

RESOLUTION - EXHIBIT I

GOODRICH BUILDING

LANDMARKS HERITAGE PRESERVATION COMMISSION

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

WHEREAS, Leo and Francis B. Kraft are the owners of the Goodrich Building; and,

WHEREAS, the owners, on December 15, 1981, requested that the Goodrich Building be designated a Landmark under the City of Omaha's Landmarks Heritage Preservation Ordinance; and,

WHEREAS, the Goodrich Building was first owned by Omaha pioneer businessman C.S. Goodrich; and,

WHEREAS, the Goodrich Building has undergone frequent renovations in response to changing architectural fashions along Farnam Street; and,

WHEREAS, the Goodrich Building is one of a few small scale nineteenth century commercial structures left in the Central Business District that displays the classical influence of the 1893 World's Columbian Exposition.

NOW, THEREFORE, BE IT RESOLVED BY THE LANDMARKS HERITAGE PRESERVATION COMMISSION OF THE CITY OF OMAHA:

THAT, the Goodrich Building, 1415 Farnam Street, be designated as a Landmark of the City of Omaha.

Landmarks Heritage Preservation Commission
DEPARTMENT RECOMMENDATION

INSPECTION DATE

1-18-82

REQUEST	CATEGORY
<input checked="" type="checkbox"/> Landmark Designation	<input type="checkbox"/> District
<input type="checkbox"/> Landmark Heritage District Designation	<input checked="" type="checkbox"/> Building
<input type="checkbox"/> Certificate of Approval to Perform Work	<input type="checkbox"/> Structure
	<input type="checkbox"/> Site
	<input type="checkbox"/> Object

APPLICANT

Leo and Francis B. Kraft

LOCATION OF PROPOSED DESIGNATION OR WORK

1411-15 Farnam

PRESENT USE

Commercial and Residential

CONFORMANCE WITH MASTER PLAN Conforms to A Comprehensive Plan for Historic Preservation in Omaha where it is shown as a potential landmark. Conforms to 1977 Community Development Master Plan's Business Districts category which calls for private rehabilitation of commercial buildings.

NEIGHBORHOOD CHARACTER

Existing: This building is in the heart of the Central Business District, an area which is experiencing tremendous change as efforts continue toward revitalization. The uses, and ages of the buildings in this area are extremely varied.

Probable future effect on neighborhood if designation is granted or work is approved.

Will help reinforce efforts to retain historic structures to complement new construction in the Central Business District.

PRESERVATION ADMINISTRATOR'S RECOMMENDATION

PLANNING DIRECTOR'S RECOMMENDATION

ADDITIONAL DATA

Facade has been sandblasted.

Landmarks Heritage Preservation Commission
APPLICATION FOR LANDMARK OR LANDMARK HERITAGE DISTRICT DESIGNATION

NAME OF STRUCTURE

Historic
Goodrich Building
and/or Common

LOCATION

Street and Number *1411-1415 Tarnam*

CLASSIFICATION

<input type="checkbox"/> Category	<input type="checkbox"/> Ownership	<input type="checkbox"/> Status	<input type="checkbox"/> Present Use
<input type="checkbox"/> District	<input type="checkbox"/> Public	<input type="checkbox"/> Occupied	<input type="checkbox"/> Agriculture
<input type="checkbox"/> Building(s)	<input type="checkbox"/> Private	<input type="checkbox"/> Unoccupied	<input type="checkbox"/> Commercial
<input type="checkbox"/> Structure	<input type="checkbox"/> Both	<input type="checkbox"/> Work in Progress	<input type="checkbox"/> Educational
<input type="checkbox"/> Site	<input type="checkbox"/> Public Acquisition	<input type="checkbox"/> Accessible	<input type="checkbox"/> Entertainment
<input type="checkbox"/> Object	<input type="checkbox"/> In Process	<input type="checkbox"/> Yes: Restricted	<input type="checkbox"/> Government
		<input type="checkbox"/> Yes: Unrestricted	<input type="checkbox"/> Industrial
		<input type="checkbox"/> No	<input type="checkbox"/> Military
			<input type="checkbox"/> Museum
			<input type="checkbox"/> Park
			<input type="checkbox"/> Private Residence
			<input type="checkbox"/> Religious
			<input type="checkbox"/> Scientific
			<input type="checkbox"/> Transportation
			<input type="checkbox"/> Other

OWNER OF PROPERTY

Name *Les Kraft Frances B. Kraft* Phone Number *345-7243*

Street and Number *1510 Leavenworth*

City, State and Zip Code *Omaha, NE 68102*

Representative Phone Number

Street and Number

City, State and Zip Code

LEGAL DESCRIPTION

Middle one-third of Lot 3, Block 138, City of Omaha

REPRESENTATION IN EXISTING SURVEYS

Title A Comprehensive Plan for Historic Preservation in Omaha

Date 1981 Federal ___ State ___ County X Local ___

REPRESENTATION IN EXISTING SURVEYS

Title Historic Omaha Building Survey, Landmarks Heritage Preservation Commission

Date ___ Federal ___ State ___ County X Local ___

REPRESENTATION IN EXISTING SURVEYS

Title

Date ___ Federal ___ State ___ County ___ Local ___

DESCRIPTION

Describe the present and original (if known) physical appearance.

(see attached)

STATEMENT OF SIGNIFICANCE

Specific Dates

Architect

Builder

12/15/81
Date

Les Kraft *Frances B. Kraft*
Signature of Owner/Representative

Statement of Significance

The Goodrich building at 1415 Farnam is a downtown survivor. Since demolition for the Central Park Mall took many structures, few small scale nineteenth century buildings remain in the retail core of the Central Business District. As the main business and commercial street in the City from the beginning, Farnam has experienced wave after wave of building change, paralleling the rise and fall of economic cycles as they affected Omaha. While 1415 Farnam no longer retains its original facade, it is probable that portions of it date back to the 1870's. The facade was altered as fashions changed, reflecting the pioneer period, the boom years, depressions, growth, downtown decline and its current redevelopment. However, the structure has remained in roughly the same form, as a three-story commercial establishment, for over a century.

The lot at 1415 Farnam dates back to the original City survey of 1854. By 1855 the parcel, along with a good many others in the paper City, was owned by pioneer attorney A.J. Poppleton. The property was later purchased by another early settler, Levi Van Camp, who sold the middle one-third of the lot to Anna T. Goodrich in 1867. Anna's son, Charles had opened a whole sale and retail store in 1862. Four years later, when the family had prospered enough to build a fine residence at the southeast corner of 16th and Farnam, Goodrich had already located his store of home furnishings, wooden and wicker ware, and toys, on Farnam between 14th and 15th. After purchasing the lot at 1415 Farnam, the Goodriches took out an \$8000 mortgage to erect a brick building on the site.

While the facade of this Goodrich store cannot be officially documented, an 1876 "Bird's Eye View of the City" which carefully detailed a number of well-known buildings, showed 1415 Farnam as a narrow, three-story structure typical of most small business houses of the day. Goodrich continued to operate his store at the same location into the 1880's. By the middle of the decade he had changed his residence from the rapidly developing commercial corner of 16th and Farnam to a more fashionable 508 S. 20th. Goodrich also retired from mercantile pursuits and entered public life, with his election to the City Council in 1885 and as City Comptroller in 1887.

Since the store had closed 1415 Farnam was leased in 1888 and began two decades of housing various saloons. Throughout that time, the building underwent numerous structural changes. Remodeling occurred in 1891, probably to accommodate new tenants. Sometime after the turn of the century, the owners added a new symmetrical facade dominated by the large, arched window in the third floor. The 1893 World's Columbian and 1898 Trans-Mississippi and International Expositions popularized this Classical styling, which later appeared not only in business buildings but in large governmental structures throughout the United States.

In 1907, the Goodrich building housed its first restaurant, the usage that would mark the structure for another sixty years. By 1910, Leroy Wroth started his "chop suey parlor" and eventually opened the King Joy Cafe in the building. The King Joy was only one of thirty or forty Chinese cafes in Omaha at the time. Among the most well known were the Mandarin at 1409 Douglas and King Fong's, which opened

in 1920. The Omaha Chinese community numbered several hundred, centering around a four-block area northeast of 12th and Dodge streets. Most of them operated restaurants, laundries or small shops specializing in Oriental foods and art. The Depression ended a good deal of Chinese enterprise in Omaha, including the King Joy Cafe, which closed by 1928.

The structure gained some notoriety during the teens when it held the Farnam Theater on the main floor. As a nickelodeon, the Farnam never gained a lot of status in theater circles, except for two unsuccessful arson attempts by the theater owner in 1917.

After sixty years, the Goodriches finally sold the building in 1929 to John P. Jerpe, who with C.A. Swanson began the company that eventually became a frozen food empire. Jerpe leased the structure to various restaurants throughout the Depression until 1937, when Walter Harkert rented it for his prototype of Burger King and McDonald's, the Harkert House.

Shoe salesman Walter Harkert had started in the food business by selling sandwiches to American Legion convention visitors in 1925. He soon left his sales job to open a five-stool hamburger "joint" at 25th & "L" in South Omaha. Harkert's original menu consisted of a five-cent hamburger and five-cent cup of coffee- "Dine for a Dime". Like the White Tower hamburger stops in Eastern cities, Harkert's also developed a distinctive facade with white and black-striped exteriors. At the height of Harkert House business, there were 21 stores that stretched from Des Moines to Denver, with at least five in downtown Omaha. The general office for the company operated out of 1415 Farnam in the 1950's.

By 1961, Harkert had left the building and it held various restaurants and business places for the next decade. The present owner purchased it in 1976, and renovated it for apartment and business uses. Although the foundation or walls may be all that remains of the original brick building, the facade has functioned as a changing mirror of the downtown streetscape. It is one of the few structures in the retail core of the Central Business District that still reflect the nineteenth century scale of commercial enterprise.

Architectural Description

1415 Farnam; three story with basement, rectangular (22'x80') brick structure; structure abuts buildings on both sides and continues the building line of Farnam Street so that only the facade is visible from the exterior; two brick pilasters extend the full height of the second and third story, rising from simple stone bases that in turn are supported by "consoles" of corbelled brick; classical capitals of the Ionic order are located near the tops of the pilasters; a large round arch with an embellished keystone springs from impostes set just inside the pilasters and is subdivided into smaller window openings by wooden mullions and muntins at the third floor; the top three windows of the arched opening contain leaded glass divided into a small grid pattern; two simple rondels flank the upper portion of the arch; a large rectangular opening at the second floor is subdivided into square and rectangular openings, two being double-hung windows; a dentilled stone band that runs the entire width of the building divides the first floor from the upper floors; two simple fluted cast iron pilasters occur at the outside walls of the facade at the first floor level; slender cast iron collonettes, with cast lion head detail, divide the main level facade into three entries and a display window; grids of small panes of leaded glass occur above the two eastern most entries; a sign of diagonal cedar boards and large white letters occurs over the display window and shop entrance; the two cast iron pilasters are the only original details remaining on the main floor, the other elements coming from various sources including salvage from demolished downtown structures; the cast iron of the main floor has been painted; the brick walls of the upper two floors have been sandblasted, exposing a light tan brick; a curved pediment and balustrade that originally decorated the parapet wall were removed from the structure before the present owner acquired the building.

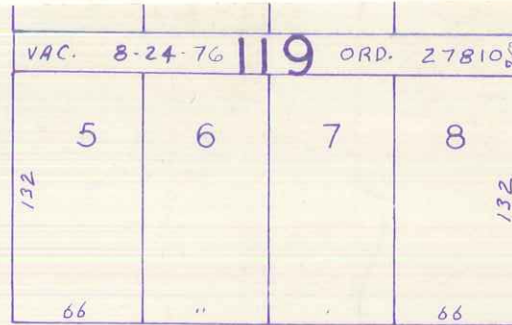
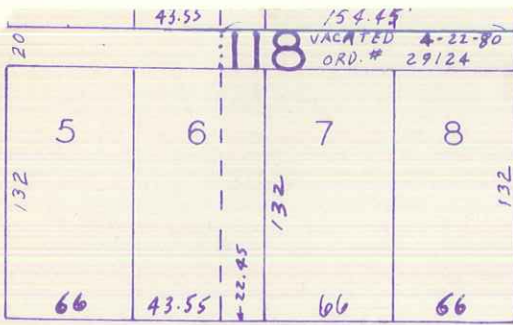
Note:

Early photographs indicate that this building has been modified many times over its lifetime. An early photograph of what appears to be the original main floor level shows a canopy of lacy iron work extending out from the building at the end walls at a diagonal to form the roof for a central bay display window. A photograph from the 1920's shows the decorative iron work removed from the main level and the windows modified to provide two entrances. This photograph also shows a pedimented, light-weight iron balcony projecting from the main second story window. Later photographs show the main floor encased in aluminum panels and terrazo, and the second floor balcony removed. *the brick walls of the upper two floors have been sandblasted.*

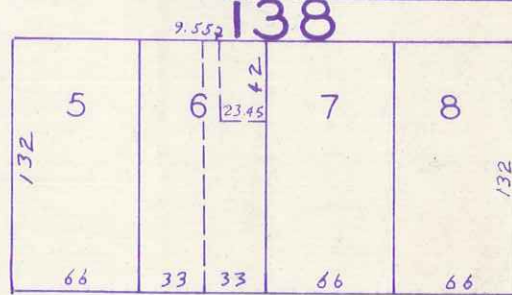
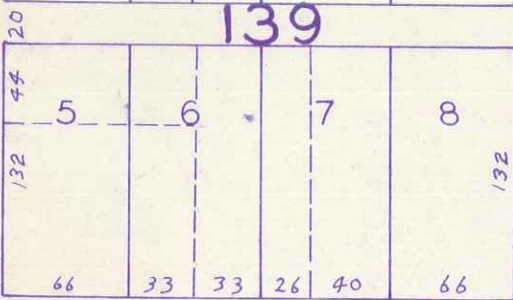
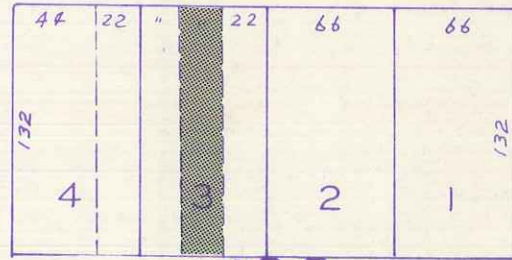
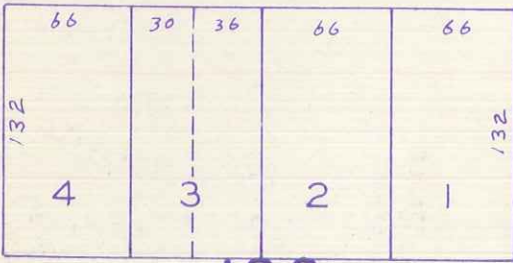
Bibliography

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LHPC Case No. HI-82-2, APPLICANTS Leo and Francis B. Kraft request LANDMARK DESIGNATION for 1415 Farnam Street. Area to be designated is shaded.



100 FARNAM

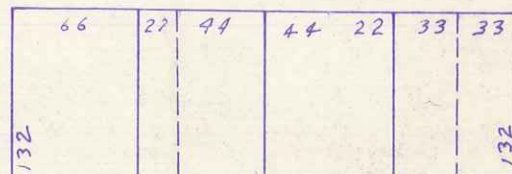
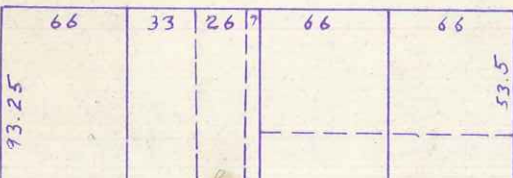


15 TH

14 TH

REDICK TOWER CONDOMINIUM

HARNEY



Scale: 1"=100'

Landmarks Heritage Preservation Commission

ORDINANCE NO. 29850

AN ORDINANCE to designate the Goodrich Building, located at 1415 Farnam Street as a Landmark pursuant to the Landmark Heritage Preservation Ordinance of the City of Omaha.

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

Section 1. That the Goodrich Building is located at 1415 Farnam Street, which is on the following described land, to wit:

Middle 1/3 of Lot 3, Block 138, Original City of Omaha, Douglas County, Nebraska

Section 2. That for the reasons cited in Landmarks Heritage Preservation Commission Resolution attached hereto as Exhibit I, and made a part of as if fully set forth herein, the Goodrich Building is hereby deemed historically significant and worthy of preservation.

Section 3. That the Goodrich Building is hereby designated pursuant to Section 24-61 of the Omaha Municipal Code, and hereby subject to all of the provisions of Landmark Heritage Preservation, Ch. 24, Art. II. of the City of Omaha.

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

INTRODUCED BY COUNCIL MEMBER

Bernie Simon

APPROVED:

MAYOR OF THE CITY OF OMAHA DATE

PASSED SEP 28 1982 4-2

ATTEST:

[Signature]
CITY CLERK OF THE CITY OF OMAHA

APPROVED AS TO FORM:

[Signature]
CITY ATTORNEY

JUL 5 1982 2604 - Motion by
Councilmember Wagner to
Reconsider Ord. #29850
passed on 9/28/82 with
roll call on motion
to reconsider on 10/12/82
by Simon
OCT 12 1982 *2699 - Roll call on
motion to reconsider Sect 3-3
Yes - Tomasek, Wagner, Simon

2413-2472-2340-2604
2699 ✓

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7 ✓

PRESENTED TO COUNCIL

1st Reading SEP 14 1982
Hearing 9-21-82

Hearing SEP 21 1982 2472 Over to 9/28/82

Final Reading SEP 28 1982
Passed 4-2 Simon (W)

Mary Lolligan Cornette

PUBLICATIONS

PUB'N. OF HEARING
Date 9/14/82

PUB'N. OF ORDINANCE
Date 10/15/82