City Council Communication

Department: Community Development CASE #HP-20-005 Owner/Applicant: Pottawattamie County Development Corp d/b/a The 712 Initiative c/o Sheryl Garst 1228 S. Main Street Council Bluffs, IA 51503	Ordinance No. _____	City Council, First Reading: 11/23/2020 City Council, Second Reading: 12/14/2020 City Council, Third Reading: 01/11/2021 Planning Commission Mtg: 11/10/2020 Historic Preservation Mtg: 10/7/2020

Subject/Title

Request: Public hearing on the request of The 712 Initiative for local historic landmark designation of property legally described as Lots J, K, L and M, Auditor's Subdivision, of Block 6, Mynster's Addition, and Block 2, Bayliss 1st Addition, City of Council Bluffs, Pottawattamie County, Iowa, and being commonly known as the 500 Block of West Broadway.

Location: 530 West Broadway

Background

Pottawattamie County Development Corporation d/b/a The 712 Initiative has submitted a request to designate property commonly known as the 500 Block of West Broadway as a historic local landmark site. The subject property is addressed as 530 West Broadway and is located on the northwest end of Council Bluffs historic commercial core. The buildings that comprise the proposed landmark site were originally built as four individual two-part commercial block buildings (530, 534, 536, and 538 West Broadway) in the late nineteenth to early twenty century. Historically, the site has been utilized by a variety of commercial uses such as: Blue Ribbon Saloon, Wilcox Flowers, Eve's Bakery, the Iowa Clothes Shop, EQ School of Hair Design, and now represent the few extant historic structures located along the 500 Block of West Broadway.

In 2018, the applicant purchased 530 West Broadway and the adjacent property to the north (12 Scott Street) for the purpose of rehabilitating and adaptively re-using both properties as multi-family residential and/or mixed-use commercial/residential structures. They are requesting to designate 530 West Broadway as a local landmark site in order to preserve the few remaining historic properties along the 500 Block of West Broadway, and to make the property eligible for historic tax credits, which will be used to help finance the costs of their adaptive re-use projects.

LOCAL LANDMARK DESIGNATION PROCEDURE

The Historic Preservation Commission shall follow the procedures stated in Section 16.07.020 of the Municipal Code when designating a landmark, landmark site, or historic district. Typically, the Commission hears a request for a Local Historic Landmark designation concurrently with a National Register Nomination, which requires review and comments from the State Historic Preservation Officer. However, in this case, the applicant is only seeking a local historic landmark site designation for the subject property; therefore the designation request is not required to be reviewed by the State Historic Preservation Office, according to Iowa Code. The Historic Preservation Commission's recommendation will then be forwarded to the City Planning Commission who will consider the request in the same manner as a rezoning. The Planning Commission shall

forward their recommendation to the City Council. The City Council will consider the recommendation of both City Commissions and make a decision. The designation will become effective at the time of determination.

The tentative review schedule is as follows:

- City Historic Preservation Commission: 11/10/2020
- City Planning Commission: 11/10/2020
- City Council first consideration: 11/23/2020
- City Council second consideration: 12/14/2020
- City Council third consideration: 01/11/2021

ROLE OF THE HISTORIC PRESERVATION COMMISSION

The Historic Preservation Commission typically hears a request for Local Landmark designation concurrently with a National Register Nomination request. However, in this case, the applicant is only seeking a local landmark site designation due to the extensive interior and exterior renovations that have occurred to the buildings over time, which made it unlikely to be listed on the National Register of Historic Places list. Included with this report is a letter of intent along with a National Register of Historic Places Registration Form, prepared by a consultant at the request of the owner, for the Commission to review (see Attachment A).

When considering a local landmark site designation, the Commission must use the following criteria as listed in Section 16.07.005 of the Municipal Code to evaluate the request.

1. If it has historical or cultural importance, having significant character, interest or value, as part of a development, history or cultural characteristics of the city, state, or nation;
2. If it is associated with the life of a person significant in the past;
3. If it is the site of a significant historical event;
4. If it exemplifies or reflects a cultural, political, economic, social or historic heritage of the city, state, or nation;
5. If it has potential for yielding information or archeological significance;
6. If it embodies distinctive elements of an architectural or an engineering type, style, materials or method of construction;
7. If it is representative of the notable work of a master builder, designer or architect whose individual genius influenced the city, state or nation;
8. If it represents an established or familiar visual feature of the neighborhood, community or city due to its unique location or singular physical characteristics;
9. If it has geographical importance by being part of or related to a square, park or other distinctive area and should be developed or reserved according to a plan based on an historic, cultural or an architectural motif;
10. If it has a relationship to a landmark, landmark site or historical district;
11. If it has integrity as a natural environment that significantly contributes to the quality of life in the City.

Based on the information stated in the submitted nomination forms the Community Development Department is of the opinion that the subject site demonstrates the following local designation distinctions as listed above: #1, #6 and #8.

The consultant that prepared the National Register of Historic Places Registration Form found that Criteria 'A' applied to the property. The consultant provided the following statement of significance:

> *The four bays that today comprise 530 West Broadway were constructed as four separate buildings. Historically, the buildings were addressed as 530, 534, 536, and 538 West Broadway.*

They were all constructed in the late nineteenth to early twentieth centuries. This period of significance extends from 1885 to 1977, the estimated year of earliest construction to the year that the exteriors and interiors were modernized and unified. Several locally well-known, long-lasting businesses occupied the individual bays prior to 1977. The building is local significant under Criterion A, as representative of a commercial building within the Council Bluffs historic downtown.

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

PLANNING AND ZONING REVIEW

The subject property is zoned C-4/Downtown Business District and is surrounded by like zoning to the north, south, east, and west (see Attachment B). Existing land uses in the general vicinity of the request include a mixture of professional offices, financial institutions, a restaurant, and City-owned parking lots/open space. The future land use plan of the Bluffs Tomorrow: 2030 Comprehensive Plan designates the subject property as Downtown/Mixed-use. Furthermore, the following vision, goals, and objectives from the Bluffs Tomorrow: 2030 Comprehensive Plan apply to the applicant's proposed mixed-use project and local historic designation request:

Neighborhood & Housing

Goal – Enhance and maintain the City's neighborhoods to provide the housing, character, and supporting amenities to retain and attract residents to Council Bluffs

Objective #7: Encourage new housing in Downtown through the rehabilitation of historic buildings.

Commercial Areas

Goal – Strengthen the City's commercial areas to better meet the daily needs of Council Bluffs residents, attract patrons from beyond Council Bluffs, and create a positive image.

Objective #4: Continue the revitalization of downtown as guided by the 2003 Downtown Plan and the recommendations of the Comprehensive Plan.

History & Identity

Goal – Recognize, preserve and build upon Council Bluffs' unique history and character by instilling local community pride and defining the way the community is perceived throughout the region, state and country.

Objective #1: Encourage participation in Council Bluffs local landmark designation program.

In general, the applicant's request to designate the subject property as a Local Historic Landmark site is consistent with Bluffs Tomorrow: 2030 Comprehensive Plan.

Comments

CITY DEPARTMENTS & UTILITY PROVIDERS COMMENTS

All City Departments and local utilities were notified of the proposed local historic landmark site designation request. The following comments were received:

- Council Bluffs Permits and Inspections Division stated the subject property is located within a floodplain and that the historic designation must be made by a federally certified local historic preservation board, as per the Iowa Floodplain Management manual. In response to this comment, the Community Development Department contacted Iowa State Historic Preservation Office and received written confirmation that the Council Bluffs Historic Preservation Commission is considered a "federally certified local historic preservation board' as they participate in the Certified Local Government Program for historic preservation, which is administered by the United States National Park Service.
- Public Works Department stated they have no comments for the request.

- Fire Department stated they have no comments for the request.
- Parks and Recreations Department stated they have no comments for the request.
- Council Bluffs Water Works stated they have no comments for the request.

NEIGHBORHOOD RESPONSE: All property owners located within 200 feet of the proposed site were notified of the nomination request along with the place/date/time when the Historic Preservation Commission and City Planning Commission would hold a public hearing on the matter. Additionally, copies of the complete nomination request were made available for public review in the Council Bluffs Community Development Department. No public comments or inquiries were received for the request.

The applicant provided the City with a letter of support from the Historical Society of Pottawattamie County and a copy of the responses they received from an online social media petition in support of the proposed local historic designation request. These documents are included with this staff report as Attachment C & D.

PUBLIC HEARING – HISTORIC PRESERVATION COMMISSION – October 7, 2020

The following individuals spoke in favor of the request:

1. Sheryl Garst, CEO, The 712 Initiative, 1228 S. Main Street, Council Bluffs, Iowa
2. Caitlin Benton, Alley Poyner Macchietto Architecture, 1516 Cuming Street, Omaha, NE 68102
3. Christopher Gibbons, Planning Manager, City of Council Bluffs.

No one appeared in opposition.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission:

1. Concurs with the Community Development Department that 530 West Broadway, commonly referred to as the 500 Block of West Broadway, is historically significant based on Criteria 'A' of the National Register of Historic Places and criteria #1, #6, and #8 in Section 16.07.005, *Procedure* of the Municipal Code (Historic Preservation) and is eligible for designation as a local historic landmark site; and
2. Transmits that determination to the City Planning Commission for review and forward to the Mayor and City Council for approval.

VOTE: AYE 5 NAY 0 ABSTAIN 0 ABSENT 1 VACANT 1 Motion carried.

Recommendation

The Community Development Department recommends the City Planning Commission find the property located at 530 West Broadway, commonly referred to as the 500 Block of West Broadway, historically significant based on the local designation criteria #1, #6, and #8 as per Section 16.07.005, *Procedure* of the Municipal Code (Historic Preservation), and also find the property historically significant based on Criteria 'A' of the National Register of Historic Places, and recommends designation as a local historic landmark site to the City Council.

Public Hearing

Staff speaker for the request:

1. Christopher Gibbons, Planning Manager, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503

Speakers in favor:

1. Sheryl Garst, CEO, The 712 Initiative, 1228 S. Main Street, Council Bluffs, Iowa

Speakers against: None

Planning Commission Recommendation

The City Planning Commission recommended the property located at 530 West Broadway, commonly referred to as the 500 Block of West Broadway, be considered historically significant based on the local designation criteria #1, #6, and #8 as per Section 16.07.005, *Procedure* of the Municipal Code (Historic Preservation), and also found the property historically significant based on Criteria 'A' of the National Register of Historic Places, and recommended designation as a local historic landmark site to the City Council.

VOTE: AYE - Bass, Halm, Haner, Holm, Rater, Scott, Stroebele, and VanHouten NAY - None ABSTAIN - Rew ABSENT – Danielsen and Hutcheson VACANT - None Motion: Carried

Attachments

Attachment A: Letter of intent and National Register of Historic Places nomination
Attachment B: Zoning/location map
Attachment C: Letter of support from the Historical Society of Pottawattamie County
Attachment D: Online social media petition in support of the proposed local historic designation request.

Prepared by: Christopher N. Gibbons, AICP, Planning Manager