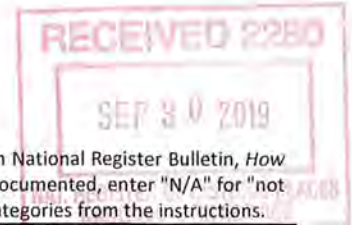


4607

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.

1. Name of Property

Historic name Omaha Auto Row Historic District

Other names/site number Farnam Hill Historic District; DO09:0209

Name of related multiple property listing Historic and Architectural Resources of the Lincoln Highway in Nebraska
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & Number Roughly bounded by Douglas Street, Dewey Street, S. 24th Ave. and S. 28th Street

City or town Omaha State Nebraska County Douglas

Not for publication Vicinity

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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 at the following level(s) of significance: national statewide local

Applicable National Register Criteria: A B C D

SHPO/Director

9/26/19

Signature of certifying official/Title:

Date

Nebraska State 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 of 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 Keeper

11.12.2019

Date of Action

Omaha Auto Row Historic District
Name of Property

Douglas County, Nebraska
County and State

5. Classification

Ownership of Property (Check as many boxes as apply)

- Private
- Public-local
- Public-state
- Public-federal

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

- Building(s)
- District
- Site
- Structure
- Object

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

Contributing	Noncontributing	
31	4	Buildings
2	1	Sites
		Structures
		Objects
33	5	Total

Number of contributing resources previously listed in the National Register 7

6. Function or Use

Historic Functions (Enter categories from instructions.)

TRANSPORTATION: service station/garage/brick streets
COMMERCE/TRADE: office business, professional,
specialty store, restaurant, hotel

Current Functions (Enter categories from instructions.)

COMMERCE/TRADE: office, business, professional,
specialty store, restaurant, hotel

DOMESTIC: multiple dwelling

TRANSPORTATION/OTHER: brick streets

7. Description

Architectural Classification (Enter categories from instructions.)

LATE 19TH & 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style

LATE 19TH & EARLY 20TH CENTURY REVIVALS: Mission/Spanish Colonial Revival

MODERN MOVEMENT: Moderne

Materials (enter categories from instructions.)

Principal exterior materials of the property: BRICK, STONE, CONCRETE, STUCCO, TERRA COTTA

Omaha Auto Row Historic District

Douglas County, Nebraska

Name of Property**County and State****Summary Paragraph**

The Omaha Auto Row Historic District represents the core of the historic development of automotive culture in the city and is approximately five blocks west of the downtown core. Both the Detroit Lincoln Denver (DLD) Highway and the Lincoln Highway passed through the district. The built environment retains two to four story brick commercial buildings on the east/west streets with brick multi-story apartment buildings primarily located on the north/south streets. The commercial buildings were built as automobile dealers, showrooms, repair shops, accessory stores, garages, and service stations. Other support businesses like restaurants and bars were scattered throughout the district. Architectural styles in the district consist mainly of early 20th Century Commercial styles, Period Revival styles of the mid-20th century, and Modern Movement styles. There are 31 contributing buildings in the district and two contributing structures, with seven individual properties currently listed in the National Register. There are four non-contributing buildings and one non-contributing structure.

Description

The Omaha Auto Row Historic District is in Omaha, Nebraska the county seat of Douglas County and the largest city in the state. Farnam and Harney Streets represent the main east/west corridors in the district with 28th Street and 24th Avenue serving as the west and east boundaries. Buildings within the district are primarily two-to-four story masonry with various applied detail in terra cotta or other decorative materials. Clusters of multi-story apartment buildings along South 26th and South 27th Avenues provided residential space for many automotive employees. Most of the buildings were constructed lot line to lot line with no setbacks or landscaping except for two historic garages, one with an angled façade and one with a pull-out area adjacent to the streets. The buildings follow the standard form of most commercial properties with rectangular footprints, flat roofs, storefront displays, upper level windows and projecting parapets, both ornamental and plain. The district retains not only the heart of the historic automotive commercial core, but apartment buildings and a historic hotel. Seven buildings within the district boundaries have been previously listed in the National Register under six individual nominations. These include the Drummond Motor Company Building (DO09:0209-015 NRHP listed 16 July 2018), Firestone Tire and Rubber Building (DO09:0209-016, NRHP listed 16 July 2018), Hupmobile Building (DO09:0209-033, NRHP listed 12 November 2014), Peerless Motor Company Building (DO09:0209-039 NRHP listed, 15 November 2007) the Undine Apartments (DO09:0209-048, NRHP listed 12 March 2008) and the Moyer Row Houses (DO09:0209-049 and 050, NRHP listed 29 January 2008). Overall, the district retains a high degree of historic integrity with uniformity in building form, massing, setting, materials and functions. There are 31 contributing buildings in the district and two contributing structures. The contributing structures are two brick streets on South 26th Avenue and South 27th Avenue. There are five non-contributing resources within the district: one structure, a steel tower, and four buildings. The non-contributing buildings are either constructed outside the period of significance identified for this district or have been significantly altered thus diminishing their historic integrity.

This district is located primarily along Farnam and Harney Streets from approximately South 24th Avenue to South 28th Street. Farnam and Harney are three-lane one-way parallel streets that carry traffic east and west through the district. There is parallel street parking on both sides of each street. The remaining numbered cross-streets intersect to form the contributing commercial and housing development of the district. The Omaha Auto Row Historic District consists of approximately eight

Omaha Auto Row Historic District

Douglas County, Nebraska

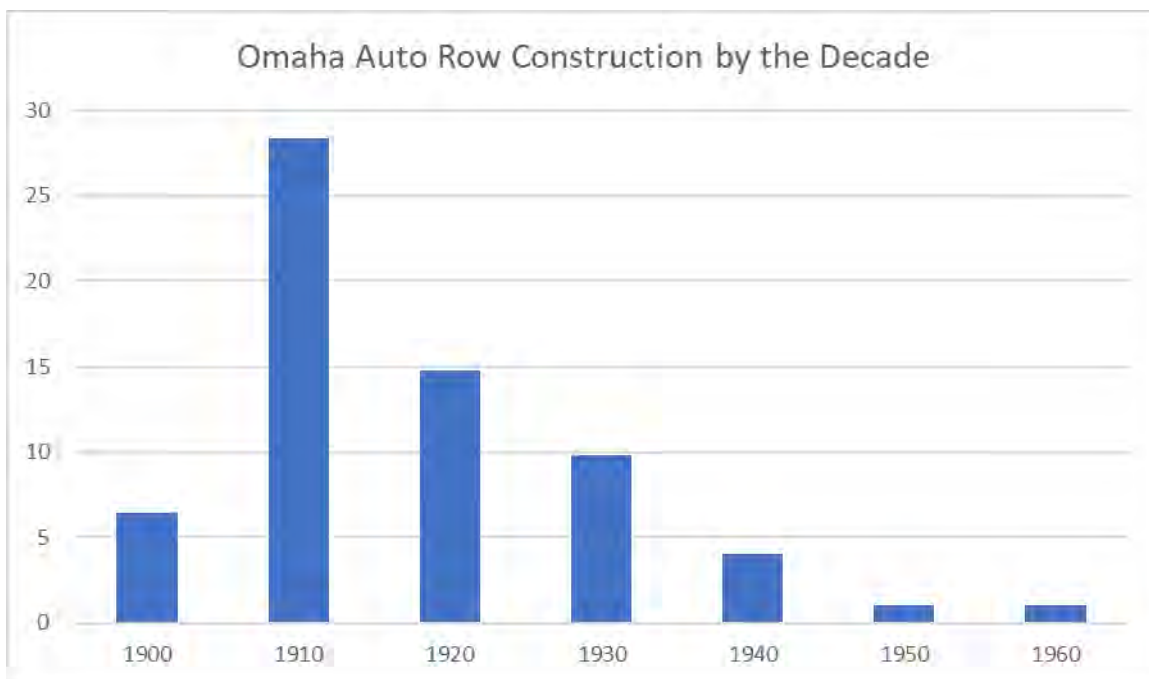
Name of Property

County and State

square blocks roughly bounded by Douglas Street to the north, Dewey Street to the south, South 24th Avenue to the east and 28th Street to the west.

The district retains the main commercial core of the historic Automobile Row in Omaha that is intersected by service related and multiple-family residential properties. The commercial buildings in the district consist of either large scale properties that consume an entire block or shared party wall three to four story brick construction with no setback from the sidewalk right-of-way. The streets are laid out on an east/west and north/south grid system with some remaining remnants of brick street within the district. During the period of significance, a streetcar ran the length of Farnam Street providing access to and from downtown and the Auto Row with stops along Farnam and Dewey Streets within the district. The streetcar provided ready transportation to those living in the district and working downtown. The densest area of the district are the blocks of Farnam Street between the east and west boundary where many of the large auto dealers were located along with filling stations and streetcar stops. The historic district remains in good condition today with several buildings having been rehabilitated and several others with rehabilitation projects underway. The area meets a void in urban development between downtown Omaha and the Midtown area.

The vast majority of the buildings within the district were constructed in the decade between 1910 and 1920. At this time the automotive industry was booming, and Auto Row was packed with activity and bustling with business. The chart below illustrates the construction by the decade within the district.



Information regarding construction dates and building evolution described below was taken from historic Sanborn Fire Insurance Maps, Douglas County Assessor records, *Omaha World Herald* archives, and clippings and site files from the Nebraska State Historic Preservation Office. Each building in the district is described below, from the north boundary at Douglas Street to the south boundary at Dewey Street, followed by descriptions of those properties on the north/south axis numbered streets.

Omaha Auto Row Historic District

Douglas County, Nebraska

Name of Property**County and State****Individual Building Descriptions*****Douglas Street South Side***

2561 Douglas Street (DO09:0209-088)

This one-story small-scale building has a full-width storefront and truncated green clay tile roof. The storefront has been infilled with white panels. The property was constructed in 1927 for a grocery store and market to serve the neighboring apartment buildings within the historic district. It was occupied by Morton's Market immediately following its construction and then became Knights Food Market in 1932. It served as a market and then liquor store throughout the historic period of the district.

Farnam Street (East to West from South 24th Avenue, North Side)

2520 Farnam Street (DO09:0209-067)

This one-story brick building was built c. 1910 and housed the Traynor Automobile Company in the east half of the building. The Traynor brothers sold the National Automobile and the Abbott-Detroit car. The one-story brick building consumes half the block. Today the brick is painted a two-tone grey color scheme. Two stepped projecting cornice lines with recessed rectangular panels along the length of the south and west facing facades ornament the elevations. A black fabric awning extends the length of the south facing façade. Three of the historic storefront display windows have been infilled with brick while the remaining two have been modernized with aluminum and glass storefronts. A pedestrian door accesses the one story building off of Farnam Street. In the late 1980s a prefabricated metal warehouse was added to the lot. The warehouse has a loading dock that is accessed by the alley east of the building. The metal building is connected to the brick historic building at the north elevation.

2558 Farnam Street (DO09:0209-018)

This four-story brick and terra cotta building was constructed in 1913 as a Studebaker dealer. At the time the contract was announced it was identified as the largest automobile industry building in the city. The four-story brick and terra cotta building resides on the northwest corner of 25th Avenue and Farnam Street. The building is approximately 75 x 140 feet with four designed bays on the south façade and seven bays on the east façade. These two primary elevations are defined by brick pilasters that rise from the glass storefront to the segmental arched terra cotta capped fourth story windows. Each window arch has a massive scrolled terra cotta bracket in the keystone position that connects the window cap detail to the projecting cornice line. The cornice line is comprised of terra cotta molding and extends across the entirety of the east and south elevations.

Fenestration throughout the building has been replaced with new units, however the size of the window openings has been retained. The main pedestrian entrance is on the south elevation with an overhead door and business entrance at the north end of the east elevation. The north elevation retains a metal fire escape. A showroom and retail space for Studebaker was located on the first floor with service and garage bays on the upper levels. The construction contract was given to John Harte, but an architect has yet to be identified. The building was utilized by the automotive industry throughout the historic period. When Studebaker was no longer a viable business entity, it was utilized as warehouse space for Rosen-Novak Automobile Company and in 1962 the All Makes office equipment company moved their main offices and showroom into the building. All Makes continues to occupy the space.

2562 Farnam Street (DO09:0209-017)

The three-story brick and terra cotta building at this address was the last building constructed to complete this double block of automotive properties. It was completed in 1918 for the J. M. Opper/Van

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Name of Property**County and State**

Brunt Motor Company. Similar to the Studebaker/All Makes building that shares the east wall, this property is constructed of red brick with an elaborate terra cotta cornice line. Constructed in 1918 and designed by Omaha architect George L. Fisher, the building was designed to “harmonize in color with adjacent buildings with dark, rich, cherry red brick, laid in flush joints with ivory mortar, ivory terra cotta, buff cement panels and faience inserts with a *marquiese* for each street entrance.”¹ The building is quite large with a foot print measuring 112 x 140 feet. Jones-Opper Motor Company occupied the east half and the Van Brunt Auto Company occupied the west half.

Brick pilasters rise from the top of the first-floor storefront openings to meet the projecting terra cotta cornice. Scrolled ornamented terra cotta brackets add visual interest and depth to the façade. Concrete panels create a horizontal band between the second and third story windows with similar, but smaller concrete and brick panels between the third story and the cornice line. Storefronts have been replaced with modern materials including stone panels and aluminum and glass windows. Fenestration throughout the building has been replaced, but the size of window openings has been retained. Historically, elaborate storefronts with awnings over the storefronts and transom windows were present along the showroom first floor. Today the building is part of the All Makes company.



Figure 1: Studebaker Building after All Makes Typewriter takes over. Photo taken 1954 and from John Savage Collection at Durham Museum

¹“Magnificent Building to Be Occupied By Two Prominent Automobile Co.’s” *Omaha World Herald* April 28, 1918.

Omaha Auto Row Historic District

Douglas County, Nebraska

Name of Property

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Figure 2: South 26th and Farnam Streets looking northeast. Photo showing the block of Drummond, Firestone, Opper-Van Brunt, and Studebaker building along with Deep Rock gas station in the foreground. Image taken May 16, 1924 and courtesy of the Bostwick Frohardt Collection at the Durham Museum.

2566 Farnam Street (DO09:0209-016)

The Firestone Tire and Rubber Company Building was individually listed in the National Register in 2018. It is a three-story brick building with a recessed entrance. It shares party walls with the Drummond Building at 2570 Farnam and the Opper/Van Brunt Building at 2560 Farnam. The simple commercial style building was constructed for Firestone Tire and Rubber and served the accessory business in the district.

2570 Farnam Street (DO09:0209-015)

The Drummond Motor Company Building was individually listed in the National Register in 2018. This three-story brick building sits on the northeast corner of South 26th Avenue and Farnam Street. It had a large showroom on the first floor with garage, paint, and service bays on the upper levels.

Farnam Street (East to West from South 24th Ave) South Side

2431 Farnam Street (DO09:0209-083)-Non-Contributing

This new five story building is a Holiday Inn Express and was constructed in 2018.

2523 Farnam Street (DO09:0209-033)

The Hupmobile Building was individually listed in the National Register in 2014. The Hupmobile is a two-story commercial block with center entrance flanked by showroom windows. Large second story windows illuminated work room spaces. The exterior brown brick is accented by stone lintels and cornice details.

2555 Farnam Street (DO09:0209-031)

This three-story brick building was built in 1912 for the Guy L. Smith Auto Dealer. A one-story addition was built in 1934 to the east and a second story was added to that addition in 1999. It is connected to the two-story building to the east and though they were constructed at different times, the buildings have been connected and served one business from approximately the 1940s through today. The brick building has a central pedestrian entrance on the north elevation with four brick pilasters that

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Name of Property**County and State**

extend to the cornice and project above the cornice line. At the center of this main façade is a projecting triangular element that emphasizes the centrally located pedestrian door. The building sits on the southeast corner of 26th and Farnam Streets and the west façade has the same repetitive elevation with six projecting pilasters. The building housed the Barish-Sanders Motors, a Dodge/Plymouth dealer in the 1930s and the O'Daniel Oldsmobile dealership in the 1950s. Historic photos show the two buildings unified under one business at this time.

Today the fenestration throughout both the three story and the two-story wing have been covered with brown vertical metal panels. It is unknown if the original windows remain in the building or not. However, despite this impact to its physical integrity, the building remains a stalwart place holder at this important corner of Omaha's automobile row.



Figure 3: Images of 2555 Farnam Street from 1936 at the left to 1959 at the right. Photos courtesy of the Bostwick Frohardt Collection at the Durham Museum.

2611 Farnam Street (DO09:0209-082)

Built in 1918 this two-story brick building was constructed for Heafey and Heafey Undertakers. The simple façade has a pedestrian entrance at the west end of the storefront with replacement aluminum and glass storefront windows. The east elevation of the building has small fixed window openings that have been infilled with glass block. Second story windows on the main façade have been replaced also, but window openings remain. Originally this building was constructed with a centered pedestrian entrance and two large windows flanking either side. Alterations to the storefront which now include two pedestrian entrances at the north elevation with one large window opening may have been made after the mortuary left the building in the 1940s and it was occupied by Ruegg Refrigeration. The building was occupied by various business until it was listed as vacant in 1965.

2615 Farnam Street (DO09:0209-081)-Non-Contributing

The main two-story block of this property was constructed in 1920. No historic photographs are available at the time of this writing to document the appearance of the property. However, it was substantially altered in 1957 when KMTV Television Color Center occupied the building. At that time the entire façade was covered with cementitious stucco type material, the storefront was also covered with the same material and extended one story to the west. A recessed garage bay is set back at the west elevation. Historic photographs from the 1920s and 1930s illustrate that this area was no building here, but the lot was sheltered by a wall or fencing. The recessed garage bay is clad with the same material

Omaha Auto Row Historic DistrictDouglas County, Nebraska**Name of Property****County and State**

and associated with this building. At the same time or shortly thereafter, the two large steel latticed towers were also added that are discussed in the non-contributing list of properties.

2621 Farnam Street (DO09:0209-071)

This one-story brick façade was built in 1947 for the Pacific Press Publishing Company. The building retains a high degree of historic integrity and reflects the Streamline Moderne architectural style. One pedestrian entrance is located at the east end of the north facing façade. The door is recessed in the opening with curved glass block walls surrounding it. Two simple display windows rise from a stone sill that extends the length of the façade. Two stone bands rise vertically from the center of the door opening then turn to extend the length of the building. The bottom band terminates above the second window while the top band extends to the edge of the façade adding an asymmetrical design element to the façade.

2679-2687 Farnam Street (DO09:0209-028)

This blonde brick building is primarily one-story with a two-story commercial bay at the west end of the lot. Farnam Street begins a steep downhill slope at this lot and as a result the two-story building roofline is level with the one-story line of the main body of the building providing a unified appearance of the large property. Built in 1931 as an automobile dealer and showroom, the building housed the Fred Schneider Pontiac dealer and the Stan Olsen Pontiac dealer throughout the historic period. Today a variety of business operations occupy the building. Constructed referencing Art Deco and Streamline Modern architectural styles, the one-story body has a large curved brick wall with windows at either side. An infill panel at the curved portion, may have been once filled with glass block as is referenced elsewhere on the façade. The main entrance is centrally located with a pedestrian door between two large brick and stone pilasters that extend above the roofline. A small-scale flat aluminum awning shelters the entry. Glass block sidelights surround both sides of the entry door and glass block infills the panel above the entry. Large and ornate anchor bolts project above the awning, indicating that a larger awning was present at some point throughout the building's history.

The two-story bay has a central entrance with large display windows flanking the entrance. Panels infill the area above the windows where transoms were once located. Second story fenestration consists of tall narrow windows in groups of two-three-two across the façade. Two more infill panels are above the east and west paired windows at the cornice line. A canted stone cornice caps the elevation.

2751 Farnam Street (DO09:0209-076)

The property at 2751 Farnam Street is a service garage/car dealer with the main bay recessed and canted on the lot. The one-story building has the main canted bay that lies on a southeast to northwest axis on the lot. Behind the main bay is a second one story bay with four overhead garage door openings. A flat roof projects from the façade with simple metal cladding. The building is brick and painted brown today. A single pole sign that states "FARNAM AUTO SALES" remains on the northeast corner of the lot. Constructed in 1946 it was home to the Ross Bud Car Company and the Ross Bud Car Leasing Company throughout the historic period.

2757 Farnam Street (DO09:0209-072)

Built in 1948, this simple blonde brick building has a large recessed bay under the second floor at the east end of the elevation. The bay is surrounded and supported by a simple concrete band and square columns. A pedestrian entrance is immediately adjacent to the recessed bay and slightly off center of the building elevation. The second story is punctuated by simple rectangular single light windows. A flat

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roof and minimal ornamentation contribute to the simple streamlined façade. The building served the auto industry on the row from its construction. It housed the Auto Electric Service Incorporated Company from 1949 through the 1960s, encompassing the entirety of the historic period of the district.

2767 Farnam Street (DO09:0209-073)

Built in 1930 this one-story property retains simple detailing with a glass storefront and centered pedestrian entrance. The simple brick façade has been painted dark gray with white trim. The west elevation is painted white and windows at the south end of the elevation have been infilled.

Harney Street (East to West from South 24th Avenue, North Side)

2450 Harney Street (DO09:0209-042)

This three-story brick building was built in 1917 as a hotel and café. City Directory records show the Kellogg Café occupying the space in 1918. It has a truncated green clay tile roof with decorative stone geometric tiles between the windows at each level. A pedestrian door is located at the far west end of the south facing façade with a full width storefront and transom system extending the remaining width of the façade. The corner building has finished hard fired brown brick at the main façade that wraps the corner of the building on the east façade. The remainder of the east façade is clad with simple red brick. A ghost sign that says “THE KELLOGG” can still be seen at the top of the east elevation. Fenestration throughout the building is a combination of 2-over-2 double hung units and one-over-one double hung units with storm windows throughout. A new aluminum and glass storefront with frosted glass transom windows extends across the first-floor main façade.

2464 Harney Street (DO09:0209-004)

This elaborate U-shaped four-story brick apartment building is called Harney Court today but identified on early Sanborn Fire Insurance Maps at the Helen Apartments. The formal Mediterranean style is accented by curved rail metal balconies, elaborate molded cornice line, and landscaped courtyard. The entrance steps to the courtyard are flanked by two brick square columns with cast iron globed light posts. At the top of the stair are smaller brick pedestals with concrete animal sculptures on top. The building has simple one-over-one fenestration throughout and the curved rail wrought iron balconies are present on all three levels of the interior courtyard. The base of the U-shaped plan has no balconies. The grassy landscaped courtyard has coniferous trees and shrubs.

2510 Harney Street (DO09:0209-077)

Built in 1946, this simple streamlined one-story masonry building was constructed for Roffman’s Finer Foods grocers. The blonde colored building has full-width glass storefronts with two pedestrian doors. The foundation level of the building is clad with light permastone. A small flat aluminum awning projects along the entire south facing elevation and is support by round metal columns. The area of façade exposed above the awning is clad with square tiles. Permastone clad planters are at either side of the pedestrian door.

2564 Harney Street (DO09:0209-039)

The building at this address is the Peerless Auto Company building and was individually listed in the National Register in 2007. The two-story building anchors an extended block on Harney Street and is constructed of blonde brick with a central storefront entry flanked by large display windows. A stepped parapet caps the second story that is ornamented with a projecting brick panel with dentil molding and second story pilasters.

Omaha Auto Row Historic District

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2572 Harney Street (DO09:0209-038)

This one-story brick building was constructed for a service garage in 1915. The brick façade has geometric green glazed brick rectangular detailed above the storefront. A central garage door opening has large display windows on either side. The east window has been covered with a painted sign and also houses a pedestrian door. The steel truss structure has concrete floors and a shared party wall with the bay immediately adjacent and to the west. A series of skylights project above the roof at the center of the footprint.

2576 Harney Street (DO09:0209-037)

This one-story brick building was constructed for use as automotive tire and battery sales. The brick façade matches that at 2572 Harney with a brick glazed brick rectangular detail above the storefront. A flush storefront with no overhead or garage door opening extends across the façade with a centered pedestrian entrance. The storefront has been replaced with modern aluminum, glass, and grey infill panels across the façade.

2584 Harney (DO09:0209-036)

This one-story brick building was constructed in 1918 for use as an automotive garage. The brick façade has a recessed central entrance bay with storefront windows on either side. The recessed central entry bay may have been a garage entrance at one time. The brick façade has rectangular pattern above the storefront with lighter colored corner stones emphasizing the geometric design. The west façade faces a surface parking lot and has an elaborate mural painted on the elevation. The storefronts have been replaced with modern aluminum and glass.



Figure 4: Harney Street looking northwest from approximately 26th Street showing the one-story garages at 2572-2584 Harney Street. Photo taken July 13, 1931. Courtesy of Bostwick Frohardt Collection at Durham Museum.

26th Street Intersection

2602 Harney Street (DO09:0209-086)-Non-Contributing

This one-story building was constructed in 1965, outside the period of significance for the district. The red brick façade has multiple bay storefronts that are all flush with the elevation. An overhanging band

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Name of Property**County and State**

of white geometric projecting panels extends across the entirety of the south facing elevation. An overhead garage door is located at the west end of this elevation. The building is recessed from the street with surface parking in front.

2614 Harney Street (DO09:0209-085)-Non-Contributing

This steel lattice television broadcast tower was constructed in 1964. On the lot is a small control shed with a flat roof. A concrete wall extends along the slope of Harney Street with chain link fence capped by barbed wire. This is a non-contributing structure to the district. Although it is on the cusp of the period of significance, the property is unrelated to the significant historic contexts addressed within this nomination.

2626 Harney Street (DO09:0209-074)

This one story simple modern style building was constructed in 1956 for the Yaffe NS Printing Company. They occupied the building throughout the historic period of the district. The façade is clad with grey brick. A row of clerestory windows extends across the asymmetrical façade and under the overhanging flat roofline. An entrance bay is at the east end of the façade and within a larger rectangular brick bay. A workshop area constructed of simple concrete masonry units with overhead doors part of the building and where the printing center was located. The building is slightly recessed from the street with concrete parking stalls perpendicular to the building.

2754 Harney Street/324 South 27th Avenue (DO09:0209-027)

This three-story blonde brick building with iron spots has a simple block form and was constructed in 1920. The apartment building has a secondary address as 324 South 27th Avenue and is associated with the apartment buildings along this street. Single one-over-one window units have stone lintels. A central entrance slightly projects from each façade and is surrounded by brick. The most notable architectural detail at this building is the projecting cornice line that consists of split segmental arches with geometric corners, giving the roofline an exaggerated crenelated feeling.

Harney Street (From East to West, South Side)

2615 Harney Street (DO09:0209-087)-Non-Contributing

This two-story brick building was constructed in 1922 and occupied by State Farmers Insurance. The core of the building has a projecting cornice line with geometric tooth detail and corner quoins in the brick. A large projecting addition was added to the front of the building c. 1980. This addition obscures the historic building rendering it non-contributing.

2757 Harney Street (DO09:0209-046)

This two-story brick building was constructed in 1920 for the O'Brien-Davis-Coad Auto Company as their automobile showroom and service facility. The building was designed by Omaha architect George Fisher. The building has a lower level and a main level that were both accessed by Street level because of the elevations of Harney Street and South 27th Avenue. The building consumes the entire block between Harney and Dewey, 27th Avenue and 28th Street. The main entrance is at the northwest corner of the building. An arch over the simple pedestrian door accents this entrance. At the west façade the building's full two-story height is visible while at the east façade the building only reveals one story.

Extensive fenestration throughout the building has all been infilled with square cementitious tiles. A heavy pressed-metal beltcourse extends around the entire circumference of the building. However, the

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metal material along the south elevation has been removed leaving the structural face brick exposed. Garage bays are located at the east and west facades. Stone identification blocks are at the cornice of the northeast and northwest corners with an interlocking DB. A brick penthouse and chimney are at the southeast footprint of the building.

Dewey Street (From East to West, North Side)

2612/2614 Dewey Street (DO09:0209-049 and -050)

The Moyer Row Houses were listed in the National Register in 2008. These two buildings have separate site numbers but are listed together as one property. The Moyer Row Houses are two story brick buildings with dentil molding at the cornice. The buildings were originally identical in plan with unique exterior finishes on the main façades. The east unit has arched first floor windows with an entry door at either end of the façade and a metal cornice with dentil molding. The west building has two rectangular central windows and the entry doors at either end of the façade retain their projecting, pedimented doorhood shelters. The fenestration on this building is capped with brick keystones, but the cornice is a simple pressed metal with no dentil molding

2620-2626 Dewey Street (DO09:0209-048)

The Undine Apartments were individually listed in the National Register in 2008. This apartment consists of two rectangular buildings that face each other to create a courtyard. The three-story with basement buildings were virtually identical with brick facades, paired brackets support the clay tile ornamental roof and projecting cornice line above that. The buildings are immediately adjacent to the Moyer Row Houses to the west.

Numbered Streets Starting at South 24th Avenue***No properties with a South 24th Avenue address******South 25th Street***204 South 25th Street (DO09:0209-020)

The three-story apartment or rooming house at this address was constructed c. 1900. It has a central entrance bay with a residential style porch with turned balusters and railing. The center bay is flanked on either side by three-sided bay windows that extend all three stories of the building. Fenestration consists of one-over-one units each capped with a vertical spray of brick detail. A recessed panel of terra cotta ornamentation follows the cornice line with a metal cap cover the cornice.

210 South 25th Street (DO09:0209-021)

This three-story apartment or room house is virtually the same as the building at 204 South 25th Street. Slight differences occur in details such as the window caps. Here they are stone with a florette detail and, rather than terra cotta detailing at the cornice line, this building has stepped brick patterned detail.

230 S. 25th Street (Northwest corner Farnam and 25th) (DO09:0209-084)

Though this building currently has a 25th Street address, the historic configuration had frontage on both Farnam and South 25th Street. The one-story brick building has four storefront bays with pedestrian entrance at the southeast corner and along the east façade. Five brick pilasters project above the cornice line with simple raised brick rectangular elements within each panel to add interest to the façade. The building is painted two-tone grey with white trim and has been recently renovated. New storefront windows that are sensitive to the building have been added and a majority of the interior converted to a coffee shop. The parking lot for this building at the corner of Farnam and South 25th Street was home to

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a filling station that has since been removed. This building was constructed in 1924 and retains a high degree of historic integrity.

South 25th Avenue

South 25th Avenue intersects the north boundary of the district at Douglas Street and terminates at Farnam Street. There are no buildings with a South 25th Avenue address in the district.

South 26th Avenue

203 South 26th Avenue (DO09:0209-008)

The Athlone Apartment Building was constructed on the southeast corner of South 26th Avenue and Douglas Street. The large rectangular building has entrance on three facades including South 26th Avenue (west façade), Douglas Street (north façade), and Paxton Court (east façade). The iron fired brick building has three stories with paired windows on either side of a center entrance bay facing South 26th Avenue. The Douglas Street façade is similarly symmetrical with a center pedestrian entrance bay that rises to the third floor, each floor with a recessed balcony. This elevation has primarily paired windows across the façade have simple one-over-one configuration with single window units at the corners and the entrance bay. The Paxton Court or east facing elevation is again symmetrical with a central entrance flanked by windows on either side. A nameplate with the identify "ATHLONE" is located above the entry bays at the east and west elevations. The building has been recently renovated and converted to condominiums.

207 South 26th Avenue (DO09:0209-009)

The Hudson Apartment building is a three-story cube with center entrance with project brick porches at each level. The center door has a small projecting flat aluminum awning. An arched window is located above the main entry. Each brick balcony has a black wrought iron railing. Stepped brick detailing emphasizes the cornice line with keystone at the center window. The apartment name "THE HUDSON" is in the center cornice line. The building has recently been renovated and converted to condominiums. The façade has been painted dark brown.

213 South 26th Avenue (DO09:0209-010)

The Douglas is another three-story apartment building on the South 26th Avenue corridor. The simple façade has a center entrance with glass block side lights. Paired windows are flush with the façade on either side of the entrance and at each level of the building. These windows have a flat stone panel lintel. A window that illuminates the central stair tower is located in the center bay of the building. The second story window here has a soldier course of bricks above to accent the façade. The third story window caps at the bottom of the stepped brick cornice. Brick detail at the window sills has three rectangular stone accents. A stepped brick cornice line extends across the façade. The building has been painted dark brown with accents white providing contrast and emphasizing the minimal architectural detail on this façade.

South 26th Avenue Brick Streets (DO09:0209-068)

South 26th Avenue from Douglas to Farnam retains its historic brick street. Original stone curbs are located on the southwest side of the street with concrete sidewalks and curbs elsewhere. The brick streets contribute to the feeling and setting of this residential area of the district.

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Name of Property**County and State*****South 27th Avenue***

The half block of South 27th Avenue between Farnam and Harney is another residential area consisting of unique brick apartment buildings. This section of 27th Avenue retains its brick street surface contributing to this urban residential setting. The buildings on the east side of the street are larger scale than those on the west side of the street.

314 South 27th Avenue (DO09:0209-025)

Built in 1917 this smaller scale two story brick apartment building or duplex has a projecting off center projecting brick front porch supported by square brick posts. This red brick façade is elaborately ornamented with brick quoins, contrasting color stone details, and a stepped cornice. The brick projecting porch also serves a balcony for the second story. The highly ornamented façade is achieved through applied stone detail as well as brick patterning. Further, there are small terra cotta details framing a center brick panel at the second level and within brick pilasters at the corners of the façade. The brick patterning achieves texture not only through the lay pattern with a variety of verticals, horizontals, and diagonally laid brick, but also through various projections with some brick providing a stepped framework to the lay pattern. The building was designed by Omaha architect F.W. Clark.

318 South 27th Avenue (DO09:0209-026)

This building was also designed by Omaha architect F.W. Clark and is a near twin to its neighbor at 314 South 27th Avenue. This two-story blonde brick apartment building has a similar elaborately ornamented façade. As opposed to its red brick neighbor that has contrasting stone elements, this building is all blonde brick with the same elaborate dimensional and lay pattern surface. The off-center projecting porch entry is sheltered by heavy square brick columns and supports a second story balcony. The balcony has a solid painted wall to match the brick acting as a railing. Two separate entrances access the first and second floor housing units. Brick quoins surround inset brick pilasters that extend from the first floor to just under the cornice above the second story windows. Projecting brick panels extend across the façade. A small gargoyle is at the north end of the façade. The beltcourse flares at the edges adding to the texture of the façade. The building was constructed in 1917. Today, the brick needs repointing with mortar gaps particularly evident at the cornice at the square stone columns supporting the porch/balcony roof.

315 South 27th Avenue (DO09:0209-029)

Built in 1915 this four-story brick apartment building has a recessed center bay with full-height projecting brick balconies. The tan brick building rises from a brown brick raised foundation with center door sheltered by a small aluminum awning. A stepped cornice line rises above the roofline of the balconies. Stone sills and lintels surround the windows. A stone name plate identifying this building as "THE-ROYAL" is located just under the cornice line in the center bay. An elaborate pressed metal cornice line with small scale brackets and dentil molding is painted black and surrounds the main façade. This building was designed by Omaha architect H.D. Frankfurt.

317 South 27th Avenue (DO09:0209-030)

This four-story brick apartment building was constructed in 1915 and wraps the corner around to Harney Street. Named "THE VICTORIA" The building has a slight S-shaped footprint with the Harney Street façade entrance flanked by full-height projecting brick balconies. Ornamental stone elements across the façade are located at the window points and ornamental brick details. The same pressed metal cornice as its neighbor with dentil molding and small brackets surrounds this building. The building like its neighbor at 315 South 27th Street, was designed by Omaha architect H.D. Frankfurt.

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South 27th Avenue Brick Streets (DO09:0209-075)

South 27th Avenue from Farnam Street to Dewey Avenue retains its historic brick paving. The brick is interrupted by the intersecting paving of Harney Street. These two segments are identified as one historic resource by the Nebraska State Historic Preservation Office.

407 South 27th Avenue (DO09:0209-047)

The three-story brick building was constructed in 1920 for the Wetherell Packard Dealership. The façade consumes most of the square block. Extensive fenestration across the brick and concrete structure originally consisted of multi-pane steel windows. Today those windows have all been replaced with contemporary units, however the opening size and configuration has been retained. Over the years the building was used for Packard and Buick dealerships. It was designed by architect Charles W. Steinbaugh. Ornamental brickwork across the façade adds visual interest and of note are stylized automobile medallions in the caps of the pilasters.



Figure 5: Wetherell Packard at 27th Avenue and Dewey Streets. Photo taken August 16, 1920 and courtesy of the Bostwick Frohardt Collection at the Durham Museum.







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The table below illustrates all the contributing and non-contributing resources within the historic district. Unless otherwise noted in Section 8, all dates of construction are based off of data from the Douglas County Assessor's Office.

Address	Survey Number	Date	Contributing	Photo
2561 Douglas St	DO09:0209-012	1927	Yes	
Farnam Street (from South 24 th Ave, North Side)				
2520 Farnam St	DO09:0209-067	1900	Yes	
2558 Farnam St	DO09:0203-018	1917	Yes	
2562 Farnam St	DO09:0209-017	1920	Yes	
2566 Farnam St	DO09:0209-016	1915	NRHP Listed	
2570 Farnam St	DO09:0209-015	1912	NRHP Listed	
Farnam Street (from South 24 th Ave, South Side)				


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2413 Farnam St	DO09:0209-083	2018	No	
2523 Farnam St	DO09:0209-033	1917	NRHP Listed	
2555 Farnam St	DO09:0209-031	1912/ 1934	Yes	
2611 Farnam St	DO09:0209-082 Heafey and Heafey Mortuary	1915	Yes	
2615 Farnam St	DO09:0209-081	1920/ 1957	No	
2621 Farnam St	DO09:0209-071 Printing Press	1947	Yes	
2679-2687 Farnam St	DO09:0209-028 Pontiac Dealer	1931	Yes	

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2751 Farnam St	DO09:0209-076 Ross Bud Car Co	1946	Yes	
2757 Farnam St	DO09:0209-072	1948	Yes	
2767 Farnam St	DO09:0209-073	1930	Yes	
Harney Street (East to West from, North Side)				
2450 Harney St	DO09:0209-042	1917	Yes	
2464 Harney St	DO09:0209-004 The Helen Apartments	1913	Yes	
2510 Harney St	DO09:0209-077	1946	Yes	
2564 Harney St	DO09:0209-039 Peerless Auto Co.	1928	NRHP Listed	

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Name of Property				County and State
2572 Harney St	DO09:0209-038	1915	Yes	
2576 Harney St	DO09:0209-037	1915	Yes	
2584 Harney St	DO09:0209-036	1918	Yes	
2602 Harney St	DO09:0209-086	1965	No	
2614 Harney Street	DO09:0209-085 Steel lattice tv tower	1957	No	
2626 Harney St	DO09:0209-074 Yaffe N.S. Printing Co.	1956	Yes	
2754 Harney St	DO09:0209-027 The Alma Apartments	1915	Yes	

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Harney Street (from East to West, South Side)				
2615 Harney Street	DO09:0209-087	1920/1980	No	
2757 Harney St	DO09:0209-046	1920	Yes	
Dewey Street (From East to West, North Side)				
2612 Dewey St	DO09:0209-049	1900	NRHP Listed	
2614 Dewey St	DO09:0209-050	1900	NRHP Listed	
2620-2626 Dewey St	DO09:0209-048	1914	NRHP Listed	
Numbered Streets Starting at South 24 th Avenue				
No properties with a South 24 th Avenue address				
Numbered Streets Starting with South 25 th St				
204 South 25 th St	DO09:0209-020	1900	Yes	

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210 South 25 th St	DO09:0209-021	1900	Yes	
230 South 25 th St	DO09:0209-084	1924	Yes	
South 25 th Avenue				
South 25 th Avenue intersects the north boundary of the district and terminates at Farnam St. There are no buildings with a South 25 th Avenue address in the district				
South 26 th Avenue				
203 South 26 th Ave	DO09:0209-008 The Athlone	1913	Yes	
207 South 26 th Ave	DO09:0209-009 The Hudson	1913	Yes	
213 South 26 th Ave	DO09:0209-010 The Douglas	1913	Yes	
South 26 th Avenue brick streets	DO09:0209-068	c.1913	Yes	
South 27 th Avenue				

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Name of Property				County and State
314 South 27 th Ave	DO09:0209-025	1917	Yes	
318 South 27 th Ave	DO09:0209-026	1917	Yes	
315 South 27 th Ave	DO09:0209-029 The Royal Apartments	1915	Yes	
317 South 27 th Ave	DO09:0209-030 The Victoria Apartments	1920	Yes	
407 South 27 th Ave	DO09:0209-047 Wetherell Packard	1920	Yes	
South 27 th Avenue Brick Streets	DO09:0209-075	c. 1913	Yes	

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

Areas of Significance

(Enter categories from instructions.)

Architecture

Commerce

Community Planning and Development

Period of Significance

1900-1962

Significant Dates

1913 - Lincoln Highway established

1921 - Lincoln Highway routed off Farnam

1962 - I-480 constructed

Significant Person

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

John McDonald

George Fisher

John Latenser and Sons

Traver Brothers

Henry D. Frankfurt

Charles Steinbaugh

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Omaha Auto Row Historic District is eligible for the National Register at the local level under Criteria A and C. Under Criterion A it is significant in the area of Commerce for its contribution to the development of the automotive industry in Omaha, as the built environment reflects the filling stations, service stations, and automotive dealerships that flourished because of the popularity of the automobile. Also, under Criterion A, the district is significant at the local level in the area of Community Planning and Development. Under Criterion C several of the buildings in the district are individually listed in the National Register for their architectural merit. The period of significance begins in 1900 with the construction of the earliest buildings in the district. It extends through 1962 when Interstate 480 was constructed just west of South 28th Street. In addition, the district meets the significant contexts identified in the *Historic and Architectural Resources of the Lincoln Highway in Nebraska Multiple Property Documentation Form*. It conforms to the property type referenced as the Automobile Row and Commercial Strip District. These are districts where automotive and transportation-related businesses were concentrated.

The district developed in support of the automotive industry as a type of live/work community. Residential apartment buildings line the south and the west border of the district and contribute to that context.

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

General History of Omaha

The city of Omaha is located on the eastern border of Nebraska on the banks of the Missouri River. A rich early Native American and fur trade history established human presence in this area. The town itself was platted in 1854 primarily to promote the selection of Omaha as the Missouri River crossing for the planned Transcontinental Railroad. The initial incorporation of the town laid out 320 city blocks with Farnam Street as the main commercial thoroughfare. Soon after, the town organizers found themselves in a battle for the territorial capital. Upon its incorporation in 1857, Omaha was named the territorial capitol. However, by 1867 the capital was moved to Lincoln where it remains to this day.²

Despite losing the capital, Omaha grew quickly as a transportation center, communications hub and agricultural mecca. The city was the eastern terminus of the Transcontinental Railroad, and by 1861 Western Union Telegraph Company began stringing their telegraph lines until Omaha eventually linked the two coasts with communications systems as well. By the 1890s Omaha cemented its image and became a stronghold for the Union Stockyards, growing to among one of the three biggest livestock centers in the country.³

Early transportation systems in Omaha included an extensive streetcar service that transitioned from horse drawn cars to a fully electrified system by the 1880s. Omaha continued a strong dedication to sophisticated transportation systems throughout its history. Following the rapid commercial growth of the 1880s, the city as well as the nation experienced an economic slowdown. Though development paused during this time it picked up again around the turn of the twentieth century. This era saw large

² Landmarks Heritage Preservation Commission, *A Comprehensive Plan for Historic Preservation in Omaha* (Omaha, NE 1980) 11-14

³ Mead and Hunt, *Reconnaissance Survey of Selected Neighborhoods in Central Omaha*, (Omaha, NE, 2003) 2-4

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apartment complexes and new neighborhoods constructed. Omaha suffered a devastating blow in 1913 when a severe tornado tore through the town and destroyed approximately 1800 homes and taking some 500 lives with it.⁴ The devastation also left a massive building boom in its wake where many residential apartment buildings were constructed. As a result, a high concentration of apartments in the area of this historic district date to the period immediately following 1913.

Contributing to Omaha's citywide transportation is a Park and Boulevard System which was listed in the National Register in 2013. In 1893 Mrs. Charlotte M. Turner, a wealthy citizen donated land to the city for this purpose. A system of parks connected by boulevards extended from the farthest south reaches of the city through to the farthest north boundaries.⁵ Turner Park and Boulevard is the closest to the Omaha Auto Row Historic District and is located approximately four blocks from the western boundary.

After World War I, Omaha and the country experienced a strong housing boom. In the year 1922 the city saw its peak of residential construction with more houses built than any other year in Omaha.⁶ The 1920s saw great development with the stockyards, commercial industry, residential booms, and the popularity of the automobile. However, the following decade's Great Depression took its toll. Construction slowed and what did get built was significantly smaller in scale than previous construction. The climate for growth and need for housing reemerged after World War II. The need for new housing types, a desire to implement new urban planning and design issues, and the need for modern transportation corridors again grew. With the establishment of an organized City Planning Department in 1956 and the National Highway Act of 1957, aggressive annexation and construction, federal and local officials worked in concert during the post-World War II era to accommodate new ideals of the urban expression.⁷ For the first time in Omaha history, downtown became a place to work and not a place to live. Physical changes such as the construction of the interstate system (I-480 in particular), the exodus of residents from downtown to western suburbs, and the shift in the commercial system of auto sales all occurring in the 1950s and 1960s informs the terminal date for the period of significance. As such, the year 1962 when I-480 was completed marks the end of the period of significance.

Criterion A-Commerce

The Automobile Industry and Omaha

Omaha's early automobile industry was driven by the intense fascination of its residents with the new technology, and Omahans participated fully in the popularity of the new automobile. Variations of an internal combustion engine were developed across Europe and America in the late 1800s, and Competition in the early motorized vehicle market was fierce in these very early days with 30 American manufacturers testing the market by producing 2,500 different motorized vehicles by 1899. However, although a variety of horseless carriages or early motorized vehicles were manufactured, the 1901 Mercedes is credited as the first modern motorcar according to many automobile historians.⁸ Close on the heels of Mercedes, and concurrently developing their models were others like Ransom E. Olds who developed his own one-cylinder, three-horsepower Oldsmobile that looked much like a motorized horse

4 Arthur C. Wakeley, ed *Omaha the Gate City and Douglas County, Nebraska*, (Chicago, IL: The S.J. Clark Publishing Company, 1917) 448-451.

5 Mead and Hunt, 2003 5-6.

6 Ibid 6.

7 Janet R. Daly-Bednarek, *The Changing Image of the City: Planning for Downtown Omaha, 1945-1973*, (Lincoln, NE: University of Nebraska Press, 1992) 133-138.

⁸ When Were Cars Invented? www.history.com accessed 17 June 2019

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carriage in 1901. David Dunbar Buick's first horseless carriage was tested in 1901. Henry Ford followed, and his affordable Model T took America by storm. The Oldsmobile was priced at \$600 which made it affordable to many middle-class Americans. Henry Ford and William Durant were the first to combine both the advanced design of the Mercedes and the affordability of the Oldsmobile to the American market. Mass success came in 1908 when Henry Ford first introduced the Model T and William Durant founded General Motors.⁹

The automotive industry is full of innovative entrepreneurs who successfully bridged technologies from literal horsepower to motorized horsepower. William Durant, the founder of General Motors was considered Flint, Michigan's carriage king. He owned the largest horse-drawn vehicle company in the country but had the vision to see the future of the automotive industry. His vision combined with the technological genius and marketing prowess of many others formed his conglomerate of General Motors. As cars were mass produced, communities across the country tended to lump their dealerships, repair shops, garages and supply stores together in areas called Automobile Row.¹⁰

Automobile Rows were supported by car companies as early as 1900 as they endeavored to create districts where cars could be sold and repaired in a conveniently packaged shopping experience. In Omaha the earliest automobile dealers were identified in the 1904 city directories. Omaha's first car club called the Omaha Automobile Club was formed in 1905 and consisted of primarily a group of wealthy and influential men who wholeheartedly dove into automobile ownership. They spent their time as an organization lobbying the city to pave roads and improve routes solely for the automobile. They also lobbied for safe driving and accident prevention.¹¹ A page in the *Omaha World Herald* with the heading "Automobile Row" heralded all the news, advertisements, and exciting activities associated with the automobile.¹² By 1906 dealers along Farnam Street saw sales increase significantly from previous years. Indeed Farnam Street was considered to contain, "the Omaha garages with a fine assortment of new models and the buyer will have here one of the best lots to choose from ever assembled between Chicago and San Francisco."¹³ The city had five exclusive garages with three buildings constructed just for that specific purpose including the Powell-Bacon Company at 18th and Farnam Streets. Also located at 1816 Farnam Street in a new two-story building was the Deright Automobile Company, the newest in the city. At this time, many automobiles were being sold by catalog with few models on the dealer showroom floor. The Deright manager stated that there was never a year that could approach the number of auto sales in Omaha in 1906. He continued that more than 100 applications for catalogs from outside Omaha had been requested with bookings for orders to be delivered later already secured. Among the lines available through Deright were the Stoddard-Dayton, Reo, Ford, and the Waverly electric.¹⁴ Others available at this early date included the Kimball Automobile Company, H.E. Frederickson who offered Cadillacs, Buicks and Peerless machines, and the Rambler Automobile Company. Omaha held its first automobile show in April of 1906 and it was identified as the largest exhibit held west of Chicago with more than 10,000 visitors. Local dealers sold

⁹ Ibid.

¹⁰ <https://hemmings.com/blog/2019/02/25/opne-diff-where-was-your-towns-automobile-row> accessed 7-29-2019

¹¹ "Fine Prospects for the Season in Omaha." *Automotive Industries: Volume 14*. Chilton Company Publishers, 8 February 1906. p 371.

¹² "Automobile Row" newspaper section, *Omaha World Herald*, no date.

¹³ "Fine Prospects for the Season in Omaha." *Automotive Industries: Volume 14*. Chilton Company Publishers, 8 February 1906. p 371.

¹⁴ Ibid. 371

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upwards of \$40,000 worth of cars during the show. Agents expressed pleasure at the success of the show believing that Omaha was established as a secure distributing center for automobiles and supplies and that it will become one of the best automobile towns in the West. The Omaha Automobile Dealers Association was organized for the primary purpose of organizing this show.¹⁵ This organization later incorporated and continues to operate today as the Nebraska New Car and Truck Dealers Association.

The number of automotive dealers in Omaha grew to 31 by 1910. By July 1912, Nebraskans had already purchased 6,158 automobiles and were estimated to break a record of more than 10,000 motor vehicles purchased in one year. Nebraska ranked eleventh in the United States in the number of automobiles registered in 1912 with a total number of 33,557 cars on the road. At the time a fully equipped auto cost \$1,000. The number of cars on the road also required services, supplies, repairs, replacement parts, and maintenance which supported the extensive accessory and supply dealers across the state and locally. Automobile Row in Omaha had all these businesses plus a car wash and other recreational enterprises to serve the needs of the public waiting for either the purchase or repair of their car. The accessory business was estimated at \$2.3 million in Omaha, and the *Omaha World Herald* estimated that Nebraskans would spend between \$12 and \$15 million for automobiles and accessories in 1912 alone. This increased number also contributed to good roads for automobile travel, as a portion of all license fees went to the funds supporting good roads in the county in which the owner resided.¹⁶

Omaha and Automobile Row were the headquarters of this business in the state. Among motor cars being sold here included obscure brands as Apperson, Empire, Carter, Cole, Waverly Electric, Baker Electric, Mason, Hupmobile, Stanley Steamer, REO, Marion, and Mitchell along with more well-known brands such as General Motors trucks, Ford, Studebaker, and Cadillac. Three new buildings were constructed on Automobile Row in 1912 alone. It was during this decade when much of the significant growth of the built environment within the Auto Row Historic District took place. The block between 25th Avenue and 26th Avenue was fully developed during this period. Here on the north side of the block, the Drummond Motor Company building was constructed in 1912, the Firestone Tire and Rubber Company was constructed in 1915, the Studebaker Building in 1913, and the Opper Van-Brunt building filled out the block in 1918. Across the street the Guy L. Smith Hudson Dealer was completed in 1919, the Hupmobile Dealer in 1917, and the Ray Nelson Car Company with Hal S. Snyder Motor Company in 1915. One block further east, the one-story building at 2520 Farnam Street was completed in 1918 and housed the S and A Tire and Rubber Company. Rounding out the dealerships constructing new buildings in the district during this decade were the Wetherell Packard Dealer in 1919-20 and the O'Brien-Davis-Coad Auto Company Building also in 1920. These two properties anchor the southwest corner of the district along Harney Street between 28th and 26th Streets. Although this district was the heart of automobile row, these businesses along with others scattered throughout the city were part of the 124 automobile dealers in Omaha by 1920.¹⁷

Along Harney Street several smaller scale service garages and accessory shops were constructed. Major dealerships with elaborate show rooms and auto accessory stores were constructed along Farnam as the main thoroughway in the district. Farnam also had a railcar stop at 26th Avenue in front of the Drummond Motor Company Building, as can be seen in historic photograph at Figure 6. Harney Street supported

¹⁵ Ibid. 257

¹⁶ "Buying 10,000 Autos in Nebraska in 1912." *Omaha World Herald*, 28 July 1912

¹⁷ Greg May, et al, "Hupmobile Building" National Register Nomination. 2007. Building dates from Douglas County Geographic Information Systems; Sanborn Fire Insurance Maps, and Omaha City Directories.

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smaller scale one and two-story brick commercial buildings, constructed in simpler and less ornamented styles. These buildings primarily housed independent garages and service stations, auto accessory stores and other support businesses, including grocers and restaurants/bars. In 1915 the one-story brick building between 2572-2580 Harney was constructed and over time it housed Mack Tire Service, the Christopher Garage, Omaha Motor Parts Depot, Kelly-Springfield Tire Company, and Columbia Storage Battery station. The building at 2584 Harney was built in 1918, immediately adjacent and to the west was also a smaller scale one-story brick building that was home to a variety of other similar automotive support retailers and service centers. The Peerless Automotive Company anchored the east end of the block. It was constructed in 1928 and is individually listed in the National Register.



Figure 6: Farnam Street looking southeast from Kountz Memorial Lutheran Church at 26th Avenue and Farnam Streets. Image shows streetcar stopped at the intersection with the Deep Rock Gas Station (no longer extant) and 2555 Farnam Street in background. Photo courtesy of the Bostwick-Frohardt Collection at the Durham Museum.

As construction boomed, the variety of creative and successful entrepreneurs along Auto Row is a proud note in Omaha's history. Dealers like the Drummond Motor Company were designing and manufacturing their own local model of car while others were developing major national brands. During the same decade, between 1910 and 1920, the major apartment buildings were constructed along 26th and 27th Avenues.

Even though Nebraskans and Omaha residents alike embraced the automobile industry, the services provided along Automobile Row were bolstered with the arrival of the Lincoln Highway. Lincoln Highway was the nation's first major planned automobile route and was routed through Omaha along Farnam Street. With the proliferation of the automobile came the requirement for standard, signed and maintained automobile routes. The Lincoln Highway became the first transcontinental interstate highway system connecting New York City to San Francisco. The Lincoln Highway Association was formed in 1913 and they ultimately connected a collective 3,300 miles of country roads, downtown streets, and bridges to create the highway. Corporate leaders from automotive and auto related industries such as the Portland cement and tire manufacturers joined the association to promote the highway and mark it with standardized red, white, and blue signs with a capital L.¹⁸

¹⁸ Mead and Hunt. Reconnaissance Survey of Downtown and Columbus Park Neighborhoods, Omaha, Nebraska. 7

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In Omaha the Lincoln Highway began at Douglas Street, continued west to 18th Street, then connected to Farnam Street and continued along Farnam to 40th Street. At this point the highway shifted over to Dodge Street and continued on Dodge out of the city limits. Lincoln Highway was rerouted in 1921 to travel outside of the main downtown core in Omaha primarily in response to increased traffic and the growing commercialization along the route. However, the years spent along Farnam Street constituted years of immense growth of the automobile and accessory industry.¹⁹

Important to the vitality of the district were other support buildings constructed and businesses established to serve, not only the traveling public, but other automobile accessories and repairs. Service stations, gas stations, car washes, restaurants, and other miscellaneous entrepreneurs seeking to capitalize on the established commercial success of the area also grew. Supporting these commercial enterprises were a series of multiple-family residential apartment buildings along 27th Avenue that served not only employees of the auto row, but with a trolley line running along Farnam Street provided dwelling units in an active hug for people commuting to downtown for employment. Historic photos indicate that this was an exciting and busy place to be.



Figure 7: Guy L. Smith Motors at 26th and Farnam Streets, nighttime view taken July 20, 1923. Photo courtesy of Bostwick Frohardt Collection at Durham Museum.

Physical growth in the district slowed during the 1920s, not because business diminished, but the physical built environment was close to full. The Deep Rock gas station was completed by 1924 and was located at the northeast corner of 26th Avenue and Farnam Street. Though the building is no longer extant and this lot remains vacant today, it provided an important service to both the traveling public and new cars purchased on the Row. By 1929, Harney and Farnam Streets hosted 49 percent of all the dealerships and manufacturers listed in city directories.²⁰ As the Great Depression diminished the economic vitality of this district, most businesses were in maintenance mode and did not expect growth. One building was constructed during the 1930s and that was the Steamline Moderne Pontiac dealership at 2679 Farnam Street. This property consumed half a city block and was home to the Fred Schneider Pontiac dealer.²¹

¹⁹ <https://www.lincolnhighwayassoc.org/map/> Accessed 7-13-2019

²⁰ May, P 8-1

²¹ Omaha City Directory, 1930-1940.

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The onslaught of World War II united the country in many ways. The economic stability after the war and financial freedom many saw during the 1950s had a huge impact on Auto Row. Several buildings were constructed in the district immediately following the war. These include the one-story brick building at 2510 Harney Street which was completed in 1946 for a grocery store for Roffman's Finer Foods. The Auto Electric Service, Incorporated building at 2575 Farnam Street was completed in 1948 and the one-story Ross Bud Car Company at 2751 Farnam Street was completed in 1946.²²

During the 1950s, many of the major dealerships either moved to new locations, closed entirely, or shifted their used car sales and storage facilities to the buildings along Farnam and Harney Streets. The Studebaker company closed and the elaborate brick with terra cotta ornament building at the northwest corner of 25th and Farnam was occupied by the All Makes Typewriter Company by 1954.²³ All Makes continues to occupy the building today. By 1958, the focus of Omaha's Automobile Row had shifted away from the automobile industry. Many of the dealerships were either out of business or had moved to new locations where more land was available to display cars in large lots. The large corporate dealerships moved further west in the city to respond to growing neighborhoods in that area as well as the construction of Interstate 480. This left used auto sales, service garages, gas stations, and supply stores as the major commercial entities associated with the industry.



Figure 8: The former Studebaker Dealership at 2558 Farnam Street in 1954 when All Makes Typewriter Co. was just opening a showroom in the building. Photo Courtesy John Savage Collection at Durham Museum.

Named highways such as the Lincoln Highway and the DLD both of which ran through Omaha became out of date and unable to handle the increase of traffic from additional auto owners after World War II. The need for modern transportation systems was further cemented by military experiences during the war. As a result, the National Highway Movement in the 1950s was the key transportation tool used by Omaha city planners to retain easy access not only to downtown, but to the expanding neighborhoods primarily west of the downtown core and frame area. For the first time in its history, downtown Omaha

²² Mead and Hunt, "Reconnaissance Survey of Downtown and Columbus Park Omaha," Omaha Historic Building Survey (Omaha: Nebraska State Historical Society and the City of Omaha, August 2011). 48-54.; Sanborn Map Company, 1934-1962; Omaha City Directories 1940-1950

²³ Omaha City Directories; John Savage Photo Collection of Durham Museum, 1954.

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became a place to work and not a place to live. During this time period the idea of urban renewal was a popular one for many of Omaha's city council members, the mayor and other influential city organizations. The federal government provided dollars to revive downtowns quite often through the demolition of old buildings to accommodate newer park-like properties with open space and modern design.²⁴ However, the State of Nebraska made the use of the federal urban renewal program in the state very difficult. State law produced a negative environment for redevelopment in 1957 by requiring cities to obtain voter permission to initiate any urban renewal project. As a result the Omaha Chamber of Commerce with strong backing from influential Omaha corporations such as Mutual of Omaha (insurance), Woodmen of the World (insurance), Peter Kiewit (construction), Leo A. Daly (architecture), Northwestern Bell (communications), and Northern Natural Gas Company (utilities) established the Program for Progress to push urban renewal in the late 1950s and to 1960. These partnerships represent a cross section of Omaha's corporate giants of the time and illustrated the power and influence behind decision making in the city. Businesses were encouraged to move out of the older urban environment.²⁵

The attraction of new corporate business offices was further enhanced by the 1956 Highway Act that established the use of significant federal funds for public improvement projects. As early as 1946, city plans in Omaha emphasized the need for strong infrastructure. These early city plans, namely the 1946 and 1957 plans, identified two primary focus areas. They were the national highway program and renewing the urban core.²⁶ Significant to Omaha and other major cities was the emphasis in the National Highway Act to establish urban links. These new highways were not meant to bypass cities but to connect them with a new and unprecedented ease. When an effort was made to reduce the federal participation in urban links Senator Albert Gore of Tennessee threatened that the entire system would make no sense without them. As a result, the federal government paid 90 percent of the interstate construction costs associated with establishing urban links for communities like Omaha.²⁷

Construction of the interstate system often worked in conjunction with the concepts of urban renewal by identifying spaces considered old, deteriorated, and blighted. The residential neighborhoods just west of this district met that description. Properties were acquired and demolished to create the open swath necessary to construct Interstate 480 and the interchanges at Harney and Farnam Streets. The interstate was completed in 1962 and marks the end of the period of significance for this historic district.

²⁴ "Urban Renewal Dollars for Omaha" *Omaha World Herald*. October 9, 1961

²⁵ Daly, Janet. *Urban Visions: City Planning in Twentieth Century Omaha*, Omaha, Nebraska: Lamplighter Press, Douglas County Historical Society, 1989; Janet Bednarek, *The Changing Image of the City: Planning for Downtown Omaha, 1945-1973*, Lincoln, Nebraska: University of Nebraska Press, 1992. 131-132

²⁶ City of Omaha. *Improvement and Development Program Recommended for the City of Omaha*. 1946

²⁷ Omaha World Herald. January 17, 1960

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Figure 8: Farnam Street Interstate Bridge Opening from September 30, 1963. Photo at left taken looking west from the district and photo at right looking east toward the district. Photo Courtesy Robert Paskach collection at the Durham Museum



Figure 9: Interstate 480 at its near completion. The non-contributing television tower within the district boundaries is visible at the right side of image. Photo taken November 15, 1962 and courtesy of the Robert Paskach Collection of the Durham Museum.

Criterion A-Community Planning and Development

The Omaha Auto Row Historic District is not only rich with automobile dealers, service stations, accessory stores, but also retains several stately apartment buildings constructed to serve the neighboring businesses with a live/work type of environment, as well as those utilizing the trolley system to commute to downtown offices. Between 1880 and 1890, Omaha's population grew quickly, and the city's population needed reliable housing. Many could not afford to live in a hotel or build a new home as was common. As a result, tenement or apartment houses were constructed to capitalize on the size of an urban lot by constructing buildings with little to no setback or creating rental properties behind existing businesses or residences. Most of these early examples were constructed of wood and do not exist today.²⁸ Mostly, Omaha apartments developed along the streetcar system. This provided residents with access to downtown without having to live in the core of the commercial district and opened up a variety of housing options. The term apartment house was first utilized to refer to the Stuyvesant building in New York designed by William Morris Hunt in 1869.²⁹

²⁸ Jennifer Honebrink, et al "Apartments, Flats and Tenements in Omaha, Nebraska from 1880—1962 Multiple Property Documentation Form, April 2009 and March 2014. E6

²⁹ Ibid.

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In this district the oldest apartment buildings are the matching twin set at 204 and 210 South 25th Street. These two buildings were constructed in 1900 and are three story brick facades each with a projecting three-part bay window that extends through all three floors. A central entrance is accessed by a small stair and porch. The type is a distinct departure from the other apartments within the district and clearly speak to that earlier time frame. These pre-date the automotive industry, but contribute to the housing needs resulting from that commercial development. They also mark the beginning of the period of significance for this nomination as the earliest extant buildings in the district.

In Omaha the boom years for apartment construction were between 1909 and 1930. During this period an average of six apartment buildings per year were constructed.³⁰ The wide variety of apartment buildings across the city represent an encompassing typology of architectural styles. Apartment buildings were typically constructed near the city center where residents would have reliable access to goods, services, employment and transportation. At the time most of the apartments were constructed within this district, the automobile was mostly a pleasure vehicle and not a serviceable means of commute. However, the streetcar line ran down Farnam Street and that provided steady access to residents in the area. These apartments are gathered in clusters off the main commercial streets which contributes to a quieter setting for many buildings. This area developed before organized city planning efforts were in place, but certainly a call and response in construction seems to be evident in this district. One tragic event in Omaha's history also had an influence on construction. On Easter Sunday in March 1913 an F4 tornado tore through the city running just west and north of this district. The tornado took an estimated 103 lives, injured 350, and damaged or destroyed more than 3000 buildings. Approximately 750 of the 2000 residences in the city were destroyed. This devastation led to a major clean-up and construction effort by the city in damaged areas, as well as a push to complete housing in neighboring undamaged areas, including Auto Row.³¹

The U-Shaped Helen Apartments, today called Harney Court, were built in 1913. This courtyard style apartment has curved wrought iron balconies and Mediterranean style details. It is located at 2464 Harney Street and is next to the Kellogg Hotel which was completed a few years later in 1917.³²

Along South 26th Avenue between Douglas and Farnam Streets is a group of three apartment buildings, all constructed in 1913. These three-story brick buildings have been painted but represent the common rectangular plan apartment building. The Hudson at 207 South 26th Avenue has projecting brick balconies on either side of the main entry and stair, while the simpler Douglas Building at 213 South 26th Avenue is a simple rectangular plan with minimal ornamentation. The Athlone is the largest building in this complex with addresses facing South 26th Avenue, Douglas Street, and Paxton Court. Contributing to the residential feel of this block is the historic brick street. This group is a good example of the planned cluster of apartment buildings.

Within a three-year period, the apartment buildings on South 27th Avenue between Farnam and Harney were completed. The Royal at 315 South 27th Avenue was built in 1915 with the two smaller scale two-story buildings at 314 and 318 completed in 1917. The Victoria at 317 and The Alma at 324 South 27th Avenue followed in 1920. Contributing to the context of these residential features of the district are the remnant brick streets along these blocks. The Victoria was designed by H. D. Frankfurt who was often

³⁰ Honebrink, Apartments MPD, Section E, page 42

³¹ "March 23, 1913: Monster tornado rips a scar across Omaha." *Omaha World Herald*, April 2, 2018.

³² Construction dates identified through the Douglas County Assessor Office. Accessed June 15, 2019 at www.dogis.org

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referred to as Omaha's most prolific apartment designer with some 30 buildings credited to him over a nine-year span.³³ Two apartments are currently listed in the National Register and they include the Undine and the Moyer Row Houses.

The commerce specific construction such as those automotive dealers, accessory shops, and support and entertainment businesses within this district built an environment attractive to contractors and developers. Easily accessible transportation corridors that were close to downtown and other important areas of commerce made this area one ripe for development. Those working nearby required residential accommodations and Omaha City Directories of the period indicate that the apartments constructed within the district remained fully occupied and housed not only workers serving the immediately adjacent automotive district, but other downtown businesses as well. Apartment occupants were identified as mechanics, auto salesman, and auto accessory dealers, as well as being associated with other businesses across the downtown core. This is most likely because of easy accessibility to the streetcar line.³⁴ Further, within the district were many small restaurants, cafes, and two grocery stores. Local newspapers advertised the value of the apartments in the district, such as when the Hudson Apartments at 26th Avenue and Farnam Street were for sale immediately after construction. Advertisements stated that it was located "where the greatest advance in land values has been in the last three years and business houses are gradually filling the space between 26th Avenue and 16th Street, insuring a rapid increase in value."³⁵ Developers chose to construct high quality apartment buildings in the district because of its location near the bustling city streetcar lines, the concentration of workers in the surrounding neighborhood, and premier location and desirability to be near the active automotive industry.

Apartment construction slowed considerably during and following World War II, and even though there was a significant rise in the construction of apartments during the late 1940s and the 1950s, more than half of the historic apartments in Omaha were constructed between 1900 and 1920. The National Register listed *Multiple Property Document of Apartments, Flats and Tenements in Omaha, Nebraska from 1880-1962* identifies three different types of apartment building form. These include the commercial, garden, and high-rise. Most apartments were commonly unified in scale, exterior plan, interior plan, and exterior features. Commercial apartments are those buildings with a dedicated commercial space on the first floor and residential units above. Garden apartments typically created courtyards for communal outdoor use.³⁶ There are no commercial apartment types in this district, but the U-shaped Helen Apartments at 2464 Harney Street could be considered a garden type apartment with its interior courtyard space. However, the traditional generally rectangular multi-story floor plan apartment building is the most common type in this district. These buildings can be located on a corner and cross facing intersections such as the Victoria on 26th Avenue and Harney Streets and the Athlone on 25th Avenue and Douglas Street.

Characteristically these apartments typically have simple decorative features that display the application of minimal ornamentation and reflect modest influences of a variety of mostly revival styles.

³³ Jim Krance and Stacey Pilgrim, Berkely Apartments National Register Nomination, March, 1996. Section 8, page 1

³⁴ Omaha City Directories 1913-1928

³⁵ "The Hudson Apartments." *Omaha World Herald*, March 8, 1914.

³⁶ "Apartment Flats and Tenements in Omaha" F-42.

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Ornamentation is typically applied on entryways, door surrounds, windows, cornice lines, and decorative brick panels or coursing.³⁷

In Omaha, apartment construction is most notably influenced by transportation networks. From the earliest days this included railroad construction. However, in this area, the biggest influencers were the construction of the streetcar system followed by the availability of automobiles. Farnam Street was the major thorough fare for the early streetcar system. Streetcar lines increased access to the downtown core and allowed residents to commute to their place of business. As early as the 1860s, Omaha had an elaborate system of horse-drawn streetcars and even one cable car company. Based on the availability of transportation, residential development of multi-family dwellings continued to move away from the industrial and business centers of downtown. Their popularity and widespread use allowed workers to live farther from their place of employment and resulted in small concentrations of apartments stretching west along Farnam Street to approximately 50th Street as well as several blocks north and south.³⁸

Under Criterion A these apartments are significant in the area of Community Planning and Development. This residential property type played a role in the development of the physical structure of the city and the collection here represents that broad historical trend. The apartments are located along major streetcar line on Farnam Street and served the automotive industry that was thriving here. The buildings along South 27th and South 26th Avenues represent a concentration of multi-family dwellings that are physically related and convey features that link the historic character and associations with area development. All but the two apartments on South 25th Street have been recently renovated and converted to condominiums.

Criterion C-Architecture

The Omaha Auto Row Historic District's primary area of significance is under Criterion A for its commercial development and contribution to the automotive industry in the city. However, four of the six nominations of individually listed properties within the district are listed under both Criterion A and Criterion C. These include the Hupmobile Building, Peerless Motor Company Building, Undine Apartments, which includes two resources, and Moyer Row Houses. The commercial buildings of Hupmobile and Peerless were identified as significant under Criterion C because their design, materials and workmanship exemplify typical automobile sales and service facility. The National Register nominations identify that these buildings typify the branch sales and service property types where the service portion of the building consumes the majority of the floor plan and is typically behind or above the storefront where the more formal showroom was located.³⁹

The Undine Apartments and Moyer Row Houses are also listed under Criterion C as representative of a building type and period of construction. The Moyer Row Houses possess the distinctive characteristics of the row house property type that was found in Omaha between 1900 and 1940. The Undine Apartments represent the apartment building boom in Omaha between 1912 and 1924. The two

³⁷ Honebrink, Section F, page 42

³⁸ Ibid

³⁹ Greg May, Paul Nelson, Gary Rosenberg, "Hupmobile Building" National Register Nomination, July 2014, 11. Jennifer Honebrink, "Peerless Motor Company" National Register nomination, July 2007, 8-3

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buildings face each other creating a landscaped courtyard that was built on small scale of massing and proportions by builders who acted as both contractor and developer.⁴⁰

Many other important buildings within this district were designed by local architects. Likely most notable among those was John McDonald who designed the Drummond Motor Company Building. McDonald was known for his large-scale elaborate designs including the Joslyn Castle. George Fisher designed the O'Brien-Davis-Coad Building at 2751 Harney Street in 1920. It was an automobile showroom and service facility that was constructed utilizing fireproof reinforced concrete frame which was enclosed with brick curtain walls. Fisher was known in Omaha for his early use of reinforced concrete. Charles Steinbaugh designed the Wetherell Packard dealer at 407 South 27th Avenue. Steinbaugh utilized architectural elements in his design to indicate the function of the building with stylized automotive details in the cornice.⁴¹

Additional contextual information

The success and vitality of this district was bolstered by other business that supplemented the automotive trade and those living in apartments. These include things like barber shops, cafes, hotels, and grocery stores. Two grocery store buildings were located within the district. One is the 1946 building at 2510 Harney Street and the other very small-scale market at 2561 Douglas Street. The Harney Street building is a simple one-story with permastone that was occupied by Roffman's Finer Foods Grocers. 2561 Douglas Street is an 800 square foot brick building with small clay tile roof projection and former display window that has been enclosed. The building is at the corner of Douglas Street and Paxton Court, a half block long alleyway that runs north-south. Built as Morton Market in 1927, the building retained a grocery or liquor store function throughout the historic period. It became Knight's Food Market by 1932 and was owned by Omar Knight who was part of the Associated Grocers Co-Op (AG Co-Op). This group was organized in 1929 by eight Jewish grocers that organized so that small locally owned grocers could compete against larger chains by buying and selling items in bulk.⁴²

One hotel remains within the boundaries of the historic district. The Kellogg Hotel at South 24th and Harney Street offered rooms for rent to the traveling public along with a first-floor café. There were other hotels very near the district, but none of those remain extant today. As the city grows and the neighborhood is ripe for redevelopment a new hotel under the Holiday Inn Express brand has just been completed at the corner of 25th and Farnam Street.

Summary

The Omaha Auto Row Historic District is locally significant under Criteria A and C. It represents the heart of the city's commercial automotive industry as home to car dealers, garages, gas stations, and accessory shops, along with other ancillary support businesses. Apartment buildings served the district and contribute to community planning efforts to locate residential properties along streetcar lines and within business districts. Seven individually listed buildings within the district also contribute to both contexts as well as contributing under Criterion C for their architecture and design merit. Presently, the area has been rebranded as 'Farnam Hill' and is embracing its history through responsible

⁴⁰ Jennifer Honebrink, "Undine Apartments" National Register Nomination, January 2008, Section 8-Page 7. Jennifer Honebrink, "Moyer Row Houses" National Register Nomination, January 2008, Section 8-Page 4.

⁴¹ Site Survey Files, Nebraska State Historic Preservation Office.

⁴² "Mysteries of Omaha: 2561 Douglas Street." From the blog My Omaha Obsession: Searching for Authentic Omaha, June 6, 2016, accessed 6-20-2019 at <https://myomahaobsession.com>

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redevelopment and multiple historic tax credit rehabilitations. The district retains its historic integrity and shows the evolution of an industry that is undergoing another renaissance with many of its buildings under renovation or slated for renovation.

9. Major Bibliographic References

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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)

Historic Resources Survey Number (if assigned): Various, See Table in Section 7

10. Geographical Data

Acreage of property 23.75 USGS Quadrangle Omaha North

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

1.	Latitude	<u>41.258675</u>	Longitude	<u>-95.948239</u>
2.	Latitude	<u>41.256637</u>	Longitude	<u>-95.947680</u>
3.	Latitude	<u>41.256634</u>	Longitude	<u>-95.950349</u>
4.	Latitude	<u>41.255967</u>	Longitude	<u>-95.950376</u>
5.	Latitude	<u>41.256011</u>	Longitude	<u>-95.953204</u>
6.	Latitude	<u>41.257682</u>	Longitude	<u>-95.953183</u>
7.	Latitude	<u>41.257697</u>	Longitude	<u>-95.950761</u>
8.	Latitude	<u>41.258727</u>	Longitude	<u>-95.950764</u>

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

This historic district is located just east of Interstate-480. Beginning at the northeast corner, the district boundary begins at South 24th Avenue and Douglas Street. From that point it extends south to Harney Street. At Harney Street the boundary continues west to South 25th Street where it then jogs south one block to Dewey Avenue. At Dewey Avenue it continues west to South 28th Street. Here the boundary continues north on South 28th Street to Farnam Street. At Farnam the boundary turns back to the east

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until intersection with South 26th Avenue. 26th Avenue then continues north where it connects to Douglas Street forming the northern terminus of the district.

Boundary Justification (Explain why the boundaries were selected.)

These boundaries were selected because they represent the core area of Omaha's historic Automobile Row. Clear breaks in the built environment with the construction of Interstate 480 at the west boundary and the 24th and 25th angled Streets at the east boundary. New construction on the north side of Douglas and the south side of Harney also support the boundary.

11. Form Prepared By

name/title Melissa Durr Gengler

organization Historic Resources Group, Inc.

date July 29, 2019

street & number 2840 Calvert Street

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city or town Lincoln

state NE

zip code 68502

email melissa@hrg-nebraska.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Additional items:** (Check with the SHPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

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Photo Log

Name of Property Omaha Auto Row Historic District

City or Vicinity Omaha County Douglas State Nebraska

Photographer Melissa Dirr Gengler Date Photographed June 2019

Description of Photograph(s) and number, include description of view indicating direction of camera.

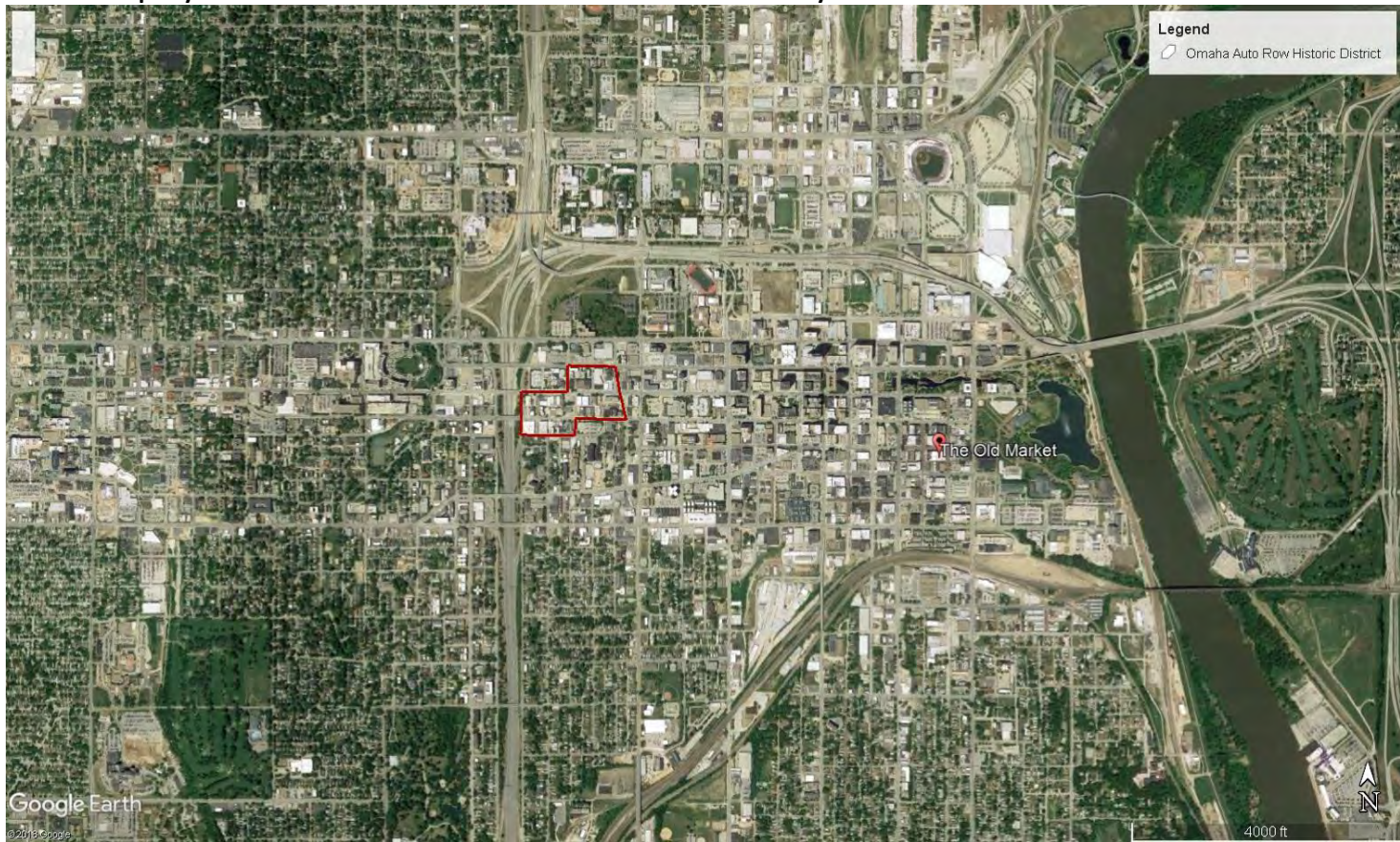
1. View of Farnam Street looking northeast from South 26th Avenue.
2. View of South 26th Avenue looking northeast from Farnam Street
3. View of 2563 Farnam Street looking southeast
4. View looking south at 2747 Farnam Street
5. View looking southeast on South 27th Avenue at the Royal and Victorian Apartments
6. View looking southeast at 407 South 27th Avenue Wetherell Packard Dealer
7. View looking north at South 27th Avenue from Dewey Street
8. View looking north at the Helen Apartments 2464 Harney Street
9. View looking west at 204 and 210 South 25th Street
10. View looking northwest at Farnam Street from South 25th Avenue
11. View looking northeast at 2520 Farnam Street
12. View looking northeast at 2700 block of Harney Street.
13. View looking east on Harney Street from South 28th Street
14. View looking southwest at 2679 Farnam Street

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Google Aerial image showing Omaha Auto Row Historic District highlighted in red with Interstate-480 west of the district and the Missouri River at the far right in image.

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County and State



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 100 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.

Omaha Auto Row Historic District

Douglas County, Nebraska





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A large, multi-story brick building with a flat roof and many windows. The building is dark brown brick with horizontal bands. It has a prominent corner on the left side. The windows are arranged in a grid pattern across the facade.

Two silver cars parked on the street in front of the building. One is a sedan and the other is a hatchback.

A dark-colored SUV parked in a lot in front of the building.

A white car parked in a lot in front of the building.

A dark-colored SUV parked in a lot in front of the building.

A dark-colored Toyota SUV parked in a lot in front of the building.

A utility pole with several power lines extending across the sky. The pole is located on the right side of the image.

A blue sign with a white symbol, possibly a parking sign, located on the left side of the image.

A mural on the side of a building in the background, featuring colorful figures and the text "URSAL VILLAGE".



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A large, multi-story brick building with Art Deco architectural features, including decorative arches and columns. The building has large windows and a prominent entrance. The facade is made of dark brick with lighter-colored decorative elements. The windows are large and rectangular, reflecting the sky and surrounding environment. The building is situated on a street corner, with a sidewalk and a road in front of it.

A white SUV is parked on the street in front of the building. The license plate is visible and reads 'VLS 876'. Other cars are visible in the background, including a dark SUV and a silver car.

A red sedan is parked on the street in front of the building. The car is facing right and is partially obscured by the foreground plants.

A white SUV is driving on the street in front of the building. The car is in motion, and its front end is visible. The license plate is not clearly visible.

A speed limit sign with the text 'SPEED LIMIT 30' and a 'No Parking' symbol below it. The sign is mounted on a white pole.

A street sign for 'Harvey St' with a left-pointing arrow. The sign is green with white text and is mounted on a pole.

A large, leafy green tree is located on the left side of the image, partially obscuring the building. The tree has a thick trunk and dense foliage.

Red flowers and green foliage are in the foreground, partially obscuring the view of the street. The plants are in a landscaped area next to the road.



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Handicap parking sign

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Omaha Auto Row Historic District

Multiple Name: Lincoln Highway in Nebraska MPS

State & County: NEBRASKA, Douglas

Date Received: 9/30/2019 Date of Pending List: 10/25/2019 Date of 16th Day: 11/12/2019 Date of 45th Day: 11/14/2019 Date of Weekly List:

Reference number: MP100004607

Nominator: SHPO

Reason For Review:

- | | | |
|---------------------------------------|------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 11/12/2019 Date

Abstract/Summary Comments: Meets the registration requirements of the MPS as a district containing numerous early auto-related businesses, including dealership, repair shops, wholesale parts and retail store. The district also includes a numbr of large apartment complexes that were drawn to the area due to proximity to major transportation routes.e

Recommendation/ Criteria: Accept / A & C

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

September 26, 2019

Jim Gabbert
NPS-National Register of Historic Places
1849 C Street, NW
Mail Stop 7228
Washington, DC 20240



Re: Omaha Auto Row Historic District, Omaha, Douglas County, NE

Dear Mr. Gabbert,

Enclosed is the complete nomination packet for the Omaha Auto Row Historic District, in Omaha, Douglas County, Nebraska. The enclosed contents are as follows:

- The signed first page of the Omaha Auto Row Historic District nomination;
- One (1) archival disc with the true and correct copy of the nomination for the Omaha Auto Row Historic District to the National Register of Historic Places in PDF format; and
- One (1) archival disc with the photographs for the Omaha Auto Row Historic District nomination.

If you have any questions regarding the submitted materials, feel free to contact me at the phone number or email address below.

Sincerely,



David L. Calease
National Register Coordinator
Nebraska State Historic Preservation Office
Phone: 402-471-4775
david.calease@nebraska.gov

Enclosures (3): Signed National Register nomination cover sheet
1 disc with Nomination
1 disc with National Register Photographs

1500 R Street
Lincoln, NE 68508-1651
P: 402.471.3270
P: 800.833.6747
F: 402.471.3100
history.nebraska.gov