RESOLUTION – EXHIBIT A
Omaha Star Building
LANDMARKS HERITAGE PRESERVATION COMMISSION

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

WHEREAS, the Omaha Star Building represented by Marguerita Washington is the
applicant of the Omaha Star Building at 2216 North 24th Street; and,

WHEREAS, the applicant requested on December 14, 2005, that the Omaha Star
Building be designated a Landmark under the City of Omaha’s Landmark Heritage
Preservation Ordinance; and,

WHEREAS, the Omaha Star Building is significant to the Omaha African-American
community because the newspaper was founded in 1938 by the late Mildred D. Brown,
the first African-American woman to do so; and,

WHEREAS, the Omaha Star has been in existence more than 66 years and is Nebraska’s
largest African-American newspaper; and,

WHEREAS, the Omaha Star has improved the lives of African-Americans by being a
champion of the progress and challenges of the community; and,

WHEREAS, the Omaha Star has a circulation of about 30,000 and has not missed an
edition and its archives are a history of Omaha’s black community; and,

WHEREAS, the Omaha Star has received many awards including the Chamber of
Commerce Business Hall of Fame, the Gold Spike, and the National Newspapers
Publishers Association; and,

WHEREAS, the Omaha Star Building is a fine example of vernacular commercial
architecture of the 1920’s and retains high physical integrity and is near completely
original; and,

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

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY
OF OMAHA:

THAT, the Omaha Star Building at 2216 North 24th Street be designated a Landmark of
the City of Omaha.
Landmarks Heritage Preservation Commission

Application for Landmark
or Landmark Heritage District

1. Name of Structure: The Omaha Star, Inc

2. Location / Address: 2216 North 24th Street

3. Applicant:
   name Marguerita L. Washington
   address 7189 North 78 Court
   Omaha, Nebraska 68122 phone 402/346-4041

4. Classification:
   Category
   □ district
   □ building(s)
   □ structure
   □ site
   □ object

   Ownership
   □ public
   □ private
   □ both
   □ public acquisition

   Status
   □ occupied
   □ unoccupied
   □ work in progress

   Present Use
   □ agriculture
   □ commercial
   □ educational
   □ entertainment
   □ government
   □ industrial
   □ military
   □ vacant
   □ museum
   □ park
   □ private residence
   □ religious
   □ scientific
   □ transportation
   □ other (explain)

5. Owner of Property:
   name Marguerita L. Washington
   address 7189 North 78 Court
   Omaha, Nebraska 68122 phone 402/572-1221

6. Legal Description:

   E110 Ft. of Lot 3 and 1/2 vacated alley adjacent on South,
   Block 7, Patricks second addition
   Douglas County, Nebraska
7. **Historic Description and Significance:** Please provide as thorough a description as possible. This should include, but is not limited to, architectural styles and features; site elements; landscaping/urban design elements; architects, builders, and owners. Copies of architectural drawings, photos and similar documents are encouraged. Include a statement explaining why the item/property/district is historically significant. The Landmarks Commission staff will assist you in filling out this portion if necessary. Use additional sheets if necessary.

*see attachment*

Please return the completed application to: Preservation Administrator, Omaha Planning Department
1819 Farnam St., Omaha, NE 68183
ARCHITECTURAL DESCRIPTION

The Omaha Star Building at 2216 North 24th Street is a fine example of vernacular commercial architecture. It is typical of the period and retains high physical integrity. While North 24th Street suffered greatly in the fiery riots in the summer of 1968, The Star was not touched and its immediate surrounds are intact and retain a sense of place and context.

The Star building was built in 1923. Charles A. Carr was a draftsman working with the architecture firm of G P Prinz in 1923 and is recorded as the architect for the project on the City of Omaha building permit card. The contractor was Herron Home Building Company. Allen Jones was the owner. The structure was originally used as a funeral home. Sometime after the founding of the Omaha Star in 1938, Mildred Brown and the newspaper occupied the building; and on to the present day.

The mostly brick and glass façade has an open beveled corner entrance forming a niche. Six brick piers sitting atop bold limestone bases dominate the composition. They are in filled between with decorative brickwork with limestone block details forming waist high sills for the large windows. These piers are surmounted by an entablature of sorts consisting of brick: soldier course, dentils, banding and notched parapet capped with a limestone coping.

In 1967 stripped metal awnings, typical to that era, were installed and are only slightly distracting to the overall aesthetic.

The 24th Street elevation is also distinguished by a prominent painted metal neon sign (tubes removed) probably designed and installed in the 1940s or 50s.
Nebraska's Only Black Owned Newspaper

Omaha, Nebraska
The Omaha Star, in existence for more than 66 years, has been Nebraska's largest African American newspaper and the city's most effective device to improve the lives of African Americans. Since 1938, the policy of the Omaha Star has been to print only positive news and to be a vigilant champion for African-American progress. Located in the heart of Omaha's African American community, two blocks south of 24th & Lake Street, the Omaha Star building is a surviving symbol of culture, strength, positive journalism, information and education to individuals in Omaha and the surrounding areas.

The Omaha Star, with its circulation of approximately 30,000, was found in a survey conducted in 2001 to be read six times before being discarded. In its 66 year history the Omaha Star has never missed an edition. Its archives are a miniature history of Omaha's black community, a population of well over 60,000 people.

The Omaha Star was founded by the late Mildred D. Brown in 1938. She is believed to be the first female, certainly the first African American woman, to found a newspaper in the nation's history. Her tenacity, flare, character, charitable nature and community connections helped make the Omaha Star a cornerstone of Omaha's African American community. When Mrs. Brown expired unexpectedly in 1989, the paper was then placed in the capable hands of Dr. Marguerita Washington, her niece, now heads the newspaper.

The Omaha Star and its work for equal rights for all Americans are legendary. Throughout its renowned history, the Omaha Star was on the forefront, leading the charge to open public accommodations to African Americans, including hotels, restaurants, theaters and taverns. The Omaha Star was instrumental in working with the public school system of Omaha to ensure that black teachers had equal participation. Currently, the Omaha Star concentrates on news coverage that is relevant and informative to the particular niche market that it has proudly served for decades.

The Omaha Star has received many awards over the years. It was inducted into the Chamber of Commerce Business Hall of Fame on July 9th, 1996 and it also has received the Golden Spike award. In addition, the Omaha Star is member of the National Newspapers Publishers Association.

The Omaha Star, as suggested by its naming after a celestial body, will continue to be a beacon of light providing education, and positive information to the community and the body of readers that it has so proudly served for many many years.
Mildred Brown

The motto that lines the banner of the Omaha Star reads, "Dedicated to the service of the people that no good cause shall lack a champion and that evil shall not thrive unopposed." Those words could easily be used to describe the life of its founder, Mildred Brown.

Mildred was born in 1915 in Alabama to a prominent Black family. At the age of 16 she graduated from Miles Memorial Teachers College. In 1936, she married S. Edward Gilbert. A year later, they moved to Omaha, Nebraska, where in 1938 they launched the Omaha Star, a weekly publication. After her divorce from Gilbert, Mildred continued publishing the paper, building it into one of the most successful weekly Black newspapers in the country.

The Star was filled with positive, upbeat stories about the Omaha Black community. Through the paper, Brown gave countless young people their first opportunity to hold down a job. She instilled in them a sense of responsibility and hard work. She always encouraged them to further their education and provided scholarships for those interested in going to college.

During World War II, the Star campaigned for the integration of all military forces and encouraged readers to take advantage of the work available at defense plants. After the war, Black Americans found discrimination at every turn. Mildred Brown and the Star were in the middle of it all, playing a key role in breaking down discrimination in Omaha. Mildred boldly confronted injustice and took major risks for the sake of her people.

By the early 1960s, the opposing forces of race relations came to a head. Mass, non-violent demonstrations were being held nationwide to bring attention to the plight of the Negro. Mildred and the Star kept the public informed and the editorial page reflected the attitudes and goals of the Black community. In the heat of summer, when patience waned and riots erupted in urban communities, the Star called for level heads and the end of destruction.

Throughout her life, Mildred Brown worked tirelessly for the cause of racial justice and community pride. She was highly respected and met frequently with politicians at the local, state and national levels.

http://net.unl.edu/newsFeat/tnw/tnw_mildred.html

10/26/2005
Although she mingled with the powerful and famous, she lived a modest unassuming life, maintaining a small apartment at the rear of the *Omaha Star* building. It was there she lived and there she died in 1989.

Rosalie La Flesche Farley | Bess Streeter Aldrich | Mildred Brown

http://net.unl.edu/newsFeat/tnw/tnw_mildred.html 10/26/2005
Mildred Brown -- Founded the Omaha Star newspaper in 1938

In 1936, Mildred married S. Edward Gilbert and the next year they moved to Omaha where Mildred worked for the Omaha Guide selling ads. By 1938 Mildred and Edward were ready to start their own paper, the Omaha Star. On July 9, 1938, the first issue of the Omaha Star was published. Six thousand copies were printed and sold for ten cents each.
Mildred Brown -- Founded the *Omaha Star* newspaper in 1938

The *Omaha Star* brought "joy and happiness" with positive news about the black community. Positive role models were celebrated, families were honored, and individual accomplishments such as new jobs or graduation from high school or college were common features. The *Omaha Star* brought respect by reporting local and national news with black perspectives. The Omaha Star also encouraged its readers to become involved politically by voting.

During World War II, the *Omaha Star* asked challenging questions of their readers, like "What does it mean to be a citizen?" The paper encouraged full participation in war efforts.

By the end of World War II, Mildred and Edward divorced. Edward left the paper and Mildred was in charge of everything as the "Advertising and General Manager." Source – NSHS.

Mildred understood the importance of jobs and also used her paper's power to develop and expand opportunities for African Americans in Omaha. The paper refused ads for businesses that would not hire blacks and called for boycotts of local and national businesses that discriminated in hiring. Source: NETCHE. Click here to see a video segment about Brown and advertising practices. You'll need the QuickTime Player.
Mildred Brown -- Founded the *Omaha Star* newspaper in 1938

Mildred Brown worked to correct the hiring practices of many businesses in Omaha. In the businesses that did hire blacks for menial jobs, Brown worked to expand the job opportunities for blacks.

Brown provided jobs and scholarships for the young men in the community. Source – NSHS.
Mildred Brown -- Founded the *Omaha Star* newspaper in 1938

Brown also got involved with the DePorres Club after World War II. Father John Markoe was the adult leader of this group of high school students and Creighton University students dedicated to fighting discrimination. When asked to leave Creighton University, the club met at the office of the *Omaha Star*. The DePorres Club helped African Americans in Omaha find jobs and protested against segregation.
Mildred Brown -- Founded the *Omaha Star* newspaper in 1938

As a journalist and publisher, Mildred's circle of friends was wide taking her on many travels for business, conventions, social events, and meetings with other publishers of black and white papers.

Brown with President Lyndon B. Johnson. Source – NSHS.

A testimony to her accomplishments is easy to see in Omaha today. Mildred Brown was the first African American and one of only three women to be inducted into the Omaha Business Hall of Fame. And the *Omaha Star* is still operating under the leadership of Mildred's niece, Marguerita Washington. Mildred Brown died in 1989.

Brown with Vice President Hubert H. Humphrey. Source – NSHS.

ORDINANCE NO 32329

AN ORDINANCE to designate the Omaha Star Building at 2216 North 24th Street as a landmark pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha

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

Section 1 That the Omaha Star Building at 2216 North 24th Street, which is on the following described land, to wit

Patrick's 2nd Addition, Block 7, Lot 3

is hereby deemed historically significant and worthy of recognition for the reasons cited in Landmark Heritage Preservation Resolution attached hereto as Exhibit "A" and made a part hereof by reference

Section 2 That the "Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Buildings", as may be from time to time amended, are hereby adopted as the design standards to be applied in the enforcement of this ordinance and Chapter 24, Article II, of the Omaha Municipal Code

Section 3 That the Omaha Star Building is hereby designated as a landmark pursuant to Section 24-61 of the Omaha Municipal Code and hereby subject to all of the provisions of this Ordinance and Chapter 24, Article II, of the Omaha Municipal Code
ORDINANCE NO 32329

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

INTRODUCED BY COUNCILMEMBER

[Signature]

APPROVED BY

[Mayor's Signature] 4/6/06
MAYOR OF THE CITY OF OMAHA DATE

PASSED APR 4 2006 2-0

ATTEST

[Buster Brown's Signature] 4/6/06
CITY CLERK OF THE CITY OF OMAHA DATE

APPROVED AS TO FORM

[CITY ATTORNEY'S Signature] 2-17-06
5th CITY ATTORNEY DATE

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

[Buster Brown, City Clerk, City of Omaha]
ORDINANCE NO. 30329

AN ORDINANCE to designate the Omaha Star Building at 2216 North 24th Street as a landmark pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha.

PRESENTED TO COUNCIL

1st Reading MAR 1 4 2006 - Hearing
3/2/06

Hearing MAR 2 1 2006 - Overt to Hearing pursuant to City Council Rule 371 H.

Final Reading APR 4 2006

Passed 7-0

BUSTER BROWN
City Clerk