

**United States Department of the Interior
National Park Service**

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**National Register of Historic Places
Inventory—Nomination Form**

received NOV 25 1986

date entered DEC 29 1986

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Terminal Building (LC13:C8-298)

and/or common same

2. Location

street & number 947 "O" Street N/A not for publication

city, town Lincoln N/A vicinity of

state Nebraska code 031 county Lancaster code 109

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input checked="" type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Roosevelt Holdings, Inc.

street & number Terminal Building (947 "O" Street) Room B-2

city, town Lincoln N/A vicinity of state Nebraska

5. Location of Legal Description

courthouse, registry of deeds, etc. Register of Deeds

street & number 555 South 10th Street

city, town Lincoln state Nebraska 68508

6. Representation in Existing Surveys

title Nebraska Historic Buildings Survey has this property been determined eligible? yes no

date On-going federal state county local

depository for survey records Nebraska State Historical Society

city, town Lincoln state Nebraska

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>N/A</u>
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The Terminal Building in downtown Lincoln, Lancaster County, Nebraska, is a ten-story, reinforced concrete office building sheathed in terra cotta on the principal (north and east) facades and brick on the secondary (west and south) sides. The building has approximately 84 feet of frontage on "O" Street and 140 feet on Tenth Street. Above the second floor the plan is L-shaped, providing exterior windows to rear offices. The exterior has a high degree of integrity above the first floor, including survival of almost all the rolled steel windows. On the interior, the lobby retains much of its original marble, bronze, and plaster decoration. This nomination contains one contributing building.

The Terminal Building stands at a busy intersection in the western part of the central business district of Lincoln, Nebraska. The ten-story, reinforced concrete office building is completely sheathed in white-glazed terra cotta on the principal (north and east) facades above the storefront level, while the south and west sides are faced with brick. The principal facades are organized in a version of the base-shaft-cap arrangement common among turn-of-the-century tall office buildings. The wide-windowed first and second floors serve as the base, floors three through nine are the shaft, and the more ornate tenth floor topped by the cornice and parapet cap the building.

The storefront level is the most altered portion of the exterior. It originally had large storefront windows trimmed with polished gray granite, but now has reduced openings and white brick veneer. The principal entrances on "O" and Tenth Streets remain in their original locations, as do some secondary entrances into individual storefronts, including a doorway at the northeast corner (now serving a restaurant). The original marquee, extending the width of the north front and back along Tenth Street to the entrance on that side, was ornamented with terra cotta and roofed with translucent glass panels. The marquee is now supplemented with a light aluminum addition to extend the full length of the east facade. The ornament has been removed or covered over and the glass panels have been blocked, but the original paired support chains are still visible.

At the mezzanine level above the marquee, the original ribbon windows have been replaced with dark panels and some dark glass. The few terra cotta piers at this level have been painted black, except at the west and south ends of the building. The most noteworthy feature which has survived at this level is a shallow bay window above the north entrance. This window with the small room behind it was built and used as the streetcar dispatcher's booth, with the bay window affording views east and west along "O" Street as well as north to Ninth and Tenth Streets.

Above the mezzanine, the fenestration and terra cotta sheathing is largely intact. On sill level at the second floor there is a projecting band of fluted terra cotta molding; another with a guilloche pattern acts as a stringcourse below the third floor. The four bays of the second floor's north facade and the seven on the east side contain large Chicago-type windows, which originally had large fixed central panes and narrower, operable sidelights. The

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sidelights have been replaced with glass blocks and some of the central panes have been vertically divided. Between the bays, there are raised moldings in terra cotta outlining panels. At each corner the panels contain a flaming torch decoration, also in terra cotta. This second floor was originally conceived as retail space, available at lower rents than ground-floor shops. However, an insurance company occupied almost the entire second floor within a few years of the building's completion.

Above the second floor, the fenestration and ornament is consistent from the third to ninth floors. The bay division of the second floor is maintained (though deemphasized) above, with slightly wider piers, decorated with rosette bands, between pairs of windows. These bands outline seven-story tall panels, which read more or less as pilasters but have neither base nor true capital. The ninth floor is capped with a stringcourse decorated with a diamond fret.

The dominant element of the middle floors is the fenestration of rolled steel windows. When closed they appear to be ordinary one-over-one sliding sash, but instead they are of the "austral" or "Windsor" type. The upper light pivots out as the lower light pivots in, while both slide toward the horizontal midline of the window. Above the second floor, almost all of these distinctive windows survive on all facades, with only a few altered in the lower light to accommodate air conditioners. The principal alterations to the middle floors are the several openings pierced through the walls below windows for air conditioners.

Most of the decoration of the exterior is concentrated in the capping tenth floor. The boldly projecting classical cornice includes dentils, egg-and-dart moldings, modillions, and crowning antefixae, as well as a plain parapet.

The rear (south and west) facades of the building are sheathed in brick and are dominated by the abundant windows. At the southeast and northwest corners, the terra cotta decoration continues to the rear for the width of one pier. The sills and lintels of the windows are also white glazed terra cotta, and the top of the westernmost facade has a terra cotta band with the inscription "TERMINAL BUILDING" in tiles. The rear facades feature two colors of brick, with dark red predominant, framed by light orange at the top floor and outlining the corners, down to the third floor level. The intention behind this treatment is clearly stated in a 1916 brochure for the building, which refers to the rear as "faced with brick laid in buff colored mortar, arranged in panels with light buff, impervious brick borders, forming panels and presenting a finished color scheme..." At grade level on the south side, a large garage door has been bricked up and a new rear entrance to the lobby has recently been inserted.

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On the interior, the most significant space is the tall lobby, extending south from the "O" Street entrance. The lobby is also accessible by corridors from the Tenth Street entrance and new south doorway. Varied marbles are used in the lobby for the floors, high wainscoting, and pilaster shafts. A few original mahogany storefronts facing the lobby are intact. The mezzanine walls, capitals, ceiling beams and moldings are all plaster. The mezzanine has French doors behind bronze railings bearing the monogram "T." There is also a bronze railing on the staircase at the northeast corner of the lobby, providing access to the dispatcher's booth and the second floor. At the foot of those stairs is a large bronze plaque listing the officers and directors of the Lincoln Terminal Company, the architect, builder, engineer, and their superintendents, and twenty-one subcontractors.

The former locker and lounge rooms in the basement for the streetcar company's employees have been converted to offices or service areas. A few of the ground floor stores retain mezzanine levels, with stairs and railings. Most of the upper floor, double-loaded corridors and the offices have been thoroughly altered.

To summarize the building's integrity, the exterior has a high degree except on the lower stories. Survival of the terra cotta sheathing and cornice and of the original, functionally distinctive windows is especially noteworthy. On the interior, only the lobby retains significant original finishes, restored by the recent removal of a disfiguring dropped ceiling.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900- 1936	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1916; 1916-1936 **Builder/Architect** Selden-Breck Construction Co./Paul V. Hyland

Statement of Significance (in one paragraph)

The Terminal Building is locally significant in the area of architecture (Criterion C) as Lincoln's best example of a Commercial Style office building, and in the area of transportation (Criterion A, repetitive event) for its close association with the Lincoln Traction Company, the dominant street railway company in the city from 1909 until the demise of streetcar service in 1943. The period of significance is derived from the original construction date of the building (1916) under Criterion C, and its association with the Lincoln Traction Company under Criterion A, 1916 through 1936, the last year in which the property continues to meet the 50 year criterion.

The Terminal Building was planned in 1915 and erected between January and August 1916 to provide headquarters for the Lincoln Traction Company, as well as leased office space. The architect was Paul V. Hyland of Chicago. He had designed an earlier office building in Lincoln (with partner Herbert H. Green) for the First National Bank (LC13:C8-350), just east across Tenth Street from the Terminal Building site. That eight-story, terra cotta and buff brick building retains its exterior integrity and probably meets National Register criterion for significance in the areas of architecture and commerce.

During the period of construction of the Terminal Building, architect Hyland designed two significant Lincoln residences, the McAfee House (LC13:D7-51) and the Frank H. Woods House (2501 Sheridan Blvd.), the former of which is on the National Register within the Mount Emerald and Capitol Additions Historic Residential District and the latter of which probably meets National Register Criterion B for association with a significant individual, Frank Woods, a local business leader and telephone pioneer.

Little else is known about Hyland, beyond these four significant Lincoln buildings. One of his Chicago commissions has been identified, a twelve-story office building of 1929 (Equitable Building, 180 Washington Street, with partner Raymond O. Corse), and he is known to have been active at least into the late 1930s. Hyland is listed among Lincoln architects in the 1917 and 1918 city directories, with Joseph G. McArthur as his "representative." McArthur is memorialized on the Terminal Building's bronze plaque as "Sup't" [Superintendent] just below Hyland's name, and it seems likely that he, not Hyland, staffed the architect's Lincoln office.

Considering the diversity and significance of his four known Lincoln projects, learning more about Hyland is of considerable interest to local architectural history. But even without attempting to describe the Terminal Building as a "work of a master," this building meets Criterion C by embodying the distinctive characteristics of a type, as one of Lincoln's best early tall office buildings and the city's clearest example of the Commercial Style. The six-story Burr Block of 1887 can be regarded as Lincoln's first "tall" office building, followed in 1910 by the eight-story First National Bank Building. Simultaneous with the construction of the ten-story Terminal Building in 1916,

9. Major Bibliographical References

See Continuation Sheet

10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Lincoln, Nebraska

Quadrangle scale 1:24,000

UTM References

A

1	4	6	9	13	2	13	10	4	15	2	10	2	17	10
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification

This property is described as Lots A, B, C, G, and H of the County Clerk's Subdivision of Lots 1 through 6, Block 54, Original Plat, Lincoln, Lancaster County, Nebraska, including all historically associated property.

List all states and counties for properties overlapping state or county boundaries

state NA code county code

state NA code county code

11. Form Prepared By

name/title Edward F. Zimmer, Ph.D./Historic Preservation Planner

organization Lincoln/Lancaster County Planning Dept. date September 25, 1986

street & number 555 South 10th Street telephone (402) 471-7491

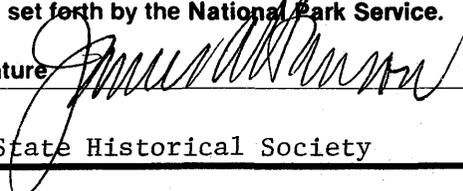
city or town Lincoln state Nebraska

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature 

title Director, Nebraska State Historical Society

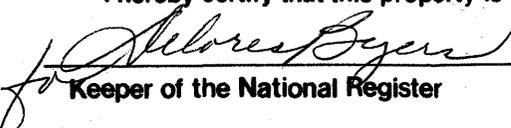
date 10/29/86

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I hereby certify that this property is included in the National Register

Entered in the National Register

date 12/29/86

Keeper of the National Register 

Attest:

date

Chief of Registration

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the Burr Block was completely reconstructed as the Security Mutual Insurance Building, a full eight stories tall (LC13:C9-2, listed on National Register in 1979). Security Mutual's rock-faced limestone facades are an unusual blend of rich Romanesque Revival texture and restrained, repetitive Commercial Style fenestration and ornament. The Terminal Building was supplanted as Lincoln's tallest office building in 1927, when three taller buildings were simultaneously under construction. The limestone Stuart Building (LC13:C9-3) is twelve stories tall, as is the brick and limestone Federal Securities Building (now Lincoln Liberty Life Building at the northeast corner of 13th and "N" Streets). Tallest of all was the sixteen story Sharp Building of brick trimmed with terra cotta (southeast corner, 13th and "N"). To varying degrees, all three of these building employ a vertically oriented pier and spandrel system and Gothic decoration, differing sharply from the blocky, balanced mass, even planes, and classically derived terra cotta ornament of the Terminal Building.

The Terminal Building is a good example of what Whiffen calls the Commercial Style--tall office buildings with straight fronts, flat roofs, level skylines, abundant, large windows, and restrained ornamentation. While the terra cotta facades of the Terminal Building are distinctive among tall Lincoln office buildings, the molded decoration is of shallow projection and small scale for a building of this size, and is organized to reinforce the characteristic, Commercial style balance of horizontal and vertical elements.

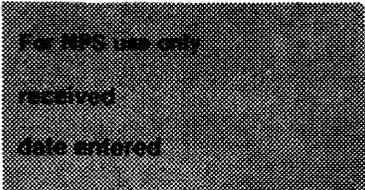
In addition to its architectural value, the Terminal Building derives significance (as well as its name) from its association with the Lincoln Traction Company. That organization was formed in 1897 as a reorganization of the Lincoln Street Railway Company, founded in 1881 as Lincoln's first street railway and in service by 1883. In the sixteen years between the founding of Lincoln Street Railway and its reorganization, approximately a dozen other streetcar companies were franchised in Lincoln, but Lincoln Traction Company was the largest. Controlled by out-of-state investors, Lincoln Traction was a target for public and private ire over disputed tax payments, fare increases, and maintenance and improvement policies. In 1905 local interests formed the competing Citizens Railway, largely to pressure Lincoln Traction. This tactic was successful to the degree that when Lincoln Traction and Citizens Railway merged in 1909 (retaining the Traction name), former Citizens directors held six of the eleven seats on the new board and only one of the directors was not a Lincoln man.

In merged form, Lincoln Traction Company owned and operated almost all the streetcars in Lincoln. According to a company advertisement, its streetcars travelled 2,617,666 miles and carried 12,222,597 passengers in the year ending

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June 1916. The company also had its own electric generating plant which not only supplied the streetcar lines, but also sold electricity and steam to private customers. The merger of 1909 was followed by a painful series of consolidations and abandonments of unprofitable lines, which produced the company's most prosperous period in the early 1910s. Presumably this prosperity gave rise to the plans for the new headquarters. A separate entity, the Lincoln Terminal Company, was formed by Lincoln Traction Company directors to construct the building, with William Sharp serving as president of both companies.

The new structure served as the "terminal" of the Traction Company's various lines, with ticket counters in the lobby and the ample marquee for sheltering waiting passengers. The building's name also reflected optimistic hopes that future interurban lines would emanate from there as well. The basement provided employees' locker rooms, showers, and a lounge with billards tables. In addition to the ticket counters, the first floor housed the company's electrical appliance store, while the general offices occupied most of the third floor. Although the majority of the building was occupied by other tenants, a large rooftop sign for the Traction Company left no doubt as to the prime occupant of the structure.

The First World War brought reduced income to Lincoln Traction Company, followed by labor strife and a bloody strike in 1917. The company ran deficits in the early '20s, as buses started competing with its streetcars on the suburban lines. A holding company took over Lincoln Traction in 1926, mainly to acquire the power plant, which was split off from the transit operation. That same year the company began to acquire its own buses. Already by the late '20s the system was half bus/half streetcar, while revenues continued to decline. Just three streetcar lines remained after 1931. National City Lines, a bus operator, acquired Lincoln Traction Company in 1942 and eliminated the company name, just one year before abandoning Lincoln's last streetcar line in 1943.

Most of the streetcar tracks were removed by federal relief projects in the 1930s. The Lincoln Traction Company power plant on K Street was operated and expanded by new owners until it was completely replaced in 1949. The major, extant historical resource directly associated with the company is the Terminal Building.

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