RESOLUTION - EXHIBIT I
MARY REED RESIDENCE
LANDMARKS HERITAGE PRESERVATION COMMISSION

RESOLVED BY THE LANDMARKS HERITAGE PRESERVATION COMMISSION OF THE CITY OF OMaha:

WHEREAS, Richard Flamer is the owner of the Mary Reed Residence; and,

WHEREAS, the owner, on September 14, 1981, requested that the Mary Reed Residence be designated a Landmark under the City of Omaha’s Landmarks Heritage Preservation Ordinance; and,

WHEREAS, the Mary Reed Residence was built in 1909; and,

WHEREAS, the Mary Reed Residence was designed by Omaha Architect F.A. Henninger; and,

WHEREAS, the Mary Reed Residence displays most all of the elements associated with the Prairie School of Architecture, a style prevalent in the Midwest from the turn of the century until World War I, and originated in the work of Frank Lloyd Wright, the acknowledged master of the Prairie School; and,

WHEREAS, the Mary Reed Residence was designed and built for Mary Reed, the widow of Byron Reed, a pioneer real estate man and philanthropist who amassed one of the largest fortunes in Omaha; and,

WHEREAS, the Mary Reed Residence is located in the "Gold Coast" area, a neighborhood which housed a preponderance of Omaha's cultural and financial leaders in the early 20th century.

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

THAT, the Mary Reed Residence, 503 South 36th Street, be designated as a Landmark of the City of Omaha.
Landmarks Heritage Preservation Commission
DEPARTMENT RECOMMENDATION

INSPECTION DATE

September 10, 1981

REQUEST

- Landmark Designation
- Landmark Heritage
- District Designation
- Certificate of Approval
to Perform Work

CATEGORY

- District
- Building
- Structure
- Site
- Object

APPLICANT

Richard Flamer

LOCATION OF PROPOSED DESIGNATION OR WORK

503 South 36th Street

PRESENT USE

- Residence/Office

CONFORMANCE WITH MASTER PLAN

Conforms to A Comprehensive Plan for Historic Preservation in Omaha where it is located in a potential Historic District. Conforms to the 1977 Community Development Master Plan's Combination Rehabilitation/Redevelopment Areas.

NEIGHBORHOOD CHARACTER

Existing: The neighborhood is a mix of both old and new structures, the old being primarily large, turn of the century residences of high architectural quality. Land use is also mixed, as many of the former single family structures have been converted to multi-family or commercial uses, interspersed with new office and institutional structures.

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

- Reinforce historic character of the area; encourage sensitive re-use of surrounding historic structures;
- enhance potential for a future historic district.

PRESERVATION ADMINISTRATOR'S RECOMMENDATION

Approval

PLANNING DIRECTOR'S RECOMMENDATION

Approval

ADDITIONAL DATA
Landmarks Heritage Preservation Commission
APPLICATION FOR LANDMARK OR LANDMARK HERITAGE DISTRICT DESIGNATION

NAME OF STRUCTURE
Historic
Mary Reed Residence
and/or Common

LOCATION
Street and Number
503 S. 36th St.

CLASSIFICATION
Category District
Building(s) Structure
Site Object
Ownership Public
Private Both
Public Acquisition In Process
Status Occupied
Unoccupied
Work in Progress
Accessible
Yes: Restricted
Yes: Unrestricted
No
Present Use
Agriculture
Commercial
Educational
Entertainment
Government
Industrial
Military
Museum
Park
Private Residence
Religious
Scientific
Transportation
Other

OWNER OF PROPERTY
Name 36 St. Properties
Street and Number 8123 Larkin Lane
City, State and Zip Code Vienna, VA 22180
Representative Richard Flamer
Street and Number P.O. Box 3668
City, State and Zip Code Omaha, NE 68103-0668

Phone Number (703) 698-5225
Phone Number 341-9985

LEGAL DESCRIPTION
The North 64 Feet of Lots 3 and 4, Block 4, ISAAC 'A AND SELDEN'S, an
Addition to the City of Omaha, as
surveyed, platted and recorded in
Douglas County, Nebraska, commonly
referred to as 503 South 36th Street
and 3569 Dewey, Omaha, Nebraska.
REPRESENTATION IN EXISTING SURVEYS
Title Historic Omaha Building Survey, Landmarks Heritage Preservation Commission
Date 1977 Federal State County Local

REPRESENTATION IN EXISTING SURVEYS
Title A Comprehensive Plan for Historic Preservation in Omaha, Landmarks Heritage Preservation Commission
Date 1981 Federal State County Local

REPRESENTATION IN EXISTING SURVEYS
Title
Date
Federal State County Local

DESCRIPTION
Describe the present and original (if known) physical appearance.

STATEMENT OF SIGNIFICANCE
Specific Dates 1909
Architect H.A. Henninger
Builder Jonas Prinz
Cost $10,000

Date Sept. 14, 1981
Signature of Owner/Representative
**Historical Significance**

Mrs. Mary Reed built her home at 503 South 36th Street, in the West Farnam district known as "The Gold Coast," in 1909. She was the widow of Byron Reed, a pioneer real estate man who amassed one of the largest fortunes in Omaha. Reed was born to a New York family which traced its line to the Puritans. After working as a Kansas City correspondent for the New York Tribune he came to Omaha, founding the Byron Reed Co., in 1856. He owned land in the original city plat, in at least 31 City additions, and more than 350 acres west of 72nd Street.

His home was a large mansion at 25th and Dodge Streets, where he died in 1891. That house later became the first home of Boys Town. Father Edward J. Flanagan rented it from Mrs. Reed in 1917 and 1918 after she and her two children had moved to their new home at 503 South 36th Street.

Much of Reed's earnings went into an immensely valuable coin and rare book collection which he willed to the City of Omaha along with the land for the former downtown library. The collection, which remains intact and was valued at over $5 million in 1976, is now in various bank vaults in Omaha.

Mrs. Reed lived in her home on South 36th Street until her death at age 98 in 1943. Since then the house has been used as a rooming house and apartments. The present owner, Richard Flamer, intends to use the structure for his residence as well as an office for his rare book business.

**The Gold Coast, West Farnam**

The four decades from 1880 to 1920 were the golden era of Omaha, an era when a frontier city came of age and the rough exterior of the Eighties gave way to the more mature city of the 1920's. Much of this transformation came about under the direction of a group of men who can be classed under no other title but capitalists. The builders and developers of Omaha included some men whose names are still familiar and others long forgotten: Ezra and Joseph Millard, Guy C. Barton, E.W. Nash, Charles W. Hamilton, and Gurdon W. Wattles, to cite a few of the entrepreneurs.

Under the direction of such leaders, Omaha expanded west, north and south between 1880 and 1920, a movement which caused residential areas to shift. South Tenth Street and the area surrounding Capitol Hill at Twentieth and Dodge Streets marked desirable residence areas in the 1880's, but ten years later, residents began to move their homes west to an area referred to as the West Farnam district. From 1900 to 1910, any person who expected to fit in with Omaha society built his home in the district, which eventually became known as the "Gold Coast" because so many of the capitalists in the city resided there. The area provided a great number of the early monarchs of Ak-Sar-Ben: the queen, a daughter of a long-standing society-minded family, the king, chosen for his civic leadership. The neighborhood was the home of the "heavy respectables," Omaha's cultural and financial leaders.
Architectural Significance

Local architect H.A. Henninger’s 1909 design for the Mary Reed Residence combines most all of the major elements associated with the Prairie School of architecture, a style prevalent in the Midwest from the turn of the century until World War I. The brick piers of the facade were probably influenced by the widely publicized 1906 design for Unity Temple in Chicago by the acknowledged master of the style, Frank Lloyd Wright. Horizontal banding, the hipped roof with projecting and enclosed eaves, geometric patterned leaded glass windows and the thin segmental arch used at the entry, details which Henninger may have seen in popular architectural magazines of the day, help make the Reed Residence a restrained, but excellent local example of the Prairie School style.

Architectural Description

Mary (Mrs. Byron) Reed Residence, 503 South 36th Street, constructed in 1909 at a cost of $10,000; F.A. Henninger, architect; Jonas Rinz, builder; buff colored brick structure, main mass rectangular (28’x38’) in shape, with wings at each side; two stories over a raised basement; low pitched hipped roof with projecting, enclosed eaves; the underside of the eaves, which contain integral copper gutters, are stuccoed; a pair of two story brick piers at the facade and a chimney at the north elevation break through the horizontal stone band that encircles the structure, a band which imparts a high-waisted appearance by dividing the building into a top one-third and a bottom two-thirds; the piers of the facade are supported by a brick plinth with a stone coping that projects slightly from the front wall; large piers define the edges of the facade and occur in the same plane as the two story central piers; the main entrance is off center through a one story porch wing whose height extends to a stone coping that carries the line of the encircling horizontal band; the entry wing wall is penetrated by an opening capped by a thin segmental arch with short lateral flanges supported by square tapered columns with chamfered corners; the wing at the south elevation has a one story rectangular projecting bay defined at the corners with piers that extend from the ground to the line of the horizontal banding, which at this point, protrudes from the wall to serve as coping for the piers; modern entry on the north elevation at the basement level for professional office; applied stone veneer on the north foundation wall exposed by excavation for office parking; new wooden deck replaces original porch at the rear of the structure; thin bands of brick slightly raised from the surface of the wall serve as decorative elements, used to form rectangles that occur between the windows of the second floor and in some instances continue around corners; thin brick bands are used to emphasize the verticality of the chimney as it thrusts through the projecting eave, and are used in a series to define the upper portion of the piers that occur at the facade and the southern elevation; double-hung windows occur on both sides of, and between, the piers on the facade at both floor levels; the majority of windows are double-hung with simple one over one lights; four small windows, and one three-part window at the stair landing, contain leaded glass in geometric patterns and are spaced on each side of the chimney at the north elevation; stone sills are used throughout. Side hall plan, open stairwell with simple geometric balusters; newel post with decorative banding similar to that on exterior piers; strip oak floors throughout the first floor; maple floors on second floor; oak trim used in entry, hall, living and dining rooms for ceiling coving and picture
molding, baseboard, window trim and stair details; smooth plaster walls and ceiling; living room fireplace with oak mantel, frieze with consoles, colonnettes, glazed tile surround and hearth, rectangular opening with cast brass Franklin adapter; second floor fireplace similar to first floor except frieze and colenettes are replaced with shouldered architrave trim.

THE ARCHITECT, Frederick A. Henninger

F.A. Henninger, born in 1865 to a German immigrant family which had settled in Albion, Iowa, received his formal training at the Chicago Art Institute where he was described as a "natural born artist." After attending the Institute for two years, Henninger moved to Lincoln, Nebraska and worked for a local architect by the name of Gray. In the early 1890's he relocated to Omaha and sought employment as a laborer in the Union Pacific Shops. By 1895, Henninger had established himself as an architect with the F.C. Leodebrink office and in the following year purchased the business from Leodebrink.

F.A. Henninger remained an active Omaha architect until his retirement in 1937, at which time the firm was taken over by his son, F.A. Henninger, Jr. The firm's activities encompassed the entire spectrum of the built environment and during its most active period, the F.A. Henninger office designed "a house a day."

Major Omaha structures designed by Henninger include the Securities Building (16th & Farnam), the U.S. National Bank Building (16th & Farnam), the Grain Exchange (19th & Harney), the Farm Credit Building (19th & Douglas), the West Farnam Apartments (3817 Dewey Avenue) and the residences of Edgar Morsman (38th & Jackson), Casper Yost Coffutt (109 No. 54th Street), E.L. Stone (3722 Pacific) and O.H. Barmettler (622 No. 38th Street).
Bibliography


LHPC Case No. HI-81-15, APPLICANT Richard Flamer requests LANDMARK DESIGNATION for 503 South 36th Street. Area to be designated is shaded. (Mary Reed Residence)
AN ORDINANCE to designate the Mary Reed Residence, located at 503 South 36th 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 Mary Reed Residence is located at 503 South 36th Street, which is on the following described land, to wit:

North 64' of Lots 3 and 4, Block 4, Isaacs and Seldins, an Addition to the City of Omaha, as surveyed, platted and recorded in 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 Mary Reed Residence are hereby deemed significant and worthy of preservation.

Section 3. That the Mary Reed 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 COUNCIL MEMBER

BEVERLY SIMM

APPROVED:

MICHAEL ANDERSON, MAYOR OF THE CITY OF OMAHA

DATE: MARCH 16, 1982

ATTEST:

MARY J. WELSH

CITY CLERK OF THE CITY OF OMAHA

APPROVED AS TO FORM:

KERRY HARMS

CITY ATTORNEY

PL/B:222
ORDINANCE NO. 29727

AN ORDINANCE to designate the Mary Reed Residence, located at 503 South 36th Street as a Landmark pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha.

PRESENTED TO COUNCIL

1st Reading MAR 2 1982
Hearing MAR 9-82

Hearing MAR 9 1982
Passed to MAR 16-82

Final Reading MAR 16 1982
Passed