Nancy Novak, Chairperson, called the meeting to order at 1:39 pm, introduced the Commission members, as well as staff. Ms. Novak explained the procedures for hearing the cases. Roll call was taken with seven members present.
National Register Nomination:

CASE NUMBER:  H5-14-09  REQUEST:  Request for National Register Nomination for the Hupmobile Building
PRESENTED BY:  Gregg May, Paul Nelson, Gary Rosenberg of Restoration Exchange Omaha  LOCATION:  2523-2525 Farnam Street

At the Landmarks Heritage Preservation Commission meeting held on Wednesday, August 13, 2014, Paul Nelson (Pen Architect, LLC) appeared before the Board.

Mr. Nelson showed the commission a slide presentation about the Hupmobile Building which was constructed in 1917. The applicant nominated the building under Criteria A for its association with Omaha’s early automobile commerce and Criteria C for the characteristics of the building itself. He discussed the history of the automotive sales/service industry in Omaha in the early 1900’s. By 1918 there were 129 automobile dealers and repairers in Omaha that were concentrated mainly in the Downtown area. Robert C. Hupp started the company in 1908 and his philosophy was to build cars in the workingman’s price that were dependable, tough and durable. The company produced 500,000 cars during its 31 years of production. Mr. Nelson quoted from an article in the April 1917 Omaha World-Herald which called the building “a credit to the company who placed it there and a credit to the city’s business section”. From 1925 to 1940 the building housed several other automobile dealerships. The Sterling Manufacturing Company bought the building and owned it from 1943 until 2003.

Mr. Nelson mentioned physical characteristics of the building that exist to this day which include skylights and a loading dock and elevator that were used to move cars between floors. He noted the large panes of glass, multi-light transoms, mosaic tiles, masonry building opening, and windows on the second floor which open and cool the building during the summer months.

Previous owners recently uncovered the Hupmobile sign and were able to generate interest within the preservation community to save the building. Mr. Nelson felt that the building clearly exemplifies its original use and that it meets the criteria for placement on the National Register.

In response to Mr. Santamaria, Mr. Nelson stated that the building’s design is well-suited for the mixed-use development being proposed. The front façade will not need to be altered; however, if repairs or updates must be made the owners will attempt to replace what was existing. Ms. Gerber noted that any changes that are made must meet the Secretary of the Interior’s standards for Rehabilitation.

Mr. Santamaria moved to APPROVE the request for National Register Nomination for the Hupmobile Building. Mr. Killian seconded the motion.

AYES: Santamaria, Hargiss, Pence, Killian, Dobbe, Novak

ABSTAIN: Gerber

MOTION CARRIED: 6-0-1
Approval of Minutes:

Mr. Pence moved to APPROVE the minutes for the April 9, 2014 meeting. Mr. Dobbe seconded the motion.

AYES: Santamaria, Hargiss, Gerber, Pence, Killian, Dobbe, Novak

MOTION CARRIED: 7-0

Adjournment:

It was the consensus of the Board to ADJOURN the meeting at 2:26 p.m.