neighborhood which housed a preponderance of Omaha's cultural and financial leaders in the late 19th and early 20th centuries; and,

WHEREAS, the Gottlieb Storz Residence, as one of the few Gold Coast mansions that has remained a single family dwelling occupied by one family, provides a rare visual connection to a Golden Era of the City's history; and,

WHEREAS, the gazebo from the Storz Brewery display at the 1898 Trans-Mississippi and International Exposition, as the only known structure remaining from that event, is an important element of the Gottlieb Storz Residence and grounds; and,

WHEREAS, the Gottlieb Storz Residence is listed in the National Register of Historic Places.

NOW, THEREFORE, BE IT RESOLVED BY THE LANDMARKS HERITAGE PRESERVATION COMMISSION OF THE CITY OF OMAHA:

THAT, the Gottlieb Storz Residence, 3708 Farnam Street, be designated as a Landmark of the City of Omaha.
INSPECTION DATE
8-11-82

REQUEST CATEGORY
X Landmark Designation District
__ Landmark Heritage X Building
__ District Designation __ Structure
__ Certificate of Approval Site
__ to Perform Work __ Object

APPLICANT
Landmarks Heritage Preservation Commission

LOCATION OF PROPOSED DESIGNATION OR WORK
3708 Farnam Street

PRESENT USE
Residence

CONFORMANCE WITH MASTER PLAN - Shown as being in a potential historic District in A Comprehensive Plan for Historic Preservation in Omaha; shown as a historically or architecturally significant building to be preserved in 1977 (continued below)

NEIGHBORHOOD CHARACTER
Existing: The neighborhood is a mix of both old and new structures with a wide range of uses, including office, religious, commercial and both single and Multi-family residential. A large portion of this neighborhood qualifies as a potential historic district.

Probable future effect on neighborhood if designation is granted or work is approved.

Designation should help in the effort to recognize and protect the diminishing number of important historical structures that are considered to be major assets of the area, as well as reinforcing the concept of creating a historic district in the neighborhood.

PRESERVATION ADMINISTRATOR'S RECOMMENDATION

Approval

PLANNING DIRECTOR'S RECOMMENDATION

Approval

ADDITIONAL DATA
The Gottlieb Storz Residence is listed in the National Register of Historic Places.
(Continued from above)
Community Development Master Plan; shown as an "Outstanding historic building" on the "major assets" map in the Housing Market Analysis, West Central Study Area; shown as being in a high density/multi-use area in the Future Land Use Plan.
Historical Significance

The Gottlieb Storz residence at 3708 Farnam Street, built in 1905, is one of the few remainders of an opulent lifestyle that once characterized Omaha's Gold Coast Neighborhood. Storz was the patriarch of a family that spread its name throughout the Midwest in fields as varied as brewing, radio broadcasting and aviation. The mansion is a reflection of the lives led by turn of the century business leaders and the influence exerted upon the city by one of its most active families.

Gottlieb Storz was born in Germany in 1852. After learning the brewing trade there he came to America in 1872 and worked in New York and St. Louis before his arrival in Omaha four years later. He was employed as a foreman for Joseph Baumann in his No. 18th Street brewery, and later ran the business with Baumann's widow. By 1884, Storz and partner J. D. Iler took over the Baumann plant and operated it until Storz became sole owner in 1891. He soon erected a new $500,000 brewery on Sherman Avenue (No. 16th Street) between Clark and Grace Streets.

The Storz brewery, identified by its distinctive smokestack with "Storz" embedded in it in contrasting brick, was the headquarters of the business for almost a century. Storz beer eventually became "pre-eminent in its territory, accounting for more than half the beer consumed in Nebraska." Gottlieb Storz, who credited work with giving him good health and longevity, was in charge of the brewery until the day he died in 1939. Throughout prohibition the brewery continued operating, and manufactured soft drinks and near-beer.

As one of Omaha's business leaders and self-made men, it was only fitting that Storz built his home on Omaha's Gold Coast. The area first began to develop as a location for the City's business, financial, and social leaders in the late 1880's and early 1890's, but achieved its greatest growth after the turn of the century. From then on, the City's wealthiest residents built mansions in a variety of architectural styles throughout the area. A good portion of Omaha's social activities centered around residents of the neighborhood. Traditionally, it provided both kings and queens of Ak-Sar-Ben, including several Storz descendants.

Gottlieb Storz brought reminders of the brewing art into his home and personalized the dwelling in other ways as well. Brewing ingredients including barley, hops, and corn, appear in the design of exterior limestone panels. A three-level stained glass window also contains the hops motif. Storz designed the sun room himself, basing it on the dining room of a cruise ship the family had taken to Europe. Outside, the residence displays the family crest above two front windows. The side yard holds a wooden beer and wine stube, part of the Storz Brewing Company exhibit at Omaha's 1898 Trans-Mississippi and International Exposition, which provided Storz with an outdoor patio.
While Gottlieb Storz built the mansion on Farnam Street and carved himself a place in Omaha history, his descendants continued to maintain the family business and actively participate in civic affairs. Gottlieb's three sons, Adolph, Arthur, and Robert all held a variety of positions at the brewery and continued the operation after their father's death. Adolph became the second president of the firm until it was sold in 1966. He was a well known sportsman who raised show horses and sponsored amateur and semi-pro baseball and basketball teams. Robert, the youngest and surviving son, started Storz Broadcasting with his son, Todd Storz. Beginning with KOWH in Omaha, Storz Broadcasting went on to become one of the country's major independent radio chains, and it is still under the control of Robert Storz. He was also extremely active in civic activities, particularly as a board member of Ak-Sar-Ben and Clarkson Hospital. He was named King of Ak-Sar-Ben in 1957, and his daughter and granddaughter were queens. Storz was active in fund raising for Clarkson Hospital and with his wife, donated the Storz Pavilion in memory of their son.

Gottlieb Storz's middle son, Arthur C. Storz, Sr., purchased the Farnam Street residence after his father's death, and his family has remained there since. Arthur became chairman of the board at the brewery, but also distinguished himself with a life-long interest in aviation. Storz first became acquainted with flying as an airman in WWI. He was influential in bringing the Strategic Air Command to Omaha and served on its Civilian Consultation Committee. The Air Force Association named him "Man of the Year" in 1955, while the Air Force gave him its highest civilian honor in 1962, both for his efforts in support of U.S. Air Power. Storz was chairman of the Omaha Airport Authority for over a decade, and City officials later named an expressway to the airport in his honor.

Clearly, Gottlieb Storz and his family have made a significant contribution, and, as one of the few Gold Coast mansions that has remained a single family dwelling occupied by one family, provides a rare visual connection to a Golden Era of the City's history.

Architectural Significance

The Gottlieb Storz Residence, designed in 1905 by the prominent Omaha architects George Fisher and Harry Lawrie, is a fine example of the Jacobethan Revival style of architecture. This style, popular between 1890 and 1915, offered architects a certain degree of freedom that was not considered acceptable in the interpretation of the stricter academic styles - those based on classical and Italian renaissance models - that were also being used at the time. The main features found in the Gottlieb Storz Residence that are typical of the Jacobethan Revival style include the distinctive gable forms that rise above the roof, the projecting bays, and the use of stone detailing, particularly that which surrounds the bay windows and main entry.
Architectural Description

Gottlieb Storz Residence, 3708 Farnam Street, constructed in 1905 at a cost of $16,000; Fisher and Lawrie, architects; tan colored brick, two and one-half stories over raised basement; rectangular plan (50' x 60') with red tile roof; facade composed of central entry porch with crenelated parapet flanked by steeply gabled projecting wall sections rising above the roof, featuring two-story projecting bays; a small pedimented wall dormer displaying stepped brick work is centered over the entry porch; this combination of large gables and small dormers is used on the east and west elevations with one large gable projecting slightly and centered between two small dormers on the east, and flanked by one small dormer and an embellished chimney on the west; the large gable form is repeated twice on the rear elevation, but in the same plane as the wall; a porte cochere with three-centered arches and crenelated parapet extends from the west elevation; a skylit sun room, with parapet matching that of the porte cochere, adjoins the east elevation; stone used throughout for trim including coping at gables, window surrounds and mullions, and entry arch; stone gargoyles are used to drain the roofs of the two-story projecting bays at the facade; stone Storz family crests occur within half-circles in the gable ends at the facade, with similar stone details displaying brewing ingredients used in the east and west gable ends. Central hall plan; main level hall classically detailed including Corinthian columns, dentils and modillians; panelled wainscot throughout hall and open stair; music room features a crystal chandelier and painted canvas wall and ceiling murals with sculptural, raised details; sun room, surrounded on three sides by large sets of double windows, is of wooden lattice-work and is covered with a stained glass dome of floral design; seven fireplaces throughout house all feature intricate mosaic surrounds; stained glass, often in combination with clear glass, is used throughout, including an elaborate series of windows at the stairway landing. Two-story rectangular (32' x 42') carriage house, built in 1905 at rear of property, displays the same materials and many of the same details as the house including the use of gables, corbeled brick and stone coping. A domed, hexagonal wooden gazebo from an 1898 Storz Brewery exhibit—presumed to be the only remaining structure from the Trans-Mississippi and International Exposition—stands in the side yard.

The Architects, Fisher and Lawrie

George Fisher and Harry Lawrie worked together in the Omaha firm of Mendelssohn, Fisher, and Lawrie from 1888 to 1892 and then as Fisher and Lawrie from 1892 to 1913. Fisher started out as a civil engineer (an 1880 graduate of the University of Michigan) and head draftsman with architect Louis Mendelssohn. Harry Lawrie, a Scotland-born and trained architect, had been head draftsman in the 1880's with Burnham and Root when that
firm was a center of the emerging Chicago School of architecture. Fisher and Lawrie became one of the foremost architectural firms in Omaha, producing well-designed, distinctive buildings of every type for twenty years. This was a period of transition from Victorian eclecticism to the modern movement, and Fisher and Lawrie did skillful work in both eras. Their landmark quality buildings include the Gothic Sacred Heart Church, the Arts and Crafts style Charles Storz house, the Jacobethan Revival Gottlieb Storz Residence, and the functionalist commercial Bemis Bag and Fairbanks-Morse warehouse, as well as the Queen Anne and Romanesque Withnell/Barton Residence.
Bibliography


Clipping files, Storz Family, Arthur Storz, Robert Storz, located in History/Biography/Travel Department, Omaha Public Library.


Savage, James Woodford and Bell, J.T. History of the City of Omaha, Nebraska, and South Omaha. New York and Chicago; Munsell and Company, 1894.


The Federal Writer's Project of the Works Progress Administration, American Guide Series. Volume II - "Points of Interest in the City". (Unpublished, 1939), Omaha Public Library.


LHPC Case No. H1-82-14, APPLICANT: Landmarks Heritage Preservation Commission request LANDMARK DESIGNATION for 3708 Farnam Street. Area to be designated is shaded.
(Gottlieb Storz Residence)
AN ORDINANCE to designate the Gottlieb Storz Residence, located at 3708 Farnam Street as a Landmark pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

Section 1. That the Gottlieb Storz Residence is located at 3708 Farnam Street, which is on the following described land, to wit:

Lots 11, 12 and 13 and adjacent vacated alley and South 29 feet of part Lot 10, Alamo Plaza Addition, Douglas County, Nebraska

Section 2. That for the reasons recited in Landmarks Heritage Preservation Commission Resolution attached hereto as Exhibit I, and made a part hereof as if fully set forth herein, the architectural characteristics of the Gottlieb Storz Residence are hereby deemed significant and worthy of preservation.

Section 3. That the Gottlieb Storz Residence is hereby designated pursuant to Section 24-61 of the Omaha Municipal Code, and hereby subject to all of the provisions of Landmark Heritage Preservation, Ch. 24, Art. II. of the City of Omaha.

Section 4. That this Ordinance shall be in full force and take effect fifteen (15) days from and after the date of its passage.

INTRODUCED BY COUNCILMEMBER

BERNIE SIMS

APPROVED:

MAYOR OF THE CITY OF OMAHA DATE

PASSED DEC 21 1982

ATTEST:

CITY CLERK OF THE CITY OF OMAHA

APPROVED AS TO FORM:

CITY ATTORNEY

I hereby certify that the foregoing is a true and correct copy of the original document now on file in the City Clerk's office.

CITY CLERK
ORDINANCE NO. 29891

AN ORDINANCE to designate the Gottlieb Storz Residence, located at 3708 Farnam Street, as a Landmark pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha.

PRESENTED TO COUNCIL

1st Reading DEC 7 1982

Hearing 12-14-82

Hearing DEC 14 1982

Passed 12-21-82

Final Reading DEC 21 1982

Passed

Mary Sullivan Arndt