



120 S Walnut

120 S Walnut St. Arnold, NE

Table of Contents

GENERAL INFORMATION

- 3 Project Purpose
- 4 General Community Information

BUILDING INFORMATION

- 5 General Building Information
- 6 Building History

DESIGN ASSISTANCE FORM

- 8 Design Assistance Form Evaluation and Information

SUMMARY

- 26 Summary
- 27 Action Steps

RESOURCES

- 29 Organizations
- 30 Design
- 33 Economic Vitality
- 35 Promotion & Organization

FUNDING

- 36 Organizations & Businesses
- 37 Grants & Programs

APPENDIX

- 40 A. Assessor Reports
- 42 Historic Information

Purpose

THE PROJECT

This document is intended to serve as a design education resource for property owners, with resources to help redevelop their storefront to its original, historic nature.

This work has been carried out by the Nebraska Main Street Network (NMSN) as part of our ongoing commitment to supporting community revitalization and historic preservation efforts across the state. We are sincerely grateful to the Nebraska State Historical Society and the National Park Service**. for awarding the Historic Preservation Educational Programming–Statewide Grant (HPEP), which made this project possible. The grant has enabled us to engage directly with communities, providing this resource at no cost. In addition to facilitating the evaluation of buildings in each participating Nebraska Main Street Community, the program also supports three educational workshops focused on historic preservation.

***DISCLAIMER:**

The Nebraska Main Street Network provides these design case studies as an educational tool for member communities. The illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process or design review.

** This material was produced with assistance from the Historic Preservation Fund, administered by the National Park Service, Department of the Interior under Grant Number P23AF01076 and P24AF01925. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the Department of the Interior.

Scan the QR code to visit
the HPEP virtual database:

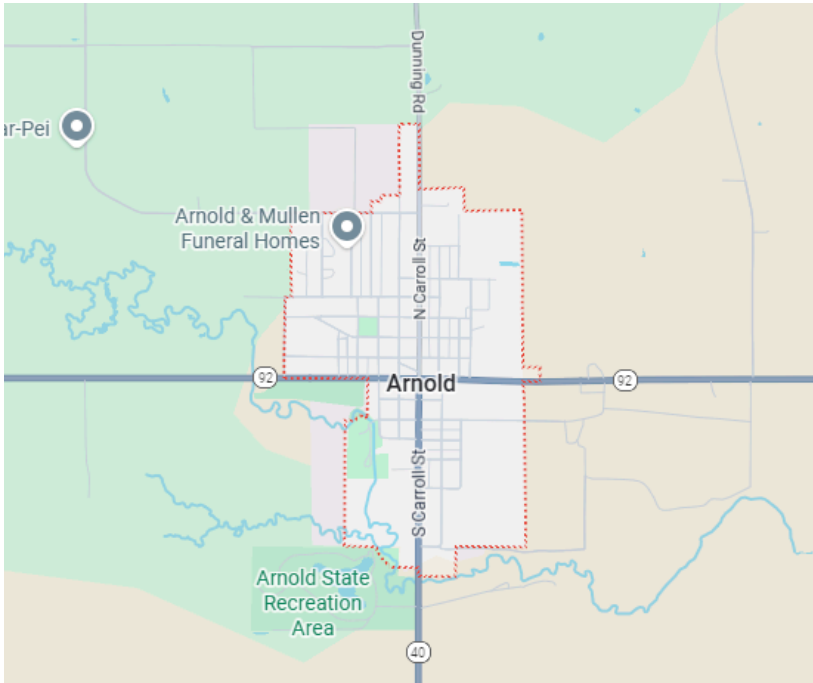


[https://nebraskamainstreet.org/
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)

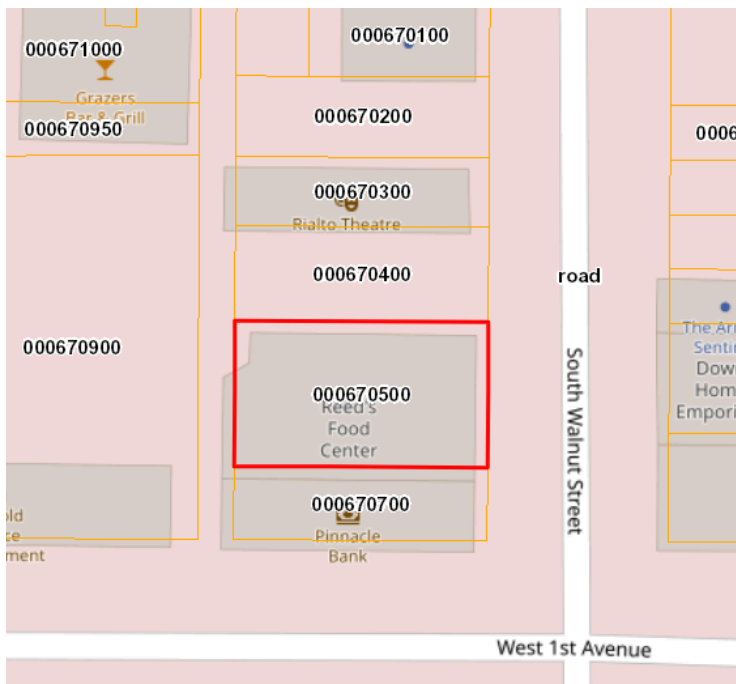


Community Information

ARNOLD (GOOGLE MAPS)



BUILDING SITE (CUSTER COUNTY GIS)



Building Information

Community: Arnold, Nebraska
Building Name: Fred Brown Building
Parcel ID: 000670500
Site Address: 120 S Walnut St Arnold, NE
Owner Name: John & Gail Reed
Owner Address: PO Box 396
Tax District Code: 111
Zoning: Commercial
Overlays: N/A
Future Land Use: N/A
Flood Zones: N/A
Construction Date: 1910 (According to Assessor's Report)
Latest Remodel: 2022- Awning
National Register: Y ☐ N ☒
Date Listed: N/A
Architectural Style: Traditional Commercial
Construction Material: Masonry
Value Year: 2025
Building Value: \$80,087
Land Value: \$5,376
Total Value: \$85,463
Lot Size: 7,168 Sq.Ft.
Vacant Square Footage: Exact Unknown
Occupied Square Footage: Exact Unknown
Usable Square Footage: Exact Unknown
Total Square Footage: 6,820 Sq.Ft.
Total Floors: 1
Current Use(s): Market/ Storage Warehosue
Previous Use(s): Commercial/Warehouse
Previous Use Date: _____

Building History

Fred Brown Building - 1915



120 S Walnut Street, Arnold, Nebraska 69120

Image from Arnold Rotary Club Historic Markers

A timeline from the Historical Marker:

North Building

Circa 1918 – Fred Brown's Pharmacy (Arthur Witthuhn, pharmacist)

1922–1924 – Ervin's Theater (Amos and Annie Ervin)

1924 – Roller Skating Rink

1925–1938 – William Conrad Mercantile

Up to 1947 – Multiple short-term occupants

1947–1958 – McIsaac's Arnold Appliance Store (Rex McKain and Paul Hartman; first TV in the county shown here in 1953)

1958–mid-1960s – Hughes Drug Store (Frances Hughes; later sold to Peggy Croghan)

Mid-1960s–1970s – Drug Store operated by Peggy Croghan

1979 – Reed & Suhr acquire adjoining north store and remove dividing wall

Building History

Fred Brown Building - 1915



120 S Walnut Street, Arnold, Nebraska 69120

Image from Arnold Rotary Club Historic Markers

South Building

1919 – Fred Brown's Arnold Pharmacy (John Long & Jennings Stockhams Furniture and Hardware store also listed; sold to Linn and EJ Downing)

1919–1937 – Brown's Hardware Store (William & Alva Worrell; later leased to H. R. Proffett and Jud Schoenthal)

1926–1928 – P&S Funeral Home (run in the back of the P&S Hardware Store by Chester and Mrs. McIntyre)

1937–1940 – Harold Goings' Hardware

1940–1941 – Robert Spargo's Hardware Store (Spargo lived in the back)

1941 – Hagadly Food Center Grocery (moved from the Vogel building; renamed Jack and Jill)

Circa 1964 – Delbert Snyder Grocery (south half of the store)

1975–1978 – Western Auto (managed by Barb and Harvey Foran)

1979 – Reed & Suhr purchase south half (August 1979)

September 9, 1979–present – Reed's Food Center (opening after removing dividing wall; remodeled in 2010)



Design Education Service

NEBRASKA MAIN STREET NETWORK

DISCLAIMER:

The Nebraska Main Street Network provides these design case studies as an educational tool for partner communities. The illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process or design review.





DESIGN ASSISTANCE REQUEST FORM

The Nebraska Main Street Network provides design assistance to official Main Street communities. Rooted in historic preservation, a range of services are offered to individual property / business owners and Main Street Managers within the designated Main Street District as part of a community's program.

SERVICES AVAILABLE

Preservation Consultation

Discuss project assessing historical character and current physical condition of the building prior to any design decisions.

Building/Property Design Recommendations

Provide conceptual design recommendations, which may include sketches, renderings, material information, precedent projects, etc.

Public Space Design Recommendations

Address accessibility and provide conceptual design recommendations for public space such as pocket parks, streetscapes, and parking areas.

Programming + Design Planning

Assess interior and exterior spaces for best use and future potential including individual buildings and limited downtown areas.

Signage

Provide recommendations on signage type, placement, and size in relationship to building façade utilizing business branding provided.

Other

Describe the design problem in the scope of work section and Staff will determine how best to assist.

Education Consultation

Design Staff can provide (virtual and in-person) education sessions for specific community needs

Office Use Only

Date Received _____

Date Approved _____

Payment Received _____

Design Team _____

NEBRASKA MAIN STREET SIGNATURES

Executive Director (Printed): _____

Executive Director (Signed): _____ Date: _____

Email: _____ Phone: _____

APPLICANT INFORMATION

DATE OF REQUEST

Applicant's Name: _____

Main Street City: _____

Main Street Manager: _____

Phone: _____ Email: _____

SCOPE OF WORK



MAIN STREET FOUR-POINT APPROACH

DESIGN | **ECONOMIC RESTRUCTURING** | **PROMOTION** | **ORGANIZATION**

DESIGN

Enhancing the downtown's physical environment by capitalizing on its best assets including historic buildings, and creating an inviting atmosphere through attractive window displays, parking areas, building improvements, streetscapes and landscaping. The Main Street program also focuses on instilling good maintenance practices in the commercial district, enhancing the physical appearance of the district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and integrating long-term planning.

DESIGN IS...

COMPREHENSIVE

For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is essential.

INCREMENTAL

Incremental: Baby steps come before walking. Incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.

SELF-HELP

No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

CHANGE

Changes in attitude and practice are slow but definite — public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

ASSETS

Identifying and capitalizing on existing assets: Business districts must capitalize on the assets that make them unique.

PARTNERSHIPS

Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the others strengths and limitations in order to forge an effective partnership.

QUALITY

Emphasize quality in every aspect of the revitalization program. Concentrate on quality projects over quantity.

NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO

THE PROGRAM

Design is an essential component of a successful Main Street revitalization program's activities. The physical appearance and condition of buildings and public spaces are vital to economic development efforts in today's competitive business climate. Historic preservation and adaptive reuse are key in ensuring important community assets are retained and continue to serve a useful purpose. The Nebraska Main Street program provides design assistance to designated local Main Street programs through the Nebraska Main Street District Design Case Study Program. All Nebraska Main Street Network member communities are eligible to request this program. For designated Main Street communities this service is cost-share contract. For all other members, the actual cost of the program will be paid for by the requesting community.

DESIGN TEAM

1 Main Street design professional (consultant) & 1 Nebraska Main Street Network staff member.

THE PROJECT

Building, façade or storefront rehab, sign design/graphics, paint, awnings or canopies, building maintenance issues, landscaping/streetscape & public spaces*, interior store merchandising/window display*.

PROCESS

Pre-visit briefing and planning session, initial community presentation/training with Q&A, site visits, team work time & presentation prep, wrap up community presentation with Q&A, final project report.

NEBRASKA MAIN STREET RESPONSIBILITIES

On and off site management of the program, select Main Street design professional (consultant), host pre-visit briefing and planning session, on-site materials, supplies and equipment, assemble, print and distribute final project report, assist community with implementation.

COMMUNITY RESPONSIBILITIES

Selecting projects for the case studies, commitment of participation from building and business owners, meeting room for initial and wrap up presentations, workspace for design team w/internet access, completed forms and photos provided pre-visit, post-visit written evaluation, implementation of recommendations.

DESIGN PROFESSIONAL RESPONSIBILITIES

Willingness to share time and expertise, laptop and other necessary on-site tools, provide content for final project report.

*services not currently offered; to be added to design program at a later time



NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO CONTINUED

COSTS

Designated Nebraska Main Street communities fee-for-service cost share contract & member communities fee-for-service contract for actual cost. Non-member community requests for these services will be taken on a case by case basis.

OUTCOME

Final project report with illustrations and written recommendations (will not include cost estimates).

DESIGN ASSISTANCE FORM

SERVICES AND REQUIREMENTS

SERVICES AVAILABLE

PRESERVATION CONSULTANT

Discuss project assessing historical character and current physical condition of the building prior to any design decisions.

BUILDING/PROPERTY DESIGN RECOMMENDATIONS

Provide conceptual design recommendations, which may include sketches, renderings, material information, precedent projects, etc.

PUBLIC SPACE DESIGN RECOMMENDATIONS

Address accessibility and provide conceptual design recommendations for public space such as pocket parks, streetscapes, and parking areas.

PROGRAMMING + DESIGN PLANNING

Assess interior and exterior spaces for best use and future potential including individual buildings and limited downtown areas.

SIGNAGE

Provide recommendations on signage type, placement, and size in relationship to building facade utilizing business branding provided.

OTHER

Describe the design problem in the scope of work section and Staff will determine how best to assist.

EDUCATION CONSULTATION

Design Staff can provide (virtual and in-person) education sessions for specific community needs.

REQUIREMENTS

INFORMATION

You will need information on the property/building, budget, and schedule.

PHOTOGRAPHS

Make sure photos are well lit and show the building features clearly. The entire building should be shown in the photo. If the building is on the corner, make sure the front and side are visible. If the building is infill (in between buildings) make sure the whole front of the building is visible.

CASE STUDY

BUILDING CONDITION



BUILDING CONDITION

GOOD FAIR POOR

AESTHETIC CONDITION

GOOD FAIR POOR

MAIN CONCERNS

Storefront

Awning

Entry

CONDITION DEFINITION

GOOD

It is intact, structurally sound, and performing its intended purpose. There are few or no cosmetic imperfections. It needs no repair and only minor or routine maintenance.

FAIR

There are early signs of wear, failure, or deterioration, although the feature or element is generally structurally sound and performing its intended purpose. There is failure of a sub-component of the feature or element. Replacement of up to 25 percent of the feature or element is required.

Replacement of a defective sub-component of the feature or element is required.

POOR

It is no longer performing its intended purpose. It is missing. It shows signs of imminent failure or breakdown. Deterioration or damage affects more than 25 percent of the feature or element and cannot be adjusted or repaired. It requires major repair or replacement.

CASE STUDY

BUILDING EVALUATION | 120 S WALNUT ST. | ARNOLD



BUILDING INFORMATION

Evaluation Team: Aly Ramage (NMS Executive Director), Melissa Dirr-Gengler (HRG, Inc., Board Secretary)

Evaluation Date: December 15, 2025

Building Name: Reed's Food Center

Building Address/ Location: 120 S Walnut St. Arnold, NE

Building Use (current): Commercial

Building Use (Historically): Commercial

Building Style/ Period: 1900s Commercial Style

Building Materials/ Elements: Masonry

CASE STUDY

BUILDING EVALUATION | 120 S WALNUT ST. | ARNOLD

STOREFRONT

The existing storefront has been infilled with vertical white paneling across the main façade. Within the storefront is a single aluminum and glass entry door with sidelights and a single fixed window.

RECOMMENDATIONS

It is recommended that the infill panels be removed and replaced with a glass storefront to restore transparency to the façade. This improvement would enhance both the appearance of the building and its interaction with pedestrians and the general public. If the full storefront cannot be replaced, it is recommended that additional large fixed window openings be added within the infill panels to increase natural light in the interior and improve exterior transparency.

AWNING

The existing awning is a fixed, frame, shingled awning across the entirety of the façade. It is split in the center by the brick pilaster.

RECOMMENDATIONS

It is recommended that the existing awning be removed and replaced with a fabric awning that better matches the scale of the building. The new awning could project further from the building and extend lower from its mounting point, while being installed at the same location as the existing awning. A fabric awning could also incorporate signage for Reed's Food Center, along with hours of operation and other business information, as appropriate. If a fabric awning is not desired, a more permanent fixed awning could be considered, provided it is more appropriate in size, scale, and materials than the existing awning.

SOURCE: Secretary of the Interior's Standards for the Treatment of Historic Properties.

DISCLAIMER:

The Nebraska Main Street Network provides these design case studies as an educational tool for member communities. The illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process or design review.

CASE STUDY

BUILDING EVALUATION | 120 S WALNUT ST. | ARNOLD

ENTRY

The existing entry is an aluminum and glass door with partial-height sidelights at a concrete stoop with an accessible ramp.

RECOMMENDATIONS

The door itself is appropriate for the building; however, it is recommended that the sidelights be extended to the floor to increase transparency and that the entry landing be expanded. A broader concrete stoop with shallow steps could extend across a wider portion of the façade, with the accessible ramp extending to the end of the building. A new railing that meets ADA requirements should also be considered. A broader and more open landing or stoop could be enhanced with planters or a bench, as well as a larger awning to provide pedestrian shelter at the building entrance. Exterior lighting could also provide additional safety and enhance the building's identity.

SOURCE: Secretary of the Interior's Standards for the Treatment of Historic Properties.

DISCLAIMER:

The Nebraska Main Street Network provides these design case studies as an educational tool for member communities. The illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process or design review.

CASE STUDY

BEFORE | 120 S WALNUT ST. | ARNOLD



GENERAL STATEMENT

This building also appears to be in good condition and is an excellent contributor to the downtown commercial district. It is a double-bay, one-story brick commercial façade with contrasting brick panels at the cornice line. The double storefront has been infilled with vertical white paneling, and a single entry door with partial-height sidelights, along with an accessible ramp, provides access to the main façade. A fixed awning with asphalt shingles projects from the line at the top of a former transom window area above the storefront and extends across the entirety of the façade. Simple painted signage is attached to the awning.

CASE STUDY

AFTER | 120 S WALNUT ST. | ARNOLD



GENERAL STATEMENT

The image generated demonstrates what the storefront might look like when removing the current awning and replacing it with a canvas awning. The proposed awning has the business name and the address. Additionally, there could be other marketing items such as typical products sold, business hours, etc.

Rather than replacing the entire storefront with glass, the image demonstrates what the building might look like if large windows are installed.

CASE STUDY

AFTER | 120 S WALNUT ST. | ARNOLD



GENERAL STATEMENT

The generated image shows the canvas awning as explained on page 19, as well as a full window storefront replacement. The window structure is inspired by the historic building image (in the Building History section). While this image depicts one entrance, it would be possible to add a second entrance if necessary. Also, you can consider recessing the entrance to help guide people into the store.

GLOSSARY OF TERMS

1. APPURTENANCE

An additional object added to a building; typical includes vents, exhaust hoods, air conditioning, etc.

2. AWNING

An architectural projection, which provides weather protection, identity or decoration, and is supported by the building in which it is attached. It is composed of a lightweight rigid retractable skeleton structure over which another cover is attached that may be a fabric or other materials. Awnings are typically sloped.

3. BUILDING PERMIT

A building permit is a document of authorization issued by the city when an individual or company wants to build a new structure or begin construction on an existing structure for expansion or repair. Applicant must have already completed the process to obtain a Certificate of Appropriateness (COA.)

4. CERTIFICATE OF APPROPRIATENESS

A document that grants approval for an exterior modification to a building. COA may be required before the city will issue any permits.

5. COLUMN

A slender upright structure, generally consisting of a cylindrical shaft. A base and a capital; pillar. It is usually a supporting or ornamental member in a building.

6. CONTRIBUTING BUILDING

A building, structure, object or site within the boundaries of the district that adds to the historic architectural qualities, or archaeological values for which the historic district is significant.

7. CORNICE

The continuous projection of at the top of a wall. The top course of molding of a wall when it serves as a crowning member.

8. DEMOLITION

The complete destruction of a building or structure; or removal of more than 30 percent of the perimeter walls; or removal of any portion of a street facing facade. Certificate of Appropriateness and city permits will be required.

9. DEMOLITION BY DECONSTRUCTION

The selective dismantlement of building components, specifically for re-use, recycling, and waste management.

10. DEMOLITION BY NEGLECT

Allowing a property to fall into a serious state of disrepair so as to result in deterioration, which would produce a detrimental effect upon the life and character of the property itself.

GLOSSARY OF TERMS

11. DESIGN REVIEW COMMITTEE

A committee consisting of Main Street Advisory Board members that review applications for a Certificate of Appropriateness. After review, the DRC provides their recommendation for approval to the rest of the Main Street Advisory Board.

12. DETERIORATE

To diminish or impair in quality, character, function, or value, also to fall into decay or ruin.

13. ENTABLATURE

Refers to the superstructure of moldings and bands that lie horizontally above columns, resting on their capitals. It is the upper section of a classical building, resting on the columns and constituting the architrave, frieze, and cornice.

14. FACADE

Front or principal face of a building, any side of a building that faces a street or other open space.

15. FASCIA

A flat board with a vertical face that forms the trim along the edge of a flat roof, or along the horizontal, or "eaves," sides of a pitched roof. The rain gutter is often mounted on it. .

16. FENESTRATION

The arrangement of windows and other exterior openings on a building.

17. FRIEZE

A horizontal band that runs above doorways and windows or below the cornice. It may be decorated with designs or carvings. In classic architecture, architectural ornament consisting of a horizontal sculptured band between the architrave and the cornice.

18. GLAZING

Fitting/securing glass into windows and doors.

19. INCENTIVE GRANT/FACADE GRANT

A grant program developed by the Main Street Advisory Board that is designed to encourage building owners/tenants to restore/renovate their property

20. KICK PLATE

A protective plate at the bottom of a door to prevent scuffing/damage to the door.

GLOSSARY OF TERMS

21. MAINTENANCE

The work of keeping something in proper condition, upkeep. Activities required or undertaken to conserve as nearly, and as long, as possible the original condition of an asset or resource while compensating for normal wear and tear. The needed replacement of materials is done in-kind.

22. MASONRY

Construction materials, typically bound together by mortar, such as stone, brick, concrete block, or tile.

23. MOLDING

A decorative band or strip of material with a constant profile or section designed to cast interesting shadows. It is generally used in cornices and as trim around window and door openings.

24. MUNTIN

A bar member supporting and separating panes of glass in a window or door.

25. NON-CONTRIBUTING BUILDINGS

A building, structure, object, or site within the boundaries of the district that does not add to the historic associations, historic architectural qualities, or archaeological values for which the historic district is significant.

26. ORDINARY MAINTENANCE AND REPAIR

Any work, the sole purpose of which is to prevent or correct deterioration, decay, or damage, including repair of damage caused by fire or other disaster and which does not result in a change in the existing appearance and materials of a property.

27. PARAPET

A low protective wall or railing or wall-like barrier along the edge of a raised structure such as a roof, bridge, terrace, or balcony. Where extending above a roof, it may simply be the portion of an exterior wall that continues above the line of the roof surface or may be a continuation of a vertical feature beneath the roof such as a fire wall or party wall.

28. PEDIMENT

A triangular section framed by a horizontal molding on its base and two sloping moldings on each of its sides. Usually used as a crowning member for doors, windows, and mantles.

GLOSSARY OF TERMS

29. PRESERVATION

The act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials, and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a preservation project.

30. PROPORTION

The relationship between actual dimensions of elements to each other and to the overall facade. Often proportions are expressed as mathematical ratios drawn from architectural theories of ancient Greece and Renaissance Italy. A design element such as a window may have the same shape as adjacent windows but may appear out of proportion.

31. REHABILITATION

The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

32. RESTORATION

The act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a restoration project.

33. SIGN

Any device that uses letters, numerals, emblems, pictures, outlines, characters, spectacle delineation, announcement, trademark, logo, illustrations, designs, figures, or symbols for advertising purposes. The term "sign" shall also include any use of color such as bands, stripes, patterns, outlines, or delineations displayed for the purpose of commercial identification (corporate colors) that comprises more than twenty percent (20%) of any facade or visible roof face. This term shall also include all flags other than Governmental Flags.

34. SIGN PERMIT

A city document that is needed to gain approval for a sign or other specific renovations. An approved Certificate of Appropriateness (COA) will be required before obtaining the permit.

35. TRANSOM WINDOW

A small window or series of panes above a door, or above a casement or double hung window.

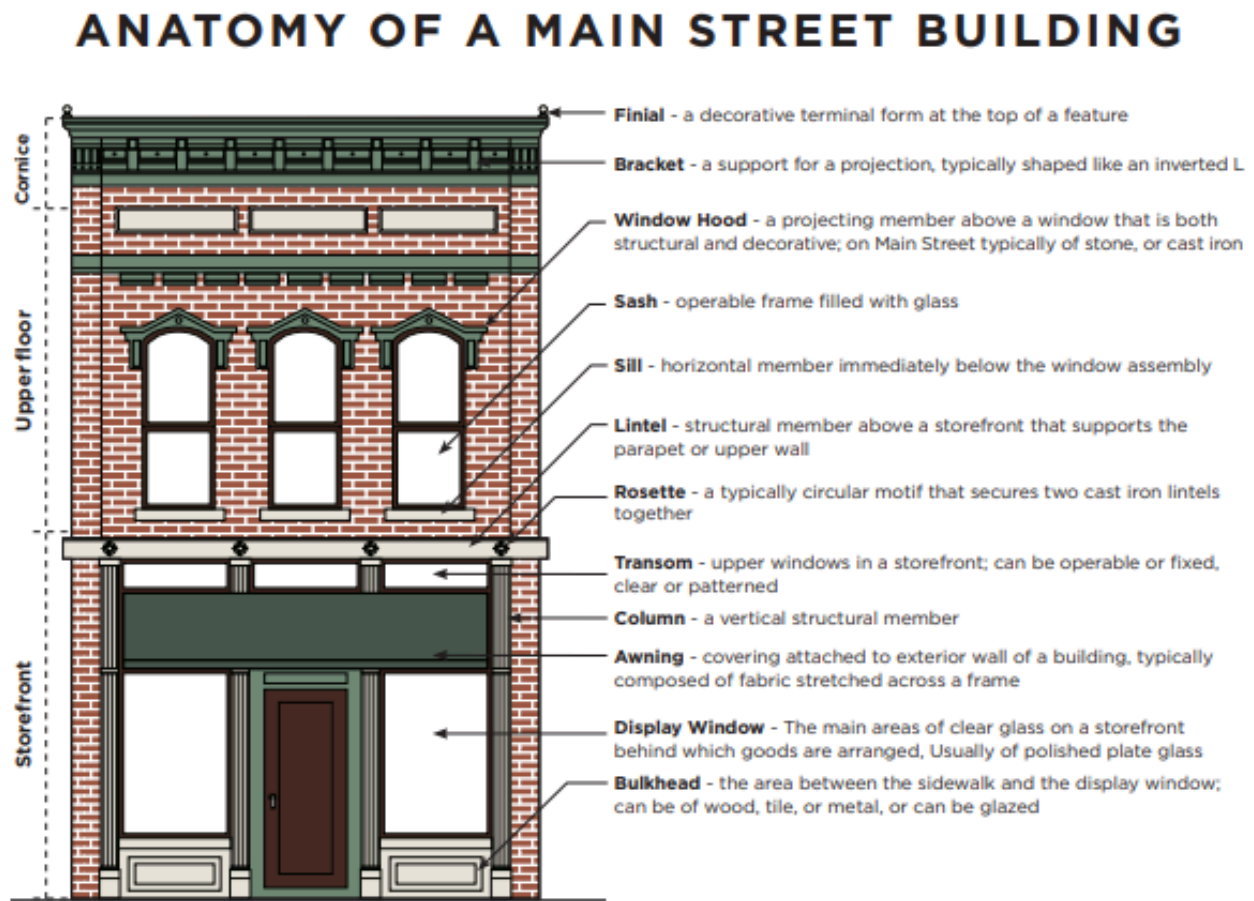
GLOSSARY OF TERMS

36. TUCK-POINTING/REPOINTING

Tuck-pointing or repointing describes the restoration of historic brick buildings by removing mortar between masonry joints and replacing it with lime-based mortar. This term applies to restoration work on both building facades and chimneys. rior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a preservation project.

37. WINDOW PARTS

The moving units of a window are known as sashes and move within the fixed frame. The sash may consist of one large pane of glass or may be subdivided into smaller panes by thin members called muntins or glazing bars. Sometimes in nineteenth-century houses windows are arranged side by side and divided by heavy vertical wood members called mullions.



Summary

Summary

The building and associated business at 120 S. Walnut Street are an important fixture in the Arnold community. Although the building has undergone modifications over time—including the covering of the historic storefront—it retains strong potential for restoration. The historic storefront can be rehabilitated to reflect its original character while continuing to support modern business needs. This packet outlines the building's history, potential storefront improvements, and available resources.

Based on the historic image, it is recommended that the original glass storefront windows be replicated. Replacing the existing awning with a canvas awning would also be appropriate. The new awning could incorporate the business name, address, hours of operation, or other marketing information.

Additional local resources not included in the packet's resource section include the Arnold Economic Development Corporation, the Arnold Community Foundation Fund, and the Mid-Nebraska Community Foundation. It is recommended to use these resources to access additional funding and information.

Action Steps

Suggested Action Steps

1. Review the packet to understand the building's history, existing conditions, recommended storefront improvements, and available resources.
2. Use the historic image to identify original storefront features that should guide restoration decisions.
3. Develop a plan to replicate the original glass storefront windows while meeting current building codes and modern business needs.
4. Evaluate replacing the existing awning with a canvas awning that is compatible with the building's historic character.
5. Determine appropriate branding or marketing information to include on the new awning, such as the business name, address, or hours of operation.
6. Explore funding and technical assistance opportunities through the Arnold Economic Development Corporation, the Arnold Community Foundation Fund, and the Mid-Nebraska Community Foundation.
7. Establish a project timeline and budget and coordinate implementation using available resources and professional support.

Reed's Food Center



Resources- Organizations

Certified Local Governments (CLG)

<https://history.nebraska.gov/historic-preservation/certified-local-governments-clg/>

Program partnership between local governments, NSHS, and NPS to help tell your community's story.

Creative Districts (CD)

<https://www.artscouncil.nebraska.gov/explore/creative-districts/>

The Nebraska Creative District Program utilizes the arts as an economic driver to support communities in Nebraska by telling their stories and elevating the value of the arts.

Main Street America (MSA)

<https://mainstreet.org/>

Main Street America leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide

National Register of Historic Places

<https://history.nebraska.gov/historic-preservation/national-register-historic-places/>

The National Register of Historic Places is a list of historic places that tell the stories of the people and events that form America's collective identity.

Nebraska State Historical Society (NSHS)

<https://history.nebraska.gov/historic-preservation/>

We provide a variety of programs for all people who are interested in preserving the places that help tell the many stories of Nebraska's history.

Technical Preservation Services (TPS)

<https://www.nps.gov/orgs/1739/index.htm>

Technical Preservation Services develops historic preservation standards and guidance on preserving and rehabilitating historic buildings, administers the Federal Historic Preservation Tax Incentives program for rehabilitating historic buildings, and sets the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Resources- Design

Design Education Service

<https://nebraskamainstreet.org/news-events/resources/design-project-archive.html>

The design education service provides case studies as an educational tool for partner communities. Illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process, or design review.

Directory of Craftspeople

[https://history.nebraska.gov/digital-resources/historic-preservation-digital-resources/Search "Directory of Craftspeople"](https://history.nebraska.gov/digital-resources/historic-preservation-digital-resources/Search%20Directory%20of%20Craftspeople)

The Directory of Craftspeople lists individuals or businesses that have experience in historic restoration work. It is recommended that you do your own research on the company or individual prior to hiring.

Energy Efficiency & Historic Preservation

[https://nebraskamainstreet.org/news-events/resources/ "Energy Efficiency & Historic Preservation"](https://nebraskamainstreet.org/news-events/resources/Energy%20Efficiency%20&%20Historic%20Preservation)

This guide by Rebuild Nebraska gives a broad view of the steps one must take when implementing energy efficiency projects in historic buildings. Not only does it break down the steps in detail, but serves as an organizing tool to renovating historic buildings.

National Register Listing Misconceptions

<https://www.youtube.com/watch?v=-XQqsdJ1Tes>

In this video, representatives from Heritage Ohio break down each of the Standards in a more digestible format evidence from real projects.

Resources- Design

Secretary of Interior's Standards

<https://www.nps.gov/subjects/taxincentives/secretarys-standards-rehabilitation.htm>

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Resources- Design

Secretary of Interior's Standards- A Breakdown

<https://www.youtube.com/watch?v=-XQqsdJ1Tes>

In this video, representatives from Heritage Ohio break down each of the Standards in a more digestible format evidence from real projects.

Secretary of Interior's Standards- Definitions

<https://www.nps.gov/orgs/1739/secretary-standards-treatment-historic-properties.htm>

Preservation

Sustaining the existing form, integrity, and materials of a historic property.

Rehabilitation

Making possible a compatible use for the property through repair, alterations, and additions while preserving features that convey the historic, cultural, and architectural values.

Restoration

Accurately depicting the form, features, and character of a property as it appeared at a particular period of time.

Reconstruction

New construction depicting the form, features, and detailing of a former structure to replicate its appearance at a specific period of time.

Training on Historic Preservation Application

<https://www.nps.gov/orgs/1739/training-hpca.htm>

Advanced training on historic preservation certification applications

Resources- Economic Vitality

Economic Value of Historic Buildings

<https://nebraskamainstreet.org/news-events/resources/>

"Value of a Building to a Main Street District"

Vacant Lot

A vacant lot in a downtown generates next to zero revenue to the public or private sectors and often costs the taxpayer to pay for maintenance and care. Empty lots are an ongoing expense liability to a community and to a downtown. Even parking lots are not a wise investment, especially in small rural communities because the cost to build and maintain those parking lots outweighs the financial return. "Free parking" is a myth.

Vacant or Underutilized Building

A vacant or underutilized building in a downtown generates little to no revenue to the public or private sectors and owners write them off as losses on their taxes. The burden of taxation is then placed on those who take care of their properties and utilize them to full capacity. Safety is also a major issue.

Cost of a Main Street Building Vacancy (from Place Economics Washington, DC)

- Loss of rent (commercial & residential)
- Loss of property value
- Loss of property and sales taxes
- Loss of utility, telephone, & internet revenue
- Loss of loan demand, bank fees, deposits & interest
- Loss of revenue from maintenance and repairs
- Loss of revenue from printing, copying & supplies
- Loss of insurance premiums
- Loss of legal and accounting fees
- Loss of property management fees
- Loss of advertising, marketing and PR expenditures
- Loss of payroll and payroll taxes
- Loss of profit & compensation to the business owner
- Loss of potential income for workers elsewhere in the community.

Fully Utilized Building

A fully utilized building in a downtown generates income, tax revenue, housing opportunities, jobs and businesses as well as spin-off businesses and activities that create vitality in the district. Not only does a rehabilitated building generate revenue but it helps give individual identity and a special character to the community increasing a sense of pride among residents. It's also a strong selling point for potential businesses and employees to locate or remain in the community.

Resources- Economic Vitality

Census Bureau

<https://data.census.gov/>

Get census data about your community.

Economic Impact of Historic Preservation

<https://www.placeeconomics.com/resources/the-cumulative-impact-of-the-historic-preservation-fund/>

This publication by Place Economics demonstrates the economic impact of the historic preservation fund.

ESRI

<https://www.esri.com/en-us/home>

ESRI provides tools to further understand your community, including personalities, markets, and spending potentials of residents. Free features include the tapestry segmentation tool, while others include costs.

Misconceptions About Adaptive Reuse

<https://rdgusa.com/news/common-myths-about-historic-preservation-and-adaptive-reuse>

Demo or Reno? RDG's publication highlights the common misconceptions about adaptive reuse of historic properties. The cost of demolition and new construction is almost always more expensive than renovating.

Resources- Promo. & Org.

Using Storytelling to Grow Engagement

<https://mainstreet.org/the-latest/news/using-storytelling-to-grow-engagement-and-reinforce-the-value-of-your-main-street-program>

Examples of how to effectively communicate your efforts.

Marketing Your Space

<https://rpa.org/work/reports/vacant-storefront-toolkit>

This vacant storefront toolkit talks about how to activate, market, and create a business plan.

Community Partnership

<https://mainstreet.org/resources/knowledge-hub/publication/community-building-and-partnerships>

This toolkit helps to promote community engagement through partnerships. Must be an MSA member to access.

Community Engagement

<https://mainstreet.org/resources/knowledge-hub/publication/inclusive-community-engagement-workbook>

This toolkit helps to include community individuals, promoting volunteerism. Must be an MSA member to access.

Funding- Orgs. & Businesses

Allo

<https://www.allocommunications.com/community-connect/>

Allo provides their Community Connect service, providing affordable internet to residents and non-profits.

Community Development Block Grants (CDBG)

<https://opportunity.nebraska.gov/programs/community/cdbg/>

The federal Community Development Block Grant (CDBG) program provides funding for community and economic development projects in order to encourage additional federal, state and private resource investment.

Community Development Resources (CDR)

<https://cdr-nebraska.org/>

CDR works to provide capital, technical assistance, and training opportunities for small businesses in the state of Nebraska.

Department of Economic Development (DED)

<https://opportunity.nebraska.gov/programs/>

Community, business, economic recovery, housing, incentives, talent, and resource grants.

SBA- Small Business Development Centers

<https://www.sba.gov/funding-programs/grantsx>

Manufacturing, Research and Development, Grants for community organization

USDA

<https://www.usda.gov/farming-and-ranching/financial-resources-farmers-and-ranchers/grants-and-loans>

Housing assistance, Rural Development Loan & Grant Assistance

Funding- Grants & Programs

AMEX Backing Small Business Grants

<https://mainstreet.org/about/partner-collaborations/backing-small-businesses>

AMEX Backing Small Business Grants support small businesses up to \$10,000.

Bricks & Mortar

<https://history.nebraska.gov/historic-preservation/bricks-and-mortar-roof-grant/>

The program funds tuck-pointing and roof related preservation projects.

Brownfields

<https://www.epa.gov/brownfields>

The program provides grants and technical assistance to assess and safely clean up and sustainable reuse contaminated properties.

Community Heart and Soul Grants

<https://www.communityheartandsoul.org/seed-grants/>

\$10,000 seed grant for resident-driven groups in small communities.

MicroTIF

<https://opportunity.nebraska.gov/micro-tif/>

Refer to your local government for more information

National Parks Service Tax Incentives for Preserving Historic Properties

<https://www.nps.gov/subjects/taxincentives/index.htm>

“The Federal Historic Preservation Tax Incentives program encourages private sector investment in the rehabilitation and re-use of historic buildings.”

Funding- Grants & Programs

Nebraska Historic Tax Incentive Programs

<https://history.nebraska.gov/historic-preservation/historic-tax-incentive-programs/>

There are three tax incentive programs :

1. Nebraska Historic Tax Credit
 - a. <https://history.nebraska.gov/historic-preservation/nebraska-historic-tax-credit-nhtc/>
2. Federal Historic Tax Credit
 - a. <https://history.nebraska.gov/historic-preservation/federal-historic-tax-credit/>
3. Valuation Incentive Program
 - a. <https://history.nebraska.gov/historic-preservation/valuation-incentive-program/>

RCDI

<https://www.rd.usda.gov/programs-services/community-facilities/rural-community-development-initiative-grants>

“RCDI grants are awarded to help non-profit housing and community development organizations, low-income rural communities and federally recognized tribes support housing, community facilities and community and economic development projects in rural areas”

Rural Business Development Grants (RDBG)

<https://www.rd.usda.gov/programs-services/business-programs/rural-business-development-grants/ne>

“The purpose of the program is to promote economic development and job creation projects through the awarding of grant funds to eligible entities.”

Rural Workforce Housing Fund (RWHF)

<https://nebraskamainstreet.org/news-events/resources/design-project-archive.html>

Funds are invested in eligible projects to increase the supply and reduce costs of workforce housing.

T-Mobile Hometown Grants

<https://mainstreet.org/the-latest/events/apply-now-t-mobile-hometown-grants>

Towns with a population of 50,000 or less will receive project funds of up to \$50,000.

Appendix

A. County Assessor Report

B. Historic References

Parcel Information	
<u>Parcel ID:</u>	000670500
<u>Map Number</u>	670500
<u>State Geo Code</u>	2455-00-0-00001-002-0007
<u>Cadastral #</u>	
<u>Images</u>	Photo #1 Photo #2 Photo #3 Site Plan #1
<u>Current Owner:</u>	REED, JOHN J & GAIL E PO BOX 396 ARNOLD, NE 69120
<u>Situs Address:</u>	120 S WALNUT ST ARNOLD
<u>Tax District:</u>	111
<u>School District:</u>	ARNOLD SCHOOL 89, 21-0089
<u>Account Type:</u>	Commercial
<u>Legal Description:</u>	ORIGINAL TOWN LOT 7(EX N 6'), ALL LOT 8, N16'6 LOT 9; BLOCK 2 GROCERY STORE ARNOLD
<u>Lot Width:</u>	64.00
<u>Lot Depth:</u>	112.00
<u>Total Lot Size:</u>	7168.00 sq ft

Assessed Values				
<u>Year</u>	<u>Total</u>	<u>Land</u>	<u>Outbuilding</u>	<u>Dwelling</u>
2025	\$85,463	\$5,376	\$0	\$80,087
2024	\$85,463	\$5,376	\$0	\$80,087

Yearly Tax Information		
<u>Year</u>	<u>Amount</u>	<u>Levy</u>
2025	\$937.58	1.402546

2025 Tax Levy	
<u>Description</u>	<u>Rate</u>
ARNOLD SCHOOL 89	0.67168100
ESU 10	0.01191200
LOWER LOUP NRD	0.02484100
ARNOLD FIRE 11	0.02200500
MID-PLAINS COMM COLLEGE	0.02000000
CUSTER CO AG SOCIETY	0.00492300
ARNOLD TWP 13	0.08644700
CUSTER COUNTY	0.21030100
ARNOLD VILLAGE	0.35043600

5 Year Sales History
No previous sales information is available (for the past 5 years).

Property Classification

Status:	Improved	Location:	Urban
Property Class:	Commercial	City Size:	800-2,500
Zoning:		Lot Size:	<10,000 sq. ft.

Property Notes

<u>Date</u>	<u>Note</u>
-------------	-------------

Land Information

<u>Lot Width (ft)</u>	<u>Lot Depth (ft)</u>	<u>Description</u>	<u>Lot Size</u>
64.00	112.00	7,168.00 FEET	7168.00 sq ft

Commerical Datasheet - Building

<u>Occupancy</u>	<u>Size</u>	<u>Year Built</u>	<u>Perimeter</u>
100% Market	6,400	1910	328
100% Storage Warehouse	420	2000	0

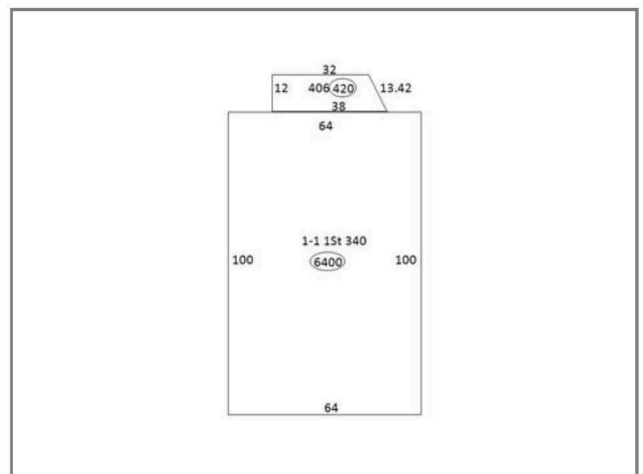
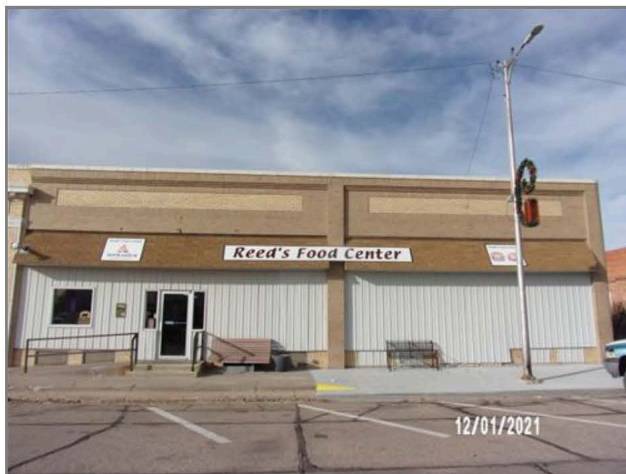
Dwelling Data

<u>Description</u>	<u>Units</u>	<u>Value</u>
--------------------	--------------	--------------

Outbuilding Data

<u>Description</u>	<u>Units</u>	<u>Year Built</u>	<u>Cost</u>
--------------------	--------------	-------------------	-------------

Photo/Sketch



Fred Brown Building - 1915



Reed's Food Center - 1979

120 S Walnut Street, Arnold, Nebraska 69120

Reed's Food Center is in the original 1915 building built by Fred Brown, who divided it into two spaces. In the past 105 years, a variety of businesses have occupied the south and north sections of Brown's building. Ben Hardin not only owned the store south (Pinnacle Bank now) of Fred's building, he also owned the land that Brown was building on. (Occupation dates, if known, are listed in front of the businesses (italicized) that have been located in Brown's building.) **South Space:** **1919**--Fred Brown's *Arnold Pharmacy* followed by *John Long and Jennings Stockham's Furniture and Hardware* store (sold to Linn and EJ Downing); **1919-1937**--Brothers, William and Alva Worrell, came in from their south table farms to buy Brown's building, opened a hardware store, then leased it to H. R. Proffett and Jud Schoenthal. Mr. and Mrs. Chester McIntyre ran the *P&S Funeral Home* in the back of the *P&S Hardware Store* (1926-1928) stating that in two years a record number of deaths (41) had occurred.; **1937-1940**--Harold Goings' *Hardware*; **1940-1941**-- Robert Spargo bought Goings' stock for his first *Hardware* store and lived in the back.; **1941**-- Jack Headly moved his *Food Center Grocery* from the Vogel building renaming it *Jack and Jill*. **Circa 1964**-- Delbert Snyder bought the south half of the store for his grocery business. **North Space:** **Circa 1918** *Fred Brown's Pharmacy* with Arthur Witthuhn as Pharmacist; **1922-1924**-- Amos and Annie Ervin's *Isis Theater*; **1924**-- Used mainly for roller skating; **1925-1938**-- William Conrad *Mercantile*; **Up to 1947**--occupants came and went including Roddy McIsaac's *Appliance* store; **1947-1958**-- Rex McKain and Paul Hartman bought McIsaac's *Arnold Appliance Store*; (Hartman had a couple of firsts while he was running his *Hartman's Appliance Store*. The first TV program in the country came in on Paul Hartman's set in 1953. He was first again in 1957 with his color TV.) **1958-mid 1960s**--A few years before selling out his drug store business, Frances Hughes moved his *Drug Store* (from Mainstreet Shop) across the street, then sold it to Peggy Croghan who operated her *Sundry* for three years; **1975-1978**-- Barb and Harvey Foran managed *Western Auto*. John Reed and Gary Suhr bought the south half from Delbert Snyder in August of **1979**. Reed and Suhr also acquired the adjoining store and removed the dividing wall opening their store for business on **September 9, 1979**. The store was remodeled in 2010, and John and Gail Reed, *Reed's Food Center*, have continued to keep up with technology trends and money saving "cool" storage units. As far as I know, the beautiful glass above the windows is still a hidden part of the store. (Some information for the markers was taken from the book "One Hundred Years on the South Loup" by Norene Hall Mills. Written and prepared by Berni Crow 5/13/2020.)



Arnold Rotary Club