RESOLUTION—EXHIBIT 1
OLD MARKET AND WHOLESALE DISTRICT
LANDMARKS HERITAGE PRESERVATION COMMISSION

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

WHEREAS, the Old Market and Wholesale District is significant to the commercial development of Omaha as a wholesale jobbing area, serving as a distribution center for a variety of goods shipped by rail throughout the west all the way to the west coast; and,

WHEREAS, the extant light industrial and warehouse buildings in the Old Market and Wholesale District exist as substantial and representative structures of their type for the late nineteenth century, structurally, functionally, and aesthetically; and,

WHEREAS, the Old Market and Wholesale District is a unique and prosperous retail shopping, entertainment and residential area that contributes significantly to the quality of life in Omaha as well as to its economy; and,

WHEREAS, the Old Market and Wholesale District, as one of the most authentic and attractive areas of its type nationwide, is an important tourist attraction; and,

WHEREAS, the continued success of the Old Market and Wholesale District, is dependent, to a large degree, on the protection and enhancement of its architectural character; and,

WHEREAS, property owners within the Old Market and Wholesale District, in order to better protect the architectural character of the area, have petitioned the Landmarks Heritage Preservation Commission for the designation of the Old Market and Wholesale area as a historic district; 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 Old Market and Wholesale District, Harney to Howard, 10th to 13th Streets and Howard to Jackson, 10th to 12th Streets, be designated as a Landmark Heritage District of the City of Omaha, and that the Design Review Guidelines be adopted.
Landmarks Heritage Preservation Commission
DEPARTMENT RECOMMENDATION

INSPECTION DATE
September, 1984

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

CATEGORY
- X District
- Building
- Structure
- Site
- Object

APPLICANT
By petition

LOCATION OF PROPOSED DESIGNATION OR WORK
Harney to Howard, 10th to 13th Streets and Howard to Jackson, 10th to 12th Streets.

PRESENT USE
Mixed use including wholesale and retail, commercial, office, residential and light industrial.

CONFORMANCE WITH COMPREHENSIVE PLAN FOR HISTORIC PRESERVATION
Conforms to A Comprehensive Program for Historic Preservation in Omaha where it is shown as a priority area for consideration as a historic district.

CONFORMANCE WITH OTHER MASTER PLANS
In conformance - Staff Master Plan Review Committee.

NEIGHBORHOOD CHARACTER
Existing:
The Old Market area is a fine collection of late nineteenth and early twentieth century commercial and warehouse structures, important both architecturally and historically.

Probable future effect on neighborhood if designation is granted or work is approved.
Designation will help to maintain the existing architectural character of the area through design review.

PLANNING DEPARTMENT RECOMMENDATION
Approval.

ADDITIONAL DATA
Area to be locally designated is presently part of a National Register historic district.
THE UNDERSIGNED HEREBY PETITION THE CITY COUNCIL
OF THE CITY OF OMAHA TO BE INCLUDED WITHIN A
LANDMARK HERITAGE DISTRICT TO BE CREATED PURSUANT
TO SECTION 24-53 OF THE OMAHA MUNICIPAL CODE

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THE UNDERSIGNED HEREBY PETITION THE CITY COUNCIL
OF THE CITY OF OMAHA TO BE INCLUDED WITHIN A
LANDMARK HERITAGE DISTRICT TO BE CREATED PURSUANT
TO SECTION 4.16.080 OF THE OMAHA MUNICIPAL CODE

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<td>Joseph J. Garcia</td>
<td>Oct. 23, 78</td>
<td>1113-15-17 - Homex</td>
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<tr>
<td>Dick Mueller</td>
<td>Oct. 25, 78</td>
<td>THE FIREHOUSE ETC.</td>
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<tr>
<td>Lurie A. Haas</td>
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<td>Jethro's Land Store</td>
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<td>George Esenberg</td>
<td>6-26-79</td>
<td>Eisenberg Co., Inc.</td>
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<td>Elliot A. Rubin</td>
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<td>James Draton</td>
<td>6/26/79</td>
<td>1022 Jackson</td>
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<td>Michael C. Pali</td>
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Landmarks Heritage Preservation Commission

APPLICATION FOR LANDMARK OR LANDMARK HERITAGE DISTRICT DESIGNATION

NAME OF STRUCTURE

Historic

and/or Common

Old Market and Wholesale District

LOCATION

Street and Number

Harney to Howard, 10th to 13th Streets and Howard to Jackson, 10th to 12th Streets.

CLASSIFICATION

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OWNER OF PROPERTY

Name See attached petitions Phone Number

Street and Number

City, State and Zip Code

Representative Phone Number

Street and Number

City, State and Zip Code

LEGAL DESCRIPTION

All of Blocks 150, 151, 152, 164 and 165, Original City of Omaha, and all of the streets and alleys as described in the following; beginning at a point of intersection of the centerline of 13th Street and the centerline of Harney Street, thence East to a point of intersection of the centerline of Harney Street and the centerline of 10th Street, thence South to a point of intersection of the centerline of 10th Street and the centerline of Jackson Street, thence West to a point of intersection of the centerline of Jackson Street and the centerline of 12th Street, thence North to a point of intersection of the centerline of 12th Street and the Centerline of Howard Street, thence West to a point of intersection of the centerline of Howard Street and the centerline of 13th Street, thence North to the point of beginning.

(See attached petitions)

Signature of Owner/Representative Date
REPRESENTATION IN EXISTING SURVEYS

- Historic Omaha Building Survey, Landmarks Heritage Preservation Commission. (Local)
- A Comprehensive Plan for Historic Preservation in Omaha, Landmarks Heritage Preservation Commission, 1980. (Local)
- Omaha City Architecture, Landmarks, Inc., 1977. (Local)
- Survey of Douglas County, Nebraska State Historical Society, 1978. (State)
- Other:

DESCRIPTION

(See attached)

SIGNIFICANCE

(See attached)
The structure which architect Cleves inserted for the 1900 renovation for warehouse use consisted of cast iron columns in the basement, first and second floors. Fifteen inch steel girders supported the floor at these levels. The upper floors (3rd through 6th) were structured with timber posts and girders. All floors were of standard frame construction.

The building has been used for wholesale, warehouse and factory space since its 1900 renovation. Early occupants included the D. J. O'Brien candy factory and the A. I. Root printing and binding company. Numerous other companies, representing a diversity of concerns (i.e. furniture, floral, saddlery and harness, etc.), have occupied the building over the years. Presently several "Old Market" shops, including a bookstore, occupy the first floor storefronts.

0121-003 Woolworth Building, (1887) 1114-24 Howard Street (Photo #27)

The Woolworth Building was designed by the firm of Mendelssohn and Lawrie of Omaha, architects who were responsible for large commissions both in and outside the city where they practiced. The Woolworth Building fronts both Howard and 12th Streets for 132 feet, and a comparison between an old photograph and the present-day appearance shows that the exterior has changed little.

The structure, as originally built, consisted of three separate cells dividing the building east to west. Each cell was separated by a masonry fire-wall and each had a row of columns dividing the cell into two bays. The columns were iron in the basement and on first floor but were wood above. By 1934 the iron had been replaced with wood. Each bay is expressed in the facade by brick piers. The original glass entrance and store-front of each bay have been replaced.

The fenestral arrangement is the same on the Howard and 12th Street facades. Windows are in groups of three, excepting the fifth floor where they are grouped in fours. Also, all windows are rectangular, excepting those openings of the fourth level which have rounded heads. Below the upper halves of the fourth-floor's windows, the walls are recessed, and the piers ascending from the first level have a slight projection. The parapet on the north side has been diminished at two different levels. Also, corner pinnacles have been removed.

James M. Woolworth, (1829-1906) a prominent local lawyer and an investor in Omaha real estate and land companies, erected this building on the site of his former residence.

The building has had the greatest variety of type and number of businesses as any in the district. Manufacturing, wholesaling, retail and service-related firms have rented space in the building from the time of its construction in 1887 to the present. Manufacturers have included foundries, water-heater-makers, furniture-makers and manufacturers of paint and glass. The greatest number of firms were wholesalers doing business in paper, auto supplies, groceries, paint and glass, and floor coverings. The Carpenter Paper Company, wholesale paper, was one of the major firms occupying a large portion of the building before moving to their own building in 1907.

0121-005 Mercer Block No. 3, (1905) 1102-1112 Howard and 414-424 S. 11th (Photos #25, 26, 33)

Mercer Block Number 3 replaced a previous five-story building on the site also owned by Samuel D. Mercer, which was destroyed by fire in 1905. Construction of the present building began the same year to the design of local architect, Charles Cleeves. Fire, striking again in the 1930's, destroyed the two stores in the northern portion of the building and that section was subsequently demolished.
This masonry building is a multiple-celled construction originally containing six separate stores. Two of the four equally sized stores along 11th Street have since been destroyed. The other two stores, unequal in size and both larger than the 11th Street stores, face onto Howard Street. Each store except the westernmost one utilized a row of columns down the center between the masonry walls. These were graduated cast iron columns on all floors except the uppermost floor in each case which was wood. Floors were of the standard joist type and were not fire-proofed.

The six stores in the building were occupied almost exclusively by commission merchants dealing in fruit, produce, poultry and general groceries, until the last 25 years when other wholesale dealers, such as agricultural implements and army surplus, began using the building.

Today the building is a significant part of the revived Old Market. It is located on the main intersection of the retail/entertainment area and is still managed by the Mercer family.

Located northwest of the intersection of Howard and Eleventh Streets, the Mercer Block is a significant corner structure with a rich textural surface on the two sides exposed to traffic. Corbelled bricks imitate quoins at the corners, and this treatment is repeated between bays. Openings in the upper levels follow two arrangements; windows on the east are coupled and have transoms, but windows on the south are modeled after windows of the Chicago school. Regardless, all have flat brick arches with keystones overhead. Additional corbelling is in the architrave near the building's summit. The sidewalk shelters on east and south are slightly later additions.

0121-006 Poppleton Block, (1886) 413-423 S. 11th Street (Photo #13)

The two-story Poppleton Block is situated on the northeast corner of Eleventh and Howard Streets, with the orientation toward Eleventh. The six-part interior remains intact on the 1st and 2nd floors. Each is a separate store and each division is defined by a cast-iron front between square brick piers. Slender Neo-Grec pilasters are on each front, and window openings are plentiful. There are also full regular doorways on the 1st-floor exterior for direct access to the 2nd floor. The wide awning that extends to the curb on Howard Street was added ca. 1900, and the awning on the Eleventh Street sidewalk was added after 1934. Each section is provided with a cellar door leading into the subterranean level. Second-floor windows on the Eleventh Street facade are in a distinctive arrangement of threes—the saddle opening having a pedimented hoodmold, and flanked by windows with flat hoodmolds.

The Poppleton Block boasts a well-executed wall cornice of corbelled bricks in ten rows. In the last few years, the alleyway at the rear was covered and the basement level was exposed, which is now used for shops with entrance from the alley.

Andrew J. Poppleton, general attorney for the Union Pacific Railway, erected this building in 1886 as investment property. The six bays of the building were occupied primarily by wholesale commission merchants dealing in food products. Each bay was used as office and storage space. Produce dealers and fruit dealers were the most common type of merchants in the building. The corner store (423 S. 11th) was often a restaurant or a saloon.

In 1971, the Old Market Company purchased the building and retail shops began using the storefronts for the first time.
NOTE: The following DESCRIPTION and SIGNIFICANCE statements are from the National Register nomination for the Old Market Historic District prepared in 1979 by the Nebraska State Historical Society, Penelope Chatfield, Historian; Daniel Kidd, Architectural Historian; David Murphy, Architect. Descriptions updated by the Landmarks Heritage Preservation Commission staff, 1984.

DESCRIPTION

D009:

0121-001  A. I. Root Building, (1904; 1909), 1210-12-14-16 Howard St. (Photo #28)

A. I. Root, Inc., printers, erected the building at 1210-12 Howard Street in 1904 as their printing office according to the design of local architect, F. A. Henninger. In 1909 the building was doubled in size by the addition of an equal-size portion on the west at 1214-16 Howard. A printing office had occupied the store at 1210-12 until the 1970s when an antique store owner purchased the building. The store at 1214-16 Howard has been occupied by a number of firms including several printers, a casket manufacturer, and an elevator company. Present occupants are a record shop and a second-hand store.

This double-building of brick construction is three stories in height. The ground level's street facade is a cast-iron front, and small translucent panes fill the transoms of the large windows. A textural variety in the second and third levels is achieved through the incorporation of small recesses at the ends and between the building's halves. Also, the windows are treated with flat brick arches that have corbelled keystones. A molding is continuous along the sills of second-floor windows. Windows of the third floor have lintels with cornerblocks instead. There is a prominent metal cornice with modillions and enriched brackets at the apex of third level. Above the cornice is a plain parapet.

0121-002, 039  Mercer Hotel - Gahm Block, (c. 1890-92; 1900), 1202-1208 Howard; 414-418 S. 12th Street (Photos #5, 6, 7).

Built by the prominent local physician and entrepreneur, Samuel D. Mercer, the hotel served a useful life for less than a decade. The original hotel was the three-story brick structure at 414-418 S. 12th Street which is extant adjacent to the north of the present six-story edifice. Built in 1890 with a cast iron front on the ground floor, the venture was successful enough to begin planning for a six story addition in 1891. The enlarged hotel was completed in 1892 under the supervision of architect Charles F. Beindorff. Mercer sold the buildings in 1895 and in 1900 the building was completely renovated into warehouse and wholesale space for Joseph Gahm of Boston. Architect Charles Cleves of Omaha was in charge of the renovation.

In spite of the drastic changes made to the building, the exterior retains much of its original character and its distinctive lines. The design emphasizes the vertical, not only in the five part composition of the facade with its slightly projecting central and end pavilions, but also in the tall vertical proportions of the windows. Recessed spandrels between the second, third and fourth story windows and full height pilasters add to the overall vertical effect. Set on a carefully detailed stone, brick and iron ground floor, the brick walls of the upper floors exhibit considerable sophistication in execution. Rounded brick are used for window jamb and the circular arches. The masonry arches themselves, moving up from the second story, display a progression from segmental jack arches to segmental arches to full circular arches. A corbelled brick cornice supports the arcuated top floor.
0121-007 Ernest Meyer Building, (1912) 1016 Howard Street (Photos #14, 15)

The Meyer Building, erected in 1912, has four identical windows in the second floor with stone lintels at their heads and sills. Above these openings is a stone-coped parapet that is corbelled outward. The parapet contains brick recesses and an elevated stone plaque inscribed with the first owner's name.

This two-story brick building was built for Ernest Meyer, a wholesale fruit dealer, who used the building for his office and storage and rented offices to brokerage firms and other wholesale dealers on second floor. Fruit and produce dealers continued occupying the building until the late 1960's. Today the offices of the Old Market Company are upstairs and a shop is on the first floor.

0121-008 1014 Howard Street, (post 1934) (Photo #15)

Like its eastern neighbor, 1014 Howard Street is a one-story building with a stepped parapet facing the street. Construction of this more recent structure, however, is of concrete blocks, and the stepped gable spans the entire width. Still, a certain harmony exists between 1014 and 1008-12 Howard.

0121-009 Lehman Building, (ca. 1905) 1008-1012 Howard Street (Photo #15)

The street level of this early-20th-century building is a cast-iron front recessed from the masonry above, and the parapet contains a stepped gable with a circular recess in its center.

Sophia Lehman erected the one-story building as rental property. Commission merchants, primarily fruit and produce dealers, such as Weinstein and Adler, F. M. Williams, Young-Burke Company, Roach-Kastener Company, and Nathan Levison Company occupied the building until the recent interest in the Old Market. The Omaha Peddler's Union was located in the building in 1920.

0121-010 Hotel Howard, (1909) 1002-06 Howard Street (Photos #16, 17)

The early-20th-century Hotel Howard is a Classic Revival building of brick construction. Orientation is toward Howard Street to the south, and the structure is 70 feet wide and 66 feet long. Brick piers punctuate the ground level which contains numerous large openings. The building's location at the intersection of two streets is emphasized in a subtle manner; the two corner bays are slightly projected and the first floor's corner is beveled-allowing for the placement of a free-standing column. A heavy and unadorned entablature separates the ground floor from the two levels above where all windows are the same size and have splayed flat arches with keystones. A Doric entablature of galvanized iron is above the third level on the two sides facing streets. Above the entablature is a brick parapet.

0121-014 Morse-Coe Shoe Co. Bldg., (1894) 1119-23 Howard St. (Photo #29)

1119-23 Howard Street, designed by Finley and Shields of Omaha, occupies a prominent location on the southeast corner of Howard and 12th Streets. Construction is of brick and the building achieves a height of five stories. The main facade facing Howard has four principal divisions among massive masonry piers at the first level. Between these structural supports are display areas that have sections above filled with small translucent panes. All windows in the upper floors have segmental arches overhead, and the parapet is treated with machicolated brickwork.
Built as a boot and shoe factory for the Morse-Coe Shoe Company in 1894, the building has been used as a factory and warehouse space by several firms. William V. Morse and C. A. Coe merged their separate wholesale boot and shoe firms in the early 1890's. The Coe offices in the Ames Block (0121-016) were the office and salesroom and this building was the factory. The partnership was relatively short-lived and by 1900, Morse, as sole owner, had the wholesale boot business on the first three floors. The Byrne and Hammer Dry Goods Company next door (0121-013) was utilizing the top three floors as a clothing factory.

Later manufacturers have used the building for the production of window shades, furniture and veterinarian supplies. Several wholesalers (groceries, coffee, draperies) have also occupied the building.

0121-015 P. E. Iler Block, (1900-01) 1113-1117 Howard (Photo #3)

Built as a wholesale warehouse by Peter E. Iler, a prominent local businessman, the building was rented upon completion in 1901 to the wholesale drygoods firm of Byrne and Hammer. The firm had a small shipping office at the alley entrance of the main floor and used the remainder of the six-story over basement structure for warehouse storage. The top three floors of the Morse-Coe Shoe Company Building, adjacent to the west (see #0121-014), was the firm's overall factory. This building was used exclusively for warehouse space by various jobbers until the 1970's when the developing "Old Market" attracted commercial enterprise to the ground floor.

Designed by Omaha architect Charles Cleaves, the Iler Building is standard mill construction within a masonry envelope. Measuring 66 x 132 feet, the structure is four bays wide and eight bays deep. Graduated wood posts (from 16 x 18 in the basement to 8 x 8 on the top floor) support heavy beams on cast iron capitals. Only the main floor level utilized cast iron columns. The beams support heavy joists (7 x 12 @ 3'-2½") in metal stirrups. Floors are two-inch planks with 7/8" finish wood floors. All floors are loft spaces except for the vault in the basement and the shipping office on the main floor. Stairways and two elevators occupy space adjacent to the east wall.

The front facade, which was an attempt at some architectural pretension, does not reflect the structure of the interior. The tripartite formal composition of the facade is three bays wide. The ground floor or base of the composition features large expanses of window set between the four iron columns. A large steel girder supports the wall above. The main body of the composition (floors 2-5) features full height windows set into a simple molded brick architrave. Large, transomed Chicago windows in each floor are separated by a narrow brick spandrel. Set above a narrow stone stringcourse, the top floor features a row of arched windows which betray the non-structural composition of the facade. An arched, corbelled cornice caps the building.

0121-016 Ames Block, (1889) 1101-1111 Howard Street (Photos #24, 32)

The Ames Block is a massive five-story building that fronts 132 feet on both Howard and Eleventh Streets. Large brick piers with stone bands ascend to the top of the second level on the north and provide structural support for the weight above. Windows in the three levels beyond are coupled, and the masonry sections between act as posts. All windows are rectangular, excepting those in the fifth level which are round-headed, and stone banding is between all floors. This building is a landmark in the district--being the tallest and largest on the 11th and Howard Street intersection which is the focus of the district.
Structurally this masonry building is divided into three cells or stores by two interior brick walls. The two small stores in the west half of the building each have a central row of columns while the larger cell on the east has two rows. Graduated cast iron columns are used from the basement through the third floors with hard pine posts used for the fourth and fifth floors. Heavy wood beams carry the standard floor joist construction of the floors. All of the joists were fire-proofed, creating a finished ceiling.

Frederick L. Ames of Boston, who had the large five-story building erected in 1889 as rental property, was a director of the Union Pacific Railroad and a national power in railroad and industrial circles. The Kansas City architectural firm of VanBrunt and Howe designed the building.

The eastern half of the building had been designed for the wholesale dry goods firm of M. E. Smith and Company. A manufacturer and jobber of work clothing, dry goods, furnishings and notions, the M. E. Smith and Company was a growing business with an extensive trade from Iowa, where it had started in 1868, to the west coast and Alaska. Manufacturing space, offices and storage were all located in this building. The firm later expanded into the western half of the building and rented space in adjacent properties until 1906 when the company moved to larger quarters.

The first occupants of the other two stores were the C. A. Coe and Company, manufacturers and jobbers of boots and shoes; and Schneider and Loomis, wholesale notions, hosiery and gloves.

A variety of manufacturing, wholesaling, and storage firms have been later occupants of the building. Wholesalers were the most common type of firm covering a wide range of products, i.e., glass and paint, shoes, groceries, cigars, fruit, confections, and leather. Manufacturers were the Marks Brothers, saddle and harness-makers, and the West Disinfecting Company. Several moving and storage companies have rented space in the building. Today the first floor is occupied by a restaurant and several small shops, with part of the second floor used for office space.

Mercer Block No. 2, (1887) 501-509 S. 11th Street (Photos #18, 19)

A metal awning added ca. 1900 wraps around the two street sides of the building. The cast-iron front of the lower level is much intact and is fitted with regularly spaced openings that serve inner divisions. The upper level of the west side contains five Diocletian windows whose stone impost blocks are embellished with organic carvings. The northern wall's openings are narrow and rectangular, and in differing shapes above the heads of these windows are recessed panels. A rusticated stone band continuous on the exposed sides visually separated two floors destroyed by fire. The Mercer Block was designed by the local architect, Henry Voss.

As originally constructed, the building was divided into six separate stores. The two stores at the northwest corner of the building utilized shallow masonry arch construction for fire-proofing and to support the printing machinery above. After the fire which necessitated the removal of the upper two stories, the interiors of the lower levels were substantially altered. Wood posts replaced two masonry walls so that structurally, the building was then divided into only four stories.

Samuel D. Mercer, a prominent local physician, retired from active practice in 1887 at the age of 67 to manage and develop his real estate holdings in Omaha. Built the same year, this block is the oldest of four buildings he constructed in the Old Market and it has been continuously owned by the Mercer family.
A variety of produce or fruit wholesale dealers almost exclusively occupied the five bays of the building along with an occasional saloon or restaurant until the late 1960's when small retail shops started in re-awakening of interest in the Old Market. Today small shops occupy each store on the first floor and apartments have been developed on second. Originally built as a four-story building, a fire destroyed the upper two floors in about 1901.

0121-020 Rocco Brothers/Craftsmen Guild, (1895) 511 S. 11th Street (Photo #19)

This turn-of-the-century commercial building is of brick construction, and a cast-iron front serves as the facade's ground level. The structure was designed by the firm of Blake and Zander of Omaha. Windows on the facade's second level have segmental heads, while windows of the third level have semi-circular heads and are set into brick recesses. All upper-level windows had been filled with brick, but the in-filling has been removed excepting where lintels once were at the sills. A fine corbelled cornice envelopes the two exposed sides of the building. Above is a tile-coped parapet. Virtually all openings of the south wall have segmental heads. Like windows of the front, many of these had been filled with masonry, but are now exposed again. The shed-roof awning was added ca. 1900.

The Peter Rocco and Brothers Company, wholesale fruit dealers, opened the Omaha house of their Kansas City firm in 1887. Both brothers, Peter and Frank, were working in Omaha by 1895 when construction began on their own building. The Rocco family retained ownership of the property until recent years. However, since the turn of the century, it was rented to fruit or produce dealers, such as J. M. Baudo, S. Caruso, and English and Eagle. Today the building houses an art gallery and artists' studios.

0121-021 Kosters/Gilinsky/French Cafe Building, (1891) 1013-1017 Howard St. (Photos #20, 21)

The main facade of 1013-17 Howard Street has been relatively unaltered since the building's construction in the early 1890's. The street level is a cast-iron front sheltered by a metal canopy stretching the length of the block. The nine windows of the second level have segmental heads, and there is a fine modillion cornice at the apex. Cleeves Brothers, an Omaha architectural firm, provided the building's design.

Commission merchants, primarily fruit dealers, have occupied the three stores in this building from the time of its construction in 1891 until the 1960's. Henry A. Kosters erected the building as rental space after his family had lived in a house on the property until 1887. The Gilinskys of the Gilinsky Fruit Company owned the building from 1921 to 1969, and located their business there while renting stores to other commission merchants. In 1969 the Old Market Company purchased the building only days before demolition was scheduled and started the French Cafe as the first project toward the re-vitalization of the area. Today the French Cafe, a noted French restaurant, occupies the first floor and apartments have been developed on second.

0121-024 Metz Block, (1890's) 508-10-12 S. 10th Street (Photo #22)

Metz Brothers, local brewers, owned a saloon and summer beer garden on the site in the 1880's, and then replaced that building with the present two-story brick one in the 1890's. A number of service and retail businesses have used the building including saloons, barber, hotel, men's clothing store, and auto repair shop.

This building is of brick construction and the street facade is dressed with rusticated stone. The southeast corner is beveled, and overhead is a rounded oriel with a pressec
metal exterior. Openings that pierce the brick walls are rectangular with segmental relieving arches. In the center of the facade's second story is a polygonal oriel of slight projection. Building materials and architectural ornament salvaged from various other structures have been used to renovate the building within the last several years.

0121-025 Public Market, NE corner of 11th & Jackson (Photo #23)

The Public Market, located on a quarter of a city block at 11th and Jackson, was an important part of the Old Market commerce and atmosphere from the time it began shortly after the turn of the century, until the 1960's. The entire area takes its name from this market. Each spring local gardeners, hucksters and wholesale dealers rented stalls in the open-air market and sold fresh fruits and vegetables on a retail or wholesale basis. In the 1930's a shed roof was erected over part of the market and an additional half lot was purchased on the east, parallel to the alley. The Omaha Wholesale Products House Company owned the land and operated the market. After the closing of the market, the area became a parking lot.

0121-026 Windsor Hotel, (1885) 520-524 S. 10th (Photo #1)

The oldest hotel structure in the district. The shop-fronts on 10th Street were usually occupied by retail businesses. The original owners of the building were Charles Schank and Solomon Prince. Through the years, saloons, barber shops, pawnbrokers and cafes occupied the spaces. The most common businesses were cafes and bars.

The Windsor Hotel, a three story over partial basement building, was constructed in 1885 and measures 66 x 132 feet. The building displays a refurbished cast-iron storefront which was hidden until recently under a perimastone facade. A (presumably) metal cornice and balustrade have been removed. Present use includes space for first floor retail shops with apartments and offices at the upper floors.

0121-038 Omaha Fire Station No. 1, (1902-04) 514 S. 11th (Photo #2)

Omaha Fire Station No. 1 is a two story over basement brick structure designed by the prominent Omaha architects, Fisher and Lawrie in 1902. Contractor R. B. Carter built the building from 1903-04 for a cost of $30,000.

As originally constructed, the building had a steep-pitched hipped roof which displayed one large (south) and two smaller (east) stepped brick gable dormers. The wide overhang of the roof was supported by large wood brackets. The main walls of the building were articulated with a regular rhythm of brick, segmentally arched windows on the first and second floors, except at the south end where large doors were placed for the fire equipment. The segmental and pointed segmental arches of these doors (and the doors and windows between) received special cut-stone voussoirs and skewbacks which are still notable features of the design. A stone over brick string course and a stone sill course connects the second floor windows while a stone water table runs along the sill line of the ground story windows.

Measuring 110 x 66 feet, this masonry bearing wall structure has a masonry wall which runs north-south through the building dividing it into a narrow east and wide west half. Ten by ten posts in the basement support the floor of the apparatus rooms above. A large timber truss system supported the roof of the original structure.

While the building was serving its original function, it provided space for the east and west apparatus rooms toward the south front of the building. Stables, stalls, box stalls,
grain and bedding bins and hay storage occupied the north end of the ground floor. Sleeping rooms, lockers, baths, hallways and a gymnasium occupied a major portion of the second floor. The hayloft, grain and feed storage spaces were provided in the northwest quarter of this floor. Seven poles, placed at strategic locations, provided quick access to the apparatus rooms below.

A 1917 fire in the hayloft destroyed the original roof. The remains were removed and a new, flat roof was constructed according to the drawings of W. E. Stockham, architect. The second story wall was extended upward with an elaborate frieze of blank, pointed arches and a corbelled wall cornice.

The building served the city as firehouse until the mid-1940’s. Several firms used the structure as warehouse and garage until 1972 when the upper two floors were remodeled for use as the Firehouse Dinner Theater. Later, the basement was adapted for use as a restaurant. This adaptive re-use required the blocking up of the fire apparatus doors on the south and the addition of two entrances on the east. These represent the only major exterior alterations to the building since the 1917 fire. The interior, of course, has been substantially renovated to accommodate the new uses.

0123-025 Steele, Johnson and Co./Baum Iron Co. Building, (1880) 1219-21-23 Harney (Photos #11, 12)

In the 98-year history of the building only three firms, all wholesalers, have occupied this building.

The Steele, Johnson and Company, wholesale grocers, was organized in 1868 in Council Bluffs, Iowa and St. Joseph, Missouri. In the 1870’s the Council Bluffs branch moved across the river to Omaha to expand the business. The three-story building was erected in 1880 to provide more space. The large wholesale trade was carried to all surrounding states and as far west as Montana, Utah and Idaho. Samuel R. Johnson managed the Omaha house until 1885 and Dudley W. Steele was in the St. Joseph office.

The Lee-Clarke-Andreesen Hardware Company moved their wholesale hardware, cutlery and tinware business into the building in about 1890. The firm was organized in 1888 as a successor to Lee, Fried and Company. The fourth floor was added by this company during the 1890’s; however, the firm oved to larger quarters shortly after the turn of the century.

Baum Iron Company purchased the building in 1905 and still occupies the structure. Incorporated in 1888 as wholesale dealers in hardware, the Baum Iron Company consolidated with the Omaha Iron Store Company, the successor of W. J. Broatch (0123-027) and continued an extensive trade with surrounding states.

Virtually unchanged on the exterior since its erection, the Baum Iron Company Building is a four-story structure that presents a facade of nine bays to Harney Street. Four piers and six colonnettes of Egyptian inspiration are incorporated into the cast-iron front of the street level. All windows on the two sides facing streets are rectangular and enhanced with stonework in a variety of treatments. At the northern end of the Thirteenth Street side is a large graphic of a bold and straightforward nature. A fine, very three-dimensional metal entablature wraps around two sides of the building.
George Warren Smith Building, (1880) 1213-15 Harney Street (Photo #10)

The Smith Building, constructed in 1880, is a narrow, four-story brick structure whose exterior alterations have mostly been confined to the ground level. A photo engraving printed eight years after the building's completion shows that an entrance to either side-end was elevated above the sidewalk's level, and that the basement was partially raised. This arrangement has been altered to an off-center recessed entrance and three large display windows.

A pilaster strip is on each end and in the center of the three upper levels. Window compositions are united by overhead lintels, and a narrow wooden cornice is at the apex.

W. J. Broatch Building, (1880; 1887) 1209-1211 Harney Street (Photo #10)

The Broatch Building's street facade essentially retains its appearance of 1887 when the fourth floor was added. This addition was carefully executed by architects Mendelssohn and Lawrie and is not noticeable as being of a later date.

The building has a street frontage of 44 feet, and the ground level is a cast-iron front that features large display windows and fine, abstract-like columns that support a plain fascia. The iron front was manufactured by the Aetna Iron Works of Quincy, Illinois. Each tier of windows in the upper levels has a stringcourse below the sills and another stringcourse uniting the hoodmolds while those hoodmolds of the second floor are segmental.

All fenestral openings of the facade are somewhat elongated and, as a result, in harmony with the overall proportions of the wall. The crowning element is an emphatic and decorative metal entablature that is similar to others found in the district. Originally, the entablature was topped by a balustrade and a plaque bearing Broatch's name.

Structurally the building is a small loft, two bays wide with a center row of wood posts supporting a wood beam. Floor construction is of the standard frame type bearing in the masonry walls and on the center beam.

William J. Broatch (1841-1922) erected the first three stories of this building in 1880 for office and storage space for his wholesale hardware business. Broatch had settled in Omaha and opened his business in 1874 after serving in the army. As one of the first heavy hardware dealers in the city, he did a wholesale business in iron, steel, wagon stock, hardwood lumber and heavy hardware. A strong supporter of Omaha business interests, Broatch served as mayor of Omaha twice (1887; 1895), a representative to the Nebraska legislature 1881-1882 and a member of the Missouri River Commission and the Omaha Board of Trade.

Broatch's firm and its successor remained in business at the same location for nearly 40 years. The retail firm of Beard Wall Paper Company then occupied the building until 1966. The building was completely renovated in 1979 for offices, including that of the project architect, Bahr, Vermeer and Haecker.

1205-07 Harney Street (Photos #10, 30, 21)

This turn-of-the-century building of brick construction has four stories and a basement. The ground level, though, is a cast-iron front filled with large windows that admit much light. Small knob-like projections frame the front's major openings. The three stories above are each handled differently. The second level's four windows are cleanly cut.
Windows of the third level are contained within two recesses, have corbelling at their sills, and are separated and flanked by round-edged piers with stone capitals. Stone lintels are at the windows' sills instead of corbelling, and there are dentils at the height of their recesses. A metal cornice at the building's apex has been removed, but a row of large dentils remains.

0123-029 National Building, (1915) 406 S. 12th Street (Photo #31)

Significant to the history of Czechs in Nebraska, the National Building was built by the National Printing Company, previously known as the Pokrok Zapadu Printing Company, and publisher of the Hospodar (The Farmer), a highly successful agricultural magazine with a circulation across America and Canada. The National Printing Company supported many Czech activities and the Czech Historical Society of Nebraska and the Czecho-slovak consulate had space in the building during the 1920's. The majority of space in the building was rented to a variety of firms including brokers, typographers, engravers, and small manufacturers. The building was sold in 1946 to an engraving company.

The National Building is the only modern, fire-retardant structure in the district. Built in 1915, the structure is concrete frame throughout—a feature amply expressed in the large window areas between each post. Modest stone decorations enhance the brick veneer of this building in a manner somewhat along Prairie style lines.

0123-030 George H. Lee Building, (1903) 1115-17 Harney Street (Photo #9)

The George H. Lee Company, manufacturer and jobber of supplies and remedies for poultry and stock, built this four-story building in 1903. John Latenser, an Omaha architect, designed the building and the Lee Company occupied it until the 1960's.

The Lee Building has a 44-foot frontage on Harney Street and a depth of 124 feet. The street facade has suffered few alterations and conveys a utilitarian nature appropriate for a combination office/warehouse structure.

All openings are cleanly cut and there is nothing decidedly ornamental on the facade. Still, visual interest exists. Six evenly-spaced brick piers divide the ground floor into five bays of symmetrical arrangement. These piers are treated as pilasters and have stone capitals with stone blocks as bases. Above the capitals is a molded fascia. The second level's windows are all the same dimensions, but the outer ones are treated with keystone flat arches and the inner three are contained in a slight recess that continues upward. This treatment is repeated above, but the inner three windows of the third level have semi-circular heads. Windows of the fourth level are not half as wide as those openings below. The ones outside the recessed portion are separated by elements that recall the piers of the ground floor. Brickwork of the facade's apex indicates that the Lee Building originally had an entablature.

0123-031 1113 Harney Street, (ca. 1880) (Photo #9)

In recent years a glass-faced penthouse has been added atop 1113 Harney Street, a diminutive building sandwiched between much larger neighbors. The original portion, though, reveals little exterior change when compared with an engraving in the 1888 publication, Omaha Illustrated. The basement is elevated and a flight of five stone steps leads to the centered entrance which is flanked by large display windows. A metal fascia separates the first and second levels, and the upper story contains three rectangular windows. The structure is presently used for professional offices.
Built by the Ezra P. Millard estate in 1887 as an extension of his rental properties at 1101-1107 Harney (see 0123-033), this building stands as one of the most straight-forward designs in the district. Designed by regionally known architects, Isaac Hodgson and Son, the masonry bearing wall structure has been used for its intended purpose since construction. The first wholesale jobbers to occupy the building were the firms of Gilmore and Ruhl (clothing) and Z. T. Lindsey and Company (rubber goods). Lindsey, along with his successor firm, Interstate Rubber Company, were long-term early occupants of the structure. The building was used exclusively for warehouse space until the Kirkendall Boot Company established its manufacturing business after the turn of the century and expanded from its location at 1101-1107 Harney into the upper three floors of this structure. It was probably at this time that the saw-tooth skylights were added to the roof to light and ventilate the boot and shoe factory. After the Kirkendall Company ceased its operations, the building once again returned to warehouse use with the Philadelphia Leather Company being the tenant for many years. The building is presently commonly known as the Philadelphia Leather Company building.

Designed as warehouse space for smaller jobbers, the structure is divided into equal cells by a masonry bearing wall which runs the length of the structure. Stairways and elevators formerly occupied space adjacent to this wall prior to modifications made to accommodate the Kirkendall factory. These modifications also required the cutting of doorways not only through the central bearing wall but also to connect this building to the earlier Millard Block. All openings were equipped with steel fire doors.

The rock-faced stone of the symmetrical front facade to some extent reflects the early interior arrangement and does so in a thoroughly modern way for its time. Large single windows open into the wall above the dual entrances below while large double windows with iron imposts open into upper floors above the large store front windows which flank the entrances. Transom lights above these windows and the doorways are separated into small square lights. Notable features of the facade include the large proportions of glass to wall, the somewhat Richardsonian handling of the stonework, particularly in the reticulated patterns of the parapet and below the main beam of the ground floor columns and the incised spiral column separating the two entrances.

The Millard Block is a substantial structure erected in 1882. It occupies the southwest corner of Eleventh and Harney Streets, and the dimensions measure 88 feet on Harney and 132 feet on Eleventh. As built, the Millard Block contained three separate stores which were four stories in height. The masonry fire walls between the stores served as structure for the floors with the exception of the larger store on the east which utilized a row of wood posts. Floors are standard frame construction. The basement walls are 30 inches thick and are constructed of brick and stone.

The ground level facing Harney has a cast-iron front that retains much of its original character. Windows piercing the main facade are in a variety of shapes and arrangements. One notable composition appears in the central sections of the second and third floors and consists of four rectangular openings--the outer ones having flat hoods and the inner ones being united by a molded segmental arch. The product is reminiscent of a Palladian motif. A four-part division of the facade is maintained by pilaster strips. Al. windows of the fourth floor, including those on the side wall, have rounded heads. The fifth floor was added in 1903. This addition called for the removal of a fanciful cornice.
This is the earliest of three buildings in the historic district erected by Ezra Millard, a local banker, as rental property (see 0123-032). Wholesale dealers have occupied the building throughout its history. Tootle and Maul, one of the earliest dry goods dealers in Omaha, were the first to rent the eastern half of the building in 1882. It and its successor firm, Kilpatrick-Koch Dry Goods Company, continued operation at the same location until the late 1890s. The other early occupiers in the west half were Vineyard and Schneider, wholesale notions; and W. L. Parrotte and Company, wholesale hats, caps and gloves.

The Kirkendall Boot Company is the most notable of the number of firms who occupied the building. Near the turn of the century, Freeman P. Kirkendall, partner in the Omaha branch of a wholesale boot and shoe company, was organizing his own company and moved the firm from across the street to 1101-1105 Harney. Kirkendall established a shoe factory which was necessary after the dissolution of the partnership, in the upper floors of this building. Eventually it expanded into the rest of the building and the upper floors of the adjacent Millard Block (0123-032). The Kirkendall Boot Company was in business for nearly 50 years supplying a national market.

SIGNIFICANCE

The "Old Market" Historic District is significant to the commercial development of Omaha as the wholesale jobbing area which mushroomed in the 1880s and continued well into the 20th century, serving as the distribution center for the variety of goods shipped on the Union Pacific Railroad and its branch lines all the way to the west coast. The light industrial and warehouse buildings extant in the district exist as substantial and representative structures of their type for the late nineteenth century, structurally, functionally, and aesthetically.

HISTORY

Omaha and all of Nebraska experienced a boom during the 1880s unparalleled in the early history of the state. The state's population doubled from 1880-1890. Omaha, the largest city in the state, took advantage of its unique position as the eastern terminus of the first trans-continental railroad to develop as a major distributing center for Nebraska and the states westward to the coast. The "Old Market" area developed at this time, encouraged by the Union Pacific Railroad's policy to promote traffic and the national revolution in mass marketing which the new efficient transportation and communication systems had made possible.

Wholesale jobbing as a business practice was first developed in this country in the 1850s because of the new transportation and communication systems – the railroad and the telegraph. With the reliability and speed in movement of goods, the jobber, who purchased the goods directly from the manufacturer and sold directly to the store owner, was able to operate, confident in the dependable transport and arrival of goods. By the 1870s nearly all wholesalers had become jobbers (Chandler, p. 215). Because of the railroad and telegraph it was no longer necessary for the jobber to be located on the East Coast near the importers and manufacturers. Jobbers moved west and located in Cincinnati, Chicago, and St. Louis as well as other cities from the 1850s to '70s. Jobbers created large buying and selling networks; traveling salesmen went to the retail store-keepers for orders and traveled over a wide area of the country. Wholesale jobbing began in Omaha about 1880 and the jobbers increased rapidly in number, building up a new section of downtown Omaha for wholesaling activities, i.e. the "Old Market" area.
The Board of Trade was established in 1877 to promote the commercial development of the city. Wholesaling and manufacturing were seen to be vital to the growth of Omaha. James F. Boyd, president of the Board, stated in his 1881 Annual Report, "We are endeavoring to make Omaha the great distributing point of the extreme west, and as far as possible the depot of purchases of the northwest and southwest sections (of the country). The railway facilities help to accomplish this. Today more than half of Colorado and New Mexico trade is through Omaha. Oregon and Idaho railroads are placed so wholesale merchants of Omaha can supply those towns. Manufacturing of all kinds are encouraged." The secretary of the Board of Trade stated in the same report that future growth of Omaha was dependent on its being a distributing, manufacturing and wholesaling center for the areas to the west.

The Union Pacific purchased the Kansas Pacific in 1879 and embarked on a new policy of building or purchasing branch lines in order to develop local markets and increase traffic to support the railroad. The development of Omaha, the eastern terminus, as a distributing center was important to the railroad. Several of the major investors in the "Old Market" were connected with the Union Pacific, i.e., Frederick L. Ames, director and member of the Executive Committee; Samuel D. Mercer, M.D., chief surgeon; and Andrew J. Poppleton, general attorney. By 1883 the Union Pacific had twenty branch lines serving Nebraska, Colorado, Wyoming, Utah, Idaho, Oregon and Washington; the same states served by the jobbers.

The "Old Market" area is representative of the wholesaling aspect of the 1880's boom in the city, and to a smaller extent the early-20th-century development. The area changed from mainly a residential neighborhood adjacent to the main retail district on Farnam Street to a wholesaling area of new buildings. Wholesaling sales increased dramatically through the decade from $11.2m in 1879 to $24m in 1884 and $47.2m in 1890 (Omaha Bee Annual Review, 1880, 1885, 1890). Building construction peaked in 1887, rising from just under $1m. worth of construction in 1879 to $12m. worth in 1887. Thirteen railroads served Omaha in 1887. The great majority of firms in the area were wholesaler jobbers specializing in various commodities, including dry goods, millinery, rubber goods, hardware, groceries, liquors, boots and shoes, produce, and fruits.

A number of wholesalers moved to Omaha or opened branch houses there, testifying to the growing importance of Omaha as a distribution center. The greatest number moved across the river from Council Bluffs, Iowa. Although Council Bluffs had been named the eastern terminus of the transcontinental railroad, it had essentially lost that position to Omaha. M. E. Smith and Company, Steele and Johnson, Isaac Oberfelder and Z. T. Lindsey were all wholesalers who moved from Council Bluffs. Wholesalers from Kansas City; Chicago; Columbus, Ohio; Fremont, Nebraska; and Aurora, Nebraska moved or opened branch houses in Omaha.

Some of the oldest firms in Omaha were represented in the district. Tootle and Mail, wholesale dry goods, opened in 1854, the year Omaha was founded. The Baum Iron Company, which is still located in the district, was founded in 1883 and merged with the successor of the W. J. Broatch, heavy hardware business, founded in 1874. Dewey and Stone was organized in the early 1860's and expanded into the largest furniture store in the city in the 19th century handling both wholesale and retail sales.

Commission merchants handling mainly fruits or vegetables were concentrated along Howard Street from 10th to 11th and north and south from 11th and Howard. The fruit and produce dealers were adjacent to the Public Market, from which the area derives its current name, the "Old Market."
There were a great many commission merchants who worked in the "Old Market" through the years. The firms were generally small and often family operations. Only a few, such as Ernest Meyer, Samuel Gillinsky, Peter Rocco, owned their own buildings; most rented store-fronts. The commission merchants provided a strong ethnic flavor to the "Old Market" by the concentration of Jewish and Italian merchants, particularly after the turn of the century when immigrants began working as peddlers or hucksters and wholesalers.

Only a few of the wholesalers were also manufacturers, as was typical nationally. Rarely did jobbers become involved in manufacturing the products they sold. Iler & Company (liquors), Kirkendall Boot Company, Morse-Coe Shoe Company and M. E. Smith and Company (dry goods) and a number of printing companies were the only manufacturers in the Old Market.

Retail and service firms were also scarce in the Old Market. Retail merchants were only located along Farnam Street, a major retail street, and were also active wholesalers. The Public Market was the largest retail center in the area. The hotels, fire house and small restaurants and saloons were the service businesses.

The largest buildings in the district were in general owned by investors who rented space to both large and small wholesalers. Most of the investors were early settlers of Omaha who were very successful financially and who invested in real estate. Several had lived in houses on the property in the 1860's and 1870's, then built commercial blocks there in the 1880's. The major Omaha investors were Samuel D. Mercer, M.D. (see Mercer House, Omaha, NRHP), Peter E. Iler, Ezra Millard, and Andrew J. Poppleton. Other major investors were Frederick L. Ames and Joseph Gahn, both of Boston. These six people were responsible for thirteen of the largest buildings in the district.

The drouth and financial panic in the 1890's paralyzed businesses for a number of years. Few buildings were erected during the decade and none from 1895-1900. The Morse-Coe Shoe Company (site D009:0121-014) and S. D. Mercer's hotel enterprise (D029:0121-002) which constructed the largest buildings in the early 1890's, did not survive the decade.

By the turn of the century, Omaha business was reviving, sparked by the successful Trans-Mississippi Exposition of 1898; and another era of building construction began in the first decades of the century. Wholesaling and manufacturing were again booming and a number of buildings were erected in the "Old Market", although fewer in number than in the 1880's. Buildings for commission merchants or food brokers and printers were the most popular. The major wholesalers were in need of larger buildings and several companies moved into new buildings in the developing South 9th Street area, east of the Old Market.

ARCHITECTURE

The light industrial and warehouse buildings extant in the "Old Market" district exist as substantial and representative structures of their type for the late nineteenth century. The chief function of most of these buildings was either for the storage of raw materials and associated space for light manufacturing or they provided space for the storage and distribution of finished products. In some cases buildings served both factory and warehouse functions. The utilitarian nature of these buildings ultimately dictated their form along structural, functional and fire-retardant lines.

The structures represented in the "Old Market" were essentially a new building type on the architectural scene, particularly from the local point of view. Warehouses once were common along the nation's major water-ways during the era of river transportation. The
freighting firm of Russell, Majors and Waddell had warehouses in Nebraska City to which they shipped supplies up the ariver from St. Louis before freighting them across the plains in the 1860's. The completion of the trans-continental railroads, however, quickly supplanted river traffic. None of these early river-associated warehouses were extant in Nebraska and we know little of their construction aside from the fact that they were wood.

The new building type which emerged not only in Omaha but elsewhere in the late 1870's and early 1880's was the result of a rapidly expanding industrial economy based on mass production and an associated need to distribute and sell these goods over a large area. In Omaha the Union Pacific Railroad, aware of potential profits, was a prime mover in encouraging the establishment of these wholesale houses.

Architecturally the "Old Market" buildings can be seen as an early phase of development for the type, both structurally and aesthetically. The majority of the buildings are variations on standard masonry wall and light floor joist construction. Among this group are several which are multiple-store buildings composed of single spans between each masonry wall. (see sites D009:0123-032, 0121-006, 0121-019). Other, larger buildings are multiple-store structures as well except that one or two rows of columns were introduced in place of a masonry wall creating small loft type spaces within each store. This larger variation of the multiple-store warehouse constitutes the majority of buildings in the district. (see sites D009:0123-033, 0124-016, 0121-003, 0121-009). Within this group the use of wood posts prevails (D009:0121-002, 0123-033, 0123-027, 0121-019, 0121-003) while the use of cast-iron columns appears to occur sporadically over the period of construction for the district. (D009:0121-016, 0121-005)

While the advantages of cast-iron are clear with respect to structure, it is somewhat surprising to see its use at this late date given its known susceptibility to heat. The known uses of cast-iron in this district are all associated with wood beam and light frame floor construction. Of these, only Van Brunt & Howe's Ames Block (D009:0121-016) provided for the fire protection of the light floor joists.

More sophisticated technology relative to structure and fire protection was not developed sufficiently to be incorporated into the repertoire of possibilities until around the turn of the century. Shallow masonry arch construction was available, but its expense generally prevented its use in these utilitarian buildings. Only one isolated example is documented in the district. (D009:0212-019). The development of mill construction and the concrete frame, both of which made possible the great loft structures of the turn of the century, are represented only in a few of the later structures in the district. (sites D009:0121-015, 0123-029).

Aesthetically, the "Old Market" exhibits some of the problems of appropriateness of expression which plagued architects of utilitarian structures in this period. Not surprisingly, architects turned to historicism in an attempt to create distinction in their street facades and utilized familiar forms such as those of the office and retail-commercial building to give architectural character to their buildings. Most often the large store-fronts were non-rational solutions to a problem which did not require and perhaps even preferred not to have them. Later, the store fronts and even the historicalism gave way to what Sturgis called "Realistic" design (Burchard and Bush-Brown, p. 241) producing an appropriateness of form and style which is notable. Of the former one should note the Iler Block, the Morse-Coe Building (921-014) and particularly the second Millard Block (0123-032). Of the latter, Van Brunt and Howe's Ames Block (0121-016) begins to suggest the form which was to follow after 1900, primarily along south 9th Street in Omaha.
Environmentally, the "Old Market" Historic District is a fine concentration of late-nineteenth and early-twentieth-century warehouse buildings—the structures retaining their integrity and the number of intrusive elements being low. Alterations have been mostly limited to first floors, although several buildings have full facades that are essentially intact.

The vast majority of buildings in the district are of brick construction, and all streets excepting Harney have bricked surfaces. The versatility of masonry is well evident in these warehouse buildings, for a good number incorporate machiolation, corbelling, rustication, and other brickwork forms. Other elements, however, contribute to the district’s architectural flavor; cast-iron fronts, metal cornices, stone trim, and metal sidewalk shelters attached to several buildings around the turn of the century.

Window treatments have a wide variation. Their numbers, sizes, and rhythmical arrangements enable the viewer to quickly distinguish the buildings as being commercial structures. Also, there are a few excellent groupings of buildings whose members are reciprocal and in harmony concerning height, dispersion of openings, and construction materials. Most buildings appear to have been influenced by commercial modes that were becoming prevalent in Chicago and further east about the same time. Individual architects utilized their own interpretations, though.

Many Omaha architects and firms are represented in the district, including; John Latenser and Sons, Fisher and Lawrie, Charles Clevees and Brother, Isaac, Hodgson and Son, Charles Beindorff, Henry Voss, Blake and Zander, Mendelsohn and Lawrie, F. A. Henninger, and others. Most of the firms were known locally, but several achieved regional prominence.

Bibliography
For complete bibliography see National Register nomination for the Old Market Historic District, 1979, Nebraska State Historical Society.
EXHIBIT II

OLD MARKET AND WHOLESALE DISTRICT
Design Guidelines

Preamble

Across the country preservationists are rejuvenating remnant, center-city clusters of old buildings. The attraction is self-context: A cluster of old buildings creates a coherent but hardly homogeneous landscape—whole block faces of integrally related structures that maintain in their remaining original detailing and long and well-used appearance their own individuality, often in contrast to new structures elsewhere in the center city. Unfortunately, rejuvenated structures and the districts they comprise have frequently been made to stand for something that never was.

Standing for something that never was reflects in our society an implied notion of retrogression—the notion that the life our predecessors led was superior to our own. The notion hardly needs elaboration. But attractive material metaphors of the past, whether in Disneyland or in downtown, can fool anyone who wishes to be fooled. Thus, for instance, the practice of architectural polychromy has become especially popular. Architectural polychromy is controlled preservation in which colors are manipulated according to a preconceived system for specific aesthetic ends, often to produce an emblem of the past, which by conscious mimicry and imitation alludes to historicism. By historicism is meant the fostering or adoption of undue reliance upon historical forms and styles to the point of fabricating ornamentation, of producing conceit.

In allowing ourselves to be so foolishly fooled, in contriving places, we preclude fostering what historic preservation, a prime instrument for rejuvenating commercial districts, was originally all about. We preclude fostering spontaneity. To the extent that we impose preconceived ideas manifested in aesthetic and functional purity on rejuvenated commercial districts we fail quite miserably at creating a source of spontaneity. The rejuvenation of Omaha's Old Market, however, illustrates how preservation can produce spontaneity without strict external architectural design review and without contrivance. Old structures in the Market have been successfully and reinvigorated and complemented by innovative and attractive modern design applications. The result is a thoroughly enjoyable and honest place.

Omaha's Market is characterized by wholesale jobbing houses which developed from the 1870's and especially 1880's into the early twentieth century and which served to form a distribution center for goods shipped on the Union Pacific Railroad and its branch lines. Firms in the Market specialized in dry goods, hardware, agricultural implements, liquor, and produce. A few wholesalers were also manufacturers. Retail and service activities were relatively scarce, but several hotels, small restaurants, and a number of saloons served workers in the market. Some buildings have been adapted to modern transportation requirements, but, as would be expected, wholesaling and its related activities have been in decline for many years in the Market, and the character of the place has been considerably altered in the last generation.

The buildings extant in the Market exist as substantial and representative structures of the late nineteenth-century. The chief function of these buildings was provision for storage and associated light manufacturing or assembly. Their utilitarian nature dictated their form: standard masonry wall with interior columns of wood or cast iron to allow larger loft space. Architects turned to historicism (ironically) in an attempt to create distinction in street facades, and they utilized familiar forms, such as those commercial modes that were prevalent in Chicago. The vast majority of the buildings in the Market are of brick. Cast-iron fronts, metal cornices, stone trim, and metal sidewalk awnings, that were attached to several buildings where produce was marketed, also contribute to the Market's architectural character. The structures retain their integrity today, and the number of intrusions is small. Alterations have been limited mostly to first floors, and several buildings have full facades that are essentially intact.
Although historically a wholesale jobbing district, the Market has become a fashionable and prosperous retail shopping, entertainment, and residential area, one of the most attractive of many such districts in cities across the country. Part of the explanation for this success lies in the character of the Market as a place and in the philosophy behind its commercial redevelopment. The Market is not intended to be contrived or fabricated. Little explicit historical reference is invoked in the Market. Because of harmonious integration with contemporary design, positive use of space is encouraged. Continuity with the past is maintained by remnants of the past, the structures themselves, of course, but also by presence of light manufacturing, petty wholesalers, and commission merchants. Remnant graphics establish a continuity with the past as well, but new graphics in historical styles are discouraged.

Moreover, while there is an identifiable center to the market, no single structure focuses attention away from the contribution each structure makes to the overall sense of place in the Market. It is difficult to think of any particular structure as epitomizing the Market, although certain complexes, such as structures interconnected by awnings, and certain interiors, such as the enclosed passageway, do elicit recognition. It is, then, effect that counts. Buildings are associated inherently with one another and the whole district is used, not just one or two buildings. The buildings, while all of a type, are in and of themselves recognizably different if one looks at them, but texture, proxemetics, human scale, and interrelated activities provide a universalizing coherence to the Market.

The effect is further enhanced by attempts to avoid a sharp boundary or edge. For instance, cars have complete access to the Market; no streets are set aside or cut off from the rest of downtown for pedestrian use. Presence of cars gives a sense of activity and access and security. To close off streets here would be to create a false environment.

Lastly, the Market has not been especially sanitized. Dirt and grime, as well as the personality (and personalities) of its downtown location, redeem the Market and make it a real place. Conspicuous and unrealistic standards of upkeep hardly reflect an environment meant to be well used.

The philosophical underpinning of the Market reflects the lack of contrivance in the landscape: Nothing should stand for something that never was, nor should preconceived ideas be imposed on buildings. The basic style of buildings and harmony with original designs are retained. Exceptional modern design conforms quite well to these principles. In contrast, historicist decoration trivializes a building by forcing associations, much as advertisers appeal with a positive image that has nothing to do with the product. In contrast to wholesale packaging of places or the imposition of explicit historical or other references, the Market's success as an entertainment center can be attributed in part to avoiding contrivance. The Market exhibits little pretention of being historic or any other "-ic." That is doing preservation right.

Guidelines

The following guidelines reflect the principles articulated above. These guidelines are not intended to be overly restrictive but to enhance the Market's existing character. As its popularity and use increase, and as land values increase, there will be growing demand on the area for denser land use, parking, and development. This, combined with multiple and changing ownership over time, requires protection for both owners and the public at large. Just as zoning provides collective protection against individual property misuse, these guidelines are meant to protect the Old Market's architectural quality and ownership investments.
Building Site

The way in which buildings are sited in the Old Market District adds significantly to the area's unique sense of place. The street-facing side of nearly every building in the district is sited directly on the property line and structures abut one another from side to side forming continuous block-long brick walls that distinctly define the limits of the street and give it a sense of enclosure. New construction, as well as rehabilitation work, should respect this established pattern. New structures should be built on the property line. Buildings that setback behind the property line or buildings that project beyond the property line into the right-of-way are not recommended. Upper stories that step back from, or project beyond, the established building plane are likewise not recommended. Demolition of existing structures is to be strictly avoided as it leaves major holes in the continuous plane of building walls and drastically lessens the effect of street enclosure.

Building Scale

The term "human scale" applies to the buildings of the Old Market area. No building is so large as to overpower or intimidate an individual (or another building) in the way that, for example, a modern highrise building might. Buildings within the historic district range in bulk from narrow (22' wide), one story structures to buildings covering one quarter block (132' square). The tallest building in the area is six stories. New construction in the Old Market district should be respectful of this existing scale. No new building or building addition in the Old Market Historic district should exceed six (6) stories in height. No new structure, with the possible exception of a parking structure, should exceed one quarter block (132' x 132') in site coverage.

Facades

The structures of the Old Market district are typical of late 19th and early 20th century commercial architecture in that primary design emphasis is placed on the facade, or street-facing front, of each building. Building sides, commonly blank brick walls that abut tightly to one another, are a secondary consideration and are often never seen. Rear walls are strictly utilitarian in detail.

It is primarily the facade - the location of all major architectural detail - that gives each Old Market building its individual character and style. The effect that a proposed facade change may have on the Old Market as a whole should be carefully considered. Major changes to principal facades that are not appropriate to the Old Market district include the following:

- Complete removal of entire original facade.
- Encasement of majority of original facade in metal or other material.
- Removal or obscuring of major distinguishing features such as cornices, lintels, decorative stone and terra cotta work, and cast iron columns.
- Blocked-in windows.
- New window or door openings.*
- Installation of replacement windows that do not correspond in size and approximate configuration to original windows.

* This prohibition does not apply to sidewalks that are exposed due to the loss of an adjacent building or are exposed due to a difference in heights of adjacent buildings or to side or rear walls that face onto alleyways. New openings in these instances, however, should be of a scale appropriate to the affected and surrounding buildings.
Storefronts

The first floors of the majority of structures in the Old Market are typical of late 19th and early 20th century commercial architecture in that they often display large expanses of glass. The ability to see in and out of buildings at street level is important to the character and appeal of the Old Market neighborhood. Proposed rehabilitation and new construction should respect this established pattern. Blank walls or walls with only a small percentage of windows at street level would not be appropriate.

Materials

When considered in its entirety, the cohesiveness of the Old Market district is due, to a large extent, to the predominant use of dark red and brown brick. All other materials are subordinate to the overall context of brick buildings and streets, providing contrast, interest, variety and detail.

Materials and textures proposed for any rehabilitation or new construction project should respect the overall dominant brick character of the Old Market district and should be assessed as to their impact on the areas as a whole. The idea is not to stifle creativity or imagination by limiting materials to a specified range, but rather to assure that no proposed material diminishes the dominant brick character of the district. For example, glass and smooth metal surfaces might be acceptable for use in a limited way on a street level storefront but not for cladding an entire existing building or as primary materials for a new structure.

Materials that are inappropriate to the Old Market district include:

- Materials that seek to imitate other materials such as wood-grained vinyl or laminate; plastic brick, stone or marble; or styrofoam wood.
- Sheets of brick veneer, such as z-brick.
- Unpainted or rough-sawn wood.
- Mirrored or tinted glass.
- Asbestos, asphalt, vinyl or aluminum siding.

Color

Although the color of individual buildings within the Old Market district varies, the predominant color of the area, when viewed in total, is a dark reddish brown. This is due to the preponderance of brick used for both buildings and streets. Many colors can be found in the area, but they are used in a way that does not detract from the overall earth-tone color of the district. Many of the cast iron storefronts are painted black. Much of the original brick remains unpainted. Bright colors are used sparingly, to accent details. These established color patterns should be respected.

Any color proposed for use within the Old Market district should be compatible with the existing reddish brown color that characterizes the area. Bright colors are acceptable when used to accent details such as doors or awnings but are not appropriate when used on large surfaces such as entire storefronts or entire buildings if they detract significantly from the overall earth-tone color of the Old Market area. Previously unpainted brick, stone or terra cotta surfaces that can be viewed from the public right-of-way should not be painted.

Canopies

The canopies that cover the sidewalks in parts of the Old Market district are particularly unique features of the areas and are very important to its character. The effect that any proposed rehabilitation or new construction project has on the existing canopies should be carefully considered. Removal of any canopies should be strictly avoided. Deteriorated canopies should be repaired rather than replaced when possible. New canopies should not be added to existing structures, as they would detract from the authenticity of the original canopies. New canopies may be appropriate as a part of new construction, either as part of new buildings or free-standing around or within parking areas. New canopies should be designed in a way that distinguishes them from the original canopies.
Awnings

As canvas awnings were typically used as shading devices on late nineteenth and early twentieth century structures, the use of canvas awnings is appropriate in the Old Market Historic District. Awnings should be attached to structures in a way that will not severely damage them. The shape of canvas awnings should reflect the shape of the opening for which they are designed, that is, round awnings should be used for round openings, rectangular awnings for rectangular openings, etc.

Roofline

A flat roof concealed by a parapet (that portion of the building wall that extends beyond the roof) is the standard roof type existing in the Old Market district. Parapets are often embellished with decorative cornices or may step down to display a slightly irregular skyline. Rehabilitation or new construction within the district should respect this dominant roof form. Roof types not found in the district area - such as gable, hip, gambrel, mansard, pent and shed - should not be used.

Public Improvements

Public improvements, such as the original streets, curbs and sidewalks of the Old Market area as well as later additions such as the large, round planters at 11th and Howard, the street trees and grates, and the fountain at 11th and Jackson Streets, all contribute to the character of the district. Additionally, the presence of cars on Old Market streets adds to the liveliness and security of the area.

Any construction or reconstruction proposed within the street right-of-ways in the Old Market district should be done in a way that is complementary to the entire historic district. Brick streets should be repaired with brick rather than patched or replaced with concrete or asphalt. Original sandstone curbs should be retained when possible. The replacement of entire features of streetscape - such as sidewalks - when limited replacement of deteriorated or missing pieces is appropriate, should be avoided. Exposed public utilities such as telephone wires, television cables, etc., should be confined to the alleys. Additional street trees and grates proposed for use within the Old Market district should be compatible in type and spacing with the existing street trees. Any construction that would permanently close streets in the Old Market to vehicular traffic would not be appropriate. However, it may be appropriate to permanently close portions of alleyways.

Signs

Much of the character of the Old Market district is due to its historic signs as well as to the fact that designs for modern signs have been, for the most part, compatible with the area. In order to retain and reinforce the historic character of the Old Market it is important that all future signs be of a scale and design appropriate to the district. It is also important to discourage the use of pseudo-historic signs - that is, new signs that affect a historic appearance - as they detract from the genuine historical value of the Old Market.

The following types of signs are encouraged within the Old Market historic district:

- Signs mounted parallel with the building face, particularly those mounted on the lintel above the first story of the building. These signs should not project more than 3" from the building face.
- Signs painted on or inside of display windows.
- Projecting and hanging signs of moderate size.
- Signs on awnings.
- Banners and flags.
- The retention and preservation of signs and advertising painted on historic walls, if of historic or artistic interest (especially where they provide evidence of early or original occupants).
- Use of indirect illumination rather than internal illumination (back-lighting).

All signs within the Old Market historic district are subject to the following regulations:

- The area of all signs on a building shall not exceed an area of two-square-feet for each foot of street frontage occupied by the building, and shall in no event exceed a total of 100-square-feet on each street frontage.
- Projecting signs for each establishment shall be limited to one 18-square-foot double sided sign on each street frontage occupied by the establishment. Faces of double sided signs shall be parallel. Signs shall be placed perpendicular to the building face.
- A sign may not project perpendicularly beyond the property line more than 6 feet 6 inches, except for signs mounted beneath canopies, which may extend to within two feet of the curbline. All projecting signs must maintain a minimum vertical clearance of 8'-6".*
- Buildings with sidewalk canopies shall have no signs placed on the building above the roofline of the canopy.
- The tops of all signs shall be placed no higher than the sill line of the second story windows for buildings two stories or taller, or no higher than 3 feet below the highest point of the front wall for one story buildings. Simple black or gold letters applied to windows above the first floor are excepted. Banners and flags are excepted.
- Roof signs are not allowed.
- No signs shall be mounted on the roofs of the historic street canopies.
- Signs on awnings are allowed provided their total area is included in the total allowed sign area and their lettering is consistent in style and color with other signs on the same building.
- Banners and flags are allowed provided each does not exceed 24-square-feet in area and the area is included in the total allowed sign area, unless purely graphic or patriotic in content.
- Back-lit signs are discouraged, but may be allowed if only letters are back-lighted. Projecting back-lit signs are not allowed.
- Neon signs are generally not allowed. However, a neon sign of unique and exceptional design that particularly contributes to the distinctive character of the Old Market district may be submitted to the Landmarks Heritage Preservation Commission for consideration.
- Stock signs bearing advertising for someone other than, or in addition to, the building tenant are not allowed.
- Flashing signs are not allowed.
- Plastic signs are not allowed.
- Fluorescent paint or reflecting surfaces are not allowed.
- Letters no more than 6 inches high are preferred. The use of more than two typefaces per sign is not recommended.
- Signs shall be placed in a manner so as not to obscure significant architectural details or features.

* These guidelines for canopy mounted signs are for purposes of design review in the Old Market Historic District and do not in any way abrogate the sign restrictions of the Omaha Municipal Code.
Temporary signs and posters made of cardboard, paper, or similar temporary material advertising coming events of importance to the community will be permitted in the Old Market district. It is encouraged that the appearance of such signs conforms to that defined in these regulations. If the size does not exceed four-square-feet, submission to the Landmarks Heritage Preservation Commission will not be required. Temporary signs and posters should not be placed more than three weeks prior to the event and shall be removed no later than one week after the advertised event.

Exception Clause

Proposed work not conforming fully to these guidelines may be approved by the Landmarks Heritage Preservation Commission providing that there is reasonable justification for the exception and that the work particularly contributes to the distinctive character of the Old Market district.
Suggestions for good sign design, excerpted from the Boston Sign Code

1. Do not use too many colors on a sign. Too many colors can work against each other and detract from the strength of a sign’s visual image. A simple combination of black and/or white and a single well-chosen color is often the most striking and effective.

2. Try to relate the general color effect of the sign to the building to which it belongs.

3. Choose a style of letter that is appropriate to the business and building. (Preferably no more than one style per sign.)

4. Make sure that the letters are clearly legible, whatever style is chosen, or they will not be doing their job. It should be emphasized that the greatest legibility is not necessarily the result of the largest size letters.

5. Choose the size of the letters carefully. Just as the sign should be in proportion to its building, the size of the letters should be in proportion – both to the sign and the building.
Case No. H2-84-9
APPLICANT: OLD MARKET AREA PROPERTY OWNERS, request LANDMARK HERITAGE DISTRICT DESIGNATION for Old Market and Wholesale District, Harney to Howard, 10th to 13th Streets and Howard to Jackson, 10th to 12th Streets. AREA TO BE DESIGNATED IS SHADED BELOW.
ORDINANCE NO. 30574

AN ORDINANCE to designate the Old Market and Wholesale District, located at Harney to Howard Street, 10th to 13th Street and Howard to Jackson Street, 10th to 12th Street as a Landmark Heritage District 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 Old Market and Wholesale District is located at Harney to Howard Street, 10th to 13th Street and Howard to Jackson Street, 10th to 12th Street, which is on the following described land, to wit:

All of Blocks 150, 151, 152, 164 and 165, Original City of Omaha as surveyed, platted and recorded in Douglas County, Nebraska and all of the streets and alleys as described in the following; beginning at a point of intersection of the centerline of 13th Street and the centerline of Harney Street, thence East to a point of intersection of the centerline of Harney Street and the centerline of 10th Street, thence South to a point of intersection of the centerline of 10th Street and the centerline of Jackson Street, thence West to a point of intersection of the centerline of Jackson Street and the centerline of 12th Street, thence North to a point of intersection of the centerline of 12th Street and the centerline of Howard Street, thence West to a point of intersection of the centerline of Howard Street and the centerline of 13th Street, thence North to the point of beginning.

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 Old Market and Wholesale District are hereby deemed significant and worthy of preservation.

Section 3. That the "Old Market and Wholesale District Design Guidelines", attached hereto as Exhibit II, 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 Old Market and Wholesale District 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 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

Bernie Simn

APPROVED BY:

Michael Boyle 1-24-85
MAYOR OF THE CITY OF OMAHA DATE

PASSED JAN 22 1985 7-0

ATTEST:

Donald A. Preister
CITY CLERK OF THE CITY OF OMAHA
DEPUTY,

APPROVED AS TO FORM:

CITY ATTORNEY

6C1:6
ORDINANCE NO. 30574

AN ORDINANCE to designate the Old Market and Wholesale District, located at Harney to Howard Street, 10th to 13th Street and Howard to Jackson Street, 10th to 12th Street as a Landmark Heritage District pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha.

PRESENTED TO COUNCIL

1st Reading JAN 9 1985 - #125

Hearing JAN 15 1985

Hearing JAN 15 1985 over to 1-22-85

Final Reading JAN 22 1985

Passed 7-0

Mary Belenik, Pres.