



2025 Historic Education Programming Design Education Service



The Main Event

410 Main Street, Plattsmouth, NE

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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.

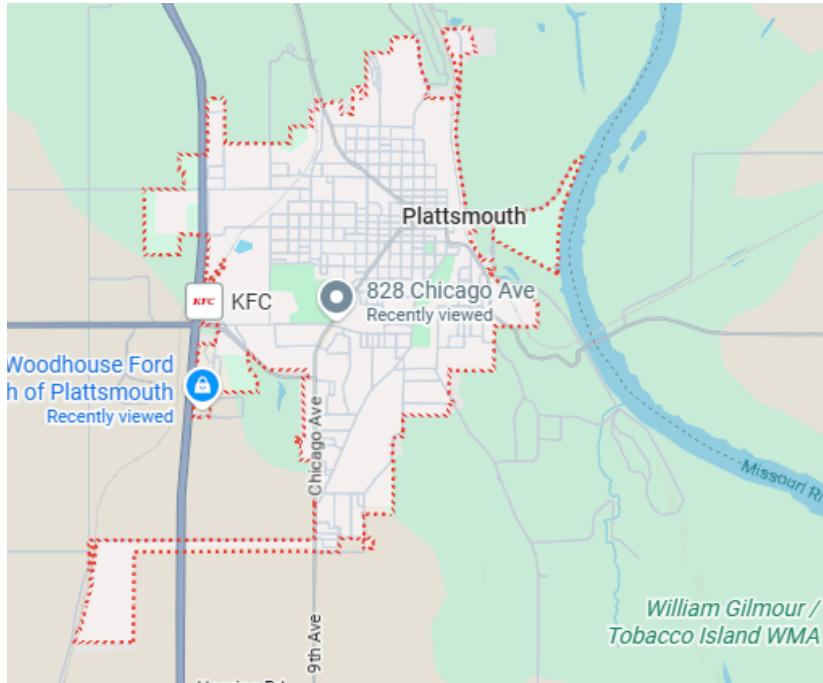
Scan the QR code to visit
the HPEP virtual database:



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

Community Information

PLATTSMOUTH (GOOGLE MAPS)



BUILDING SITE (CASS COUNTY GIS)



Building Information

Community: Plattsmouth, Nebraska

Building Name: The Main Event

Parcel ID: 130005479

Site Address: 410 Main St. Plattsmouth, NE

Owner Name: 410 Main St. LLC

Owner Address: 410 Main St. Plattsmouth, NE 68048

Tax District Code: 5

Zoning: CB-Central Business

Overlays: N/A

Future Land Use: N/A

Flood Zones: N/A

Construction Date: 1918 (According to Assessor's Report)

Latest Remodel: 2006- Major interior remodel

National Register: Y N

Date Listed: 1985, Listing 85002585, non-contributing building

Architectural Style:

Construction Material: Masonry

Value Year: 2024

Building Value: \$108,780

Land Value: \$23,750

Total Value: \$132,530

Lot Size: 6,720 Sq.Ft.

Vacant Square Footage: 0 Sq. Ft.

Occupied Square Footage: 3,264 Sq.Ft.

Usable Square Footage: 3,264 Sq.Ft.

Total Square Footage: 3,264 Sq.Ft.

Total Floors: 1

Current Use(s): Event Space

Previous Use(s): Newspaper Company

Previous Use Date: 1945-2023

Building History



Photo From National Register Listing Ref. 85002585, Photo #6

- 1896- Hulbert Goodwin opens a goods store.
- 1899- Metropolitan Millinery Store
- 1899- J.I. Unruh Fine Furniture
- 1905- M. Fanger's Department Store
- 1909- J.E. Mason Candymaker's Store
- 1923- Noted as the Leonard building in the Plattsmouth Journal
- 1925- Emmons Ptak opens a cigar store and shining parlor
- 1938- Fred H. Sharpnack Liquor Store
- 1939- Donat's Liquor Store
- 1945- Sudduth's Watch Shop
- 1945- The Plattsmouth Journal
- 1983- The Plattsmouth Journal & Weeping Water Republican Papers sold to George Miller.
- The building operated as The Plattsmouth Journal from 1945-2023 when sold. Since then, the building has been used by The Main Event as a gathering place for a variety of events.



Design Education Service

NEBRASKA MAIN STREET NETWORK

DISCLAIMER:

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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.

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.

ASSETS

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

QUALITY

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

INCREMENTAL

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

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.

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.

NEBASKA 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.

NEBASKA 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



NEBASKA 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

Signage/Identity

Contrast Paint/Color Scheme

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 | 410 MAIN STREET | PLATTSMOUTH



BUILDING INFORMATION

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

Evaluation Date: November 25, 2025

Building Name: The Main Event/Old Journal Building

Building Address/ Location: 410 Main Street

Building Use (current): Event Space

Building Use (Historically): Newspaper Company

Building Style/ Period: 1900s

Building Materials/ Elements: Masonry

CASE STUDY

BUILDING EVALUATION | 410 MAIN STREET | PLATTSMOUTH

SIGNAGE/IDENTITY

This one-story building has a stucco façade with small fixed windows some of which have been infilled with glass block, likely through a later renovation. Entry to the building is accessed through an angled off center entry door.

RECOMMENDATIONS

Signage on the property is minimal with an applied sign on the inside of the commercial entry door only. A larger sign mounted on the exterior wall above the entry door with exterior lighting to draw attention would enhance the branding for the building and wayfinding for the general public.

Consider custom signage for each event at storefront window to enhance the fixed window.

Consider period appropriate light fixture to lean-in to the minimal streamline-moderne style of the building.

Could consider an awning/canopy from approximate roofline that would be appropriate for the streamline-moderne style of the building.

contrasting colors that are sensitive to the building. The color palette or similar palette with contrasting colors should be retained to continue to express the applied details, popular in this style.

CONTRAST COLOR/PAINT SCHEME

The existing paint scheme is two shades of neutral.

RECOMMENDATIONS

Perhaps add a contrast (darker) color to the window and door trim to accent those features.

Windows are the really the sole character defining feature of the façade. Additionally consider a slightly darker shade of the body color at the pilaster to bring some visual interest and texture to the façade. Trim should include gutters and cornice detail. Color could be variant of existing or could incorporate period appropriate pastels for a change.

SOURCE: [Secretary of the Interior's Standards for the Treatment of Historic Properties](#).

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CASE STUDY

BEFORE | 410 MAIN STREET | PLATTSMOUTH



GENERAL STATEMENT

This one-story building has a stucco façade can best be defined as a streamlined moderne commercial storefront. The windows are a defining feature on the facade. The building is broken up into three asymmetrical bays by vertical pilasters. The cornice has a simple design. The entrance is recessed into the building, providing a small transitional area from the public to private realm. Overall, the building appears to be in good shape. Aesthetic improvements can help the storefront blend into the surrounding environment.

CASE STUDY

AFTER | 410 MAIN STREET | PLATTSMOUTH



GENERAL STATEMENT

The generated image depicts what the storefront might look like with a contrasting color scheme. The cornice, trim, and vertical pilasters have all been painted a warm brown. Signage has been added above the entrance (although somewhat hidden by the tree). Specific event signage can be added to the large window on the storefront. This could be an additional marketing service for events that states things like "Welcome to the wedding of John and Jane Doe".

Exterior lighting has been added to the building above the windows and door to enhance safety and visibility. A bench and three planters have been added for interest and interaction with the pedestrian street-level.

Finally, a curved streamlined moderne style metal awning has been added above the entrance.

CASE STUDY

AFTER | 410 MAIN STREET | PLATTSMOUTH



GENERAL STATEMENT

The generated image contains the same improvements as identified in the previous example. However, this image shows what it might look like to have custom lighting on the storefront that can be changed based on the event or season. For example, wedding colors, event colors, or even holiday colors like red and green for Christmas or red, white, and blue for Independence Day, can be reflected on the storefront. This could be an additional benefit to booking The Main Event as a venue space and adds interest to the simple facade.

CASE STUDY

AFTER | 410 MAIN STREET | PLATTSMOUTH



GENERAL STATEMENT

The generated image includes all improvements as previously discussed. However, this example leans into the streamlined moderne style, implementing pastels as the contrasting facade color.



NEBRASKA
MAIN STREET
NETWORK



Coordinating Program

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; piller. 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. FAÇADE

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/FAÇADE 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

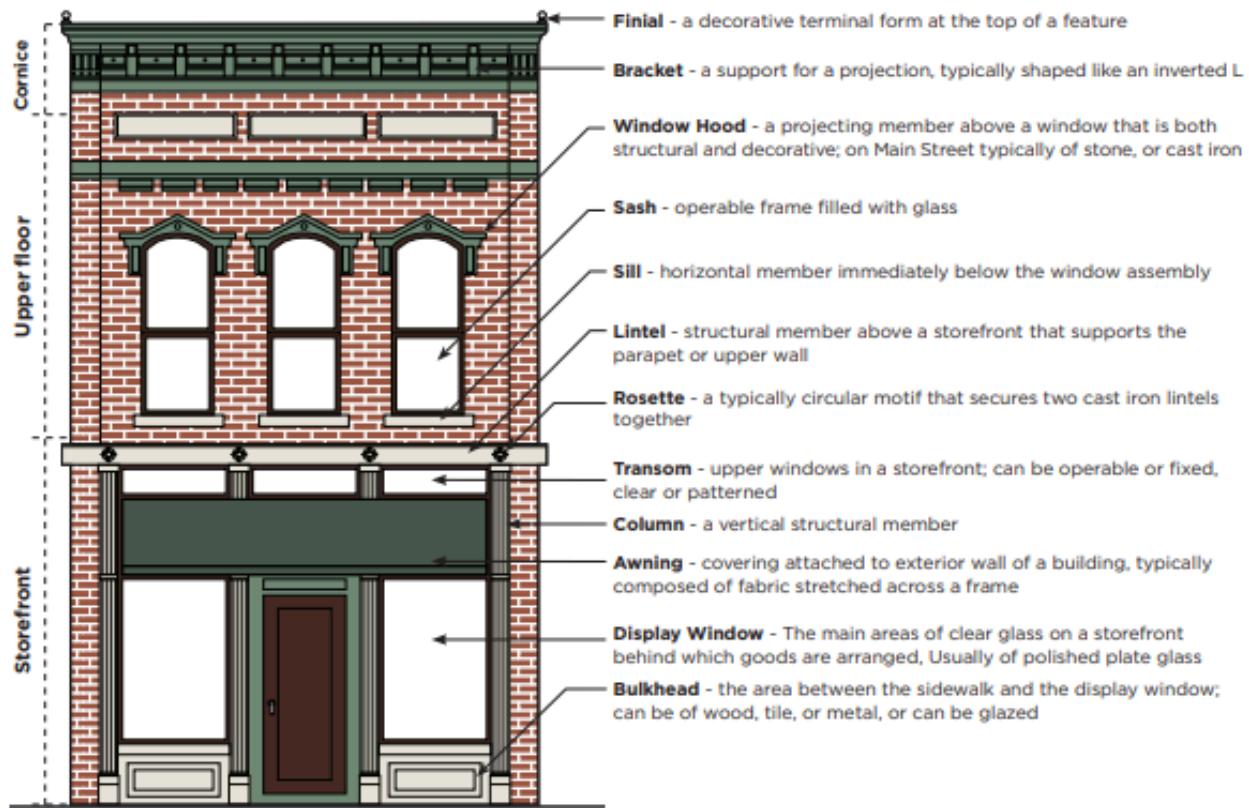
36. TUCK-POINTING/REPOINTING

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. Prior 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.

ANATOMY OF A MAIN STREET BUILDING



Summary

Summary

The Design Education packet includes general building information, building history, and recommendations on restoring the building's historic character. The building's storefront is simple overall and is most similar to a streamlined moderne style. The building and storefront appear to be in good shape.

Recommendations that might improve the visual interest of the facade include updating the color scheme to have more contrast around the windows and on features such as the pilasters and cornice. Marketing opportunities include improved signage as well as customized signage on the large window. Additional recommendations include exterior lighting, a style-sensitive awning, a bench, and planters.

Additional local resources not included in the packet's resource section include the Plattsmouth Community Foundation, Cass County Tourism Grants, and Historic Downtown Plattsmouth Association. It is recommended to use these resources to access additional funding and information.

Action Steps

Suggested Action Steps

1. Review the Design Education packet to understand the building's existing conditions and recommended strategies for restoring its historic character.
2. Evaluate the priorities and set a budget for improvements. When prioritizing improvements, consider business marketing opportunities (signage, lighting, etc.)
3. Consult with the appropriate professionals (City Codes Official, Architect, Engineer, etc.) to ensure the building meets the required standards.
4. Consider starting with lower-cost improvements such as painting, signage, lighting, pedestrian features, etc.
5. Consider adding a style-sensitive awning to provide shelter, define the entrance, and create a larger transitional zone between the public realm and the building. An awning could help the building blend in more with its surroundings.
6. Explore funding opportunities and technical support through the Plattsmouth Community Foundation, Cass County Tourism Grants, and the Historic Downtown Plattsmouth Association.

VG + VG Plus, PC
Certified Public Accountant



10 Main St.

RESERVE
5
DAYS



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"

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"

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 renovation.

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



CASS COUNTY
Real Estate Breakdown Report

Parcel ID	130005479	Legal PLATTSMOOTH - OT E28'4 LOT 11 & W20' LOT 12 BLK 29		Card File / Perm	130005479
Owner	410 MAIN ST, LLC 410 MAIN ST PLATTSMOOTH, NE 68048	Status 410 MAIN ST PLATTSMOOTH, NE 68048			
County Area	0	N/A	Class Code State GEO Cadastral Book / Page Sale Date Sale Amount	01-03-03-01-04-01 3257-00-0-10005-029-0028 - 2024 / 4647 12/11/2024 0	Value Buildings Improvement Land / Lots Total
Neighborhood	130	PLATTSMOOTH - CENT BUS DI COM-PLATTSMOOTH	Permit No.	00000002 00 N/A	Current 108,780 0 23,750 132,530
Location / Group	64	PLATTSMOOTH CITY LIMITS	Type	1-MAJOR INTERIOR REMODEL	182,425 0 27,290 209,715
Valuation / Group	1	PLATTSMOOTH CITY	Description	00000001 00 N/A	
District	5	PLATTSMOOTH CITY	Date Open	08/03/2005	
School	13-0001		Date Closed	01/25/2006	
Model	Method	Description	Lot Size	Frontage	Lot Value
95 PLATTSMOOTH - CENT BUS DI	02 SqFoot	6,720.000	48.000 N	3,080	27,290
Sale Date	Book	Page	Extend	Cutoff	Add (+/-)
12/01/2023	2023	4139		999,998	0
Sale Date	Book	Page	Extend	Value	Appr ID
12/01/2023	2023	4139		6,840	04/23/2002
Year	Statement	District	Building	Other	Amount
2024	5339	5	108,780	0	250,000
2023	14049	5	108,780	0	0
2022	14083	5	118,565	0	0
2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	0
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Total
2024	5339	5	108,780	0	132,530
2023	14049	5	108,780	0	132,530
2022	14083	5	118,565	0	142,315
2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	132,530
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Land
2024	5339	5	108,780	0	23,750
2023	14049	5	108,780	0	23,750
2022	14083	5	118,565	0	23,750
2021	13045	5	118,565	0	13,965
2020	12435	5	118,562	0	13,965
2019	12435	5	118,562	0	13,965
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Total
2024	5339	5	108,780	0	132,530
2023	14049	5	108,780	0	132,530
2022	14083	5	118,565	0	142,315
2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	132,530
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Exempt
2024	5339	5	108,780	0	0
2023	14049	5	108,780	0	0
2022	14083	5	118,565	0	0
2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	0
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Total
2024	5339	5	108,780	0	132,530
2023	14049	5	108,780	0	132,530
2022	14083	5	118,565	0	142,315
2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	132,530
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Exempt
2024	5339	5	108,780	0	0
2023	14049	5	108,780	0	0
2022	14083	5	118,565	0	0
2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	0
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Total
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2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	132,530
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
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2021	13045	5	118,565	0	0
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2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
Year	Statement	District	Building	Other	Total
2024	5339	5	108,780	0	132,530
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2022	14083	5	118,565	0	142,315
2021	13045	5	118,565	0	0
2020	12435	5	118,562	0	132,530
2019	12435	5	118,562	0	0
2018	12789	5	0	108,440	0
2017	12509	5	0	108,440	0
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2017	12509	5	0	108,440	0
2016	12452	5	0	108,440	0
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2022</td					

Parcel ID	130005479	(19076)	Marshall & Swift Cost Approach
Card File	130005479	14/2024 23:55 PM	
PPAD Class Code	01-03-01-04-01		
State GEO	3257-00-0-10005-029-0028		
Owner	410 MAIN ST, LLC		
PLATTSOUTH, NE	410 MAIN ST		
	NE 68048		
Situs	410 MAIN ST PLATTSOUTH NE 68048		
Neighborhood	130 - PLATTSOUTH - CENT BUS DI		
District	5 - PLATTSOUTH CITY		
Legal	PLATTSOUTH - OT E28'4 LOT 11 & W20' LOT 12 BLK 29		
Property Valuation	THIS SECTION INTENTIONALLY LEFT BLANK		
Lot Information			
Lot Size			
Valuation Model	PLATTSOUTH - CENT BUS DI		
Valuation Method	02 Square Ft		
Lot Value	27,290		
Review Information			
04/04/2024	Inspect	DML	
04/04/2024	Entered	DML	
02/20/2019	Entered	MAC	
09/18/2018	Inspect	MAC	

CASS COUNTY
Appraisal Sketch

Page 3
Record Card
11/1/25 01:16 PM

Parcel ID	130005479	(19076) Legal	Card File	130005479
Owner	410 MAIN ST, LLC	PLATTSMOUTH - OT E28'4 LOT 11 & W20' LOT 12 BLK 29	PAD Class Code	01-03-03-01-04-01
Situs	410 MAIN ST PLATTSMOUTH NE 68048		State GEO	3257-00-0-10005-029-0028
Neighborhood	130 - PLATTSMOUTH - CENT BUS DI			



Sequence	Code	Description	Base Area	Multiplier	Total Area
1	COMM	1-1 1St 344	3,248	1.00	3,248
2	COMM	RPS	16	1.00	16
			Total Building Area	3,264	3,264

CASS COUNTY
Appraisal Building

Parcel ID		130005479	(19076)	Marshall & Swift Cost Approach		316
Card File		130005479		Appraisal Zone		1 PLATTS COMM
PAD Class Code		01-03-03-01-04-01		Zone Description		(07/2022)
State GEO		3257-00-0-100005-029-0028		Manual Date		
Owner						
410 MAIN ST, LLC						
410 MAIN ST						
PLATTSOUTH, NE 68048						
Status						
410 MAIN ST PLATTSOUTH NE 68048						
Neighborhood		130 - PLATTSMOOTH - CENT BUS DI				
District		5 - PLATTSMOOTH CITY				
Legal						
PLATTSMOOTH - OT E284 LOT 11 & W20' LOT						
12 BLK 29						
Building Data				Building Image Information		
Building ID	1			Image ID	0	
Sequence	1			Image Date		
Occupancy 1	344 - Office Building	100 %		File Name		
Occupancy 2				Description		
Occupancy 3						
Total Floor Area	3,248			Construction Class	C - Masonry bearing walls	
Average Perimeter	234			Rank	2.50 - Plus 0.5	
Number of Stories	1			Condition	4.00 - Good	
Average Wall Height	10.00			Exterior Wall	100 % - Block with Stucco	
Year Built	1918			Heating/Cooling	100 % - Package Unit	
Effective Age	43			Roof Type		
Code	Description			Roof Cover		
RPS	Raised Slab Porch with Roof					
Year In Size				Units	16	
1918 16				Depreciation	0.000%	