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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable". For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. **Name of Property**

   Historic name  The Margaret

   Other names/site number  DO09:0135-005

2. **Location**

   Street & number  2103 N 16th Street

   City or town  Omaha

   State  Nebraska Code  NE County  Douglas Code 055 Zip code 68110

3. **State/Federal Agency Certification**

   As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this [X] nomination [ ] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property [X] meets [ ] does not meet the National Register Criteria. I recommend that this property be considered significant [ ] nationally [ ] statewide [X] locally. ([ ] See continuation sheet for additional comments.)

   [s/] Michael J. Smith  3-12-07

   Director, Nebraska State Historical Society

   State or Federal agency and bureau

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

   Signature of certifying official/Title  Date

   State or Federal agency and bureau

4. **National Park Service Certification**

   I, hereby, certify that this property is:

   [ ] entered in the National Register.

   [ ] see continuation sheet.

   [ ] determined eligible for the National Register.

   [ ] see continuation sheet.

   [ ] determined not eligible for the National Register.

   [ ] removed from the National Register.

   [ ] other, (explain):

   Signature of Keeper  Date of Action
The Margaret  Douglas County, NE
Name of Property  County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)
X  Private
____ Public-local
____ Public-state
____ Public-federal

Category of Property
(Check only one box)
X  Building(s)
____ District
____ Site
____ Structure
____ Object

Number of Resources within Property
(Do not include previously listed resources in the count.)
Contributing  Noncontributing
Buildings
____ 0
Sites
____ 0
Structures
Object
____ 0
Total

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

Number of contributing resources previously listed in the National Register
N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)
DOMESTIC/Multiple Dwelling

Current Functions
(Enter categories from instructions.)
VACANT

7. Description

Architectural Classification
(Enter categories from instructions.)
Late 19th and 20th Century Revivals / Jacobethan Revival

Materials
(Enter categories from instructions.)
Foundation  Concrete
Walls  Brick
Roof  Wood
Other

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

Applicable National Register Criteria
(Mark “X” in one or more boxes for the criteria qualifying the property for National Register listing.)

A  Property is associated with events that have made a significant contribution to the broad patterns of our history.

B  Property is associated with the lives of persons significant in our past.

X  C  Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D  Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations
(Mark “X” in all the boxes that apply.)

Property is:

A  Owned by a religious institution or used for religious purposes.

B  Removed from its original location.

C  A birthplace or a grave.

D  A cemetery.

E  A reconstructed building, object, or structure.

F  A commemorative property.

G  Less than 50 years of age or achieved significance within the past 50 years.

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

9. Major Bibliographical References

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

Primary location for additional data:

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   

X  Other   Douglas County Historical Society
10. Geographical Data

Acreage of property  Less than one  UTM References (place additional UTM references on a continuation sheet).

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

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

11. Form Prepared By

name/title  Jennifer Honebrink, AIA  date  September 21, 2006
organization  Alley Poyner Architecture  telephone  (402) 341-1544
street & number  1213 Jones Street  city or town  Omaha  state  NE  zip code  68102

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps
A USGS map (7.5 or 15 minute series) indicating the property's location.
A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs
Representative black and white photographs of the property.

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

Property Owner

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

name/title  OEDC, Mike Maroney President  telephone  346-2300
street & number  2221 N 24th St  city or town  Omaha  state  NE  zip code  68110

Paperwork Reduction Act Statement:  This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determined 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, (15 USC 470 et seq.).

Estimated Burden Statement:  Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form.  Direct comments regarding this burden estimate or any aspect of this form to the chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.
Site

North Omaha is a dense residential area surrounded on all sides by heavy industry. The cluster of large apartment buildings around the Margaret was the only such grouping in the Northeast corner of the city prior to 1930. This group is now surrounded by smaller multiple dwellings, small homes, and vacant lots. As with most apartment clusters, they sat on a streetcar line that provided easy access to downtown businesses. The Margaret sits on a rectangular lot on the corner of North 16th Street (formerly Sherman Avenue) and Yates Street. Its long axis runs East to West, perpendicular to North 16th Street.

The property line for the lot that the Margaret sits on runs along the exterior face of the primary facades. (See attached survey.) While technically, the South bays of the building project into city right of way, these bays remain part of the historic property. Visually and traditionally the site has extended to the street on both facades. The front yards comprise raised grass areas separated by concrete sidewalks leading to each entrance. At the West end of the property, the sidewalk steps down and under the projecting bay to provide access to two garden level apartments. At the East end of the property, the alley is directly adjacent to the building. The floor of the rear court is at grade, half-way between the basement and first floor levels. It is completely covered in concrete. Most of it is taken up by fire exit stairs. Two sets of steel fire exit stairs appear to be part of the original construction and take the majority of the space vertically. Due to rust and age, the stairs are in various states of disrepair. There are also 3 sets of concrete stairs leading to the basement rear entrances.

Construction

The Margaret is constructed of load-bearing brick exterior walls and load-bearing brick interior unit separation walls, tied together with a concrete pan floor structure, and connected by concrete stair structures. The attic and roof are of wood frame construction.

Exterior

The structure is an “L” shaped three-story Jacobethan Revival apartment building, which sits one-half of a story above grade. Both legs of the “L” sit along the streets, leaving a light well at the Northeast corner of the lot, in the rear of the building. Three entrances on the South façade face Yates Street and one entrance on the West façade faces North 16th Street. Two of the entrances on the South are flanked by bays which project out over the property line.

The primary facades exhibit many of the characteristic features of the Jacobethan Revival style. It is a tripartite structure, with stone bands dividing it into base, body and attic. Breaking up these long horizontals, are bays rising the full height of the building. On the West, the bay is rectangular in plan and centered on the facade. On the South, the bays are semi-octagonal and paired about two of the entries. Emphasizing the height of each bay is a wall gable, and decorating its top story is stone trim. On the wall between the bays and above each entry are windows trimmed in stone with tabs set into the brickwork. The windows above the grandest entry are further emphasized by decorative stone spandrel panels. The low arches surrounding each entry are trimmed in stone with tabs set into the brickwork and label hood molds. The remaining windows on the primary façade are nine over one divided lite wood double hung units, with some variations in the divisions at the basement windows. Plain lug stone sills sit below each window and decorative brickwork hoods line the wall above them. All of the windows have been covered on the exterior by aluminum storm windows. Many of the wood window units are in poor condition due to rot.

The facades of the East end and rear court contain simple running bond brickwork. Plain lug stone sills and arched brick lintels exist over the majority of the windows on the East facade. On the North façade, the ornamentation is further

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1 Personal communication, Lynn Meyer Omaha Planning Department to Stacy Stupka-Burda, February 2007. The footprint of the bays are "grandfathered in" and the City of Omaha considers them part of the historic property.
simplified to brick sills and arched brick lintels. Flat steel lintels exist over the doors and sidelights. The chimney rises above it all and is capped with simple brick trim work.

Each of the five projecting bays is covered in a low pitched roof. The main roof is divided into three areas. Each area slopes to a scupper on the North façade. The eastern-most area has developed a significant roof leak that has damaged some of the attic framing and allowed water to penetrate the building interior.

**Interior**

The building is divided into four sections, each with its own entrance. Each entrance sequence contains an exterior set of stairs, an exterior porch, an interior landing with mailboxes, and a stair tower. The exterior porches are of unfinished concrete floors and ceilings, and exposed brick walls. The interior landings are finished in green and white tile, the plaster walls are painted a variety of colors, and the wood base, stair treads, stair railing and window trim are of dark stained wood. Although they do not meet current codes, they are in good condition, with few pieces missing.

The apartment layouts vary from efficiencies to one bedroom units. All contain large rooms, full kitchens, full baths, a variety of closets, and a rear door to the North exterior stairs. Wood floors, tall wood base, simple window trim, and built-in wood closets were originally stained dark, but many are now painted. The porches in the projecting bays were finished as exterior spaces. They are separated from the interior space with pairs of doors with sidelights, and typically have concrete floors and exposed brick walls. Six apartments on the east end have suffered significantly from the roof leak.
The Margaret is a wonderful example of Jacobethan Revival architecture, one of the many period revivals common between 1880 and 1930. According to "Architecture from Prehistory to Postmodernism," historicism at this point in architectural history in America, was an expression of the conflict between conservatism and the forces of change.\(^2\) Domestically, many of the new industrial barons longed to return home to the imagined ease and simplicity of the pre-industrial age. Their framework for this became the architecture between the Tudor period and the Queen Anne period. Henninger, the Margaret's architect, was a student of the Chicago Art Institute, where he was likely taught that not only were historic forms beautiful, but also every cultured person would recognize that because of their historic associations, "a certain building, in a certain place (should) be built in some one of a rather restricted range of styles."\(^3\) For large mansions, it was believed that Georgian, Tudor, Cotswold, Jacobean or Louis were the most suited to upper class architecture.

The Jacobethan Revival is a combination of English precedents, notably architecture of the reigns of Elizabeth I (1558-1603) and James I (1603-1625). Typically used in residential mansions and educational facilities, it was likely chosen here as a means to appeal to the aspiring white collar business men and women who were the target market for this project. The November 1916 issue of *The American Architect*, which was devoted to apartment buildings, seems to substantiate this. Several buildings of Jacobethan Revival style are given as good examples of modern apartment buildings. The Margaret follows this pattern, and displays many of the key features of the Jacobethan Revival style, including projecting bays, a brick body with stone trim which includes small decorative stone tabs projecting into the surrounding brick, wall gables, and a tall chimney.

Although not a common style in Nebraska, there is a suitable representation of Jacobethan Revival on the National Register for Nebraska and the City of Omaha's Designated Landmarks listings. Of 27 buildings listed as Jacobethan Revival on the National Register for Nebraska, nine are libraries, eleven are houses, and the rest are a mix of building types. Additionally, almost half of the 27 are in Omaha. It is notable that this style was tried by many Omaha architects, but favored by none. The mix of architects for the buildings on these lists includes Fisher and Lawrie, John McDonnald, Thomas Kimball, and John Latenser, to name a few. Local examples of Jacobethan Revival from these lists include the Brandeis/Millard residence (NRHP 1980), the Gottlieb Storz residence (NRHP 1974) and the Webster Telephone Exchange Building (NRHP 1977). The Margaret would be among the best examples of this style on these registers, as well as the only apartment building included on either list. Its inclusion would help to illustrate that the apartment building type was still trying to appeal to the upper classes at this time, and had not yet become a middle or lower class standard.

By the time the Margaret was constructed, the apartment building type had undergone a significant evolution in this country. Prior to 1870, large multiple dwellings in the United States typically fell into two categories, boarding houses and tenements. The larger tenement buildings were often cramped quarters associated with the lower classes. When The Stuyvesant was constructed in 1869 in New York, architect Richard Morris Hunt and his client Rutherfurd Stuyvesant purposely set a new tone for multiple dwellings. Both men had traveled and studied in Europe, and had seen the changes taking place in Paris, where apartments were substantial buildings housing the rich as well as the poor. “Although the tenement house provided the conceptual bridge between the private house and the apartment house, its association with lower-class living was a formidable obstacle to the success of the apartment house.”\(^4\) The Stuyvesant, and other early apartment buildings, sought to show people in America that multiple dwellings could be appealing to the more affluent.


What followed was a series of experiments in what made the ideal apartment building. These included French Flats, Apartment Hotels, Home Clubs, and what we recognize today as apartment buildings. The French Flat was most often between three and five stories tall, and was subdivided on the interior into one or two residences per floor. Many were remodeled mansions, although some were originally designed as flats. Apartment Hotels were often taller structures, including elevators and all of the latest innovations to appeal to newcomers. Although the rooms were typically smaller, with no more than a kitchenette, the public amenities often included a restaurant, a series of lounges for socializing, and maid service; all of which was thought to compensate for the smaller individual unit size. Home Clubs were essentially early condominiums, where groups of investors pooled their money to construct an apartment building – each residing in their share when the building was complete and able to sell it without the group’s consent. Each of these had its drawbacks, which the apartment building was able to solve. By labeling it an apartment building, the structure became something fully American. In providing all of the features of an isolated house, it appealed to those who wanted more privacy than the Apartment Hotel offered. Finally, by making the units available as rentals, it freed residents to save for the American dream – a private residence of their own.

By the time apartment houses appeared in Omaha (the first two were listed in the City Directory in 1906), they had proven their social acceptability for the upper classes and architects were concentrating on perfecting the form and features of this building type. In Omaha, we see evidence of this in the experiments with block, rectangular, courtyard, and atypical shapes, as well as the variety of styles applied to the buildings. By 1916, when the Margaret was constructed, apartment buildings had developed a number of key features. According to *The American Architect*, the ideal apartment building was completely residential in nature, had spacious living quarters with the planning features of an individual residence, and high quality finishes. Phone service, electricity, and steam heat were expected amenities, as well as an elevator for larger buildings. Most were on the edge of the downtown, or along streetcar lines, providing their residents easy access to downtown businesses and occupations.

The Margaret accurately fits the above description of a model apartment building. It is a beautiful building in a style preferred by the upper classes, with distinguished entrance stairs leading to each apartment. It’s sitting along the streetcar lines gave the residents easy access to downtown and businesses along North 16th Street. There were no commercial spaces available. The unused space in the basement was apparently given over to utilities. Each apartment featured generous spaces, including large living/dining areas, kitchens, individual bathrooms, a three-season porch, and a rear exit. Finishes included period, large dark wood trim, tile floors in the stairways, wood floors in the remaining spaces, plaster walls, and paneled doors. Each apartment also had phone service, electricity and steam heat.

The Margaret was owned and constructed by R.C. Strehlow, and designed by F.A. Henninger. Both men had worked at the Trans-Mississippi Exposition in 1889 and likely met there. Over the years they developed a working relationship, completing all of the buildings in the Strehlow Terrace Apartment Complex (NRHP 1986) together.

Throughout his career, Henninger designed 28 multiple dwellings in a variety of styles, sizes, and layouts, a tribute to his creativity and adaptability. Most were done in the early years of his career, when he was responsible for some of Omaha’s earliest apartment buildings – the Sherman(NRHP 1986), the Normandie (NRHP 1991), and the Majestic, as well as the majority of apartments before Omaha’s first apartment building boom from 1911 to 1926. Although more conclusive research has yet to be done, “It does appear that early in his career, Henninger was one of the city’s first architects to specialize in apartment house design.” Based on the current list of known Henninger buildings, apartment buildings were some of his first large commissions. The Margaret was Henninger’s 23rd multiple dwelling. Its orientation with the long side facing the street is the most common form of apartment building in Omaha. By the end of his career,
however, Henninger had turned away from work on multiple dwellings and focused on individual residences. His work at that time consisted of so many houses, it was said he did “a-house-a-day.”

Strehlow was active as a builder as well as a developer. Locally, he was responsible for constructing numerous industrial plants, several houses in South Omaha, and a number of small commercial buildings for others, in addition to constructing his own buildings. More significantly, he tended to focus on constructing buildings for expositions, where he met and worked with architects from all across the United States, and met a number of U.S. presidents. His exposition work included the 1889 Trans-Mississippi Expo in Omaha, where he welcomed former President McKinley; the 1901 Pan-American Expo in Buffalo New York, where he met former President Roosevelt; the 1904 World’s Fair in St. Louis where he won prizes for the Festival Hall and Missouri buildings, and probably met Cass Gilbert and George Kessler; the 1907 Jamestown Expo in Norfolk Virginia; the 1908 Alaska-Yukon Expo in Seattle Washington; and the Panama-Pacific Exposition in 1915 in San Francisco where he was responsible for over 15 buildings and was given an award as the most successful builder.

These experiences gave him a national reputation and a broad view of the construction industry, which he brought back to Omaha and shared, not only through his own work, but also through his volunteer organizations. He was a member of Ak-sar-ben, Omaha Club, Building Owner’s and Manager’s Association, Omaha Builder’s Exchange, Commercial Club, Carter Lake Club as well as various German societies and musical associations. In 1917 he also represented Omaha in the State Legislature and sat on the Committee on Public Institutions.

Strehlow was one of a number of developers who sought to capitalize on the popularity of the Trans-Mississippi Expo, which had exposed many people to the development potential of North Omaha, and led to a significant building boom. The East side of 16th street quickly became industrialized, as access to the railroad provided ready transportation for materials and finished goods. Additionally, the original large mansions began to be replaced by or converted into multi-family housing. Investors saw the increase in density and industry as an opportunity. Strehlow began buying property in the area and constructing large apartment buildings, in a pattern roughly parallel to his exposition work. He did expositions in 1904, 1907, 1908, and 1915 and had Henninger design buildings in 1905, 1907, 1909, 1910, 1915 and 1916. For the Margaret project, he bought the site in 1911 after he finished the 1908 Alaska-Yukon Exposition in Seattle, Washington, and constructed the Margaret in 1916 after his last exposition, the Panama-Pacific Exposition in 1915. As with many of the apartment buildings of the time, the design was targeted to attract white-collar business men. Many of the initial residents included those in upper management positions and small business owners, such as C.W. Walker, proprietor of the Fontenelle Garage, and G.D. Babbit, a clerk with Bankers Reserve Life Co.

In conclusion, the Margaret is a well-designed Jacobethan Revival style apartment building, with many of the features typical of apartment buildings of its time. It is obviously the competent work of an architect well experienced in this building type and familiar with creating the appearance of a particular style. Additionally, its longevity as an apartment building attests to both its solid construction and the talent of the developer to stipulate an aesthetic that would continue to appeal to people well into the future.
Douglas County Historical Society Clippings

“Helped Build Expositions: Robert C. Strehlow 81 on next Wednesday.”

“Omaha Builder, 90, is Busy Taking Care of Older People,” July 8, 1951.

“Omaha Expo Builder in from Golden Gate.”

“Omahan has Built Great Part of Expo,” December 1914.

“R.C. Strehlow, Builder, Notes 90th Birth Date,” July 8, 1952.


“Strehlow Builder at Exposition.”

“Strehlow Gets Big Job,” Bee, August 7, 1906.


Articles

Books


National Register of Historic Places
Continuation Sheet

The Margaret
Name of Property

Douglas County, Nebraska
County and State

Section 9 Page 2


Maps


Other

The Building Owner’s and Manager’s Association of Omaha, *Annual Report,* Omaha NE, 1953.

Douglas County Assessor’s Office, Records for Paddock Place, Block 2, Lot 5 & 6, book 38, p. 522, 713. (The Strehlow Terrace Garage and the Margaret)

Douglas County Assessor’s Office, Records for E.V. Smith’s Addition, Block 1, Lot 22, 23 & 24, book 44, p. 593, 723. (The Strehlow Terrace Apartments)


Omaha City Directories, 1906-1930.
Address Clarification
North 16th Street was originally called Sherman Avenue
Previous addresses have included the following:
2101-2103 Sherman Ave – City Directory
2101-07 Sherman Avenue – City Directory
2101 N 16th Street – City Directory
2101 and 2103 N. 16th Street; 1514, 1516, 1518, 1522 Yates Street – 1934 Sanborn Map
Currently 1530 Yates Street

Verbal Boundary Description
Parcel B: All of Lot 6, Block 2, Paddock Place, an addition to the city of Omaha, Douglas County Nebraska as well as the footprint of the canted bays located on the south side of the building.

Boundary Justification
This includes all of the property historically associated with The Margaret. While the canted bays extend into city right of way, these bays are considered to be part of the historic property.

Photographs

The following information pertains to all photographs:

The Margaret
Douglas County, Omaha, Nebraska
Photographer: Jennifer Honebrink
Alley Poyner Architecture
July 2006

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