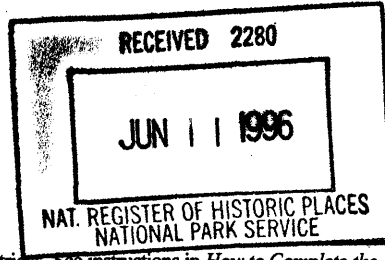


United State Department of the Interior
National Park Service



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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

historic name Rose Realty-Securitates Building

other names/site number Securities Building/NeHBS # DO09:0123-075

2. Location

street & number 305 S. 16th Street not for publication [N/A]

city or town Omaha vicinity [N/A]

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 of 1986, as amended, I hereby certify that this 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 meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Lawrence Sommer
Signature of certifying official

6/3/96
Date

Director, Nebraska State Historical Society
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

- I, hereby certify that this property is:
 - entered in the National Register.
 - See continuation sheet.
 - determined eligible for the National Register.
 - See continuation sheet.
 - determined not eligible for the National Register.
 - removed from the National Register.
 - other, (explain): _____

Edson H. Beall

7-19-96

**Entered in the
National Register**

Signature of Keeper

Date of Action

Rose Realty-Securities Building
Name of Property

Douglas, Nebraska
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

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

- private
- public-local
- public-state
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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

Number of contributing resources previously listed
in the National Register

N/A

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instruction)

COMMERCE: business

WORK IN PROGRESS

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN
MOVEMENTS: Sullivanesque

foundation CONCRETE, BRICK
walls BRICK
roof CONCRETE, ASPHALT
other TERRA COTTAL, METAL: bronze

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

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 a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

Period of Significance

1916

Significant Dates

1916

Significant Person

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Fredrick A. Henninger

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Primary Location for Additional Data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Omaha City Planning Department

Rose Realty-Securities Building
Name of Property

Douglas, Nebraska
County and State

10. Geographical Data

Acreage of Property Less than one acre

UTM References (place additional UTM references on a continuation sheet).

	Zone	Easting	Northing		Zone	Easting	Northing
1.	15	253960	4571280	3.			
2.				4.			

See continuation sheet.

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Stacey C. Pilgrim, Planner Specialist

organization Omaha City Planning Department date March 1996

street & number 1819 Farnam, Suite 1100 telephone 402-444-5210

city or town Omaha state NE zip code 68183

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

- Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items.)

Property Owner

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

name/title Securities Building Limited Partnership

street & number 1704 S. 10th Street telephone 402-345-8450

city or town Omaha state NE zip code 68108

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United State Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Rose Realty-Securities Building

Name of Property

Douglas, Nebraska

County and State

Section 7 Page 1

7. Narrative Description

The Rose Realty- Securities Building at 305 S. 16th Street is a commercial/office building constructed in 1916 by the Rose Realty Company. Technically, it is constructed of reinforced concrete frame, floors, and roof with 12 inch, brick curtain walls. Built of fireproof construction materials, the building is a unique design in Omaha. The building's design borrows heavily from the prominent American architect Louis Sullivan. Many of the building's design elements are Sullivanesque. The Securities Building is a rectangular, brick, six-story building situated on the corner of Farnam and 16th Streets in downtown Omaha. This building is articulated on two of its four facades and has been used as commercial and office space.

The Securities Building was constructed as a speculative commercial/office structure built in 1916 by the Rose Realty Company. The structure was designed by F. A. Henninger and built of reinforced concrete, limestone, and terra cotta by John H. Harte for a cost of \$200,000. Originally the site of a one-story office block, the 86' x 152' building is located on the Southeast corner of Farnam and 16th Streets, in the heart of Omaha's Central Business District. Original architectural plans indicate that the building was designed as a four-story structure, with several references to a six-story option.¹

The building is a six-story, plus basement and sub-basement, rectangular structure of reinforced concrete framing and floors. Only the west and north facades are articulated. The exterior treatment above the first floor is terra cotta over masonry-faced concrete bearing walls. Henninger employed Louis Sullivan's method of giving unity to a multi-storied building through the use of the tripartite scheme of dividing the articulated elevations into "base," "shaft," and "capital," analogous to a classical column.² A continuous horizontal band of projecting terra cotta detailing divides the base (first floor) and shaft (second through sixth floors). The second floor consists of Chicago-style windows divided by the horizontal terra cotta faced piers. The significant intricate fascia, soffit and cornice detailing are Sullivanesque in design and are typical of an innovative era in Omaha architecture and exist in only a very few extant buildings.

Only the west and north facades are articulated. The west facade is divided into seven vertical sections separated by protruding terra cotta-faced piers. Each of these bays contains two double-hung sash windows, except for the first and second floors. The third through fifth floors are further divided by continuous, round, terra cotta pilasters topped with Doric capitals. The sixth floor is also subdivided by small, round, terra cotta, Doric pilasters. Recessed terra cotta spandrels provide horizontal separation between the levels. The spandrels separating the third and sixth floors extend under two windows and are embellished by carved Sullivanesque medallions.

The most prominent feature of the west facade is the Napier's Bootery storefront. The street level exterior treatment contains a marble faced storefront with large display windows framed by bronze. The bronze framing above the display windows is heavily detailed with Sullivanesque details. In addition are the apparently original, curved glass side panels on the display windows. The side panels of the other businesses were angled, but currently only a few of the original display windows remain.

The north facade is designed in the same manner as the west facade, described above. This facade is narrower and thus there are only three bays separated by continuous pilasters. These bays have three double-hung sash windows that are separated by two terra cotta columns. As on the west facade the recessed spandrels horizontally divide the levels, but on the third and sixth floor spandrels, there are two carved Sullivanesque medallions.

¹Rose Realty Architectural drawings. Permits and Inspection Division, Omaha City Planning Department.

²John Zukowsky, editor. *Chicago Architecture 1872-1922: Birth of a Metropolis*. p. 73.

United State Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Rose Realty-Securities Building

Name of Property

Douglas, Nebraska

County and State

Section 7,8 Page 2

7. Narrative Description (continued)

The remaining two facades face the adjacent buildings and are undecorated. Both facades consist of simple brick curtain walls and double-hung sash windows. The windows are set into square moldings with terra cotta transoms and brick sills. Some of these windows have been covered over. The exterior covering is brick with no embellishment.

The main entrance to the building's upper floors is centrally located on the west facade, adjacent to the Napier's Bootery storefront. Entrances to approximately nine street level stores are found at various locations along the two articulated facades. The majority of the entrances are constructed in the form of a vestibule with recessed entry. The main entrance vestibule is decorated with marble tile flooring in a star pattern. The original doors have been replaced by modern glass doors.

The Securities Building has remained relatively undisturbed since its construction. Building permits indicate several cosmetic changes to many of the storefronts. Much of this, however, is veneer and can be removed to reveal the original structure. Also aluminum siding was placed over the articulated, cantilevered cornice in an apparent attempt to "modernize" the building and, possibly, to protect this detail from deterioration. The structure of the building, however, has not been altered. The window openings, although some may contain replacement windows, are original to this building as is the bronze and terra cotta detailing.

The interior spaces are still intact. The first floor entrance continues the marble flooring that is found in the exterior vestibule. A marble staircase with cast iron rails leads to the upper floors. Elevators are set into marble surrounds and are highlighted by Art Deco features. The angular light fixtures and steel and black angled Art Deco designs are later additions to the entry, but it is unclear as to when they were added.

The first floor consists of individual shops which all have exterior entrances. The remaining floors are separated into individual offices with entrances off the main hall ways. The upper floor office spaces still retain the original textured glass windows and doors set into wood surrounds. Some of the original marble tile detailing is still visible along the walls of the upper floor hallways and the floor plan layout has not been altered. The hall floors on these levels are of mosaic tiles. The store flooring is mainly wood or tile. Some changes have occurred to the interior spaces, but the majority of these are cosmetic.

8. Statement of Significance

Under National Register Criterion C, the Securities Building is architecturally significant to Omaha as a unique adaptation of the Sullivanese style, being the only office building of this style in Omaha. The Securities Building is an early example of the tripartite method of the multi-storied design inspired by Louis Sullivan. Designed by Omaha architect F.A. Henninger, the Securities Building is an example of a typical office building found in this area of downtown Omaha during the early half of the twentieth century. Much of the original fabric of the Securities Building still remains and the building retains a high degree of architectural integrity.

The Securities Building is architecturally significant because it is the only Sullivanese building found in the city of Omaha. Although other buildings of the same era may have Sullivanese ornamentation, the Securities building is the only one that completely follows Louis Sullivan's style in design and detailing.

Louis Sullivan created a new form of architecture during the early decades of the twentieth century. As an alternative to the Art Nouveau style, Sullivan used ornamentation that contained more elements of the Gothic style.³ Foliage

³Ibid. p. 195.

United State Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Rose Realty-Securities Building

Name of Property

Douglas, Nebraska

County and State

Section 8 Page 3

8. Statement of Significance (continued)

ornamentation is one of the major contributing features found in styles of Louis Sullivan.⁴ Sullivan influenced a number of architects and designs of the early twentieth century. This influence of Sullivan was felt only slightly in Omaha. Few architects designed buildings with Sullivanesque details and only Henninger designed a true Sullivanesque building, the Securities Building.

The Sullivanesque style is distinguished by its rich ornamental detailing in terra cotta and classical elements made popular by Chicago architect Louis Sullivan.⁵ Usually Sullivanesque buildings have flat roofs and boldly projecting cornices.⁶ The Securities Building displays all the characteristics of this style and is unique to the Omaha downtown. The classical elements found on the securities building include pilasters and columns, but the true evidence of this classicism is found in the tripartite style of base, shaft, and capital. The capital of the building is ornamented by a projecting cornice, which in itself is a strong element of Sullivanesque.

Downtown Omaha experienced a considerable building boom in the second and third decades of the 20th century. New office, retail, hotel and civic construction was concentrated within a few blocks between 15th and 18th Streets. These new multi-storied buildings produced the skyline of Omaha and became the heart of downtown for many decades. A variety of styles and methods were used in constructing these buildings, but the Securities Building is the only building in the area designed in the Sullivanesque style. The only other buildings in Omaha that have Sullivanesque detailing are a few apartment buildings. The Sullivanesque details on these buildings are limited to small, terra cotta ornaments, but they lack the tripartite scheme needed to be true Sullivanesque. These apartments are located near the downtown area and were all built by Drake Realty Company during the second decade of the twentieth century. They include the Turner Court Apartments (212-004), Terrace Court Apartments (205-018), the Drake Court Apartments (0112-008) and 3 Cheers Bar (formerly an apartment 320-017).

The building remained nameless during the design drawing stage, as the title block on original drawings reads "Building for the Rose Realty Company". However, City Directories indicate it was formally called the Rose Building from 1916-1917. As early as 1918, the building was officially referred to as the Securities Building, probably in an effort to draw loan, investment, and securities services, popular tenants in the neighboring First National Bank building (NR 1982). Although the Securities building is somewhat dwarfed by the First National Bank building across 16th Street to the West, it was still one of the tallest at the time of its construction.

Built specifically to provide rental office space in the downtown area, the building has housed several businesses over the years. Historically, the upper floors were occupied by a variety of service and office uses; while the ground floor store fronts have been occupied by billiard parlors, coffee shops, furriers, and shoe stores. From 1917 to 1941, the corner of 16th and Farnam housed the Union Pacific ticket office which also serviced ticket sales for several of the other lines that ran through Omaha.

The Securities Building was designed by Omaha architect Frederick A. Henninger. Although most noted for his work on private homes, Henninger also designed several other downtown business buildings including the United State National Bank Building, the Farm Credit Union, and the Omaha Grain Exchange Building. Henninger received his architectural training at the Art Institute of Chicago.⁷ After training, Henninger moved to Lincoln, Nebraska where he worked as an architect until the early 1890's

⁴John J. G. Blumenson. *Identifying American Architecture: A Pictorial Guid to Styles and Terms, 1600-1945.* p. 65.

⁵Ibid. p. 65.

Marcus Whiffen. *American Architecture Since 1780, A Guide to the Styles.* p. 191.

⁷Lynn Meyer. Haven-Page House National Register Nomination, October 7, 1982.

United State Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Rose Realty-Securities Building

Name of Property

Douglas, Nebraska

County and State

Section 8,9,10 Page 4

8. Statement of Significance (continued)

when he moved to Omaha.⁸ By 1895, he established himself as an architect for F.C. Ledebink. The following year Henninger purchased the business from Ledebink.⁹ Henninger worked in the Omaha area from 1887 until 1937, designing many residences and apartment complexes. After his retirement in 1937, his son took over control of the firm and practiced in Omaha until 1941.

9. Bibliography

Blumenson, John J. G. *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945*. New York: W.W. Norton and Company, Inc., 1981.

Bostwick-Frohardt Photograph Collection, owned by KMTV on permanent loan to Western Heritage Museum.

City Directories. Omaha Public Library, W. Dale Clark Branch.

City of Omaha Building Permits. Omaha City Planning Department, Division of Permits and Inspection.

Meyer, Lynn. Haven-Page House National Register Nomination, 1982.

Rose Realty Architectural Drawings. City of Omaha Planning Department, Division of Permits and Inspection.

Whiffen, Marcus. *American Architecture Since 1780: A Guide to the Styles*. Cambridge, Massachusetts: The M.I.T. Press, Massachusetts Institute of Technology, 1969.

Zukowsky, John. *Chicago Architecture 1872-1922: Birth of A Metropolis*. Munich, Germany: Prestel-Verlag, in association with The Art Institute of Chicago, 1987.

10. Geographical Data

Verbal Boundary Description

The nominated property is a tract of land described as lot 4 block 139 of the City Lots, Omaha, Douglas County, Nebraska.

Boundary Justification

The boundary includes all property historically associated with the Rose Realty-Securities Building.

⁸Ibid.

⁹Ibid.