RESOLUTION – EXHIBIT 1
MEDLAR BUILDING
LANDMARKS HERITAGE PRESERVATION COMMISSION

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

WHEREAS, Daniel J. Emanuel is the owner of the Medlar Building at 416 S. 14 Street; and,

WHEREAS, the owner has requested that the Medlar Building be designated as a Landmark under the City of Omaha’s Landmarks Preservation Ordinance; and,

WHEREAS, the Medlar Building was built in 1903, and

WHEREAS, the Medlar Building was designed by prolific Omaha architect J. P. Guth with at least 56 known commissions; and,

WHEREAS, the architectural style of the Medlar Building is commercial classic revival, and was quite common, but is now one of the few remaining in Downtown Omaha; and,

WHEREAS, the Medlar Building is a definitive example of architect J. P. Guth’s consistent work in the commercial classic revival style; and

WHEREAS, the Medlar Building is significant architecturally as one of the finest example of this style surviving with such high original integrity; and,

WHEREAS, the building is significant as the business location of a successful Omaha printer, Irvin A. Medlar, for over 30 years; and,

WHEREAS, it is the intent of the owner to continue the use of the structure as a primary residence, apartments, and businesses; and,

WHEREAS, this case application and supporting data are attached hereto as exhibits, and incorporated herein by this reference.

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

THAT, the Medlar Building, 416 S. 14 Street, be designated a Landmark of the City of Omaha.
Landmarks Heritage Preservation Commission

Application for Landmark
or Landmark Heritage District

1. Name of Structure: MEDLAR BUILDING

2. Location / Address: 416 S 14TH STREET

3. Applicant: DANIEL J EMANUEL
   name
   address 416 S 14TH STREET
   OMAHA, NE 68102
   phone (402) 342-2920

4. Classification:
   Category
   □ district
   □ building(s)
   □ structure
   □ site
   □ object
   Ownership
   □ public
   □ private
   □ both
   □ public acquisition
   Status
   □ occupied
   □ unoccupied
   □ work in progress
   Present Use
   □ agriculture
   □ commercial
   □ educational
   □ entertainment
   □ government
   □ industrial
   □ military
   □ vacant
   □ museum
   □ park
   □ private residence
   □ religious
   □ scientific
   □ transportation
   □ other (explain)

5. Owner of Property:
   name DANIEL J EMANUEL
   address 416 S 14TH STREET
   OMAHA, NE 68102
   phone (402) 342-2920

6. Legal Description:

   NORTH 1/3
   LOT 8
   BLOCK 148

application cont'd on back
7. Historic Description and Significance: Please provide as thorough a description as possible. This should include, but is not limited to, architectural styles and features; site elements, landscaping/urban design elements; architects, builders, and owners. Copies of architectural drawings, photos and similar documents are encouraged. Include a statement explaining why the item/property/district is historically significant. The Landmarks Commission staff will assist you in filling out this portion if necessary. Use additional sheets if necessary.

See Enclosed

[Signature]

signature of owner

[Date]

1-2-01

please return the completed application to: Preservation Administrator, Omaha Planning Department 1819 Farnam St., Omaha, NE 68183
The Medlar Building
416 S 14th Street
Omaha, Nebraska

Historic significance - description;

The Medlar Building is a 10,900 square foot, three story plus basement, structure build in 1903. The architect was J.P. Guth, the builder Parsons and Kiene. The building is an example of an early 20th century commercial building type. Present use is office space on basement, first and second levels and two apartments on third level.

History:

1903 – 1905 – The original building permit, dated 2-14-03, was taken out by Storz Brewing Co. and lists the building usage as a saloon. However the 1903 and 1904 Omaha City Directory do not show a saloon at this address and no records have been found to verify that the building was used as a saloon. From 1-12-03 to 9-22-05 the deed was held by Continental National Bank Chicago. On 9-22-05 the deed was granted to A. Frank Ziegenfus of Philadelphia Pa., then president of the Irvin A Medlar Company. The Omaha City Directory places Irvin A Medlar Co. at this address after 1906.

1906 – 1966 - The building was occupied by Irvin A Medlar Co., a printing and publishing company established in Omaha in 1892. Printers of Midwest Hotel Reporter, Omaha Daily Hotel Reporter, In Omaha This Week, Omaha Chamber of Commerce Journal, Hotel Greeter, Omaha Visitor.

Irvin A. Medlar was born in Schuylkill county Pennsylvania and learned the printers trade on the Pottsville Republican newspaper. According to Omaha: The Gate City And Douglas County Nebraska by Arthur Wakeley, he later went to the Newton Republican in Newton Kansas and from there to the Kansas City Star. In the fall of 1891 he moved to Omaha and entered the employ of the Omaha Printing Co. where he remained for about a year. He went into business on his own in 1892 establishing the Omaha Daily Hotel Reporter. The business was first located at 1615 Farnam street. Medlar was a prominent figure in hotel circles and on May 8, 1894 he married Lotta Josephine Jenkins, daughter of Omaha pioneer Clarence Jenkins. Medlar was a state representative in 1921.
1966 – 1984 - The building was occupied by Fepco (Film Exhibitors Printing Co.) theater advertisers established in Omaha in 1924 by Walter and Esther Green. Producers of window cards, heralds, programs, monthly movie calendars and handouts for movie theater promotions. The building underwent a major interior renovation in 1966 when it was purchased by Esther Green (later Esther Humphrey). At that time a new freight elevator was added, mechanical and electrical systems throughout the building were replaced, exterior brick was tuck pointed, and the interior was renovated to house the printing and publishing operations of the Fepco Co. Mrs. Green then also built an apartment on the third floor for her occasional use. The building renovation and apartment were designed by the Leo Daly Co. and the apartment was featured in the Feb 19, 1967 Sunday World Herald Midlands Home Section.

1984 – present – Owned by Dan Emanuel, in 1985 the building interior was renovated for office space on basement, first and second levels. A second apartment was added on the third floor. Exterior brick was tuck pointed and cleaned. Sheet metal cornice and trim repaired and painted. Double hung windows on the east and north elevation were replaced. Since 1985 further improvements to the interior have been ongoing, and a roof deck has been added. In 1993 a separate stairway leading to the basement from the front sidewalk was added.

In 1987 Landmarks Incorporated awarded the owner with the Landmarks Preservation Award for "renovation of a three story downtown commercial building that preserves a characteristic example of a once prevalent early 20th century building type."
THE MEDLAR BUILDING

The Medlar Building at 414-16 South 14th Street is in the downtown Omaha Central Business District. It stands on the west side of the street, mid block, an alley on its north side and its symmetrical principle elevation facing east. The three story building was built in 1903, still retains a high degree of integrity and is well maintained.

The Architect was J. P. Guth. He designed many small to large commercial, office, and warehouse structures in Omaha. He was also the source of many homes for the upper middle-class and well to do in the Cathedral, Gold Coast and Millar Park neighborhoods as well as parts of south and north Omaha. Apartment living was becoming popular at the turn of the century and he had at least a dozen known commissions in that building type.

The style of architecture is commercial classic revival. In this country its popularity began in the late 1800's and prevalent into the late 1920's. Elements of this style evident on the Medlar building and others he executed are: strong horizontal composition using continuous banding of classical cornices or entablatures, dentil molding, and fascias. On this structure these occur above the storefronts, at the second story windowsills, the upper cornice and a cavetto cap atop the parapet. These are of painted galvanized metal. The vertical support on the principal east elevation is provided by engaged pilasters topped with quasi-Doric capitals. These further serve to finish the ends of the north and south load bearing brick walls. The completely open original storefront is accomplished by a continuous steel beam bearing on the pilasters and at the third points that are cast iron supports. It is concealed within the painted metal lower cornice and elements of the wood and glass storefront. The first floor is raised above the sidewalk, which is accessed by an iron stair. This raising allowed windows to be placed in the lower portion of the storefront and light to penetrate into the basement. The horizontal composition is enhanced by a subtle three-part division that begins with the storefront and continues with the pairing of windows on the upper floors. Above the first floor are finished brick walls laid in common bond coursing. There are three brick bands just below the upper metal cornice. The masonry openings for the windows have brick jack arches with keystones. The load bearing brick alley wall has an evenly spaced array of windows its entire elevation. They are spanned by common segmented arches typical for the era.
Hotel News Association March 14, 1931
From The Bostwick-Frohardt Collection Owned
By KMTV And On Permanent Loan To Western
Heritage Museum, Omaha, Ne
Ford V-8 Delivery Truck Nov. 22, 1935
From The Bostwick-Frohardt Collection Owned
By KMTV And On Permanent Loan To Western
Heritage Museum, Omaha, Ne
Harney Hotel March 7, 1914
From The Bostwick-Frohardt Collection Owned
By KMTV And On Permanent Loan To Western
Heritage Museum, Omaha, Ne
C3-01-39

Honorable President

and Members of the City Council,

The attached Ordinance approves a local landmark designation of the Medlar Building located at 416 South 14th Street. The applicant is Daniel J. Emanuel.

CASE DESCRIPTION: At the January 10, 2001, meeting of the Landmarks Heritage Preservation Commission, the applicant and owner of the property, Daniel J. Emanuel, requested local landmark designation for the Medlar Building at 416 South 14th Street. The architectural style of the building is commercial classic revival and now one of the few remaining in the downtown. The building is a definitive example of architect J. P. Guth's consistent work in the commercial classic revival style. The building is significant architecturally as one of the finest examples of this style surviving with such high original integrity. In addition, the building is significant as the business location of a successful Omaha printer, Irvin A. Medlar, for over 30 years.

DEPARTMENT RECOMMENDATION: Approval. The Planning Department considers this request to be in conformance with the Master Plan.

SUMMARY OF TESTIMONY: The Planning Board held a public hearing on this request February 7, 2001.

No one appeared in opposition.

Full summary of proceedings attached.

The Landmarks Heritage Preservation Commission held a public hearing on this request January 10, 2001, and recommended approval of the designation.

Full summary of proceedings attached.
Honorable President  
and Members of the City Council  

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PLANNING BOARD RECOMMENDATION: Approval, as recommended by the Planning Department, 6-0.

Respectfully submitted,  

[Signature]  
Robert C. Peters  
Acting Planning Director

[Signature]  
Mayor's Office/Title  
Date  

[Signature]  
Mayor  
3/7/01  
Date  

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INTER-OFFICE MEMO

TO: Chairman and Planning Board Members
FROM: Robert C. Peters, Acting Planning Director
DATE: January 17, 2001
RE: Case No. C3-01-039
     Landmarks Case #H1-01-37 Landmark Designation
     416 S. 14 Street

At the January 10, 2001, meeting of the Landmarks Heritage Preservation Commission, the applicant and owner of the property, Daniel J. Emanuel, requested local landmark designation for the Medlar Building, 416 S. 14 Street. The public hearing held at this meeting resulted in a recommendation for approval of the request.

Landmark designation allows for Commission review and approval of proposed changes that may affect the exterior of the building, based on significant elements described in the Landmark application, as well as other elements referred to in Chapter 24 of the Omaha Municipal Code (O.M.C.)

According to Chapter 24, O.M.C., Section 24-59, we hereby transmit this proposal to the City Planning Board, and request that you consider the degree of conformity of nonconformity with the Master Plan of the City.

RECOMMENDATION: The Planning Department considers this request to be in conformance with the Master Plan.
THE MEDLAR BUILDING
STATEMENT OF SIGNIFICANCE

The Medlar Building is significant as one of the few surviving examples of commercial
classic revival architecture with high original integrity in Downtown Omaha. This type
of commercial structure was once very common. Designed by prolific Omaha architect
J. P. Guth in 1903, it is a definitive example of his consistent ability in this style.
CASE: C3-01-039
APPLICANT: Planning Department
REQUEST: Approval of Local Landmark Designation (Case #H1-00-37)
LOCATION: 416 S. 14th Street (Medlar Building)

SUBJECT AREA IS SHADED - FEBRUARY 2001
C3-01-039

ORDINANCE NO. 3554

AN ORDINANCE to designate the Medlar Building at 416 South 14th 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 Medlar Building at 416 South 14th Street, which is on the following described land, to wit:

The north 1/3, Lot 8, Block 148, City Lots, City of Omaha, Douglas County, Nebraska.

Section 2. That for the reasons cited in Landmark Heritage Preservation Resolution attached hereto as Exhibit "A", and made a part hereof by reference, the historical value of the Medlar Building is hereby deemed significant and worthy of recognition.

Section 3. That the "Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Buildings", as may be from time to time amended, are hereby adopted as the design standards to be applied in the enforcement of this ordinance and Chapter 24, Article II, of the Omaha Municipal Code.

Section 4. That the Medlar Building is hereby designated as a landmark pursuant to Section 24-61 of the Omaha Municipal Code and hereby subject to all of the provisions of this Ordinance and Chapter 24, Article II, of the Omaha Municipal Code.
Section 5. 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

Marc Kraft

APPROVED BY:

Hal Daub 4/19/01
MAYOR OF THE CITY OF OMAHA DATE

PASSED APR 10 2001 7-0

ATTEST:

Buster Paris 4/19/01
CITY CLERK OF THE CITY OF OMAHA DATE

APPROVED AS TO FORM:

Clark, 3-2-01
ASSISTANT CITY ATTORNEY DATE
ORDINANCE NO. 35541

AN ORDINANCE to designate the Medlar Building at 416 South 14th Street as a landmark pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha.

PRESENTED TO COUNCIL

1st Reading MAR 20 2001 - Hearing MAR 24 2001

Hearing MAR 27 2001 - Over to Higher pursuant to City Council Rule 97 H.

Final Reading APR 10 2001 - Passed 7-0

PUBLICATIONS

PUBLICATION OF HEARING
Date 3-23-01

PUBLICATION OF ORDINANCE
Date ______________________

BUSTER BROWN
City Clerk