

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Capitol Garage

other names/site number 19th & Capitol Garage, Rent-A-Ford

2. Location

street & number 202 N 19th Street

N/A

not for publication

city or town Omaha

N/A

vicinity

state Nebraska code NE county Douglas code 055 zip code 68102

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide X local

Signature of certifying official Michele J. Smith

Date 04-17-2012

SHPO, Director, Nebr. St. Historical Society
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

☒ entered in the National Register

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

other (explain)

Signature of the Keeper [Signature]

Date of Action 5-11-2012

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property
(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Transportation: Road-related (vehicular)

Commerce/Trade: Business

Current Functions
(Enter categories from instructions.)

Transportation: Road-related (vehicular)

7. Description

Architectural Classification
(Enter categories from instructions.)

Mixed

Materials
(Enter categories from instructions.)

foundation: Concrete

walls: Brick

roof: Synthetic

other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

Designed by James T. Allen in 1924 as a ramp parking structure, this 80' wide, 120' long, four-story, rectangular, masonry structure is located on the northwest corner of 19th Street and Capitol Avenue in downtown Omaha. Its corner lot location creates two primary facades (east and south). Since the structure is situated on the side of a hill, sloping from southwest (top) to northeast (bottom), the first floor of the entire west façade and part of the south façade are beneath grade. This change in slope allows entrances to the first floor from the east façade and to the second floor from the south façade.

Narrative Description

Construction Overview

The four-story building was constructed using a concrete column and beam structural system clad in brick. All of the floors are poured-in-place concrete joists, including the ramp that connects the first through fourth floors. The roof structure is a synthetic roofing membrane on cement tile over poured-in-place concrete joists.

Exterior

Front (East Façade)

The original design and execution of the primary facades of the building gave it the appearance of a central block and wings, with a level parapet across the top of the building. This is obscured by several mid-century alterations today. Currently, the primary (east) façade is clad in red brick and is divided into twelve window bays separated by pilasters. This façade serves as the main entrance into the building. From the ground level to the second floor level, all of the pilasters, as well as the body of the wing blocks, are clad in a 1970s panelized stucco system. At the second floor level, a band of painted corrugated metal siding—also installed in the 1970s—breaks the continuous gesture of the pilasters along the entire façade. Along the top of this façade is another 1970s panelized stucco system, which projects outwards over the original stone cornice and decorative brickwork. The bottom edge of this stucco system responds to the window placements below, stepping up and around them in a reverse crenellation.

There are six original steel sash windows on the first floor and twelve original steel sash windows on each of the floors above. Below each window is a brick spandrel panel with decorative brick patterning. All of the windows are comprised of 15 panes, 3 rows high, with fixed outside and bottom windowpanes surrounding a 6 lite awning window. Counting the bays from south to north (left to right), within the sixth and seventh bays, the windows from the ground level up are one pane wider than the remaining windows. Between bays one and five, this façade contains a small storefront and garage entrance. The storefront originally consisted of a door with sidelights adjacent to a display window. Both were capped by a series of transom windows. The original garage door on this façade was a pair of bi-folding doors, each with a panel below and a half-lite above. Today, the display window and vestibule within bays one and two are a 1970s era aluminum storefront system. The display window is recessed to the back edge of a planter faced with non-historic 2"x2" flat black tiles, consistent with storefront design in the 1970s. A modern clear glass transom exists over the vestibule in bay two. A 16' wide, modern, aluminum, four panel, roll-up garage door spans bays three through five. These panels are sub-divided into five recessed panels, the third row of which contains glass instead of solid panels. Pipe guards flank each side of the garage door opening. Next to the garage door in bay five and at the opposite end of this façade in bay twelve, are two painted hollow metal, flat slab pedestrian doors. The south (left) door was added at a later date. The north (right) door replaced the original four panel door in the 1970s.

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Side (South Façade)

Complementing the east façade, the south façade has many similar features. The main body of this façade is clad in red brick and consists of eight window bays separated by brick pilasters. Counting the bays from west to east (left to right), from the ground level to second level, only bays five through eight are exposed due to the grade change. The 1970s panelized stucco system and corrugated metal siding both continue from the front façade until they touch grade. Along the top of the façade, the same panelized stucco system found on the front of the building continues onto this facade.

Two 1970s aluminum storefront windows, within bays seven and eight, are located along the ground level and share the same tile detail along their base as the east façade planter detail. They replace original plate glass display windows in this location. In bay two, the original tri-folding garage door was replaced with a painted non-historic, four panel, roll-up steel garage door. This door serves as a secondary entrance for vehicular traffic from Capitol Avenue. There are eight original steel sash windows on floors three and four, and six original steel sash windows on the second floor that match the glazing pattern of the windows on the east façade. One window, to the west of the garage door on the second floor, breaks the consistency. This window is an original 6-pane, fixed steel sash protected by a grill of bars on the interior of the structure.

Rear (West Façade)

Due to grade changes around the structure, the second floor level aligns with grade on this facade. This wall was constructed along the lot line and consists of an exposed concrete structure of beams and columns with brick in-fill panels, which have all been painted white. Six window openings in the center of this façade varied in size to reflect the location of the ramp on the interior. These were in-filled with masonry at an unknown time.

Side (North Façade)

This façade was also constructed along the property line and remnants of the now non-extant neighboring structure's sidewall still exist along this side. The wall is faced in brick painted white.

Interior

Finishes

In general, finishes throughout the structure are historic and industrial in nature: Floors are the original raw concrete; ceilings are the original exposed undersides of the floor slabs above and are painted concrete; and walls are the original brick and structural clay tile, although they have been painted over time.

Ramp and Stairs

The original "L" shaped concrete ramp connects the first through fourth floors and sits along half of the west and north walls of the building. The historic concrete curb and pipe rail sit atop a concrete knee wall along the ramp's open side. The original enclosed stairwell, in the northeast corner, provides egress access for the floors above and to an exit on the east side of the structure on the first floor. The original steel fire doors are extant and are contained within an early version of a fire door closure, which, when activated, runs on a pulley and counter weight system.

Basement

Approximately 1,700 square feet of the northeast corner of the foundation was excavated for a boiler room. An enclosed stairwell leading up to the first floor is located along the north wall next to a chimney wrapped in structural clay tile, which has been painted. This chimney continues up through the structure until it reaches the roof.

First Floor

The interior of the structure is divided into five east/west structural bays and four north/south structural bays. Due to the function of the building, the column bays are not equal in width and vary to accommodate driving lanes, parking stalls, and a ramp. A majority of the concrete columns have an additional ring of concrete around the base for protection.

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In addition to parking spaces and the ramp, the first floor contains offices, restrooms, a break room and a large storage room along the south wall. The majority of changes to the interior of the building have involved these office spaces. The finished floor of this area is one foot above the rest of the parking garage. The public enters the office area from a small vestibule off Nineteenth Street or through the garage. Originally, an area one bay wide north/south and two bays wide east/west was enclosed. The south half of this area served as a storage room while the north half was divided into a public vestibule, general office, private office, and pair of restrooms. In the 1970s, the enclosed space was elongated to fill the entire south bay. The original enclosed space was completely reconfigured. A central hallway was created to provide access to all the new spaces, which included an open office, a kitchenette, two private offices, storage and three restrooms. The finishes of the public areas of this office suite were last updated in the 1990s, while private areas such as the storage rooms and restrooms retain their 1970s finishes. These extant finishes include vinyl tile and carpeted floors, painted gypsum drywall walls and lay-in tile ceiling systems.

A second storage room is situated along the west wall within two bays. Since it is tucked beneath the ramp, the space has a low ceiling. The enclosed fire exit stair remains in the northeast corner of the building. Just to the south of the fire exit stair on this floor is a car wash bay, separated from the parking to the south by a partial-height block wall.

Second Floor

On the second floor, concrete columns align with those below. An "L" shaped concrete ramp continues to wind through the space in the northwest corner of the structure and the enclosed stairwell in the northeast corner remains. A storage room was added in the southeast corner of this floor in the 1970s. The remainder of the second floor is dedicated to parking space. A single-stall garage door is located within the southwest corner of the building, with direct access to and from Capitol Avenue.

Third Floor

The third floor matches the layout and finishes of the second floor, with the exception of the storage room. Instead, this floor is completely dedicated to parking space.

Fourth Floor

Columns, the ramp, and the enclosed stair continue up through this space from the third floor. At the enclosed stairwell in the northeast corner, there is a small room located above the east landing, which is accessed from within the garage. There are two steps leading up into this space, which once contained a toilet. On this floor, an iron ladder is attached to the chimney and leads to the roof for maintenance purposes.

Integrity

The Capitol Garage maintains a high level of the seven aspects of historical integrity: location, setting, design, workmanship, materials, feeling, and association. The structure has not been moved, preserving its location. Its site on the perimeter of downtown Omaha has allowed it to maintain its easy access to the city's denser core just a few blocks away. Still overshadowed by Omaha Central High School to its east, the structure has thus maintained its association with its original place and setting.

Since the garage is being nominated under Criterion C, the historic integrity of design, materials, feeling, and workmanship are very important. On the exterior, the overall form, massing scale and proportions of the structure have not been altered, and materials and features such as the industrial steel sash windows and decorative brickwork remain exposed. In addition, although they detract from the original design, careful inspection indicates that the 1970s alterations were built out over the brickwork, allowing the original materials and workmanship to remain intact underneath. Furthermore, although seen as jarring today, the 1970s alterations respected the original design – not covering it entirely and indeed, working with it to maintain the fourth floor windows and banding aspects of the cornice, belt course, and first floor base.

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On the interior, few structural additions or alterations have been made. The interior configuration, including vehicular circulation, remains true to the original design of the architect. Although the office area has been modernized and several storage areas added, the exposed structural concrete columns, beams, and ramp that fill the majority of the open garage space remain intact. The finer architectural materials and details such as window openings, steel fire doors, and guardrails also remain.

Altogether, the impression of the original design intent is still clear, providing the association with the building's original construction period. Also, the building's association with the automobile rental industry is still apparent in the pattern of garage and pedestrian doors. Despite the changes, the overall feeling is one of recognition. Past owners and clients would still be able to distinguish this building today as the one in which they rented automobiles in the past.

Future Plans

Planning is in progress for this building to participate in the 20% Federal Historic Tax Credit Program. The rehabilitation project will include the removal of the 1970s stucco and metal systems on the exterior, revealing the original material beneath. Any damaged areas will be restored according to the Secretary of the Interior's Standards for Rehabilitation. Guided by the original drawings, the building will be returned to its historic appearance, as shown in the additional documentation of this nomination. The interior will be converted to low-income, multi-family housing units.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

Period of Significance

1924-1961

Significant Dates

1924

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

Architect/Builder

James T. Allen

Period of Significance (justification)

The period of significance begins in 1924 when the Rent-A-Ford Company had this building constructed to serve their growing business. The period of significance would most logically end in 1979, when the Goldsteins sold their franchise, or in 1992 when the building stopped being used as an automobile rental location and became simply a parking garage. However, both of these dates are far beyond the generally accepted 50-year mark for allowing sufficient historic perspective to discern significance. Two additional end date justifications were also considered and rejected. Between 1924 and 1992, competition for local automobile rental business was steady, with 4 to 6 competitors always listed in the

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local yellow pages. Thus, it is impossible to define an increase in competition and use that as an end date. Alternatively, in 1958, both Avis and Hertz opened local rental offices at the Omaha airport. However, the vast majority of automobile offices never moved to the airport, so although it was an important source of revenue for the companies as a whole, establishment of these offices does little to mark their rise or decline. Therefore, the period of significance for this structure ends in 1961 (50 years from the present) as no better end date can be established.

Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Capitol Garage is locally significant under Criterion A in the area of Commerce for its association with the car rental business in Omaha, Nebraska. Known first as the Nebraska Service Garage, then as Rent-a-Ford, Capitol Garage, and Capitol Rent-A-Truck, the business was one of the earliest to rent automobiles in Omaha. As it developed, the company became a Hertz franchise and was involved in organizing that company's national advertising campaigns. Thus, in addition to representing the beginning of the automobile rental business here in Omaha, Capitol Garage also represents the nationalization of the car rental business through the development of franchises in various cities across America and national marketing campaigns. As one of Omaha's earliest ramp garages, this building is also locally significant under Criterion C as a representative building type.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Criterion A – Commerce – the Automobile Rental Business

The role of automobiles in American life grew quickly in the 1910s. The installation of a moving assembly line in the Ford Model T plant in 1913 meant a reduction in price and automobiles soon became affordable for the average person. Work on America's first transcontinental automobile route, the Lincoln Highway, began that same year and quickly led to the development of other paved roads and the national highway system. Moreover, a fascination with new mechanical technology led to a growing interest in automobiles themselves. Combined with a population that still relied heavily on horses, which were prone to diseases, and railways for long-distance travel, conditions were ripe for the development of the automobile rental industry.

Before 1916, automobile rental was often a sideline of other automobile related businesses. It often went hand-in-hand with taxi and sales companies. There was no better way to sell someone on a car than to let them try it out. Thus, as early as 1909, ads for automobile companies included pitches for renting as well as buying cars.¹

The earliest documented American company dedicated exclusively to renting automobiles was the Ford Livery Company of Omaha, Nebraska, which quickly changed its name to the Saunders System. The idea for the company was inspired by an incident in 1915, which may also have led to the formation of Rent-A-Ford/Capitol Garage. Warwick Saunders and his four sons, Joe, Ellis, Warwick Jr., and Harris were in the real estate business in downtown Omaha, using their Moline Knight Dreadnaught to take prospects out to see houses. When the car broke down and could not be repaired for several weeks, Joe Saunders decided to rent the car of the company's only salesman, Frank Arndt, and pay him by the mile.² Arndt's car was apparently not always available, because Art and Paul Goldstein recall their father, Isadore, loaning his

¹ See Additional Documentation, Figure 13.

² Harris Saunders, *Top Up or Down?: Car and Truck Renting and Leasing – the Origin and Development of the Industry – 1916-1972*, OxMoor Press, 1972, p. 23.

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touring car to a real-estate salesman that same year, and the salesman offering to pay Goldstein upon returning from his sales trip.³ The incident clearly got Joe Saunders and Isadore Goldstein thinking about the business possibilities of car rental. Although Goldstein was somewhat slower than Saunders to open a car rental business, within the next few years, business was booming for both, and each become pioneers in the industry in different ways.

Isadore Goldstein (1880-1962), the father of Art and Paul, was a Romanian immigrant who settled in Omaha after living in London and New York. At the time of the car rental incident, he was working as a partner at the Gate City Furniture Company in 1915. In contrast to Joe Saunders who began advertising car rentals in August 1916, it was not until 1918 that Goldstein opened the Nebraska Service Garage at 218 S 19th Street with a single automobile for hire.⁴ Between 1921 and 1924 he changed the name of his company to Rent-A-Ford, and in 1925, he changed it again to Capitol Garage after moving into the nominated property at 19th and Capitol Streets.⁵

The industry took off quickly after its official start in Omaha, and by the 1920s, automobile rental companies had formed in cities across the United States. During the 1920s, there were only two companies that really operated at a national level however, Saunders System and Hertz. The Saunders System grew rapidly in the 1920s, with rental stations in over 50 cities by 1925, but Hertz grew even faster.⁶ Originally, known as Rent-A-Ford, Walter Jacobs' founded his automobile rental company in Chicago. Starting with twelve Ford Model T automobiles in 1918, by 1923 the company had a yearly profit of over \$1 million. John D. Hertz, then president of the Yellow Cab and Yellow Truck and Coach Manufacturing Company, took notice of the young man's success and bought Jacobs' company in 1923. Thus, the Hertz Drive-ur-Self System was born just as Goldstein's car rental company moved into its new garage at Capitol and 19th Street in Omaha.⁷ By 1925, Hertz had 150 car rental stations and operated "some 600 of its cars in Chicago as well as about 100 each in Cleveland, Louisville, (and) St. Louis."⁸ Thanks to its franchise system, Hertz became the first coast-to-coast car rental system.⁹

Back in Omaha, determining the number and nature of other early automobile rental companies is difficult, as no consistent terminology was used in city directories during the 1910s and 1920s.¹⁰ We do know, however, that Goldstein's Rent-A-Ford company had competition. In 1926, these included the national chains of the Saunders System and the Yellow Drive-Yourself-System (aka Hertz). There were also at least two local companies, the Palace Auto Livery Company and U Drive-It.

After weathering the Great Depression and the gas and tire rations of World War II, those left in the automobile rental business held aging fleets. Nonetheless, with civilian life returning to normal, business picked up. In 1946, Isadore Goldstein purchased the Hertz franchise in Omaha, along with its fleet of automobiles. This business relationship would

³ Mahoney, Jerry, "Friendly Loan of Auto in 1915 Led to Rent-a-Car," *Omaha World-Herald*, Omaha, Nebraska, February 24, 1980.

⁴ See Additional Documentation, Figure 13.

⁵ It is unclear if the Rent-A-Ford business was a franchise of Walter L. Jacob's Chicago based Rent-A-Ford business, or if the two companies simply used the same name.

⁶ Harris Saunders, *Top Up or Down?: Car and Truck Renting and Leasing – the Origin and Development of the Industry – 1916-1972*, OxMoor Press, 1972, p. 139.

⁷ Harris Saunders, *Top Up or Down?: Car and Truck Renting and Leasing – the Origin and Development of the Industry – 1916-1972*, OxMoor Press, 1972, p. 137.

⁸ "Business & Finance: Drive-It-Yourself," *Time Magazine*, Monday, June 15, 1925.

⁹ T.M. Robertson, "History of Hertz Car Rental" Associated Content from Yahoo, published August 8, 2010, accessed July 2011 at http://www.associatedcontent.com/article/5632334/history_of_hertz_car_rental.html?cat=16.

¹⁰ Even in 1926 when the term "Automobiles of Rent" is first used, at least four other companies known to rent automobiles are listed under "Automobile Liveries" instead; a category which also included taxis. Other automobile renters may have also been listed under "Automobile Garage and Repair", and "Automobile Manufacturers, Dealers, Garages and Repair".

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prove fortuitous for both parties. A year after Goldstein's purchase, Hertz executives convinced the company to run its first national advertising campaign. Six years after the company began this effort, revenues more than tripled, going from \$17.2 million in 1947, to \$56.9 million in 1953.¹¹ This growth occurred even as Hertz underwent significant ownership changes with General Motors purchasing the company in 1946 and reselling it to John D. Hertz in 1953. Hertz quickly installed Walter Jacobs (the company's founder) as president. As franchise owners, the Goldsteins took an active role in the Hertz Corporation. From the early 1950's until the late 1970's, one member of the Goldstein family always sat on the Hertz advertising and franchise committee. In particular, Paul M. Goldstein (1903-1992), one of Isidore's sons, served on the Hertz advertising and franchise committee in the 1950s and early 1960s. In addition, he was elected director of the Nebraska State Car and Truck Renting and Leasing Association in the 1970s. Holding a position on the Hertz advertising and franchise committee was important for the Omaha business, especially since it became a specific rate example for Hertz Driv-Ur-Self advertisements in 1952, 1954, and 1955. According to an advertisement in *Life*, "At the Hertz station in Omaha, Nebraska, the daily rate is \$5.50, plus 8 cents per mile, including gasoline, oil, and insurance."¹²

The same ad features the Omaha airport, illustrating the transition of the car rental industry from rentals to locals and those arriving by train, to those arriving by airplane. This was a fast growing market in the 1950s. Although Hertz had opened a rental station at the Chicago airport in the 1930s, it was Avis who first took this concept to a national level. They were soon followed by the other major car rental companies. In 1953, Hertz estimated that 60% of its rentals were to out-of-town visitors arriving by airplane.¹³

The Goldstein's Hertz franchise continued to thrive in Omaha through the 1960s and 1970s, with their fleet growing to 350 cars by 1979. That same year Hertz bought back the franchise and the Goldsteins retired from the automobile rental business.

Criterion C – Ramp Garages as an Architectural Type

According to architect Shannon McDonald's recent study on parking garages, the earliest published ramp garage design was for the New York Taxicab Company in New York in 1909.¹⁴ The following decades saw articles dedicated to a wide variety of parking garage designs, focusing on everything from car design requirements to aesthetic principles. By 1918 when the D'Humy system of staggered floors with half-story ramps between each level was patented, single ramp systems, double ramp systems, elliptical ramps, concentric spiral ramps and double-spiral ramps had all been tried, analyzed and published. Then, in 1922, Albert Kahn's office invented the continuously sloped floor ramp. In addition to the variety of ramps, there were designs for garages utilizing elevators, turn-tables and a combination of all three modes of conveyance. At the time, there was perhaps as much innovation and effort among architects and engineers to orchestrate the storage of automobiles as there was to make a better car.

As the 1920's drew to a close and the number of automobile manufacturers was consolidated, cars became more standardized. Thus, the ability to design a ramp that met the width and turning radius of various models became more feasible. This standardization of cars and the fact that elevators were expensive to maintain, meant that the ramp garage could finally compete with the elevator garage.¹⁵ Architectural trade journals, such as the March 1927 issue of *The Architectural Forum*, and the 1934 *Graphic Standards*, began to provide diagrams and dimensions that further

¹¹ "Hertz Corporation," Adage Encyclopedia, Copyright © 1994-2012 Crain Communications, September 15, 2003, accessed July 2011 at <http://adage.com/article/adage-encyclopedia/hertz-corp/98695/>.

¹² Hertz, "Wherever you go, whatever you do," *Life*, Vol. 32, February 11, 1952, pg. 55.

¹³ "Hertz Corporation," Adage Encyclopedia, Copyright © 1994-2012 Crain Communications, September 15, 2003, accessed July 2011 at <http://adage.com/article/adage-encyclopedia/hertz-corp/98695/>.

¹⁴ McDonald, Shannon Sanders, *The Parking Garage: Design and Evolution of a Modern Architectural Form*, Washington D.C.: Urban Land Institute, 2007, p. 30.

¹⁵ McDonald, Shannon Sanders, *The Parking Garage: Design and Evolution of a Modern Architectural Form*, Washington D.C.: Urban Land Institute, 2007, p. 33.

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standardized the design of parking structures. Articles urged designers to fit the ramp into the overall design (instead of designing around it), to maximize parking stalls and noted that each site would require a unique solution. Other general design principles included a 10' high minimum floor-to-floor height, a 15% ramp grade, columns every 3-4 stalls, and a single ramp design for garages under 300 cars or a double ramp design for garages over 300 cars.¹⁶

When the Capitol Garage was constructed in 1924, however, these design principles were not yet standards. Thus, the design principles described above and utilized in the construction of the Capitol Garage were gleaned from individual articles and the architect's previous experience. James T. Allen had designed four garages before being hired by Goldstein, and must have leaned heavily on previous knowledge for the Capitol Garage.¹⁷ However, this was his first known garage incorporating a ramp, and the first garage in Omaha to do so. Other local architects likely looked to the successful design of this ramp for guidance when designing later ramp garages in Omaha.

Of the design principles promoted in the later 1920s, the Capitol Garage exhibits the following 6 key features. The building was enclosed to protect the cars and designed with a sense of aesthetic appeal, although no true architectural style was employed. Amenities such as a car wash bay and gasoline pump were included to service the vehicles before they went out the next time. Floor-to-floor heights were held to 10'-6" high. On each parking level, columns were placed between every two to three parking stalls, allowing for clear circulation space. The ramp itself was set at 16' wide with a max slope of 15% (8.5°). With a designed capacity of 300 vehicles and a private owner, instead of public users, parking the cars - a single one-way ramp was the most efficient solution.

In his 1980 article on the history of the Goldsteins and their rental car company, Jerry Mahoney indicated that this building might have been the first garage to use a ramp system of conveyance in Omaha. Research appears to bear this out.¹⁸ An analysis of storage garages confirms that in structures with capacities of 100 or more cars, it was indeed the earliest automobile storage garage to use a ramp. Until this point, storage garages were either single story structures or two- to three-story structures with elevators to transport automobiles between floors.

When constructed, the Capitol Garage was certainly one of the largest storage garages in Omaha, with a capacity of 300.¹⁹ Of the 73 garages listed in Omaha City Directories between 1910 and 1935 whose primary purpose was storage, only 2 others had a capacity of 300 or greater. One of these was the Davenport Garage at 311 N 18th with a capacity of 300. Non-extant, this two-story garage used an elevator to lift cars from floor to floor. The other was the Redick Tower Garage and Office building at 1504 Harney with a capacity of 350 cars. Extant, it was constructed with a ramp and forms a 7-story wing on the 11-story office tower. In contrast to the Capitol Garage, this building was constructed in 1930, after automobiles and ramp designs both became more standardized.

Conclusion

The Capitol Garage structure is locally significant under Criterion A in the area of Commerce. From its beginnings as the Nebraska Service Garage and Rent-A-Ford to its association with the nationally-recognized franchise of Hertz, Capitol Garage represents the evolution of the automobile rental company industry, which played an important role in the development of American commerce and transportation during the 20th Century.

Furthermore, Capitol Garage is locally significant under Criterion C as a representative building type. As Omaha's earliest automobile storage garage to use a ramp system of conveyance and as its largest pre-1930s automobile storage garage, this aesthetically-pleasing façade captures the spirit of a time when the appearance of such a building in our streetscape meant progress.

¹⁶ Harold F. Blanchard, "the Layout of Automotive Buildings," *The Architectural Forum*, March 1927, p. 285-286.

¹⁷ See Additional Documentation, Figure 15.

¹⁸ See Additional Documentation, Figure 11.

¹⁹ See Additional Documentation, Figure 11.

Capitol Garage
Name of Property

Douglas, Nebraska
County and State

Developmental history/additional historic context information (if appropriate)

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Magazine Articles

"Rent-a-Car Rivals," *Cars & Parts*, Vol. 23, August 1980, pg. 64.

Books

Dupuis, Jennifer A., *First Stop for Jobs & Industries*, Pennsylvania State University: Gale Group, 1999.

Kazanjan, Kirk, *Exceeding Customer Expectations: What Enterprise, America's #1 car rental company, can teach you about creating lifetime customers*, New York: Random House Digital, Inc., 2007.

Kepos, Paula, *International Directory of Company Histories Vol. 10*, Chicago: St. James Press, 1994.

McDonald, Shannon Sanders, *The Parking garage: Design and Evolution of a Modern Architectural Form*, Washington D.C.: Urban Land Institute, 2007.

Saunders, Harris, *Top Up or Down?: Car and Truck Renting and Leasing – the Origin and Development of the Industry – 1916-1972*, OxMoor Press, 1972.

City Directories

Omaha City Directory, 1910 (Automobile Garages, Automobile Liveries)
Omaha City Directory, 1915 (Automobile Garages, Automobile Liveries)
Omaha City Directory, 1920 (Automobile Garages, Automobile Liveries)
Greater Omaha City Directory, 1925 (Automobile Garages and Repairs, Automobile Liveries)
Greater Omaha Business Directory, 1926 (Automobile Liveries)
Greater Omaha City Directory, 1926 (Isadore Goldstein)
Greater Omaha City Directory, 1931 (Automobile Garages)
Greater Omaha City Directory, 1935 (Automobile Garages)
Omaha City Directory, 1955 (Automobile Rentals)
Omaha City Directory, 1957 (Automobile Rentals)
Omaha City Directory, 1958 (Automobile Rentals)
Omaha City Directory, 1961 (Automobile Rentals)
Omaha City Directory, 1979 (202 N 19th St)
Omaha City Directory, 1981 (202 N 19th St)
Omaha City Directory, 1986 (202 N 19th St)
Omaha City Directory, 1992 (202 N 19th St)

Omaha Sanborn Maps

1934 Sanborn Maps of Omaha
1962 Sanborn Maps of Omaha

Omaha, Nebraska Public Library Clipping File - Date Order

Capitol, Rent-A-Car, Hertz, & Goldstein Files

Article Title Unknown, *Omaha World-Herald*, Omaha, Nebraska, October 4, 1954.

"Truck Rental Firm Moves to 94th J," *Omaha World-Herald*, Omaha, Nebraska, April 16, 1972.

"Contracts Refused for Fuel in Omaha," *Omaha World-Herald*, Omaha, Nebraska, April 19, 1973.

Capitol Garage
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Mahoney, Jerry, "Friendly Loan of Auto in 1915 Led to Rent-a-Car," *Omaha World-Herald*, Omaha, Nebraska, February 24, 1980.

"Ark Investments buys Hertz Building," *Omaha World-Herald*, Omaha, Nebraska, February 1, 1985.

"Services Held for Rental-Car Pioneer," *Omaha World-Herald*, Omaha, Nebraska, December 5, 1992.

Advertisements:

Hertz, "Rent a new car from Hertz and drive-it-yourself," 1949. Available on Internet, http://library.duke.edu/digitalcollections/adaccess_T2652/; accessed May 27, 2011.

Hertz, "Wherever you go, whatever you do," *Life*, Vol. 32, February 11, 1952, pg. 55.

Hertz, "This smart, happy family...buys only one car but drives two," *Life*, Vol. 37, July 26, 1954, pg. 55.

Hertz, "Ride modern trains-then rent a Hertz car on arrival," *Life*, Vol. 39, September 26, 1955, pg. 108.

1928 Who's Who of Omaha

Saunders, Goldstein – no entries

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☒ Other

Name of repository: Omaha Public Library

Historic Resources Survey Number (if assigned): DO09:0126-018

10. Geographical Data

Acreage of Property Less than one acre

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 15 253587 4571907
Zone Easting Northing

2 _____
Zone Easting Northing

3 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (Describe the boundaries of the property.)

This property includes all of lot 8, block 80,

Boundary Justification (Explain why the boundaries were selected.)

This boundary includes all of the property historically associated with the Capitol Garage Company.

Capitol Garage
Name of Property

Douglas, Nebraska
County and State

11. Form Prepared By

name/title Jennifer Honebrink, AIA, LEED AP and Abby Baumert

organization Alley Poyner Macchietto Architecture, P.C.

date April 2012

street & number 1516 Cuming Street

telephone (402) 341-1544

city or town Omaha

state NE

zip code 68102

e-mail jhonebrink@alleypoyner.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Capitol Garage

City or Vicinity: Omaha

County: Douglas

State: Nebraska

Photographer: Jennifer Honebrink & Abby Baumert

Date Photographed: Varies – see individual photographs

Location of Digital File: Alley Poyner Macchietto Architecture, P.C., 1516 Cuming St, Omaha, NE, 68102

Type of Digital Ink and Paper Used: Commercially Printed Fujicolor Crystal Archive

Description of Photograph(s) and number:

Photo #1 (NE_Douglas County_Capitol Garage_01)

East Façade

July 27, 2011

Photo #2 (NE_Douglas County_Capitol Garage_02)

South Façade

July 27, 2011

Photo #3 (NE_Douglas County_Capitol Garage_03)

North Façade

July 27, 2011

Photo #4 (NE_Douglas County_Capitol Garage_04)

Capitol Garage
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West Façade
July 27, 2011

Photo #5 (NE_Douglas County_Capitol Garage_05)
First Floor Open Garage Area Looking Southwest
May 18, 2011

Photo #6 (NE_Douglas County_Capitol Garage_06)
Ramp Landing Between Third and Fourth Floors, Looking South
May 18, 2011

Photo #7 (NE_Douglas County_Capitol Garage_07)
Third Floor Open Garage Area Looking Southwest
May 18, 2011

Photo #8 (NE_Douglas County_Capitol Garage_08)
Third Floor Open Garage Area Looking South along East Wall
May 18, 2011

Photo #9 (NE_Douglas County_Capitol Garage_09)
Northwest Exit Stair Looking East to Intermediate Landings from Third Floor
May 18, 2011

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Arc Investments Inc.
street & number 108 Little Rock Ave. telephone _____
city or town Marshall state MN zip code 56258

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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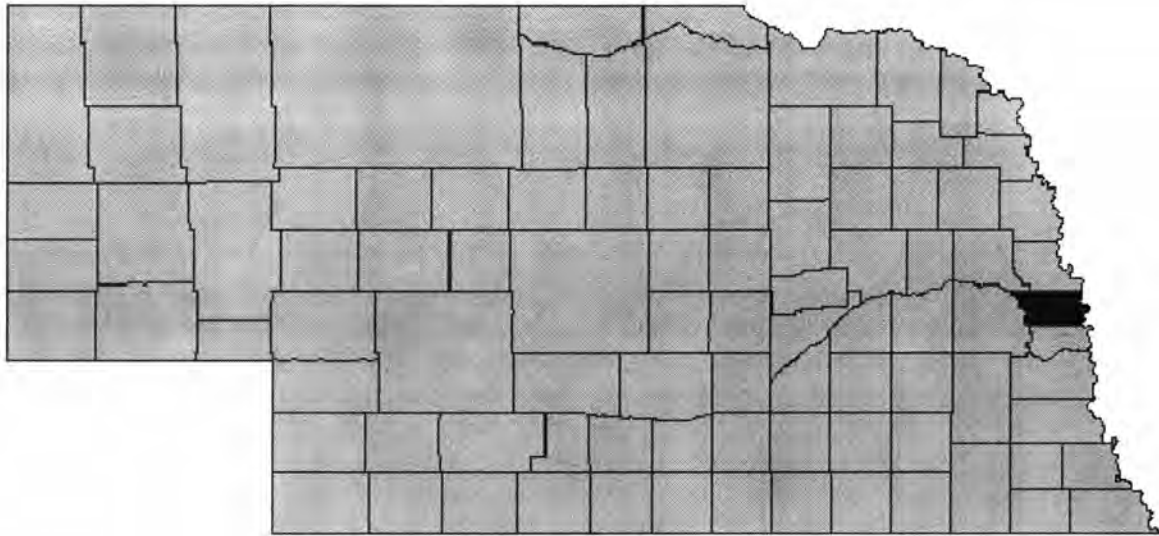
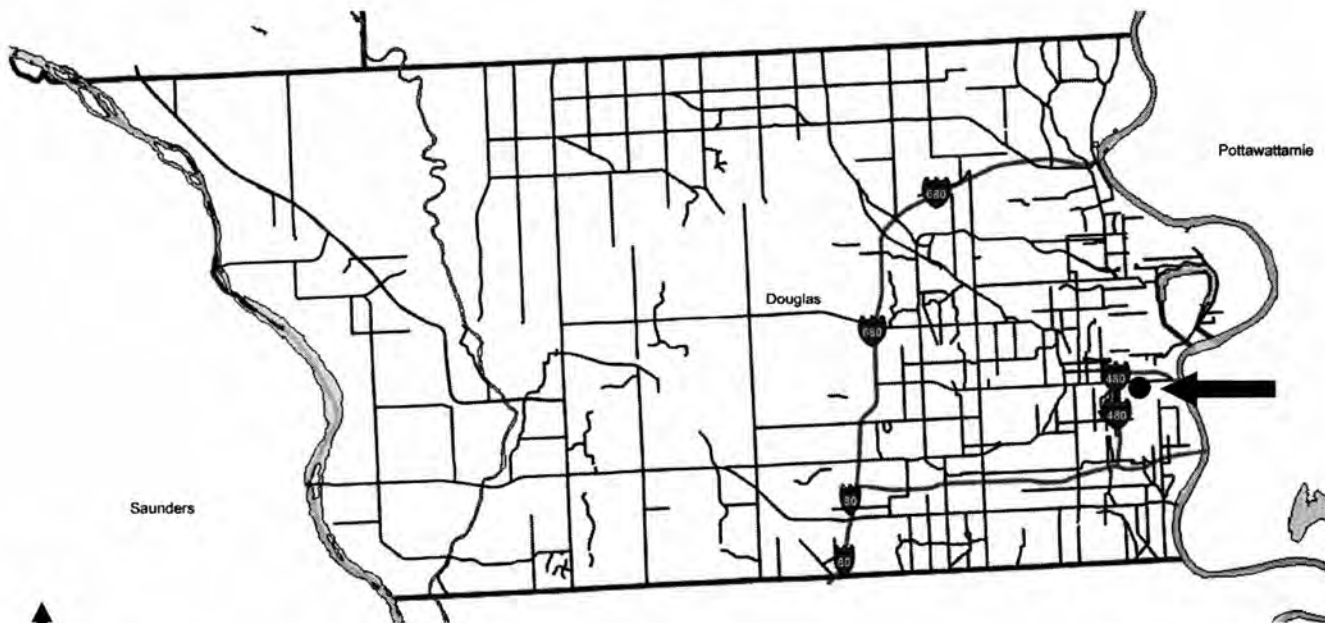
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NORTH↑
NORTH

Figure 1: Top – State of Nebraska with Douglas County highlighted; Bottom – Douglas County, Nebraska with black dot showing site location. Map obtained from Douglas County, NE GIS Map. Highlighting by APMA 2011.

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Figure 2: Omaha, Nebraska, Aerial View
Arrow indicates property location.



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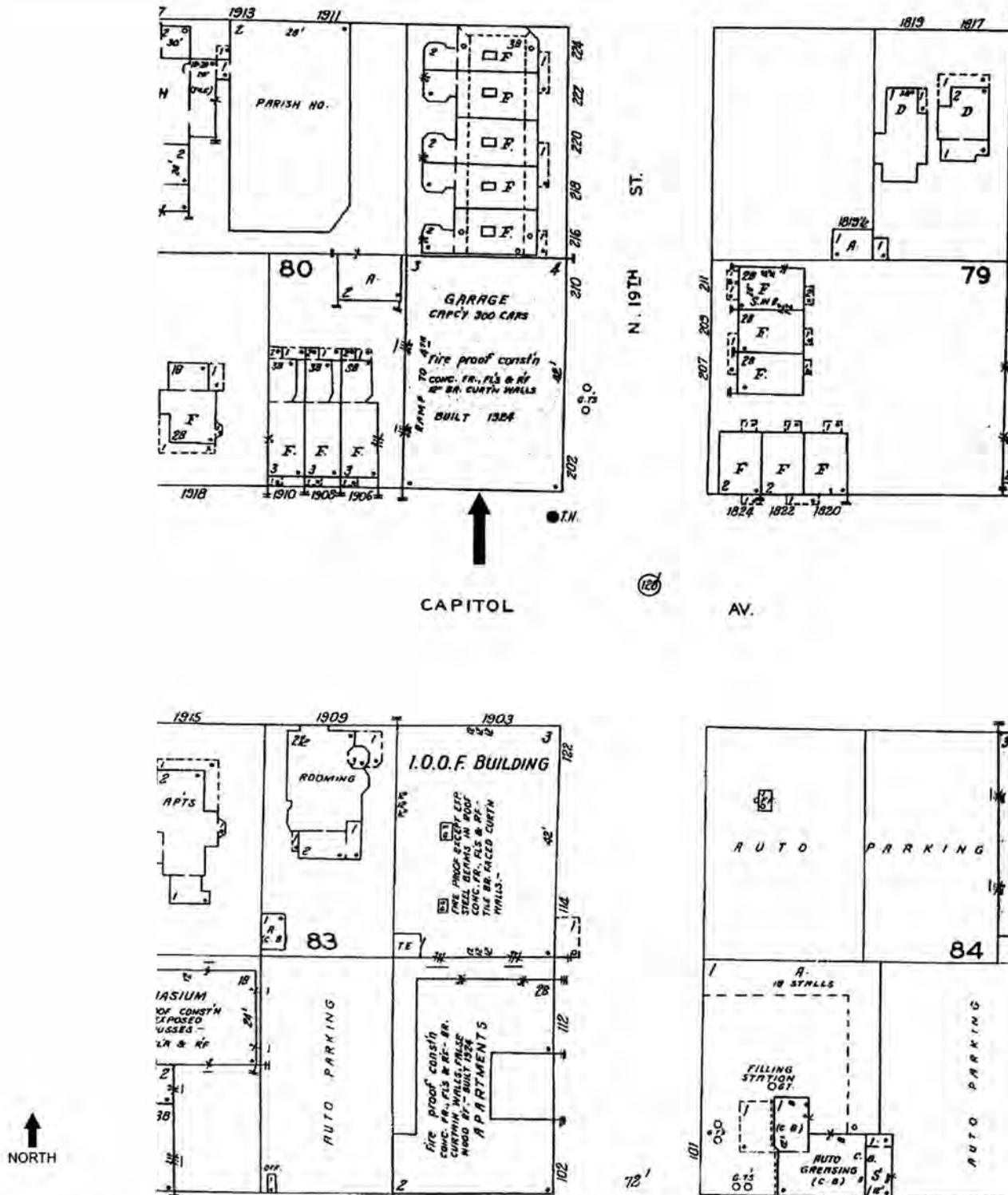


Figure 3: 1934 Omaha Sanborn Map-page 23.
Enlarged to show Capitol Garage/Rent-A-Ford Company.

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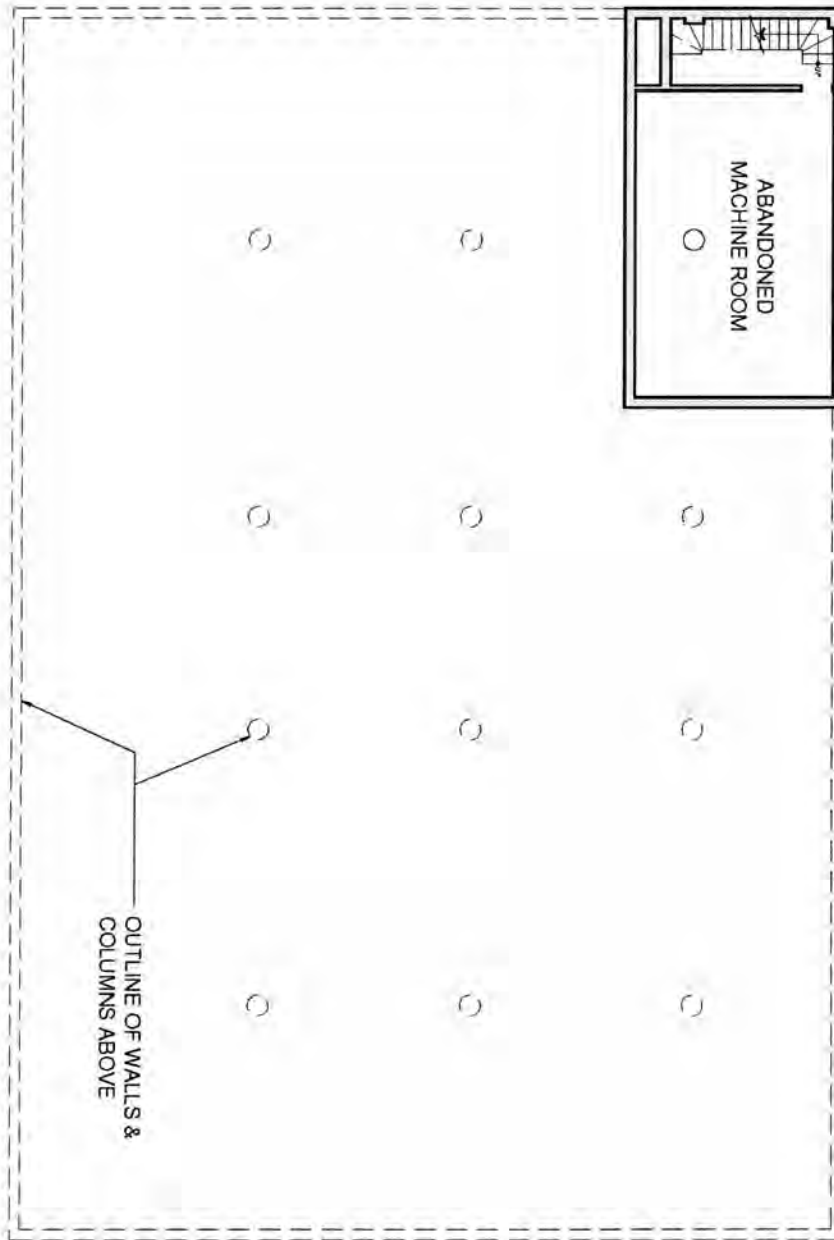
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Figure 4: Basement Floor Plan
Not to scale. Plan by APMA 2011.



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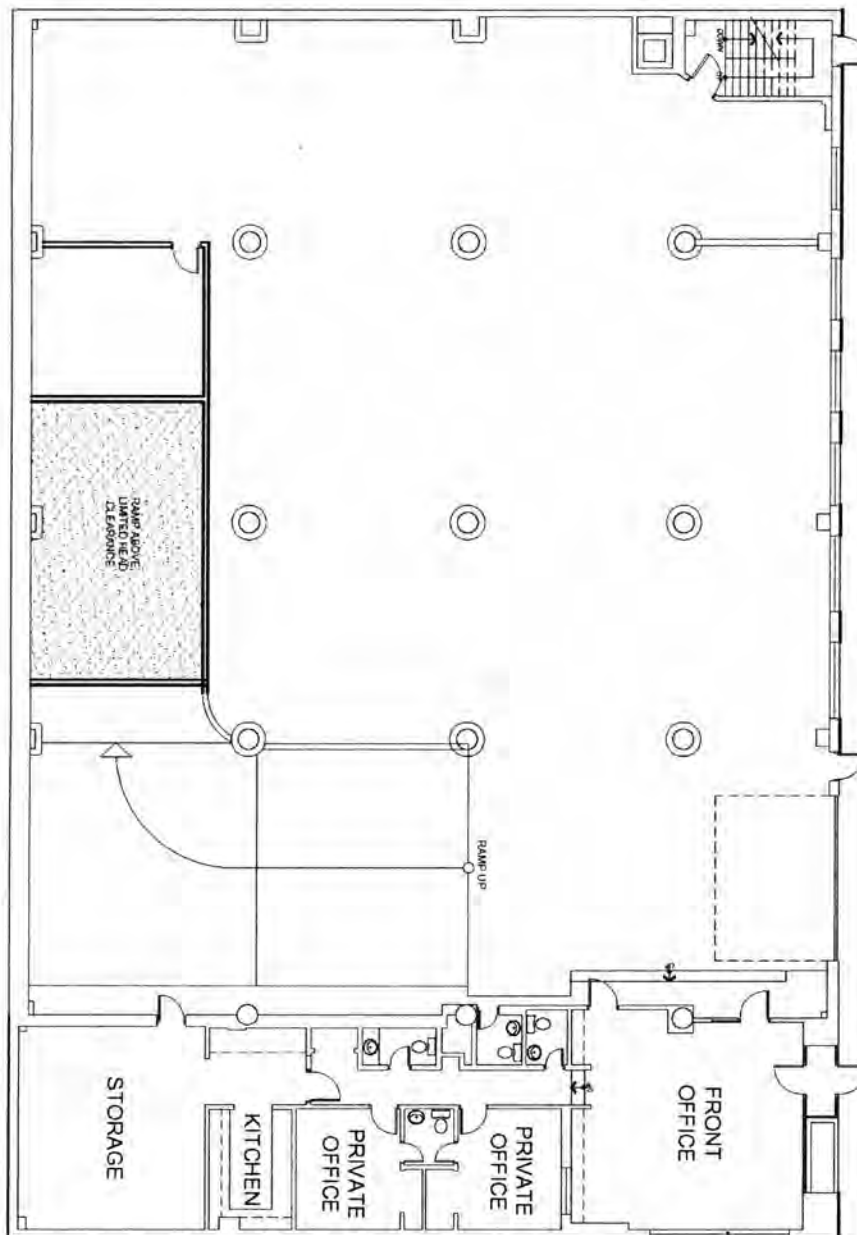
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Figure 5: First Floor Plan
Not to scale. Plan by APMA 2011.



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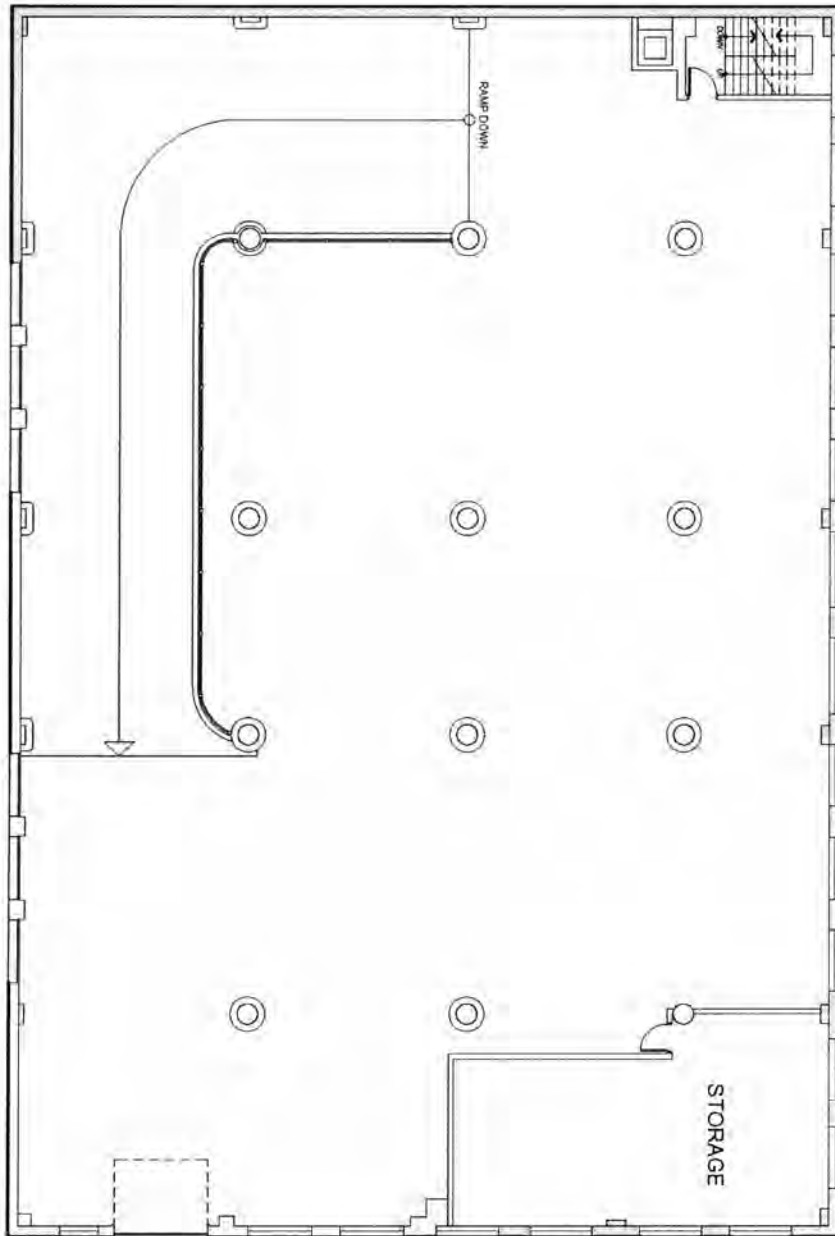
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Figure 6: Second Floor Plan
Not to scale. Plan by APMA 2011.



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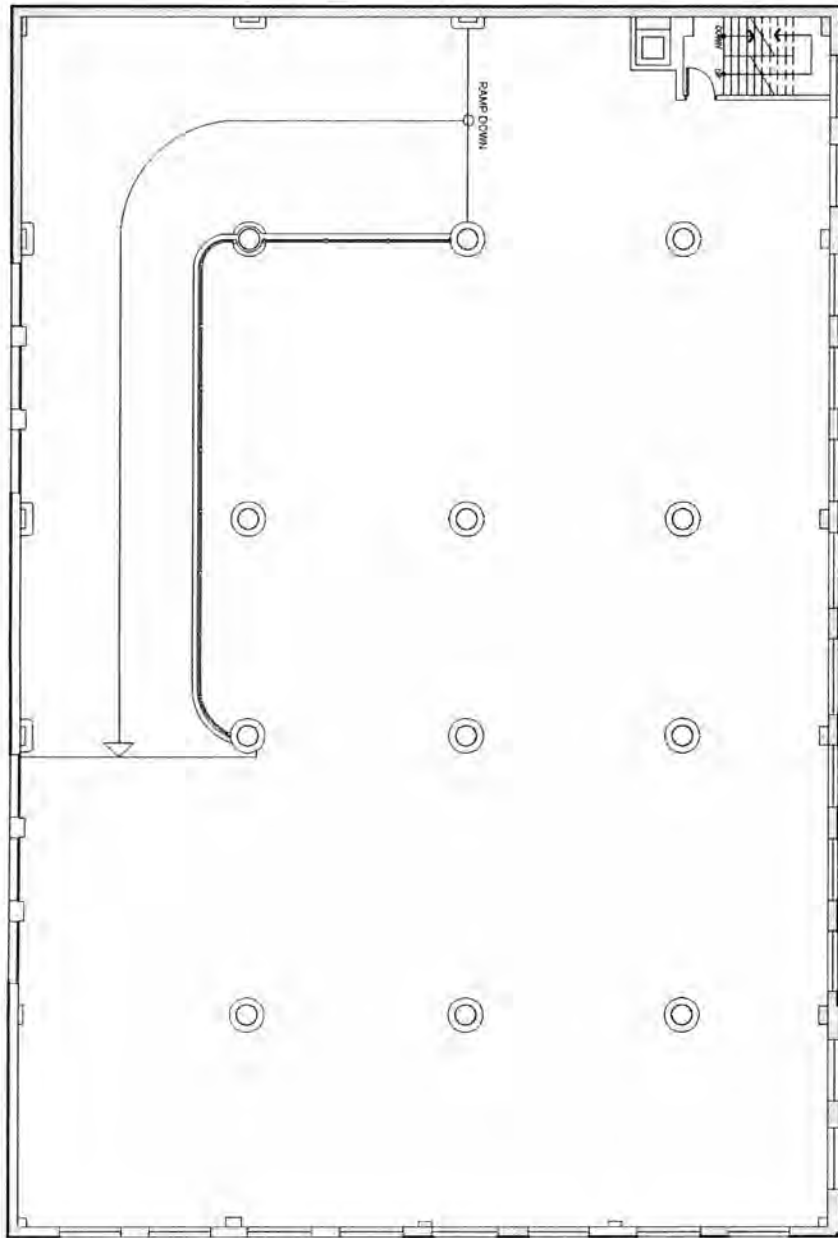
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Figure 7: Third Floor Plan
Not to scale. Plan by APMA 2011.



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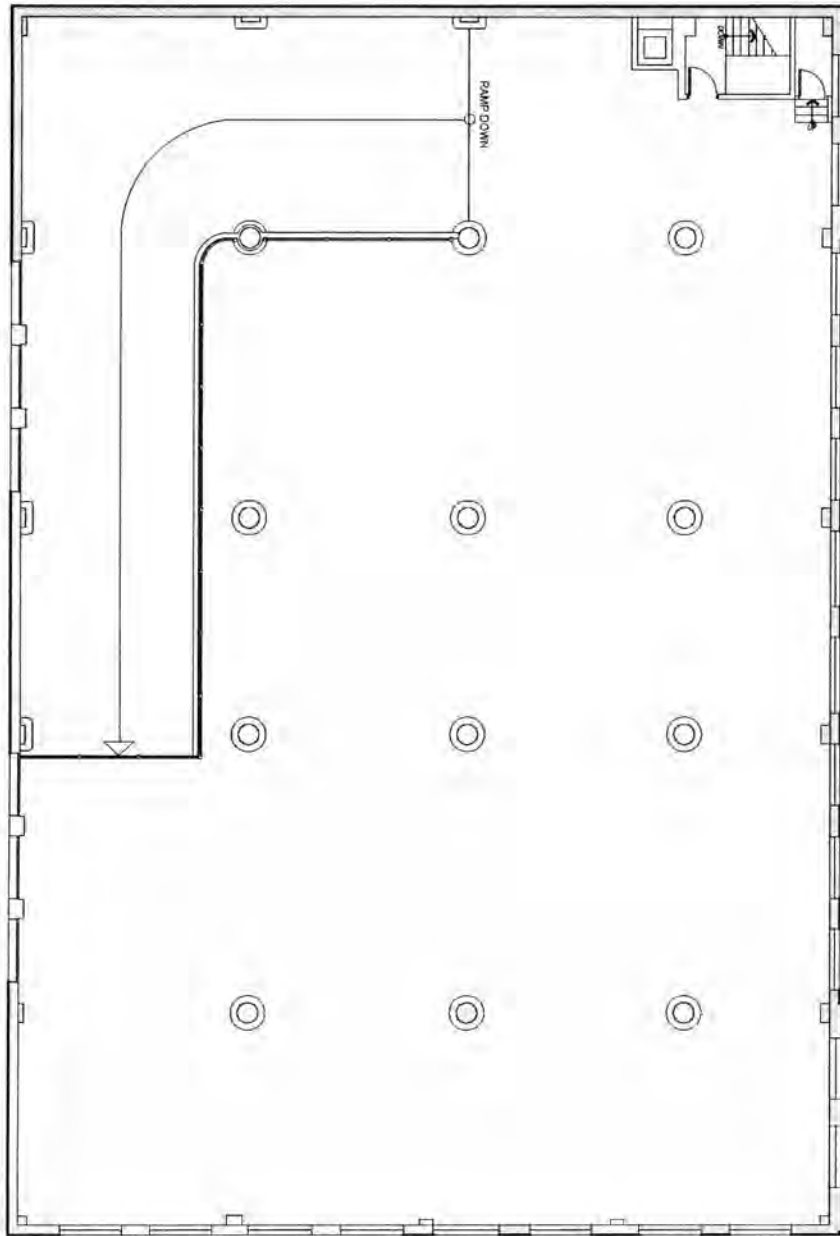
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Figure 8: Fourth Floor Plan
Not to scale. Plan by APMA 2011.



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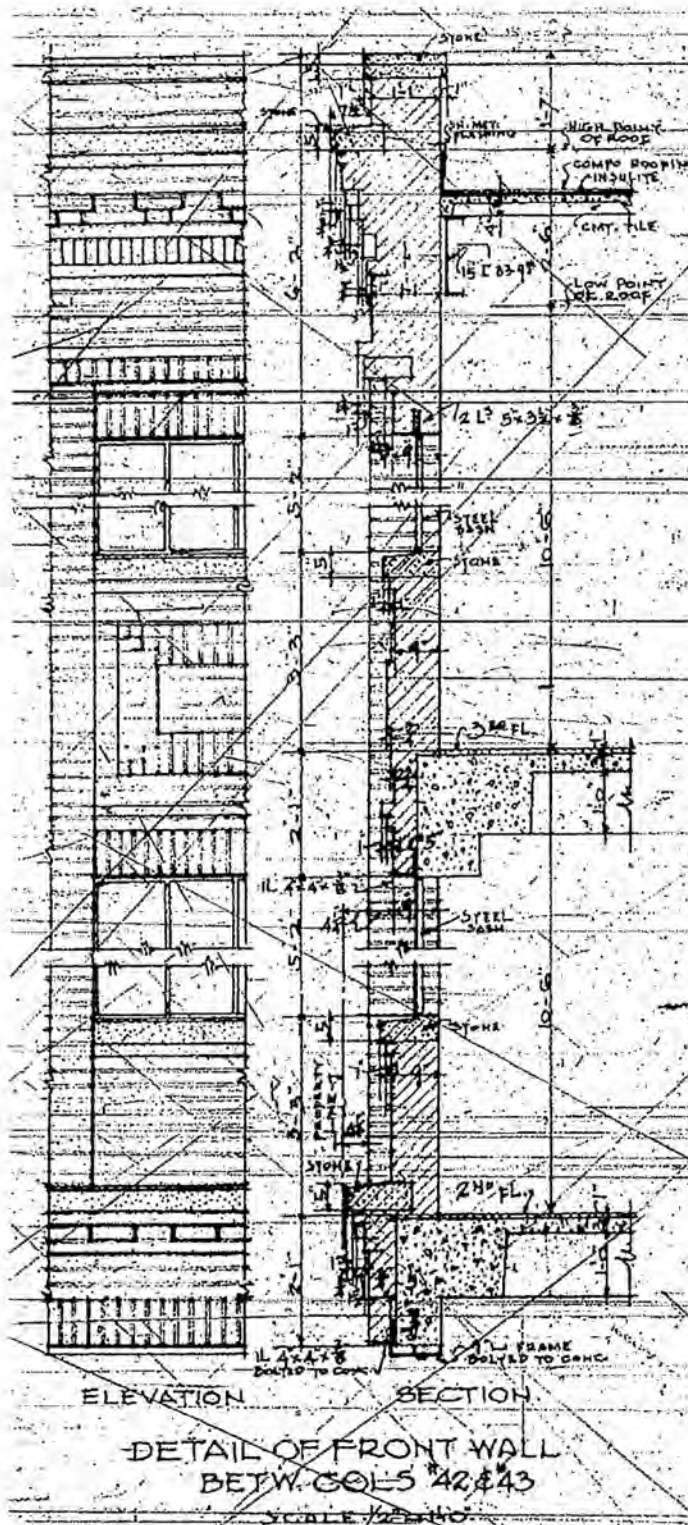


Figure 9: Wall Section from Original Drawings.

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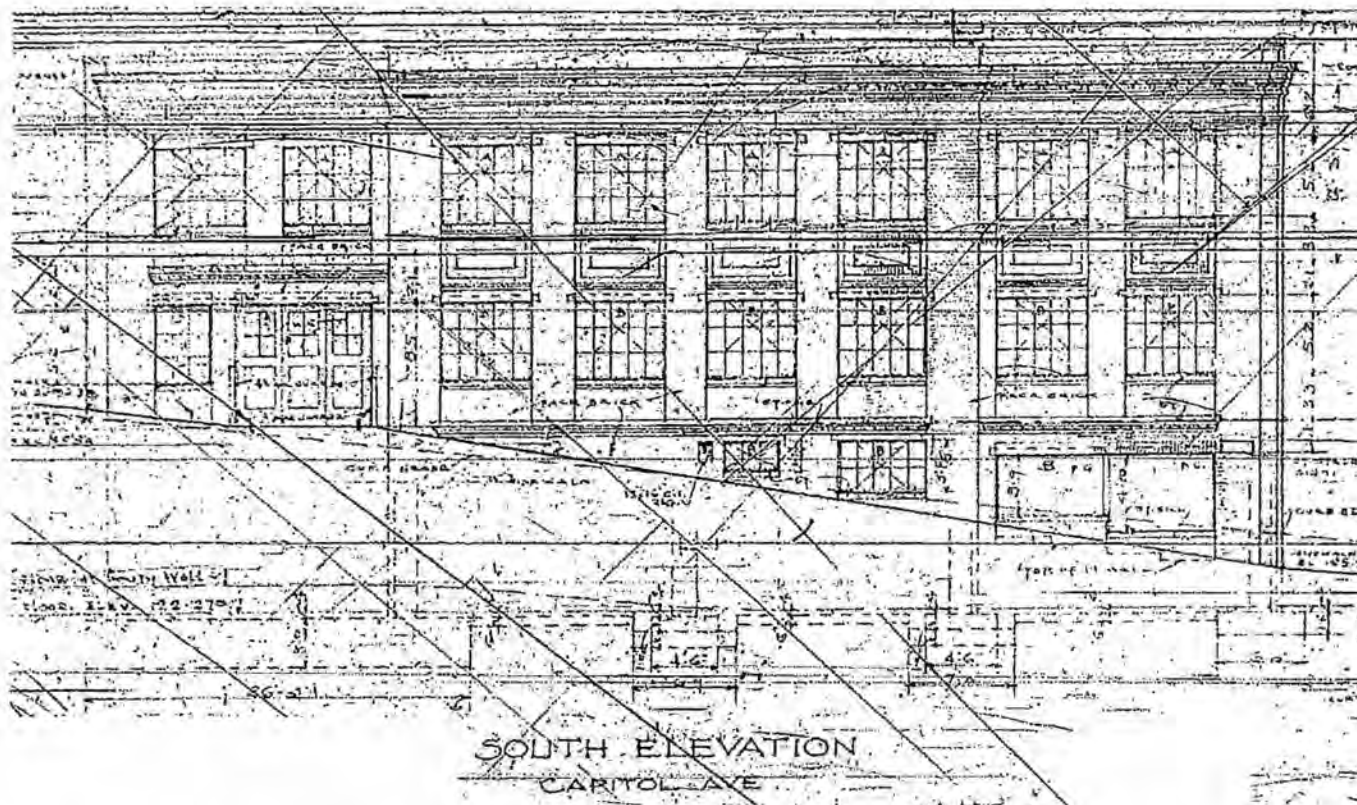
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Figure 10: South Elevation from Original Drawings.

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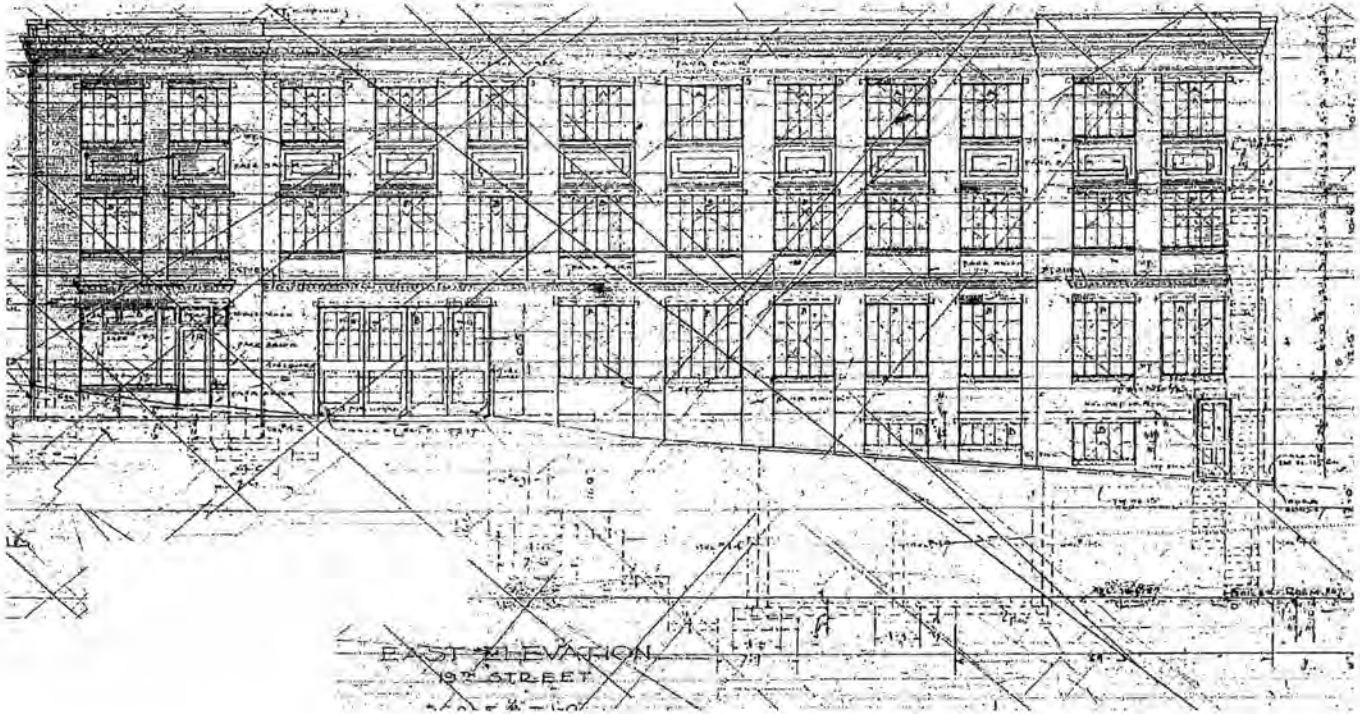
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Figure 11: Front (East) Elevation from Original Drawings.

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Research and Methodology

The following research was undertaken to support the findings presented in the nomination. From 1910 to 1935, the term "garage" was associated with repairing automobiles as well as storing them. Therefore, a combination of city directory and Sanborn research was used to attempt to separate the two. City Directories for Omaha were reviewed at 5 year increments from 1910-1935 to create a list of garage buildings. These buildings were then located on the 1934 and 1962 Sanborn Maps to clarify which were repair garages, which were repair and storage garages and which were solely garages. Within this time frame the following were found:

- There were 287 separate "garage" buildings in Omaha
- 126 (44%) are extant
- Those that are extant can be broken into 4 categories
 - First, those whose use was unclear. The exact original use of 22 is difficult to discern from Sanborn Maps, but they appear to have been small repair shops – one or two bays wide – that were quickly converted to other uses, including stores in many cases.
 - Second, repair only. Another 38 are clearly labeled on the Sanborn maps as automobile repair. Two of the largest of these had a capacity of 20 cars and a third had a capacity of 45.
 - Third, combination buildings; 31 buildings are labeled as automobile garage and repair on the Sanborn maps. Several note the capacity in addition to the repair areas. Of these, the two largest have a capacity of 150 cars.
 - Of the 35 buildings left that are extant and labeled only as automobile garages, only 6 have a capacity over 100 cars.
 - The majority have a capacity of approximately 40 cars.
 - These include garages that stored automobiles for municipal services, the post office, neighborhoods and office workers.

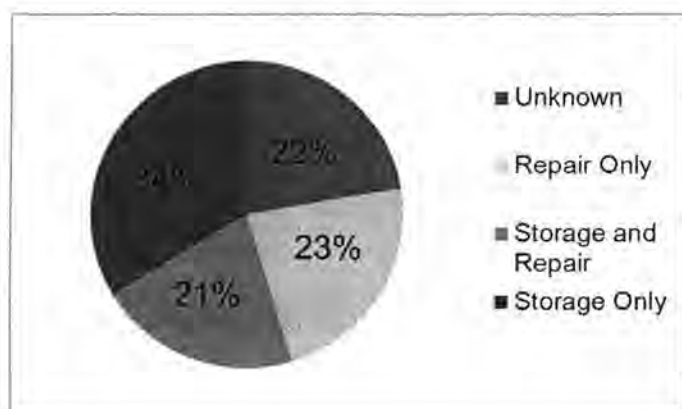


Figure 12: Types of extant commercial garages constructed in Omaha, Nebraska based on information in Omaha City Directories from 1910-1935 and the 1934 and 1962 Omaha Sanborn Maps.

Note: types could not be established for 22% of all non-extant garage buildings. Graph by APMA August 2011.

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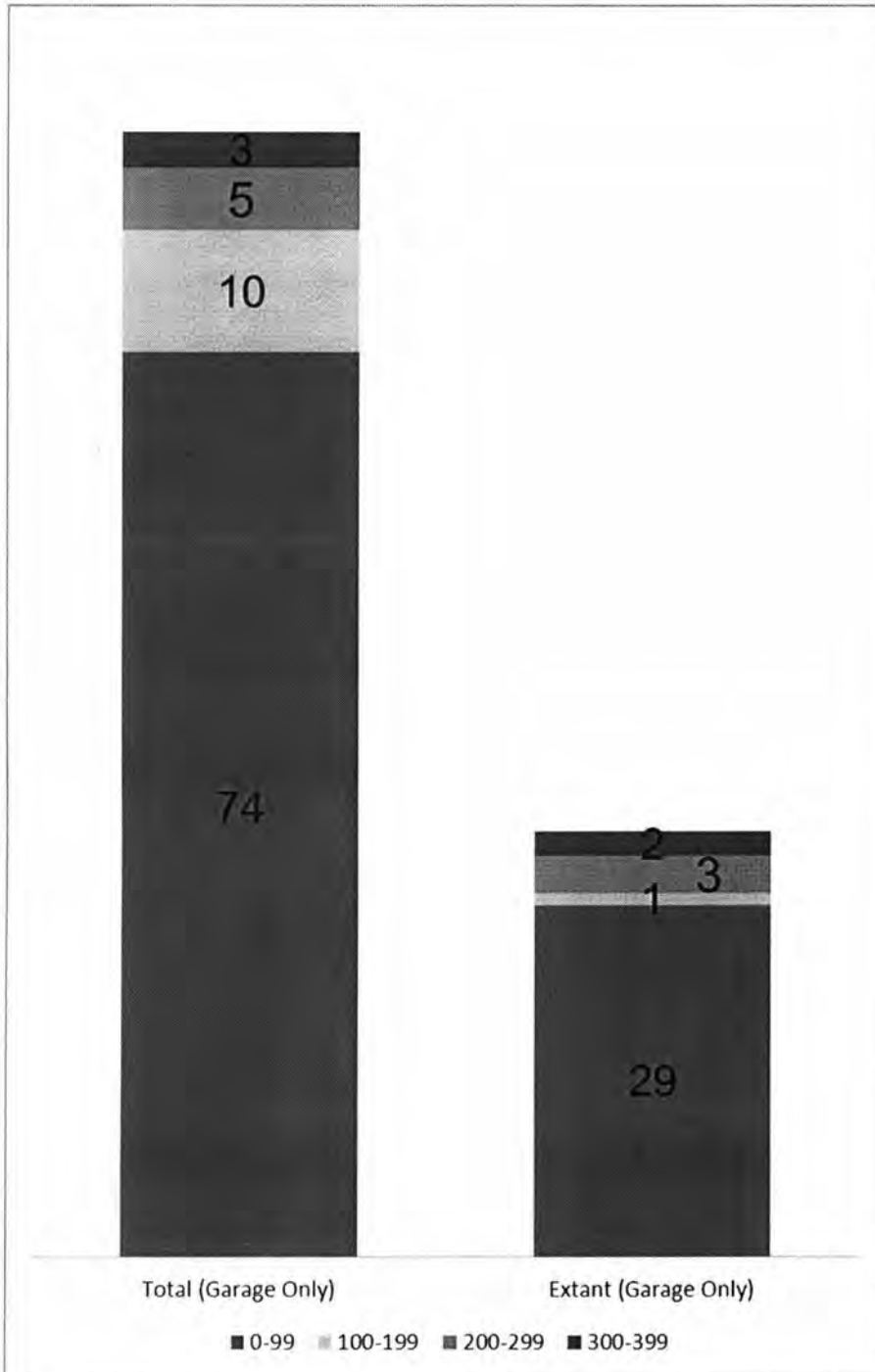
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Figure 13: Garages Constructed in Omaha, Nebraska, Grouped by Capacity.

Information based on listings in the Omaha City Directory from 1910-1935 and the capacity recorded on the 1934 and 1962 Sanborn Maps of Omaha. Graph by APMA August 2011.

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An analysis of only extant garage buildings would not provide a complete picture of garage buildings in Omaha. Therefore, for all buildings identified as garages, additional information was collected. Capacity of garages was gathered from 1934 Sanborn maps of Omaha. For those with capacities of 100 or more the number of stories and type of conveyance was also collected.

Name	#	Street	Yr Built	Extant	Conveyance	Stories	# of Cars	1934 Sanborn p.
Metropolitan Garage	1500	15th & Jackson		N	N/A	1	100	14
Berischy Garage	2010	Harney		N	N/A	1	100	36
Kaplan Bros.	2806	N 24th		N	N/A	1	100	237
Gorman PJ and Sons	807	Park Ave.		N	N/A	1	100	44
Andersen Walter Electric Car Co.	3223	Harney	1920	Y	N/A	1	100	30
Down Town Garage	1315	Harney		N	N/A	1	110	10
Aquila Court Garage	1622	Howard		N	N/A	2	130	8
Central Garage	1318	Harney		N	Elevator	3	150	10
Jordan J.A.	4915-17	S 25th		N	Elevator	2	150	314
Creighton Garage	1623	Davenport		N	Elevator	3	175	24
Nittler-Rhump Inc.	1114	Dodge		N	Elevator	3	200	27
Yellow Cab & Garage Co.	1114	Douglas		N	Elevator	2	200	5
Crosstown Garage	812	S 24th	1916	Y	N/A	1	200	55
Five & Ten Cent Cab Co.	1515	Leavenworth	1916	Y	On Grade	2	250	272
Sautter & Pollock	801	S 16th	1916	Y	On Grade	2	250	63
Davenport Garage	311	N 18th		N	Elevator	2	300	24
Capitol Garage	202	N 19th	1924	Y	Ramp	4	300	23
Redick Tower Garage	1508	Harney	1930	Y	Ramp	7	350	9

Figure 14: Conveyance for Storage Garages with capacities 100 and over.

Note that several multi-story buildings took advantage of surrounding grade changes to allow on-grade access to different levels from different adjacent streets. Information based on listings in the Omaha City Directory from 1910-1935 and the capacity recorded on the 1934 and 1962 Sanborn Maps of Omaha. Graph by APMA June 2011.

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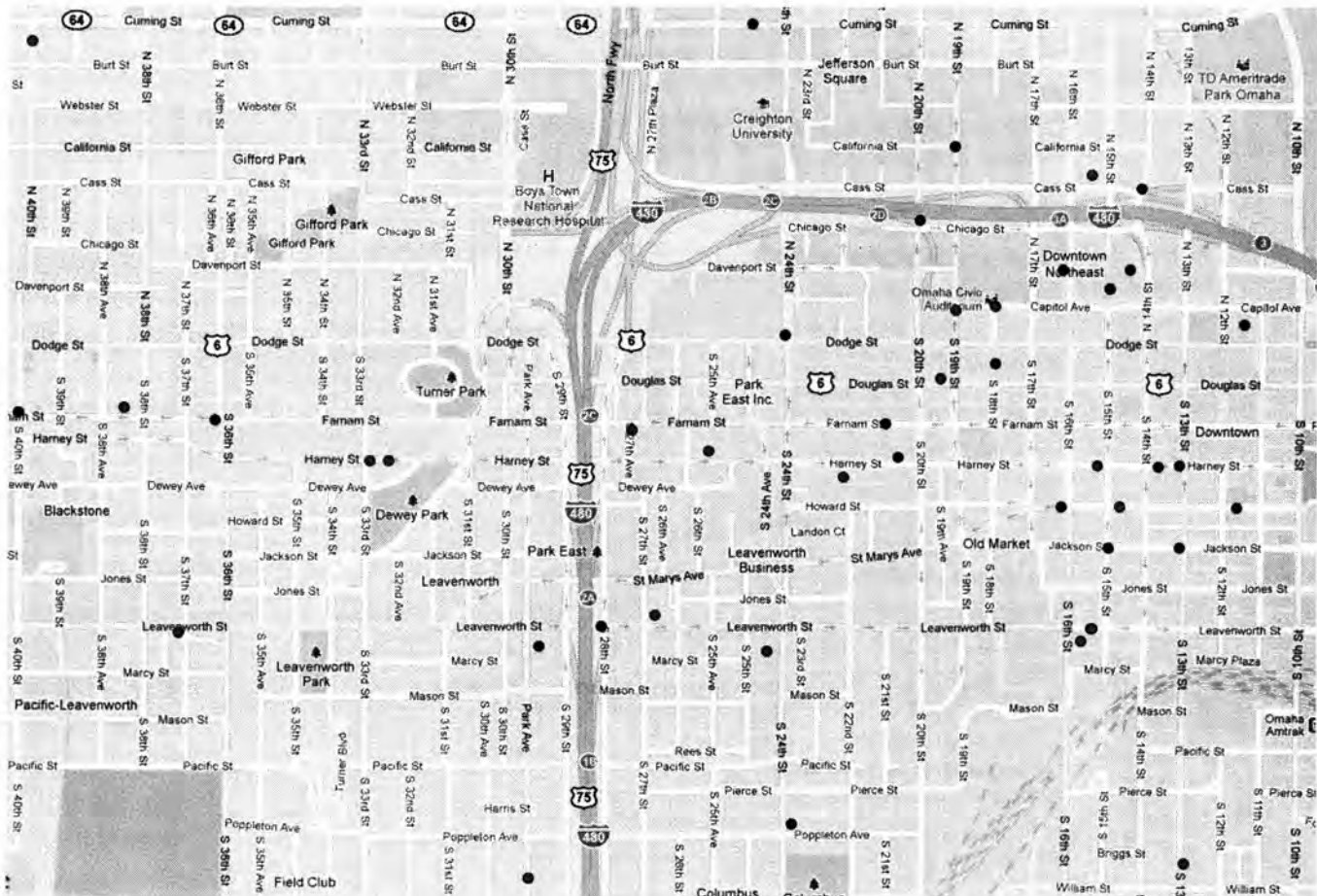


Figure 15: Map Illustrating Garage Buildings in the downtown area of Omaha Nebraska.
Black Dots are Non-extant Buildings; Red Dots are Extant Buildings. Map by APMA August 2011.



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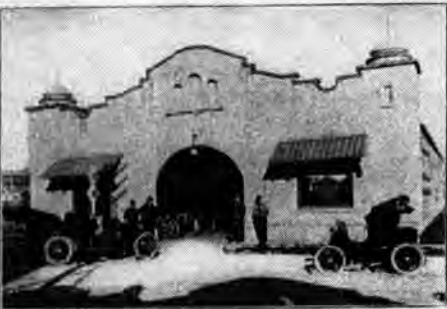
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The Rex Garage
S. C. Reck, Prop.
In McCorkle Building
Automobile Storage
Rentals and Repairing
EXPERT MECHANICS
REASONABLE PRICES

AGENCY FOR THE **FORD**
The most popular auto today is the FORD. Low priced and inexpensive to run, it fills the need better than the higher-priced cars

**Two Handsome 4 Cyl.
40 H. P. Limousines at
Greatly Reduced Prices**

The only cars left of the "exhibition cars" put on sale two weeks ago. They are strictly down-to-the-minute limousines in every detail. Equipment and upholstery the very best. A splendid buy for any one in the automobile rental business. Cars as showy as these will not stand idle long at a time. Like are coming next week—and automobiles will be in great demand. So will these two cars. Better see them early Monday—for we have put a "move quick" price on them.



Hollywood Garage Co.
130 North Highland Avenue, Hollywood
Phone—Home 87281.
—1320; Sunset 131.

The Hollywood Garage, established in November, 1905, has become known all over Southern California as one of the most up-to-date. The manner in which Mr. Taylor handles his work and customers has won for the garage an extensive business. The Hollywood Garage Co. has the reputation of selling automobile supplies cheaper than any other house in Southern California. Their reasonable prices for rental cars keep them going day and night. In the repair shop amid the hum of dynamos and motors, the tink of hammers and the ring of anvil are many busy repair men. A peep in this shop shows its large patronage and why—patrons say it's because of Mr. Taylor's thorough knowledge of automobiles, his guaranteed work and loyalty to his patrons.

Automobiles for Hire.
Five-passenger Ford for rent: perfect running condition, nearly new: will rent to reliable party by hour, day, week or month. You may drive the car or I will furnish the driver. My charges are per mile, the only reasonable arrangement. Douglas 3622. Evenings and Sundays, Douglas 3676.

Figure 16: Advertisements for Automobile Rentals.

Top Left, Rex Garage Advertisement, *The Alliance Herald*, Alliance Nebraska, August, 25, 1910, p. 3. Top Right, Limousine Advertisement, *Los Angeles Herald*, Los Angeles, California, July 4th 1909, Part III, p. 2. Bottom Left, Hollywood Garage Advertisement, *Los Angeles Herald*, Los Angeles, California, September 19th 1909, p. 24. Bottom Right, Saunders Advertisement, *Omaha World Herald*, Omaha, Nebraska, August 20, 1916.

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HERTZ Rent-A-Car SYSTEM

Day after day... an ever-increasing number of families and business men too... are enjoying the excellent service Hertz offers with its thousands of new cars... hundreds of stations everywhere... and the friendliness of Hertz operators. For additional information, call your nearest Hertz station or write or phone Hertz Rent-A-Car System, Department 274, 218 South Wabash Avenue, Chicago 4, Illinois. Phone: WEbster 9-5165.

HERTZ Rent-A-Car SYSTEM

Now serving you in more than 550 cities in the United States, Canada, Alaska, Mexico, Hawaii, New Zealand, Cuba, Haiti, Puerto Rico, the Virgin Islands, Great Britain, Ireland, and Switzerland.

Figure 17: Hertz Advertisement, "Wherever you go, whatever you do," *Life*, Vol. 32, February 11, 1952, pg. 55.

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Bldg	House #	Street	Yr Built	1934 Sanborn	Capacity	Type	Extant	Integrity
Sample Hart Garage	713-723	N 18	1920	218	Unknown	Elevator Garage	Extant	Fair
Harris Garage	1313-1317	Harney	1917/20	10	110	On- Grade Garage	Non- Extant	N/A
Lundgren Garage	4956-4958	Dodge	1919	N/A	N/A	On- Grade Garage	Non- Extant	N/A
Universal Motor Co.	2013-2019	Leavenworth	1921	59	Unknown	Elevator Garage	Extant	Fair
Rent-A-Ford	202	N 19th	1924		300	Ramp Garage	Extant	Good
NE Buick Co. Garage	506-510	S 19	1928	7	Unknown	Elevator Garage	Extant	Good
Bus Garage	2100-2124	Leavenworth	1930	59	Unknown	On- Grade Garage	Extant	Good

Figure 18: Omaha garage buildings designed by James T. Allen.

List of garages, address and year built taken from those garages on the City of Omaha Planning Department's Microfilm list credited to James T. Allen. Capacity and type taken by cross-referencing those addresses on the 1934 Sanborn Maps of Omaha. Analysis of extant and integrity completed by APMA July 2011.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Capitol Garage
NAME:

MULTIPLE
NAME:

STATE & COUNTY: NEBRASKA, Douglas

DATE RECEIVED: 1/27/12 DATE OF PENDING LIST: 2/23/12
DATE OF 16TH DAY: 3/09/12 DATE OF 45TH DAY: 3/13/12
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000102

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: ☒ N

☐ ACCEPT ☒ RETURN ☐ REJECT 3/12/2012 DATE

ABSTRACT/SUMMARY COMMENTS:

See comments

RECOM./CRITERIA *John*

REVIEWER *John*

DISCIPLINE _____

TELEPHONE _____

DATE _____

DOCUMENTATION see attached comments *Y* N see attached SLR *Y/N*

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: RESUBMISSION

PROPERTY Capitol Garage
NAME:

MULTIPLE
NAME:

STATE & COUNTY: NEBRASKA, Douglas

DATE RECEIVED: 4/20/12

DATE OF PENDING LIST:

DATE OF 16TH DAY:

DATE OF 45TH DAY:

6/06/12

DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000102

DETAILED EVALUATION:

☒ ACCEPT ☐ RETURN ☐ REJECT 5-11-2012 DATE

ABSTRACT/SUMMARY COMMENTS:

Addressed Return Comments

*Early example of multi level auto garage; was the birthplace
of rental car industry in area, whose influence spread through
franchising*

RECOM./CRITERIA

Accept A+C

REVIEWER

J. Hubbard

DISCIPLINE

TELEPHONE

DATE

DOCUMENTATION see attached comments Y/~~N~~ see attached SLR Y/~~N~~



Capitol Garage
Omaha, Douglas County, Nebraska
Photo 1 of 9

NeHSI #: D009:0126-018

NE - Douglas County - Capitol Garage - 01



Capitol Garage

Omaha, Douglas County, Nebraska

Photo 2 of 9

Ne HRSI # DO 09:0126-018

NE - Douglas County - Capitol Garage - 02



Capitol Garage

Omaha, Douglas County, Nebraska

Photo 3 of 9

NeHRSI# DO 09:0126-018

NE- Douglas County - Capitol Garage - 03



Capitol Garage

Omaha, Douglas County, Nebraska

Photo 4 of 9

Ne HRSI # 0009:0126-018

NE - Douglas County - Capitol Garage - 04



Capitol Garage

Omaha, Douglas County, Nebraska

Photo 5 of 9

NeHSI # DO 09: 0126-018

NE - Douglas County - Capitol Garage - 05



Capitol Garage

Omaha, Douglas County, Nebraska

Photo 6 of 9

NeHSI # DO 09: 0126-018

NE - Douglas County - Capitol Garage - 06



Capitol Garage

Omaha, Douglas County, Nebraska

Photo 7 of 9

Ne HRSI # DO 09: 0126-018

NE - Douglas County - Capitol Garage - 07



Capitol Garage

Omaha, Douglas County, Nebraska

Photo 8 of 9

NeHRSI# DO 09: 0126-018

NE - Douglas County - Capitol Garage - 08



Capitol Garage

Omaha, Douglas County, Nebraska

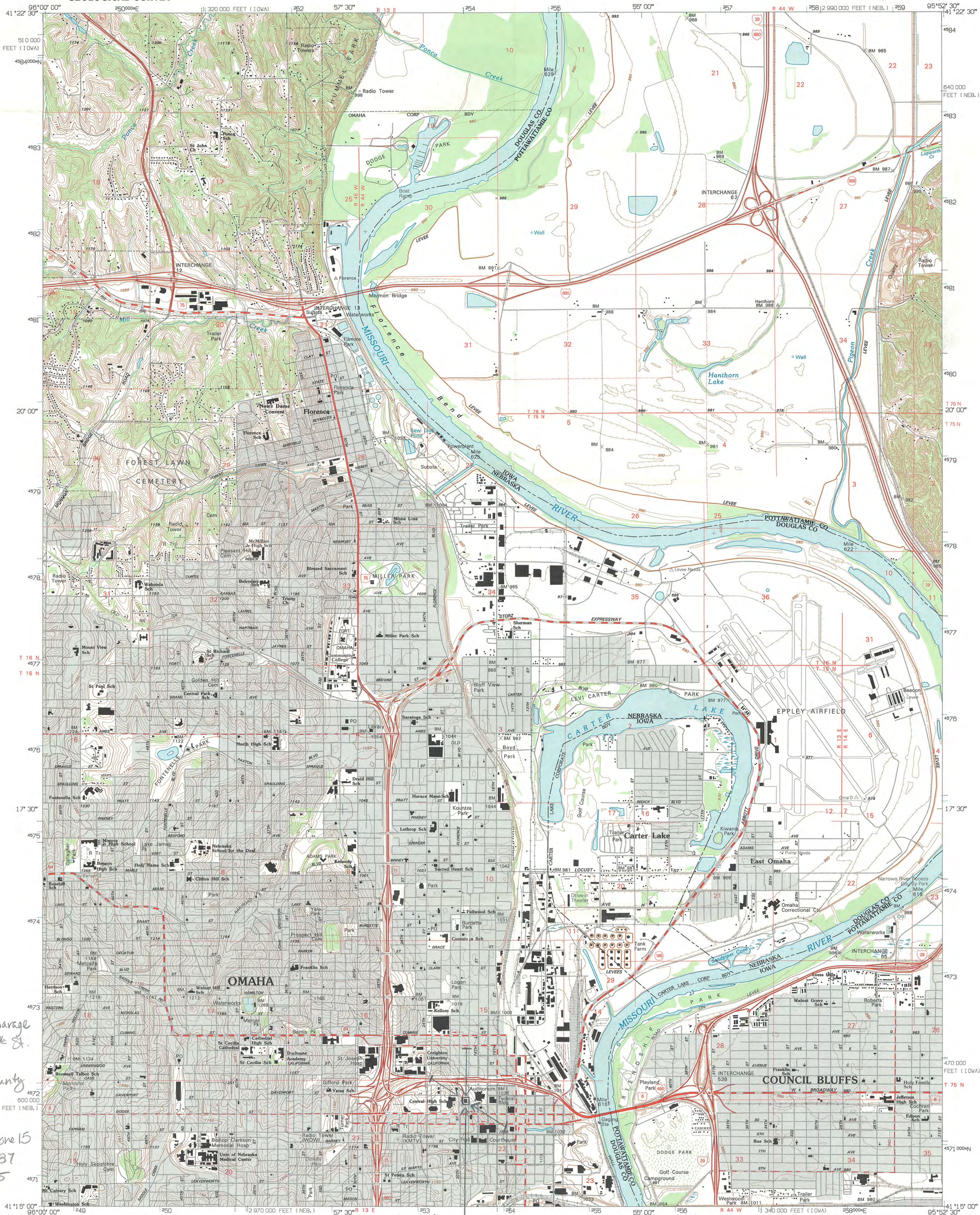
Photo 9 of 9

Ne HRSI# DO 09: 0126-018

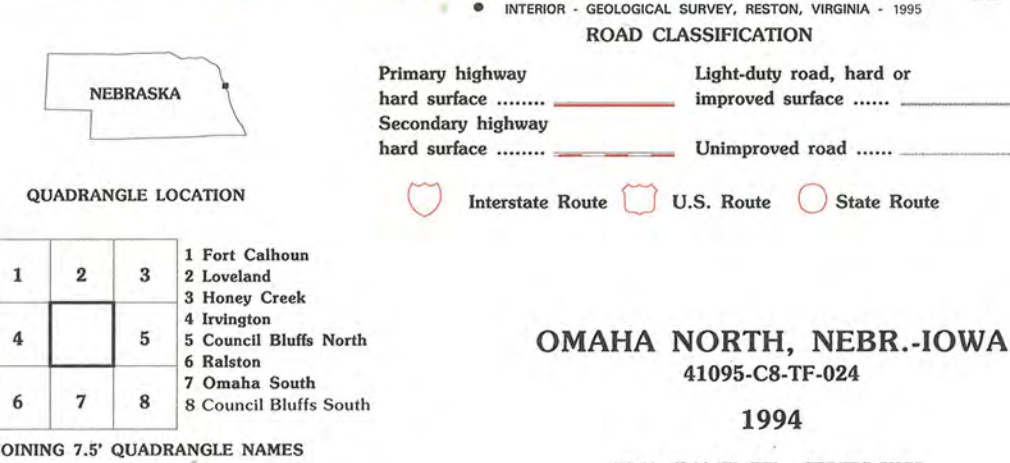
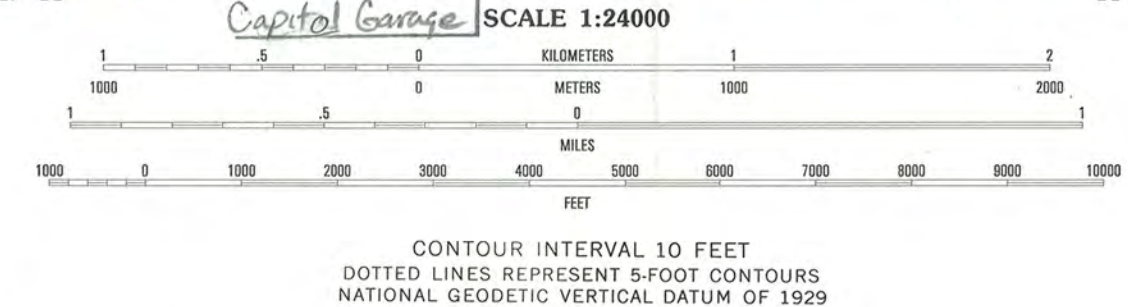
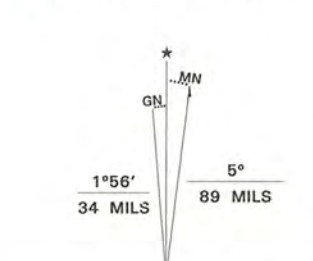
NE-Douglas County-Capitol Garage-09

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

OMAHA NORTH QUADRANGLE
NEBRASKA-IOWA
7.5 MINUTE SERIES (TOPOGRAPHIC)



Produced by the United States Geological Survey
Control by USGS and NOS/NOAA
Topography by photogrammetric methods from aerial photographs taken 1952 and planimetric surveys 1956. Revised from aerial photographs taken 1990. Field checked 1992. Map edited 1994
Universal Transverse Mercator projection
10,000-foot grid ticks: Nebraska coordinate system, south zone and Iowa coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue
1927 North American Datum (NAD 27)
North American Datum of 1983 (NAD 83) is shown by dashed corner ticks
The values of the shift between NAD 27 and 83 for 7.5-minute intersections are given in USGS Bulletin 1875
Gray tint indicates areas in which only landmark buildings are shown
Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is unchecked



COMPLIES WITH U.S. GEOLOGICAL SURVEY STANDARDS FOR SPATIAL ACCURACY - CLASS 2
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

OMAHA NORTH, NEBR.-IOWA
41095-C8-TF-024

1994

DMA 6866 IV SW - SERIES V875



January 23, 2012

J. Paul Loether
National Register—National Historic Landmarks Programs
National Park Service
1201 "I" Street NW, 8th Floor
Washington, DC 20005

RE: Capitol Garage
Omaha, Douglas County, Nebraska

Dear Mr. Loether:

Please find enclosed the National Register of Historic Places nomination form for the above resource. This form has met all notification and other requirements as established in 36 CFR 60.

If you have any questions concerning this nomination, please let me know.

Sincerely,

A handwritten signature in cursive script, reading "L. Robert Puschendorf".

L. Robert Puschendorf
Deputy State Historic Preservation Officer

Enclosure

1500 R Street
PO Box 82554
Lincoln, NE 68501-2554
p: (800) 833-6747
(402) 471-3270
f: (402) 471-3100
www.nebraskahistory.org



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.

Washington, D.C. 20240

The United States Department of the Interior National Park Service

National Register of Historic Places Evaluation/Return Sheet

Property Name: Capitol Garage
Douglas County, NE

Reference Number: 12000102

Reason for Return

This nomination is being returned for technical and substantive reasons.

The property is nominated under Criteria A and C, with Transportation, Commerce, and Architecture as the areas of significance. The period of significance is 1924-1961.

My concerns lie in the justifications for the areas of significance, the period of significance and in the evaluation of integrity. In terms of Criterion A, the nomination makes a strong case for this property as a Commercially important resource, reflecting its early involvement in the rental car industry. I accept this argument. But as a Transportation resource, I do not feel that the case has been made. Yes, it is a transportation related resource (historic and current function), but I do not see that a case has been made that this property is *significant* in transportation. I think that the building can stand alone on its commercial importance as a venue for renting cars, that also functioned as a storage place for cars. It is unclear how long this property was used as a rental facility (did the franchise move to the airport?), but I think that the POS should end when either it moved or when enough new rental places moved in to take away this location's cachet and importance.

Under Criterion C, the property retains a great deal of integrity as an early auto garage. But the panelized "hat" that covers the cornice is jarring. I think that more explicit analysis of the integrity is necessary to draw attention to this very visible change. I think that a stronger statement in the Integrity section that addresses the effect of the changes would help. The interior is great - emphasizing that aspect even more

Property Name: Capitol Garage
Douglas County, NE

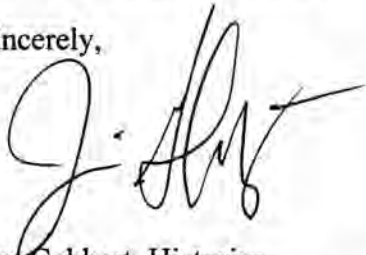
Reference Number: 12000102

would also help. I realize that this is a potential tax project and that the "hat" will most likely come off, but it does jar the senses and needs a little more critical analysis.

Finally, the entire nomination was difficult to read. There are countless examples of words run together, or spaces left out between sentences. Please give this a careful read-through and correct all of these typos.

We appreciate the opportunity to review this nomination and hope that you find these comments useful. Please feel free to contact me if you have any questions. I can be reached at (202) 354-2275 or email at [<James_Gabbert@nps.gov>](mailto:James_Gabbert@nps.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "J. Gabbert", with a long horizontal flourish extending to the right.

Jim Gabbert, Historian
National Register of Historic Places
3/13/2012



April 17, 2012

J. Paul Loether
National Register—National Historic Landmarks Programs
National Park Service
1201 "I" Street NW, 8th Floor
Washington, DC 20005

RE: Capitol Garage
Omaha, Douglas County, Nebraska

Dear Mr. Loether:

Please find enclosed a revised National Register of Historic Places nomination form for the above resource.

If you have any questions concerning this nomination, please let me know.

Sincerely,

A handwritten signature in black ink, which appears to read "L. Robert Puschendorf". The signature is fluid and cursive, with a long, sweeping line extending from the end of the name.

L. Robert Puschendorf
Deputy State Historic Preservation Officer

Enclosure

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