THE 712 INITIATIVE

December 2, 2020

Christopher Gibbons
Community Development Department
City of Council Bluffs
209 Pearl Street
Council Bluffs, IA 51503

RE: 500 Block West Broadway Historic Landmark Period of Significance

Dear Chris,

Thank you for meeting with us today. As we discussed, based on our recent preliminary meeting with the State Historic Preservation Office regarding the nomination it was determined to clarify the period of significance for these four properties. We would like to amend the end date of 1977 to 1975, the last year the four businesses occupied the space. This change clarifies our true intent of the nomination: to reflect the four turn of the century buildings and uses for the local nomination as well as to improve the buildings back to the original architecture.

Please see attached amended nomination with this slight technical change. As always, if you have any questions, please feel free to contact me at 712-396-2464 or at sgarst@the712initiative.org.

Sincerely,

Sheryl Garst
CEO

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name 500 Block of West Broadway

other names/site number Blue Ribbon Saloon, Wilcox Flowers, Eve's Bakery, Iowa Clothes Shop

Name of Multiple Property Listing

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

street & number 530 W. Broadway (formerly 530/534/536/538 W. Broadway) ☐ not for publication

city or town Council Bluffs ☐ vicinity

state Iowa county Pottawattamie zip code 51503

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: ___ **national** ___ **statewide** ___ **local**

Applicable National Register Criteria: ___ **A** ___ **B** ___ **C** ___ **D**

Signature of certifying official/Title: Deputy State Historic Preservation Officer Date

State Historical Society of Iowa
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

___ entered in the National Register ___ determined eligible for the National Register

___ determined not eligible for the National Register ___ removed from the National Register

___ other (explain:)

Signature of the Keeper Date of Action

500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

- [ ] private
- [X] public - Local
- [ ] public - State
- [ ] public - Federal

Category of Property
(Check only **one** box.)

- [X] building(s)
- [ ] district
- [ ] site
- [ ] structure
- [ ] object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
4		buildings
		site
		structure
		object
4	0	**Total**

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE: Business; Specialty Store; Department Store; Restaurant
SOCIAL: Meeting Hall

Current Functions
(Enter categories from instructions.)

VACANT

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS

Materials
(Enter categories from instructions.)

foundation: BRICK
walls: BRICK
roof: ASPHALT
other: STONE

Narrative Description

Summary Paragraph (Briefly describe the current, general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

The four buildings that today comprise 530 W. Broadway were built as four individual two-part commercial block buildings, 530 W. Broadway, 534 W. Broadway, 536 W. Broadway, and 538 W. Broadway. They were combined into a single use in 1977 and their addresses joined into one, 530 W. Broadway. They are the only extant buildings within the 500 block of West Broadway, bound by Main Street at the east and 6th Street at the west, dating from the late nineteenth and early twentieth centuries. The 500 block of West Broadway is located at the northwest end of Council Bluff's historic commercial core. Their historically separate uses can be seen from the exterior, specifically at the south, where each historic building is delineated from another by façade composition, architectural detailing, and wall height. At the interior, the demising walls running north-south that originally separated the four buildings have been restructured, allowing circulation through the entirety of the conjoined building mass.

NOTE: When the physical description has a heading including "530 W. Broadway" it is referring to the singular historic building associated with that street address, not the contemporary 530 W. Broadway conglomerate in its entirety.

Narrative Description (Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable.)

EXTERIOR

The changes made on the interior of the historic buildings is rendered visibly on the first floor of the south and east facades. Today, a non-historic beige wall panel wraps the near entirety of the first floor on the south and east facades. Above, a dark brown brick belt separates the now visually unified first floor from the four independent façades above. At the upper levels, much of the original features remain to distinguish each building from one another, although all the brick and stone was painted, and windows changed for a more cohesive appearance.

For the sake of clarity and general accessibility the physical description of this property will make distinctions along the north and south facades using the original street addresses above the first floor. This is done to ensure proper attention is given to each instance of architectural detailing and will provide a clear base of reference between the different architectural styles.

SOUTH FAÇADE

Most notable on the south side is the ability to delineate where the contemporary 530 W. Broadway conglomerate was historically split into four independent buildings. Moving from east to west, the street address of each independent building was 530, 534, 536, and 538, respectively. As mentioned in the overview paragraph, the appearance of the independent facades, above the first floor, will be described making references to these street numbers for the sake of clarity in describing the different architectural styles present. The first floor will be described almost independently from the above building stories.

FIRST FLOOR

The first floor has been modified heavily since the transition from four independent buildings to the contemporary 530 W. Broadway conglomerate in 1977. Where the first level used to be represented by individual storefronts with their own architectural stylings associated by street address, now the first floor is unified by use of faux standstone wallboard across the near entirety. The wall board is installed in panels of consistent width and are between 8-9' tall. Located directly above the wallboard is a dark brick belt course. The brick work is primarily stretcher bond, while the top and bottom rows are a slightly recessed vertical soldier bond. On the west end of the façade are two large horizontally aligned windows. One window is

roughly centered beneath 538 W. Broadway and the other is roughly centered beneath 536 W. Broadway, skewed slightly towards the east. The top extents of both windows are flush with the horizontal brick belt course. The windows are recessed roughly ~18 inches from the finish surface of the wall board. An angled brick sill spans the entirety of the window width and slopes so that it meets flush with the surface of the wall board. The windows are square in proportion. Flanking each primary window, at a slight convex angle, are slender vertical glass panels. The dramatic brick sill and slender glass panels give the primary windows the effect of being “recessed” into the new unified first level façade. At the corner of Broadway and Scott, beneath the brick belt course the façade recedes at a 45-degree angle. The brick belt course continues beyond the opening for roughly ~15 feet. The load of the brick work is carried by two rectangular columns, one on the south façade and the other along the east façade. The south column is centered relative to the negative space beneath the brick course. Where the first level recedes beneath the brick belt course the wall type changes to a glass storefront system. There is a singular full height glass storefront panel on the primary south façade outside of the recess. The primary entrance fits into the storefront system and is centered along the 45-degree wall.

BUILDING 1 - 530 W. BROADWAY
530 W. Broadway is the eastern most building, with visible facades at the corner of Broadway and Scott Streets, is the most prominent portion. This is visually discerned through two primary architectural strategies. First, the historic 530 W. Broadway is roughly 6-8’ taller than the other buildings that make up the conglomerate. The additional height of 530 W. Broadway is distributed to the second and third floors, and as a result has a fenestration pattern independent of the regulating lines found across the neighboring buildings. Second, the edge between the south and east façade of the 530 W. Broadway building has been chamfered creating an additional façade that fronts the intersection of Scott and Broadway. The chamfered corner not only makes the building more distinct in footprint, but the slender façade serves as a transitional element that ties the south and east facades together creating a unified reading and subsequently larger impression of the two facades. The second and third levels of the south façade of the 530 building retain elements influenced by Beaux Arts Classicism. The Beaux Arts influenced details are reliefs, as opposed to freestanding. The upper levels are dressed in painted brick with painted stone trim and ornament.

At the base of the second level, a stone belt course runs along the entire facade. Above the belt course are two rusticated pressed brick pilasters. Centered between the pilasters are two vertically aligned window openings, containing non-historic windows. The window openings are framed by angled multi-band brick trim. Each window is crowned with a wedge-shaped keystone. Between the third floor and the cornice, a stone belt course runs across this façade and continues onto the Scott Street side. Above the belt course is a minimal pediment with no significant architectural detailing. Atop the pediment is an ornate cornice that projects between eighteen inches to two feet from the surface of the base wall. The cornice is formed by two bands or rectilinear corbelling and a continuous band of molded trim.

Visible from the south is the chamfered corner façade previously mentioned. The surface of the wall is less pronounced in its architectural detailing. The window openings are horizontally aligned with those on the true south façade and vertically aligned amongst themselves. Both openings contain non-historic single panes of glass. The second-floor window has a painted slender stone sill. Above the window is capped by a flush flat arch and a protruding wedge-shaped keystone. The third level window has distinct profile, rectangular with a semicircular arched top. The window has a pronounced sill that includes a molding sweep. The third-floor window is framed by two layers of angled, soldier course bricks, like that used on the south facade. Independent above the third level window, the belt course continues from the south façade. The wall has a similar pediment before the ornate cornice. The cornice is detailed in the same fashion on the chamfered portion of the wall as the true south façade.

BUILDING 2 - 534 W. BROADWAY

534 W. Broadway is the second building west of the corner of Broadway and Scott Streets. The transition from the 530 building to the 534 building is signified by two factors. First, the 534 building is roughly six to eight feet shorter than the adjacent 530 building. One result of the smaller height is the lower placement of second and third floor windows relative to the 530 building. Second, the extents of 534 building are demarcated by pilasters with unique head detailing, dissimilar in style and aesthetic from both the adjacent 530 building and the 536 building.

Most of the façade is relatively unadorned, with all the notable architectural detailing happening on the east-west edges and the top edge of the building. The fenestration pattern compliments the simplistic detail with a hierarchical window arrangement. Emphasis is created in the center of the building with a larger window type across both the second and third floors. The central windows are roughly one third larger than the windows that flank either side. The lower band of windows are situated so that their sill is flush with the brick belt course below (described previously as a part of the first floor). Each window has an angled, soldier course painted brick sill. Each second-floor window has a distinct stone head that abuts the adjacent, so a continuous horizontal band is formed between the two pilasters that separate the 534 building. The third level windows are vertically aligned with the windows and are taller than the second-floor windows. The central window has a simplified stone sill that is flush with the extents of the window opening. The two distal windows sills are more pronounced and have curvilinear embellishments. Each window is capped with a stone header. Compared to the second floor, the stone headers are narrower and do not continue to the pilasters at the extents of the building. Above the third level windows is an ornate cornice with geometric and curvilinear elements. Four ornate consoles are positioned equidistant across the width of the building and vertically align with divisions in the fenestration pattern and the pilasters. The consoles are the primary element of the cornice. The architectural detailing of the consoles emphasizes rectilinear qualities using pronounced edges, rectilinear reliefs, and convex curves. The two central consoles have a multipoint star carving and the distal consoles include a relief carving of a bird. Between each console is a series of corbels, curved dentils, geometric modillions.

BUILDING 3 – 536 W. BROADWAY
536 W. Broadway is the third building west of the corner of Broadway and Scott Streets. The building employs Neoclassic elements. The 536 building is differentiated from the neighboring buildings by the parapet height. The building height exceeds both adjacent buildings by approximately two feet.

Most of the façade is relatively unadorned below an ornate cornice. The building creates horizontal emphasis of internal levels using pronounced trims on the exterior. The second-floor windows are aligned so the brick windowsills are flush with the continuous brick belt course of the unified 530 W. Broadway conglomerate. The top of each window opening has a segmental arch with rectilinear window frames. Resting atop the flat arches is a pronounced architrave that connects all three windows and terminates just beyond the outer extent of the window grouping, creating horizontal emphasis. The third-floor windows align vertically with the second-floor windows. The windows are taller than the second-floor windows. The third-floor window openings also have a segmental arch with rectilinear window frames. A continuous stone sill at all three third-story windows terminates just beyond the outer extents of the distal windows. Each third-floor window has a flat arch similar in size and proportion to those found above the second story windows. The flat arches of the third-floor windows visually connect to a decorative frieze with curvilinear and natural relief elements. Above, a continuous band of rectilinear corbelling supports a multi-layered cornice detail. The parapet of the 536 building is unadorned and is terminated by stone parapet caps four feet above the decorative multi-layered cornice.

BUILDING 4 – 538 W. BROADWAY
538 W. Broadway is the fourth building from the corner of Broadway and Scott Streets. The building has an enframed window wall. The façade of 538 is unique from the other facades in that it employs a radically

different motif than the previously described facades. There is a singular large opening, subdivided by a spandrel panel at the floor division. The entirety of the grouping is surrounded by a continuous brick trim. The brickwork is dressed in a distinct checkerboard brick pattern. The checkerboard effect is achieved by utilizing bricks with a portion of the surface roughened to give the illusion of an additional color. The pattern wraps from edge around to the top and back down the edge and reinforces the simple brick trim used to surround the window.

The lower extents of the second-floor window grouping are flush with the brick belt course below. The window group shares one continuous soldier course brick sill. Vertical mullions subdivide the window grouping into three smaller windows. The distal windows are roughly half the width of the central window. On the second level the distal windows are divided vertically as well. The second floor and third floor window groupings are separated by a singular spandrel panel. The third-floor windows are slightly taller than the second-floor windows. The third-floor window group shares the same general division as the second floor. Both the second floor and third-floor windows and spandrel panel are enframed by two courses of brick trim. The inner course is composed of full width bricks. Where the vertical courses transition to horizontal, a large 45-degree joint is made. The outer band is composed of bricks oriented to expose the narrow face. The outer band protrudes farther than the inner band and further emphasize the framing effect. Both bands of brick trim utilize the same technique of roughing the brick surface to give the illusion of two different hues. This effect is used in this instance to create additional lines within the trim. A singular large wedge-shaped keystone sits above the third-floor windows. Atop the parapet is a minimal stone fillet cap.

WEST FAÇADE

The west façade is only visible at the 538 building and has little architectural expression. The 1928 Sanborn map indicates that another retail bay shared a demising wall with the 538 building. Today that wall is composed of common brick with a beige-colored cementitious coating and stone parapet cap. The wall is highest at the southern end indicating three stories. Roughly 50-60 feet from the southern edge, the parapet crowsteps down, before continuing to the northern extent of the west façade. The northern extent of the subsequent buildings (536, 534, 530) do not align with the 538 building.

NORTH FAÇADE

The delineation between the four historic buildings that comprise the contemporary 530 W. Broadway conglomerate is also very notable on the north façade. Moving from west to east, the street address of each independent building was 538, 536, 534, and 530, respectively. The north façades differ from the south facades in that there is little in terms of architectural detail since the north façades abut an alley. The north façades will be described referring to street numbers, much like the south façades.

BUILDING 4 – 538 W. BROADWAY

The north façade of 538 W. Broadway is subdivided into two vertical surfaces, illustrating the multiple programmatic uses the building had when built. The exterior wall of the third story is set back roughly 40-50 feet from the exterior face of the first and second stories. The first and second story of the north exterior wall is constructed of common bricks painted brown. The fenestration pattern is regular and aligns across the first and second floor. On the first floor a door is centered within the width of the 538 building, with small square windows spaced equidistant on either side of the door. A band of soldier course brick surrounds the door frame. The threshold of the door is lower than the finish surface of the alley and a small concrete ramp provides accessibility. The first-floor windows have been infilled using different sized masonry. The second floor maintains the relative fenestration on the first floor, but changes proportions of openings. The second-floor windows are taller compared to the square windows present on the first floor, roughly twice the height. The second-floor windows have been infilled with a different type of brick than the first floor. There are no visible openings at the third story. The entire surface is treated with a red-orange painted stucco.

BUILDING 3 – 536 W. BROADWAY
The north façade of the 536 W. Broadway building protrudes an additional 8-12 feet beyond the 538 W. Broadway building. The north façade of the 536 building can be subdivided into two parts. The first part is the wall that abuts the alley. This first-story wall surface abuts the alley and is roughly eight feet tall constructed of common brick, with stucco covering various areas. There are three openings equally distributed horizontally. The westernmost opening is a metal door, the remaining two are rectangular windows vertically aligned with the head of the door. The second story aligns with the upper wall of the 538 building. The roof between the lower northern wall and upper northern wall has various mechanical equipment mounted to it. This top portion of the wall is treated with the same painted stucco as the upper wall of the 538 building.

BUILDING 2 – 534 W. BROADWAY
The north wall of 534 W. Broadway building aligns with the north wall of the 536 building. The first story is roughly ten feet tall, constructed of common brick, with a metal parapet cap. There are no openings visible on the wall, either existing or infilled. The surface of the north wall is capped on either side by parapet extending roughly 8-12 inches on the west side and two-to-three feet on the east side. The parapet on the east side is the brick belt course visible on the south and east facades. The second story aligns with the upper wall of the 536 and 538 buildings. The roof between the lower wall and upper wall has various mechanical equipment mounted to it. This top portion of the wall is treated with the same red-orange hue stucco as the 536 and 538 buildings' upper wall. There are no visible openings on the top section of wall.

BUILDING 1 – 530 W. BROADWAY
The first-floor level of the north façade of the 530 building is a single story in height and it abuts the alley. The lower portion of the wall is finished with beige stucco. Above the stucco, there is the dark brick belt course. The belt course is primarily composed of brick laid in a stretcher bond, while the top and bottom rows are a slightly recessed vertical soldier bond. Near the east extent of the first level the wall below the belt course recedes at a forty-five-degree angle. The brick belt course continues over the lower portion of the wall creating a recessed entry. The brick work is supported by a large square column dressed in beige wall board. The angled wall is constructed of a similar store front system as the one seen at the intersection of the south and east façade. The second and third stories of the building are offset from the alley approximately 15-20 feet faced with red-orange hue stucco. The roof above the single-story has mechanical equipment mounted to it. There are no visible openings at the second and third floor levels. Visible at the east edge of the wall is the detailed cornice and brick work.

<u>EAST FAÇADE</u>
The east façade of 530 W. Broadway showcases a similar level of attention paid to the architectural detailing and expression as the south façade of the 530 building. Like the entirety of the south façade, the first level of the east façade has been modified extensively since construction. This is most apparent on the north extent of the east façade, where the first level continues beyond what is identified as the original/primary building mass. Historically, there was a shorter building mass on the north face of the 530 building, but since it is aesthetically unified with the entire first level, it creates a different compositional reading of the east façade. Where the first level extends beyond the primary historic building mass, there is a recessed entry made at a 45-degree angle. The brick belt course continues beyond the entry and is supported by a large rectangular column. The angled entry wall is simple storefront system. The top levels of the primary historic building mass retain their architectural detailing.

The second and third levels of the 530 building are influenced by Beaux Arts Classicism and retain much of the historic detailing. The Beaux Arts influenced details are reliefs as opposed to freestanding. The entirety of the upper stories is dressed in a painted brick. The east façade is subdivided into three bays, the central bay is the largest and the two bays that flank it are much narrower. The two distal bays employ the same details as those seen on the south façade of the 530 building. At the base of the second level of the wall is a stone

belt course. Above the belt course are two rusticated pressed brick pilasters. Centered between the pilasters are two vertically aligned window openings. Each window opening contains two non-historic windows. The window openings are enframed by multiband brick trim. Each window is crowned with a wedge-shaped keystone. Between the third floor and the cornice a stone belt course runs across the entirety of the east facade. Above the belt course is a minimal pediment with no significant architectural detailing. Atop the pediment is an ornate cornice that projects approximately 18-24 inches from the surface of the base wall. The cornice is formed by two bands or rectilinear corbelling and a continuous band of molded trim.

The central bay of the east façade is less pronounced in its architectural detailing and is roughly three times as wide as either flanking bay. The central bay has two bands of windows horizontally aligned with the windows in the distal bays, and vertically aligned across floors creating a gridded symmetrical character of the building. The second and third floor windows of the central bay are articulated with only a single pane of glass. The second-floor windows do not have an independent sill, they rest just above the stone belt course that runs across the entirety of the east facade. Above, the second-floor windows are capped by a flush flat arch and a protruding wedge-shaped keystone. The third level windows share a distinct profile, predominantly rectilinear but with a semicircle arched top. The third level windows have pronounced, independent sills that include a molding sweep. The windows are framed by two layers of angled, soldier course bricks. Unconnected above the third level windows, the belt course continues from the two distal bays. The wall has a similar pediment before the ornate cornice. The cornice is detailed in the same fashion on the chamfered portion of the wall as the true south façade.

Post 1976 Alterations

Prior to 1976, the individual buildings underwent minor alterations over the years. Known exterior and interior alterations are described below in the Narrative Statement of Significance. Between 1976 and 1977, the buildings were altered the most dramatically when they were combined into a single use, as the Iowa Clothes Shop.

In 1976, in response to urban renewal efforts than taking place in downtown Council Bluffs, the owner of Iowa Clothes Shop, Pete Lee, undertook a renovation and expansion of his store into all four bays (530, 534, 536, 538 W. Broadway).[1] At the interior, large connections were made so the four bays could more functionally serve their new, collective purpose. Modernization efforts at the exterior mostly focused on the storefront level, removing the existing storefronts, windows and brick and adding a new brick belt course above faux sandstone wallboard and storefront to give this level a more uniform appearance. Access to the entire building was now provided by a new main entrance at the corner of Broadway and Scott, and a side entry at the rear of the building, on Scott Street.

The early twentieth century ornamentation at the upper levels of all four facades was left mostly intact, including cornice detailing, stone windowsills, stone keystones, stone bases, and brick pilasters. All surfaces at the upper levels were painted and the windows were replaced within the existing openings. The most modified upper level façade was that at 538 W. Broadway, which previously had a double height opening between the second and third storied containing windows surrounding a curved pediment flanked by two small square panels with diamond details. A stone sill ran beneath the opening, separating the upper stories from the storefront. The windows and ornamentation were removed from the opening and new windows were added at both levels. The stone sill was also removed and replaced by the expanse of brick that runs along the top of the storefront levels. The other most notable modification, done either during this renovation or at an unknown later date, was the removal of the two-story portion at the rear of the corner bay, facing Scott Street.

[1] *Daily Nonpareil*, “Iowa Clothes plans expansion,” March 14, 1976.



Figure 1: The renovated and combined 530 W. Broadway in 1978. Courtesy of Richard Warner and Pottawattamie County Historical Society (PCHS).

The renovation was complete by September 1977 and the buildings were thereafter known collectively as 530 W. Broadway. Pete Lee, and Iowa Clothes Shop, received praise for the work and was even given an award, the Pine Tree Award, by the organization Operation Pride. Lee and the store were the first to receive the award in over two years. In accepting the award, Lee said he hoped his efforts would "serve as an example to take price" in Council Bluffs.[2]

By 1990, Iowa Clothes Shop boasted that it was the largest men's clothier in southwestern Iowa.[3] In 1996, Pete Lee took his own life and the store closed. At the time, Lee's family said that while sales were still good, none of them had the retail experience to continue the business. At the time of its closure, it was one of the last remaining storefronts in downtown Council Bluffs, which less than one hundred years before had bustled with the activity of people and commerce.[4]

The building was more recently used by a beauty school, EQ School of Hair Design. They moved to another location in 2018. Today the building sits vacant.

[2] *Daily Nonpareil*, "Iowa Clothes honored," September 28, 1977.
[3] *Daily Nonpareil*, "Iowa Clothes Shop grows to largest men's clothier," April 29, 1990.
[4] *Daily Nonpareil*, "Iowa Clothes closing its doors," June 26, 1996; *Daily Nonpareil*, "Bluffs will miss landmark business," June 27, 1996.

500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [X] A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B Property is associated with the lives of persons significant in our past.
- [ ] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

- [ ] A Owned by a religious institution or used for religious purposes.
- [ ] B removed from its original location.
- [ ] C a birthplace or grave.
- [ ] D a cemetery.
- [ ] E a reconstructed building, object, or structure.
- [ ] F a commemorative property.
- [ ] G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance
(Enter categories from instructions.)

COMMERCE

Period of Significance

1885-1977 1975

Significant Dates

c. 1885, 1903

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation (if applicable)

Architect/Builder

Statement of Significance

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

1975

The four bays that today comprise 530 W. Broadway were constructed as four separate buildings. Historically, the buildings were addressed as 530, 534, 536, and 538 W. Broadway. They were all constructed in the late nineteenth or early twentieth centuries. The 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 locally significant under Criterion A, as representative of a commercial building within Council Bluff's historic downtown.

before

Narrative Statement of Significance (Provide **at least one paragraph for each area of significance**.)

(**Iowa SHPO Additional Instructions:** For properties not nominated under Criterion D, include a statement about whether any archaeological remains within or beyond the footprint of the property were assessed as part of this nomination under the subheading **Archaeological Assessment**.)

These buildings are located on Broadway Street, within the historic center of commerce and community in Council Bluffs. They are located at the northwest end of what was once a bustling area lined with multi-story, multi-use buildings. During the late nineteenth century and early twentieth century, a central business district arose in Council Bluffs that extended along Broadway, from Franklin at the east to S. 7th Street at the west, and along Main Street from Broadway at the north to 9th Avenue at the south. Council Bluffs had defined itself as a major transportation hub by this period and it steadily worked to be defined as a cosmopolitan city.



Figure 2: 500 Block of Broadway in 1921. The four bays are on the left side in the middle. Courtesy of Richard Warner and Pottawattamie County Historical Society (PCHS).

Brick buildings replaced frame ones, dirt streets were paved, and a streetcar system was installed that linked Council Bluffs with its neighbor across the Missouri, Omaha. The business district was home to commercial enterprises like clothing stores, bakeries, pharmacies, and saloons; entertainment venues like live theaters and motion picture houses, and community gathering spots like fraternal halls. The multi-story brick buildings would often have residential units at their upper floors.[5] During the early to mid-twentieth century, the four buildings housed many of these activities, including a succession of pharmacies and bakeries, a saloon, and a clothing store, all at the storefront level, and residential units or storage at the upper floors.

The corner bay, 530 W. Broadway, was built between late 1902 and early 1903. The construction dates for the three bays to its west, 534/536/538 W. Broadway are less clear. Buildings that have a similar size to the existing buildings, are three stories high, and built of brick appear on the 1885 Sanborn Map. By the 1891

[5] Jennings, Gottfried, Cheek/Preservationists, "Council Bluffs: A Plan for Historic Preservation," (1982), 22-27, accessed August 29, 2020, https://www.iowawestfoundation.org/wp-content/uploads/2019/03/Council_Bluffs_A_Plan_For_Historic_Preservation_-_City_of_Council_Bluffs_1982.pdf; Dr. Richard Warner and Ryan Roenfeld, Images of America: Council Bluffs (Charleston, SC: Arcadia Publishing, 2014).

Sanborn, the sketches of 534 and 536 indicate small rear additions, of one and two stories, respectively. 534's addition has a skylight. By 1896, 534 Broadway has been further extended to the north, with a one-story addition. By 1928, all three of the west bays have additions. 534's is similar to that shown on the 1896 Sanborn; 536's consists of a short three-story addition adjoining the building, and a larger 1 story addition extending to the north; and 538's is a two-story addition. A thorough search of the Daily Nonpareil, which often documents construction and remodeling, did not mention any such work to these bays prior to 1900. After 1900, articles discussing façade improvements and interior modifications appear. It must therefore be assumed that the three bays 534, 536, and 538 W. Broadway were built in c. 1885.[6]

Today, many of the turn-of-the-twentieth-century commercial buildings that once lined Broadway and Main Streets have been demolished, replaced by new buildings, parking lots, or empty lots. The greatest concentration of historic buildings within the commercial area are located within two National Register historic districts, the 100 Block of West Broadway and the Haymarket Commercial Historic District, which encompasses buildings along three blocks of Main Street. The buildings historically addressed as 530, 534, 536, and 538 W. Broadway remain as the only extant set of turn-of-the-century commercial buildings within the west end of the historic central business district, on W. Broadway between Main Street and S. 7th Street.

The history of the individual buildings will be described below utilizing their original addresses. These four buildings are notable for housing several locally prominent, long-running businesses, most of which remained in operation at this location for around ten years or more. Between 1976 and 1977, the bays were renovated and combined by the owner of one of these long-standing businesses, Iowa Clothes Shop. Further details on those efforts are also described below.

530 W. Broadway – 1902-1976
Notable businesses
Blue Ribbon Saloon: 1903-1916
Wilcox Flowers: 1916-1935
Martin's Drugs: 1936-1954
Lane's Bros. Pharmacy: 1954-1976



Figure 3: 530 W. Broadway in 1935. Photo accompanying article in Daily Nonpareil,"Wickhams Sell Broadway Property to Harry Cohen," December 13, 1935.

This is the corner bay with primary facades facing the intersection of W. Broadway and Scott Streets. It was built between 1902 and 1903. A building housing the Daily Nonpareil newspaper office previously occupied the site and was demolished around June 1902 to make way for the new building. The newspaper had moved its office to 400 W. Broadway in late 1900.[7] Construction on the new building was underway by October 1902 and the building was in operation by August 1903.[8] The architect is unknown. The builder was Wickham Bros. Contractors. The building was designed with a saloon on the first floor and boarding rooms on the upper two floors. Mrs. Maggie Buck was the building owner.[9]

The first occupant of the new building was the Blue Ribbon[10] Saloon, owned by the Storz Brewing Company. This was one of ten saloons operated by Storz Brewing in

[6] Sanborn Map Company, Insurance Maps of Council Bluffs, Pottawattamie County, Iowa, 1885, 1891, 1896.
[7] *Daily Nonpareil*, "The Nonpareil Premises," November 9, 1900.
[8] *Daily Nonpareil*, "Notes About Town: Bulletins on the fight by rounds at the Blue Ribbon," August 14, 1903.
[9] *Daily Nonpareil*, "They are tearing down the old Nonpareil building…," June 22, 1902.
[10] Storz Blue Ribbon was one of the breweries labels and, it is assumed, the namesake for the saloon at 530 W. Broadway.

Council Bluffs at the time. Storz Brewing was established by Gottlieb Storz in the late 1800s. The company had several name changes until settling on Storz Brewing in the early twentieth century. Storz, a German immigrant and experienced brewer, lived in Omaha and had a large production facility in the northeast part of that city. During the early 1900s, the brewery began to operate saloons in the area that sold only their beer. Maggie Buck and her husband John had strong connections to Gottlieb Storz. John worked as a brewer at Storz Brewing for over fifty years and was related to Gottlieb's wife, Minnie Storz, née Buck.[11]

Maggie Buck, as a representative for the Storz company, was the building owner for all the Storz saloons[12] operating in Council Bluffs in the early 1900s. The saloons appear to have operated like franchises, having owners who could buy or sell their interest in the saloon business but also paid rent to the building owner.[13] In 1903, Maggie and Storz Brewing had trouble getting some of the brewery operators to pay their rent on time and sought legal action. The Blue Ribbon, which was operated by former alderman W.C. Royer, was one of these and Royer ended up selling his interest in the saloon due to financial troubles.[14] Other early difficulties encountered by the Blue Ribbon and other Council Bluffs Storz saloons related to Iowa's state prohibition legislation. There were also charges of illegal gambling at the upper floors of the 530 W. Broadway building.[15]

The saloon remained in the building until 1916. Owners of the saloon after Royer included Frank S. Craybill,[16] T.J. Griffin, S.G. French, Myron H. Sherman and Thomas Healy (jointly), and S.A. Dale.[17]

Tenants on the upper floors of the saloon are only partially known. The third floor was used as meeting space for local fraternal groups. In 1903, the Dramatic Order, Knights of Khorassan (D.O.K.K.) rented the space for club rooms.[18] By 1914, a chapter of the Woodmen of the World and the Moose lodge had shared meeting space there but was vacating it.[19] As noted above, gambling also took place at the upper floors early on.

In 1916, the building was purchased by the Wickham family. They then leased the building to J. F. Wilcox & Sons, florists. Wilcox & Sons had previously operated for many years out of the Everett block at 521 W. Broadway (non-extant). At their new location, they undertook renovations to the entire building. The first floor would accommodate company offices and a retail area while the upper floors would be used for packing, shipping, and creating floral arrangements.[20] J.F. Wilcox & Sons was a successful floral business that supplied arrangements nationally. The business grew out of one established by L.A. and Mary Casper in the late 1860s. John Franklin (J.F.) Wilcox worked for the Caspers and married their niece, Emma. In 1892, Wilcox purchased the modest business from Casper and worked to expand it, adding greenhouses and customers over the next two decades. In 1912, Wilcox died and the business was taken over by his family

[11] U.S. Census Bureau, Council Bluffs, 1900. Ancestry.com. Accessed July and August 2020.

[12] A law introduced in 1907 made it illegal for breweries to operate saloons. Storz skirted this restriction by creating a holding company in his wife's name, something the Nebraska state supreme court frowned upon. In 1907 Maggie was one of the incorporators of the holding company Storz created to allow his brewery to continue operating saloons. The company was called Independent Realty Company, with the other two incorporators being Minnie, Storz's wife, and William F. Weber, the brewery's clerk.[12] Storz Brewing managed to survive Prohibition by creating non-alcoholic beverages during that time. The company remained in operation until 1966, when they were absorbed by one of the corporate breweries then gaining hegemony in the industry. Jim McKee, "Rise, fall, and rebirth of Storz Brewing Co.," *Lincoln Journal Star,* September 17, 2016.

[13] *Daily Nonpareil*, "Storz Saloons Open," January 27, 1904.

[14] Ibid.; *Omaha World Herald,* "Landlady Wants Her Rent," November 9, 1903.

[15] *Daily Nonpareil*, "Uses Companion of Hey Days to Snuff Out Life's Worries," February 21, 1934; *Daily Nonpareil*, "Indict Saloonists," December 22, 1908.

[16] Alternatively, spelled Crabill in some newspaper articles.

[17] *Daily Nonpareil*, "Uses Companion of Hey Days to Snuff Out Life's Worries*; Daily Nonpareil*, "Saloon Sold," February 1, 1908; *Daily Nonpareil*, "Wants New Front," August 12, 1913.

[18] *Daily Nonpareil*, "Khorassan to Have Club Home," July 15, 1903.

[19] *Daily Nonpareil*, "Lodge Charter Found in Street," January 5, 1914.

[20] *Daily Nonpareil*, "Wilcox Company Rents New Store," August 14, 1916.

who continued to operate it successfully, as Wilcox Flowers and then Bloomin John's, until 1990.[21] The Wilcox floral business remained at 530 W. Broadway until 1935.

In 1935, Harry Cohen, proprietor of the Iowa Clothes Shop at 536 and 538 W. Broadway, purchased 530 W. Broadway from the Wickhams. The sellers at that time included B.P. Wickham, Eleanor A. Wickham, John J. Wickham and E.A. Wickham and Company. Cohen told the *Daily Nonpareil* reporters that "the purchase was for investment purposes."[22] At this time, Cohen planned to remain operating his business out of the two bays west of 530 W. Broadway. In 1936, Cohen undertook renovations to the storefront for a new drugstore.[23] In 1936, Cohen announced plans to remodel the two-story portion at the rear of 530 W. Broadway, facing Scott Street, into store and office space.[24]



Figure 4: 530/534/536 W. Broadway prior to remodeling in 1976. Courtesy of Richard Warner and Pottawattamie County Historical Society (PCHS).

Between 1936 and 1976, the building contained two successive pharmacies. Martin's Drugs, owned by Martin Gluckman, operated out of the building from 1936 through 1954.[25] Gluckman sold his business in 1954 due to illness. Gluckman went on to open a drive-through pharmacy, a new concept at the time, in 1959 at 700 First Avenue.[26] Martin's successors, Ed and Marguerite Lane, renamed the business Lane Bros. Pharmacy. They remained at the location until 1976, when they moved to 40 Pearl Street, fronting Baylis Park. At their new location, the business no longer provided prescriptions and became known simply as Lane's. According to Lane, the discontinuation of prescriptions was caused by the movement of doctors out of downtown to be closer to suburban hospitals.[27] The Lane Bros. Pharmacy move was precipitated by Iowa Clothes Shop's plans to expand its store from 538 and 536 W. Broadway into 534 and 530 W. Broadway.[28] Iowa Clothes Shop remained in this bay until the store closed in 1996.

534 W. Broadway – 1885-1976
Notable businesses
Eve's Bakery, 1903-1976

This is the second bay west of the corner of Broadway and Scott Streets. It was built around 1885. In 1885 the building was occupied by the Broadway House. In 1891 it was occupied by a tea room, with a photographer at the second floor. In 1895 it was occupied by a candy seller, Purity Candy Kitchen.[29] Erikson's Bakery (also called the New Bakery in newspaper advertisements) occupied the first-floor storefront from

[21] S.M. Senden, *Lost Council Bluffs* (The History Press: Charleston, South Carolina, 2016), 109-111; Richard Warner, "Council Bluffs under glass: Growing a major business," *Daily Nonpareil*, August 7, 2019.
[22] *Daily Nonpareil*, "Cohen Purchases Business Block," December 13, 1935.
[23] *Daily Nonpareil*, "Nine Permits for Building Issued," May 10, 1936.
[24] *Daily Nonpareil*, "Cohen to Remodel Part of Building," August 28, 1936.
[25] Council Bluffs City Directory, 1944-1954, Ancestry.com, Accessed July and August 2020; *Council Bluffs Nonpareil*, Advertisements.
[26] *Daily Nonpareil*, "Gluckman to Open Drive-In Pharmacy," November 19, 1958; *Daily Nonpareil,* "Drive-In Pharmacy," January 11, 1959.
[27] *Daily Nonpareil*, Advertisements, 1954-1968; *Council Bluffs Nonpareil*, "Lanes like view of park in new business location," May 2, 1976.
[28] *Daily Nonpareil*, "Iowa Clothes plans expansion," March 14, 1976.
[29] Sanborn Map, 1885, 1891, 1896; *Daily Nonpareil*, Ad "Candy, Candy, Candy," October 4, 1895.

1900 to 1903. The bakery was run by John Erikson, who also owned the building.[30] In 1903, Eve's Bakery took over the storefront and remained there until 1976.[31] Charles Eve, an immigrant from England, owned the bakery. Eve came to America in 1885 and had done business in Council Bluffs for many years prior to becoming a naturalized U.S. citizen in 1914.[32] Eve purchased the building from Erikson in 1907.[33]

Charles Eve was active in the local community and the state's baking community. As of 1940, he was a member of the Iowa Bakers Association, Council Bluffs Retail Merchants Association, Dodge Park Club, AF & AM 71, York Rite, Abu Bekr Shrine, and the Second Presbyterian Church.[34]

The two upper floors of the building contained residences. It appears that early on each floor contained one residence. In the 1910 and 1930 census, Charles Eve and his family are listed at this address, as are one other family. Sometime in 1930 or thereafter, the apartment floors were divided into two units at each floor, for a total of four. In city directories between 1930 and 1955, these four units are listed collectively with four units at the upper floors of 536 W. Broadway, using the address 534 ½ W. Broadway.[35] In city directories between 1930 and 1946, Eve is listed as residing at apartment 6 at 534½ W. Broadway. In the city directories, the building is called the Eve building.[36]

In 1946 or 1947, Charles Eve had sold the bakery and moved out of the city, likely to California, where he died in 1963.[37] Eve appears to have sold the building to Harry Cohen, owner of the Iowa Clothes Shop that occupied 536 and 538 W. Broadway. By the 1955 the *Daily Nonpareil* newspaper's apartment rental ads for the apartments at 534 W. Broadway directed inquiries to Harry Cohen, Iowa Clothes Shop.[38] A bakery remained at the storefront of 534 W. Broadway until the late 1970s.

After Eve sold the bakery, the name temporarily changed but was known as Eve's again by the mid-1950s, likely because Eve's Bakery had an established name in the city. In 1947, the new bakery owner, John J. Kornmayer, changed the name to Kornmayer's (also called Kornmayer's Pastry Shop in newspaper advertisements). The new bakery was advertised as "the cleanest and most modern coffee bar and bakery in western Iowa."[39] In 1952, employment ads for the business advertised it as Eve's Bakery once again.[40] By 1955, the name had changed to Kornmayer's & Eve's Pastry Shop.[41] In 1956, the shop was under new management and referred to as Eve's Bakery.[42] Mrs. Lena Mazzei owned the business in 1961.[43] It was sold later that year to Joe and Shirley Coco. The Cocos continued to operate the bakery at 534 W. Broadway until

[30] Also referred to as John Eckerson in newspaper articles. *Daily Nonpareil,* "Filled Stove Too Full," November 8, 1900. *Daily Nonpareil*, "Notice – When in need…," May 17, 1900; *Daily Nonpareil*, "A Model Bakery," June 22, 1902.
[31] Council Bluffs City Directory, 1904; *Daily Nonpareil*, Advertisement for Eve's Bakery, April 19, 1906;. J.R. Perkins, *Iowa Press Association's Who's Who in Iowa Biographical Sketches* (Iowa Press Association, Des Moines, Iowa, 1940), accessed August 27, 2020, http://iagenweb.org/pottawattamie/biographiesandfamilyhistories/sketches-002-C-E.htm.
[32] *Daily Nonpareil*, "Would Become Citizens," May 5, 1914.
[33] *Daily Nonpareil*, "Real Estate Transfers," January 4, 1907.
[34] Perkins, *Iowa Press Association's Who's Who.*
[35] It is assumed that Eve owned both 534 and 536 between 1930 and the late 1940s, since the apartments at the upper floors were combined into a single address.
[36] U.S. Census Bureau, Council Bluffs, 1910 and 1930. Ancestry.com. Accessed July and August 2020. Council Bluffs City Directories, 1930-1955.
[37] *Daily Nonpareil*, "Obituaries: Charles R. Eve," November 4, 1963.
[38] *Daily Nonpareil*, Apartment advertisement, "3 rooms and bath…," May 18, 1955 and June 7, 1966.
[39] *Daily Nonpareil*, Kornmayer's advertisement, June 6, 1947.
[40] *Daily Nonpareil*, "Neat, clean saleslady for bakery," February 3, 1952.
[41] *Daily Nonpareil*, Kornmayer's and Eve's advertisement
[42] *Daily Nonpareil*, Eve's Bakery advertisement, November 16, 1956.
[43] *Daily Nonpareil*, "Inquiring Reporter," March 19, 1961.

1976 when they moved to a new location at 154 W. Broadway.[44] The Iowa Clothes Shop then expanded into this bay and remained here until they closed in 1996..[45]

536 W. Broadway – 1885-1976
Notable businesses
Iowa Clothes Shop, 1919-1996

This is the third bay west of the corner of Broadway and Scott Streets. It was built around 1885. In 1885 the building was occupied by a butcher. In 1891 it was occupied by a grocer. Between 1895 and 1896, it was occupied by Mrs. E.J. Scott, milliner.[46] Prior to 1919, a succession of businesses operated out of the building for short periods of time, including a milliner, a laundry, a lunch parlor, and a pool hall.[47] In 1914, the entire facade was replaced with a new one. The tenant at the time was Napoleon Café and Dubuque Realty company was the building owner.[48] Around this time, many downtown storefronts were renovating their facades to give them a more modern appearance. According to a newspaper article discussing the improvements, the 500 block of Broadway (referred to in the article as the block between Pearl and Sixth street on Broadway), "during the past five years has almost been rebuilt." Several businesses in the block are discussed as having recently undergone renovation, but 536 W. Broadway and its adjoining bays are not mentioned.[49]

In 1919, a building permit to remodel the store at 536 W. Broadway was secured by C.E. Sessions & Sons, contractors.[50] By late November, an advertisement proclaimed the "Grand Opening of the Iowa Clothes Shop."[51] The store was operated by Harry Cohen.[52]

Harry Cohen was active in the local community. He was born in Omaha in 1894 and moved with his family to Council Bluffs when he was three. In his early years he was a grocery delivery boy and a clerk at a grocery store. He then worked at Glasier Clothing Store at 409 W. Broadway prior to joining the army and fighting in World War I. He returned from service in 1918, a year before partnering with Glasier and opening the Iowa Clothes Shop. He was a member of the Iowa Retail Clothiers' Association and was elected a director of the group in 1938.[53] He was a respected and enthusiastic member of his community, taking an active role in local veterans groups, the Jewish community, and fraternal groups.[54]

At first, the Iowa Clothes Shop sold both men and women's clothing. The store experienced steady growth and began to expand within a decade. In 1931 a new department, the Down Stairs store, opened in the basement of 536 W. Broadway. The new department specialized in work clothes and allowed the store to

[44] At 154 Broadway, the bakery became known as Eve's Pastry Shop. It closed for good in 1983. The owners blamed the closure on a lack of parking and of downtown customers. Anita Young, "Bakery closing 'hurts' owners," *Daily Nonpareil*, August 28, 1983.
[45]
[46] Sanborn Map, 1885, 1891, 1896; *Daily Nonpareil*, Ad "Mrs. E.J. Scott," September 27, 1895 and November 29, 1897.
[47] *Daily Nonpareil*, "Laundries," January 28, 1903; *Daily Nonpareil*, "Raid on Gamblers," January 26, 1908; Council Bluffs City Directory, 1914-1915.
[48] *Daily Nonpareil*, "Remodeling Front," February 16, 1914.
[49] *Daily Nonpareil*, "Many Changes in Business Houses," March 13, 1914.
[50] *Daily Nonpareil*, "To Remodel Store," August 20, 1919.
[51] *Daily Nonpareil*, Ad "Grand Opening of Iowa Clothes Shop," November 21, 1919.
[52] A newspaper article commemorating Harry Cohen said that he had a partner when he first opened, who last name was Glaser. According to that article Cohen bought out his partner in 1922. However, newspaper advertisements for Iowa Clothes Shop in the early 1920s list Cohen's name in conjunction with V.Pucci, a clothier who had previously operated out of other downtown Council Bluffs storefronts. *Daily Nonpareil*, "Harry Cohen Dead at 80; Iowa Clothes Shop Owner," April 29, 1974. *Daily Nonpareil*, Ads, "Iowa Clothes Shop," 1920 to 1922.
[53] *Daily Nonpareil,* "Clothiers Elect Cohen," March 8, 1938.
[54] *Daily Nonpareil*, "Harry Cohen Dead at 80; Iowa Clothes Shop Owner," April 29, 1974.

carry a larger stock of goods.[55] In 1932, Cohen expanded his store to the bay immediately to the west, 538 W. Broadway. Cohen explained this strategic plan, "Realizing that the depression is fading and that things are on the up grade, we determined to take advantage of the present low prices for building and not only profitably enlarge the store but furnish needed employment to labor."[56] With the additional storefront, the clothing store doubled its space, enlarging its shoe department, adding a new sports clothes department, and improving its boys department. By this point, the store had eliminated its women's department and specialized solely in outfitting men and boys.[57]

In late 1938, the second and third floors were remodeled for sales and storage. The boys department was relocated to the second floor.[58] The clothing store continued to prosper in the coming decades. Harry Cohen remained at the helm of the Iowa Clothes Shop until his death in 1974. Thereafter his grandson, Pete Lee, took over ownership of the store. In 1976, Lee showed his confidence in Council Bluff's downtown retailing by expanding the two-bay store into the two bays to the east. Iowa Clothes Shop remained in this bay until the store closed in 1996.

538 W. Broadway – 1885-1976

This is the fourth bay west of the corner of Broadway and Scott Streets. It was built around 1885. In 1885 the building was occupied by a furniture store. In 1891 it was occupied by a music store. In 1896 it was occupied by a grocery, H.S. Homer's, which remained there until 1899.[59] In the early 1900s, it was occupied by a clothing company, Bauman & Diwoky and a grocer O. Ewall.[60] In 1904, the building was sold from Ellen Dodge Scott and husband to Samuel Friedman.[61] By 1910, if not sooner, Friedman had a pawnshop at the first floor and lived in one of the units above. Friedman remained here until 1932, when Harry Cohen expanded his Iowa Clothes Shop into this bay.[62] Friedman retained ownership of the building through at least August 1937.[63] Iowa Clothes Shop remained in this bay until the store closed in 1996.



Figure 5: 536 & 538 W. Broadway prior to renovation in 1976. Courtesy of Richard Warner and Pottawattamie County Historical Society (PCHS).

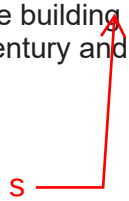
Major changes made to the buildings in the 500 block of West Broadway and to the historically dense central business district of Council Bluffs are tied to the population loss and shifts in lifestyle preferences that occurred in the post-World War II period. Like many U.S. cities, people and businesses in Council Bluffs

[55] *Daily Nonpareil*, "Clothes Shop Opens New Department," March 18, 1931.
[56] *Daily Nonpareil*, "Iowa Clothes Shop Will Have Opening," August 13, 1932.
[57] *Daily Nonpareil,* Iowa Clothes Shop Advertisement, August 19, 1932.
[58] *Daily Nonpareil,* "Enlarges Store," October 9, 1938.
[59] Sanborn Map, 1885, 1891, 1896; *Daily Nonpareil*, Ads "H.S. Homer," 1894-1899.
[60] *Daily Nonpareil*, Ad "Bauman & Diwoky," November 25, 1900. *Daily Nonpareil*, Ads," O.Ewall," 1901.
[61] *Daily Nonpareil*, "Real Estate Transfers," May 19, 1904.
[62] U.S. Census Bureau, 1910; Council Bluffs City Directory, 1915; *Daily Nonpareil*, "Iowa Clothes Shop Will Have Opening," August 13, 1932.
[63] *Daily Nonpareil*, "Iowa Clothes Shop Will Have Opening," August 13, 1932; *Daily Nonpareil*, "Awning Afire," August 26, 1937.

began to leave the densely populated city for more suburban sites in increasing numbers in the post-World War II period, as people sought out single family homes on large plots for their growing families and automobile proliferation made it easier to commute further distances. During the 1960s and 1970s, Council Bluffs leaders introduced urban renewal schemes to help rejuvenate the downtown area. By the early 1970s, an urban renewal area had been established and storefront renovations were being encouraged.[64] These efforts encouraged some owners, like those of the Iowa Clothes Shop, to expand their business and remain downtown. But many others left for suburban sites or closed forever. The urban renewal efforts and business closures resulted in the demolition of many of the buildings along Broadway and Main Streets, including many of those near 530 W. Broadway, for parking lots or new development.[65]

Conclusion

The buildings historically addressed as 530, 534, 536, and 538 W. Broadway remain as one of the last turn-of-the-twentieth century building clusters in what was once Council Bluff's bustling downtown, historically centered on Broadway and Main Streets. Originally built as four separate buildings in c. 1885 (534/536/538) and c. 1903 (530), ~~the building was combined into a single property in 1977.~~ They housed several long-standing businesses, including the Iowa Clothes Shop, Eve's Bakery, the Blue Ribbon Saloon, Wilcox Flowers, and Lane Bros. Pharmacy, whose owners served customers faithfully for decades. With many historic features still intact, particularly at the upper floors on the exterior and interior, the building stands as a testament to the evolution of commerce in Council Bluffs between the late nineteenth century and through the middle of the twentieth century.



[64] *Daily Nonpareil*, "Inquiring Reporter," July 2, 1972; Warner and Roenfeld, 73-107.
[65] *Daily Nonpareil*, "Going once, going twice: Mall of the Bluffs will go on the auction block Monday," August 3, 2015.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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Sanborn Map Company. Insurance Maps of Council Bluffs, Pottawattamie County, Iowa. 1885, 1891, 1896, 1928.

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Warner, Dr. Richard and Ryan Roenfeld, *Images of America: Council Bluffs*. Charleston, SC: Arcadia Publishing, 2014.

Previous documentation on file (NPS):

_____ preliminary determination of individual listing (36 CFR 67) has been requested
_____ previously listed in the National Register
_____ previously determined eligible by the National Register
_____ designated a National Historic Landmark
_____ recorded by Historic American Buildings Survey **#** _____
_____ recorded by Historic American Engineering Record **#** _____
_____ recorded by Historic American Landscape Survey **#** _____

Primary location of additional data:

_____ State Historic Preservation Office
_____ Other State Agency
_____ Federal Agency
_____ Local Government
_____ University
_____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property less than one
(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State

Latitude/Longitude Coordinates
Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1	41.261286	-95.850983		3	41.261313	-95.851118	
	Latitude	Longitude			Latitude	Longitude	
2	41.261290	-95.851070		4	41.261325	-95.851202	
	Latitude	Longitude			Latitude	Longitude	

Verbal Boundary Description (Describe the boundaries of the property.)

BLK 6 MYNSTER_BLK 2 BAYLISS LTS J, K, L, M. It occupies the southeast half of the block bound by W. Broadway at the south, N. 6th Street at the west, W. Kanesville Boulevard at the north, and Scott Street at the east.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the lots associated with the property currently, with the four buildings addressed collectively as 530 W. Broadway.

11. Form Prepared By

name/title Caitlin Benton and Cale Miller date September 8, 2020
organization Alley Poyner Macchietto Architecture telephone 402-341-1544.
street & number 1516 Cuming Street email cbenton@alleypoyner.com
city or town Omaha state NE zip code 68104

Additional Documentation
Submit the following items with the completed form:

- **GIS Location Map (Google Earth or BING)**
- **Local Location Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Key all photographs to this map and insert immediately after the photo log and before the list of figures).

Photographs:

Submit clear and descriptive photographs under separate cover. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and does not need to be labeled on every photograph.

Photo Log

Name of Property: **500 Block of West Broadway**

City or Vicinity: **Council Bluffs**

County: **Pottawattamie** **State:** **Iowa**

Photographer: **APMA**

Date Photographed: **As noted**

Description of Photograph(s) and number, include description of view indicating direction of camera:

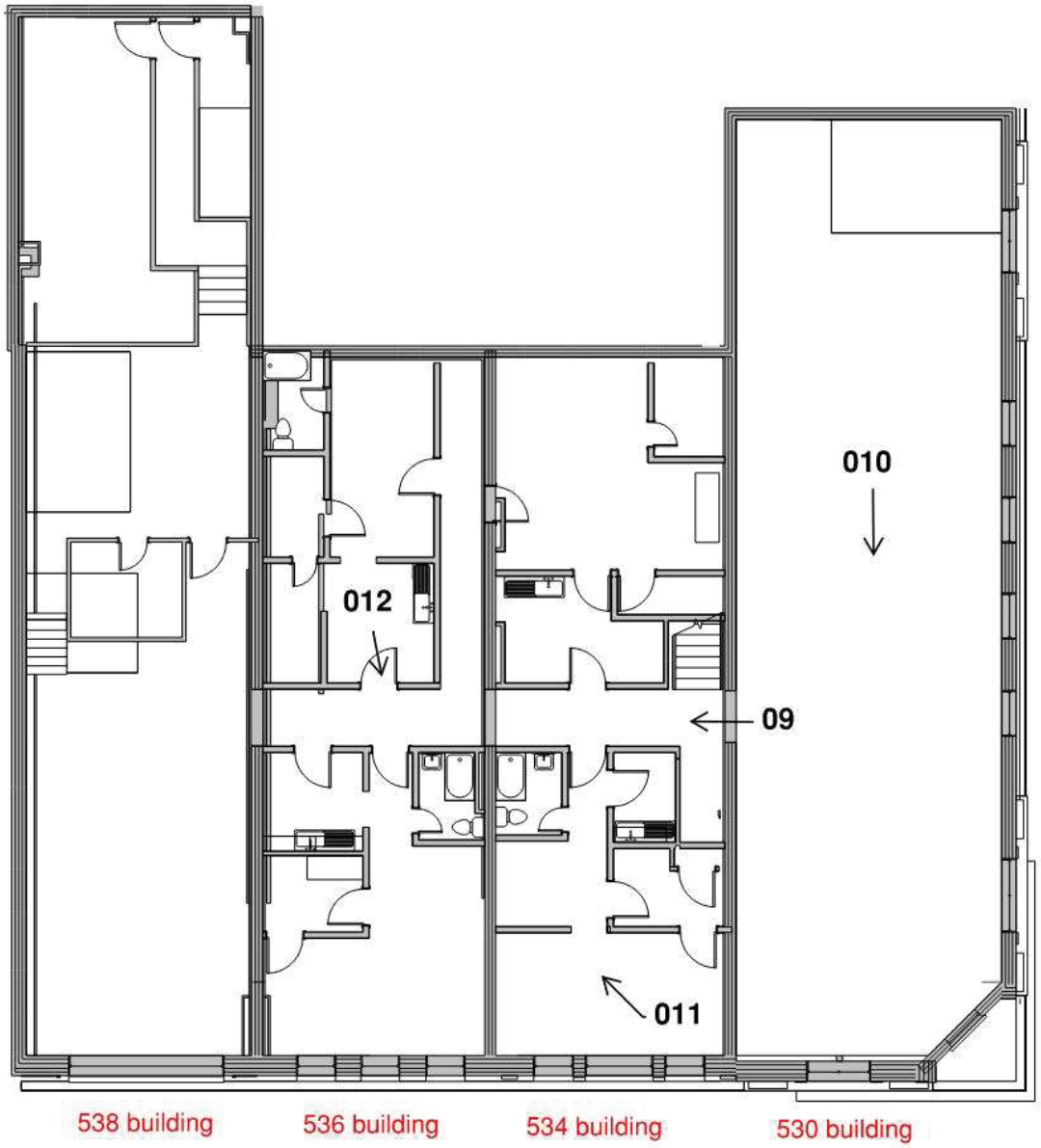
Photo 1 of 17: Context photo. Looking NW on Broadway, near Scott Street. July 18, 2019.
Photo 2 of 17: Context photo. Looking E on Broadway. July 18, 2019.
Photo 3 of 17: North elevation. Looking north. July 18, 2019.
Photo 4 of 17: East elevation. Looking west. July 18, 2019.
Photo 5 of 17: South and west elevations. Looking east. July 18, 2019.
Photo 6 of 17: 1st floor at 530/534 buildings. Looking east. July 13, 2020.
Photo 7 of 17: 1st floor at 536 building. Looking north. July 13, 2020.
Photo 8 of 17: 1st floor at 538 building. Looking south. July 13, 2020.
Photo 9 of 17: 2nd floor at 534 building. Looking west to hallway between apartments. August 15, 2020.
Photo 10 of 17: 2nd floor at 530 building. Looking south. August 15, 2020.
Photo 11 of 17: 2nd floor at 534 building. Looking west. August 15, 2020.
Photo 12 of 17: 2nd floor at 536 building. Looking south. August 15, 2020.
Photo 13 of 17: 3rd floor at 534 building. Looking west. August 15, 2020.
Photo 14 of 17: Stair between basement and 1st floor in 530 building. Looking east. July 18, 2019.
Photo 15 of 17: Stair between basement and 1st fl in 536 building. Looking south. July 18, 2019.
Photo 16 of 17: Basement of 530 building. Looking north. July 18, 2019.
Photo 17 of 17: Basement of 538 building. Looking south. July 18, 2019.

500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State



500 Block of West Broadway Photo Key: First Floor

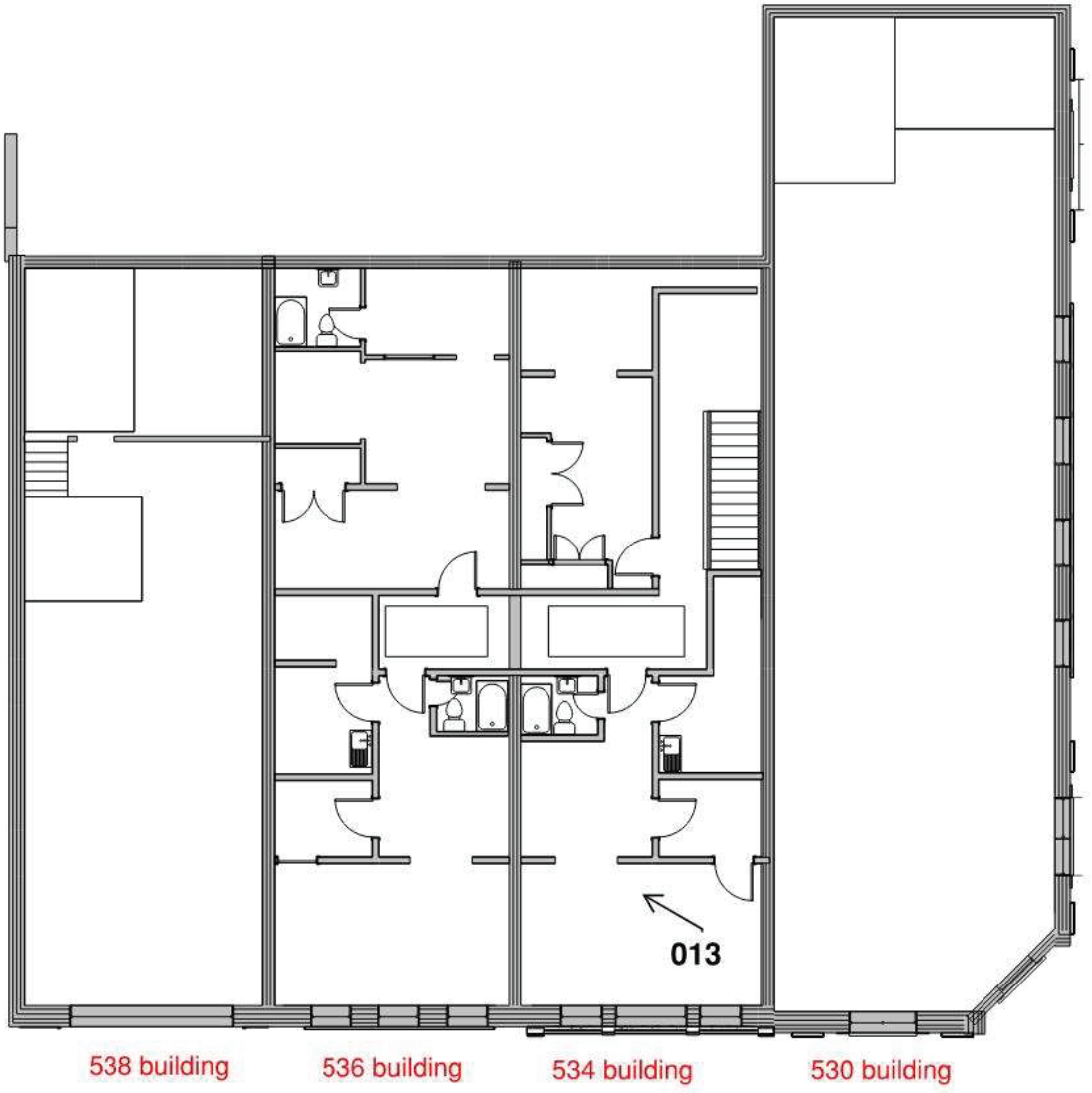
500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State



1 xp02_SECOND LEVEL
A111 SCALE: 1/8" = 1'-0"

500 Block of West Broadway Photo Key: Second Floor

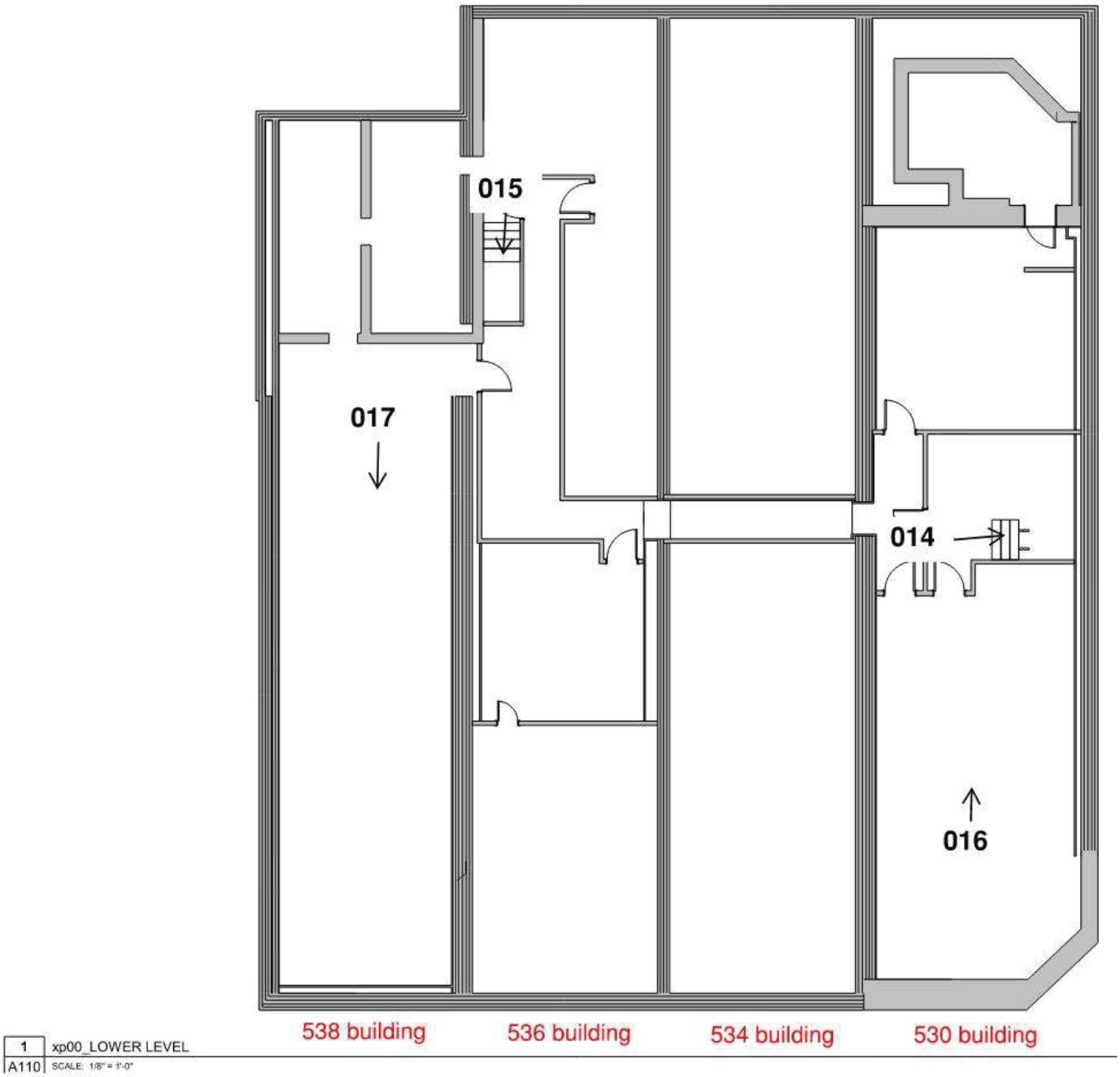
500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State



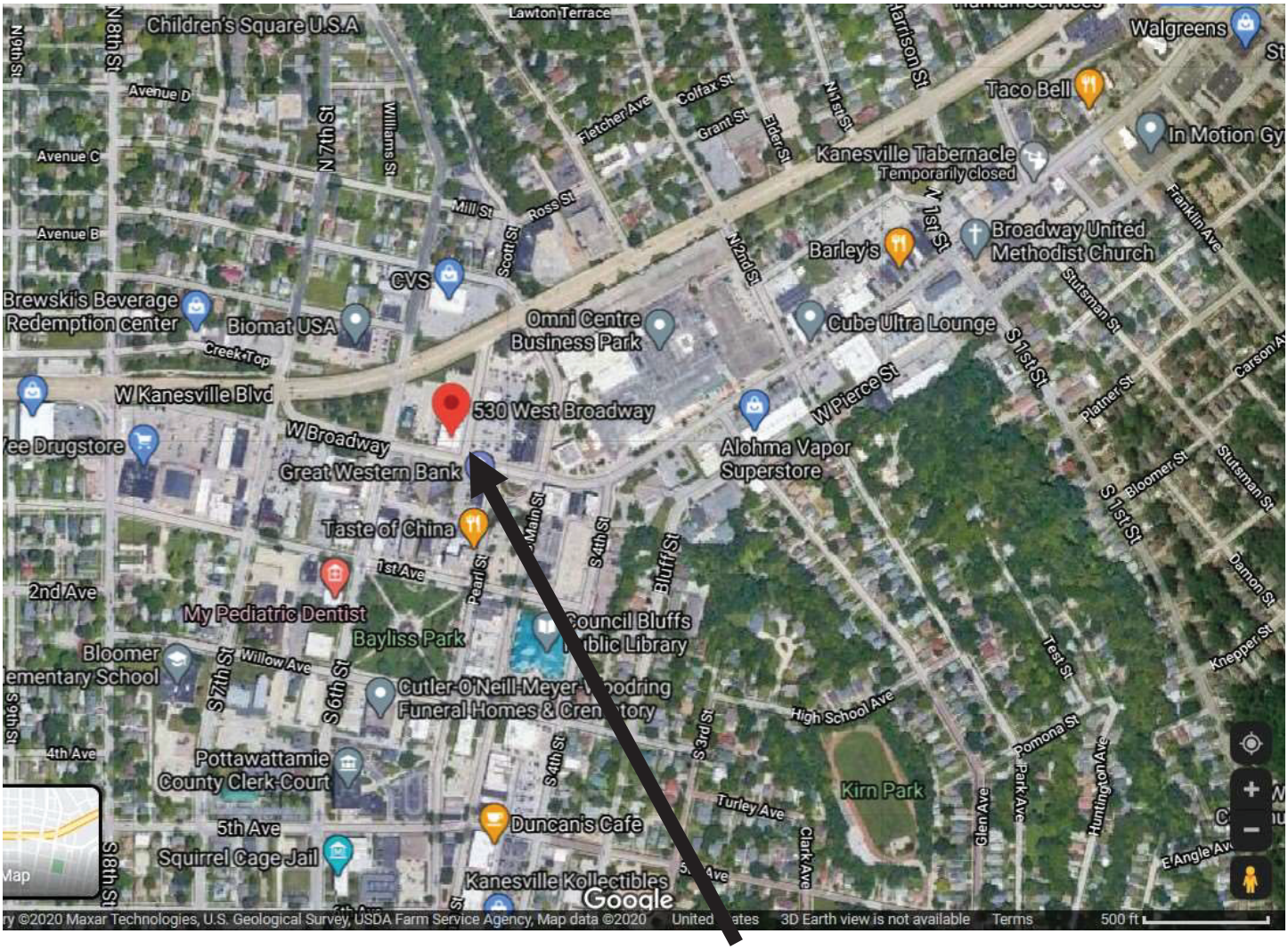
2 A111 xp03_THIRD LEVEL
SCALE: 1/8" = 1'-0"

500 Block of West Broadway Photo Key: Third Floor

500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State



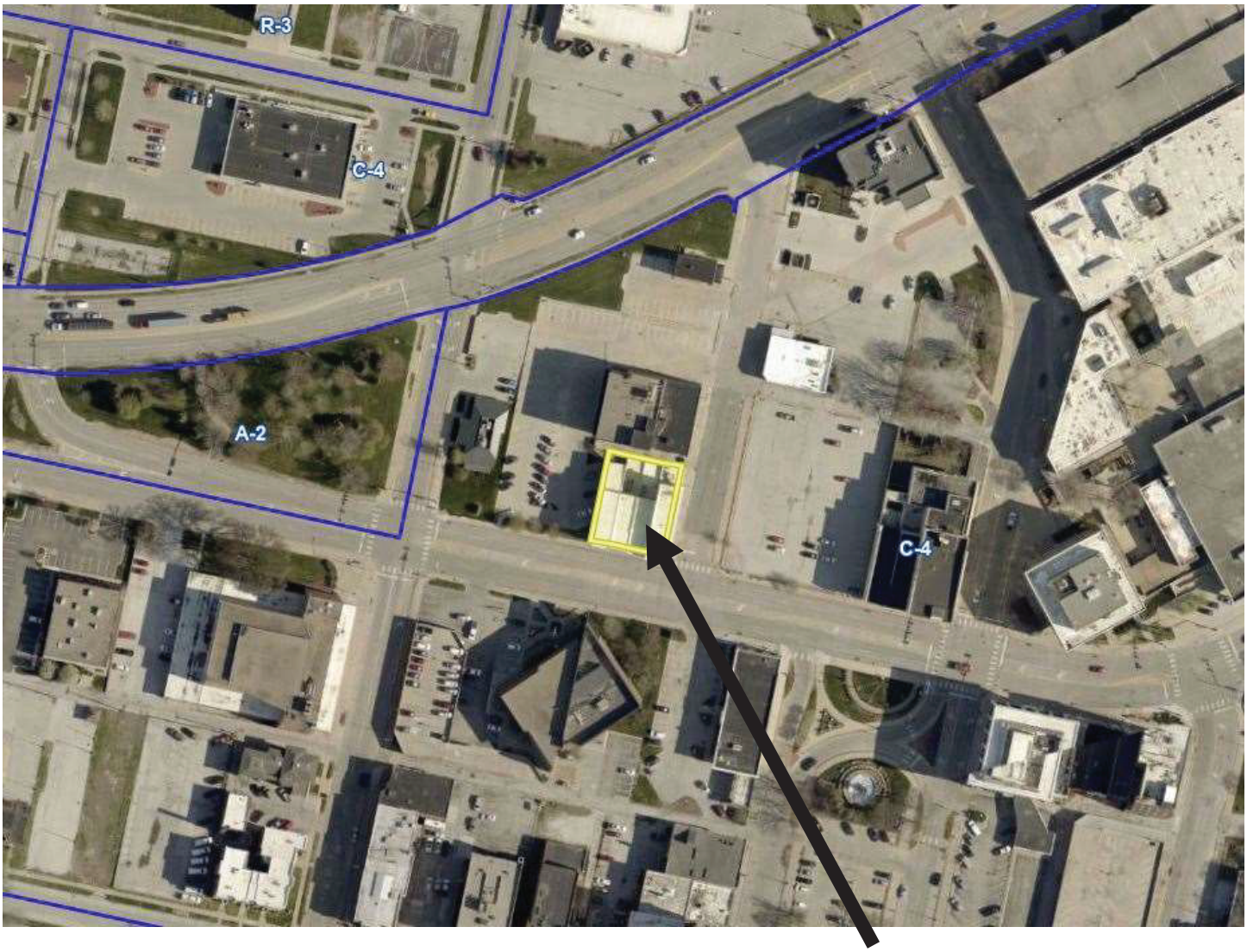
500 Block of West Broadway Photo Key: Basement



500 Block of West Broadway Location Map. The four buildings occupies southeast half of the block bound by W. Broadway at the south, N. 6th Street at the west, W. Kanesville Boulevard at the north, and Scott Street at the east.

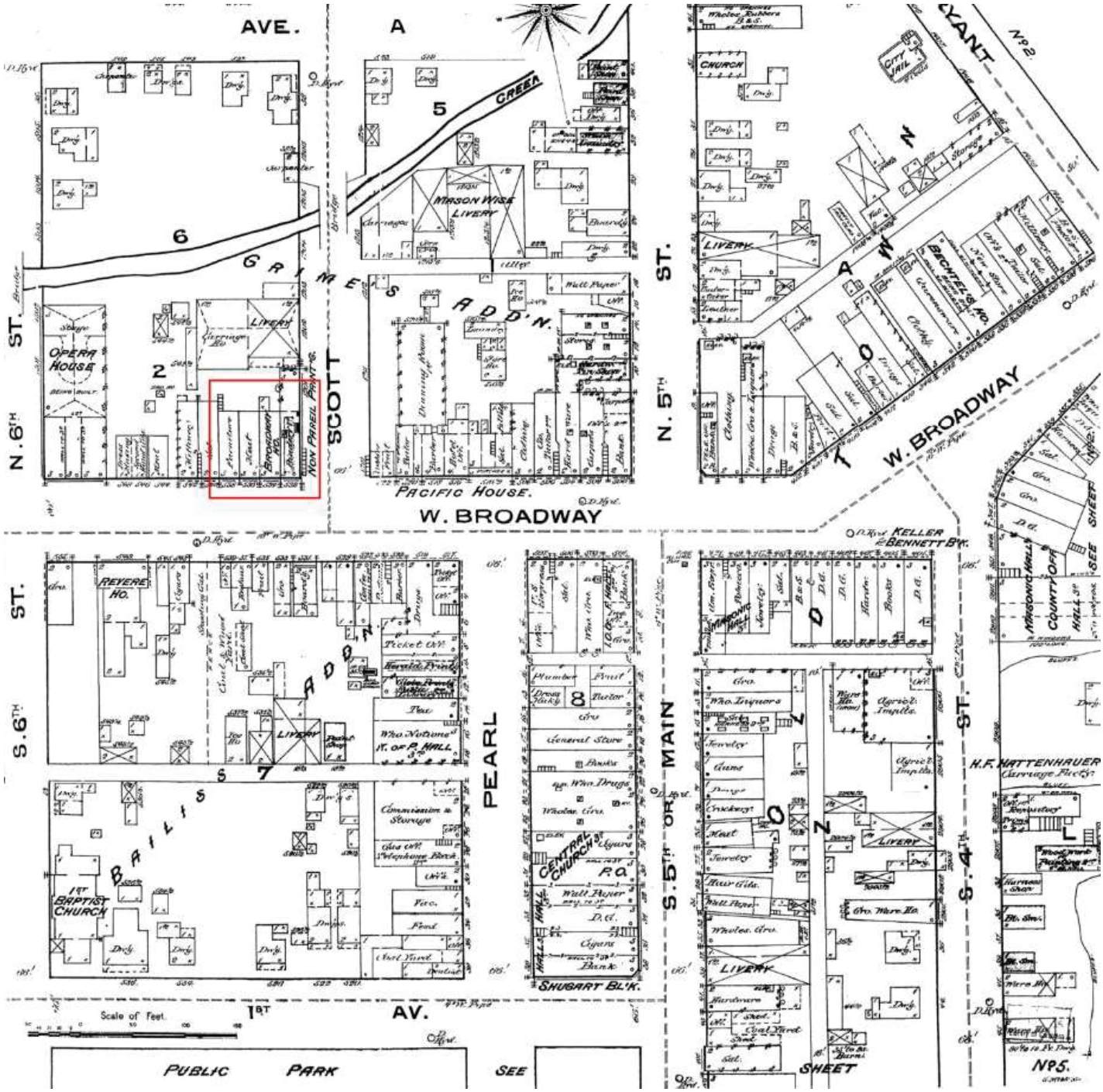


500 Block of West Broadway Site Plan. The four buildings occupy the southeast half of the block bound by W. Broadway at the south, N. 6th Street at the west, W. Kanesville Boulevard at the north, and Scott Street at

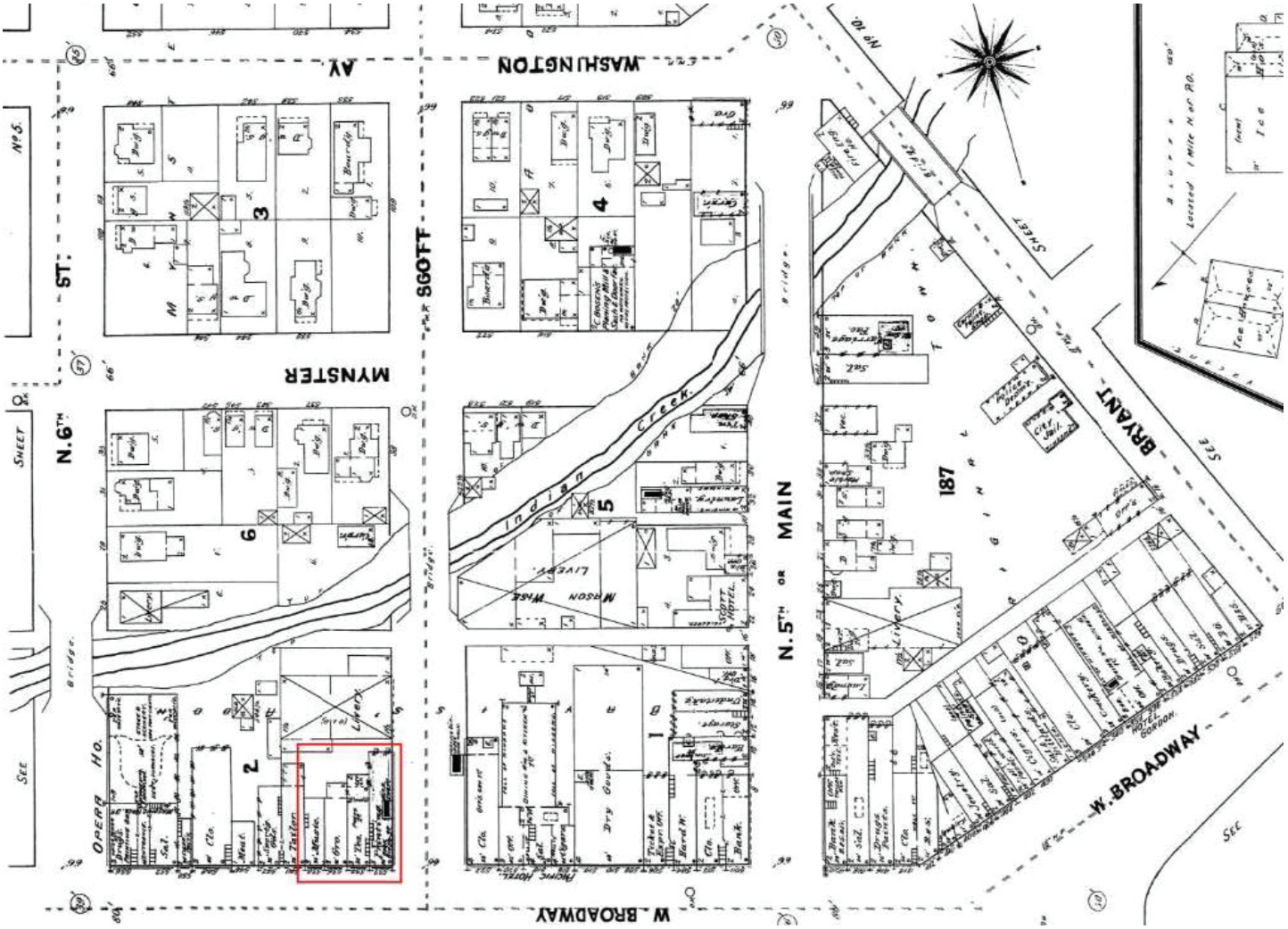


500 Block of West Broadway Zoning Map. A map showing the existing zoning and land uses.

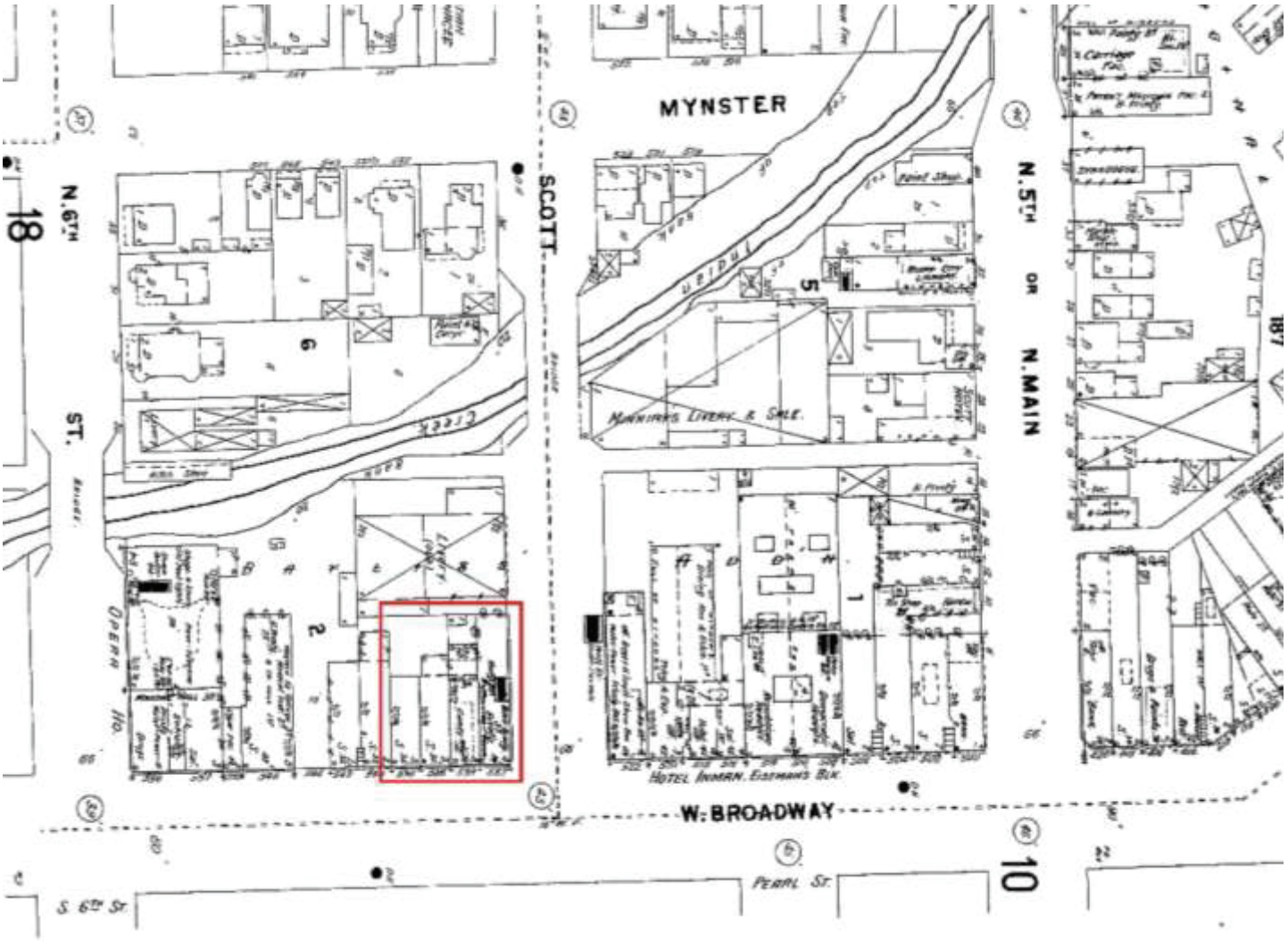
500 Block of West Broadway | Pottawattamie County, Iowa
Name of Property | County and State



Sanborn Map, 1885, Sheet 3.



Sanborn Map, 1891, Sheet 3.



Sanborn Map, 1896, Sheet 9.



Sanborn Map, 1928, Sheet 2.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



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IA_Pottawattamie County_530 W Broadway_002



IA_Pottawattamie County_530 W Broadway_003



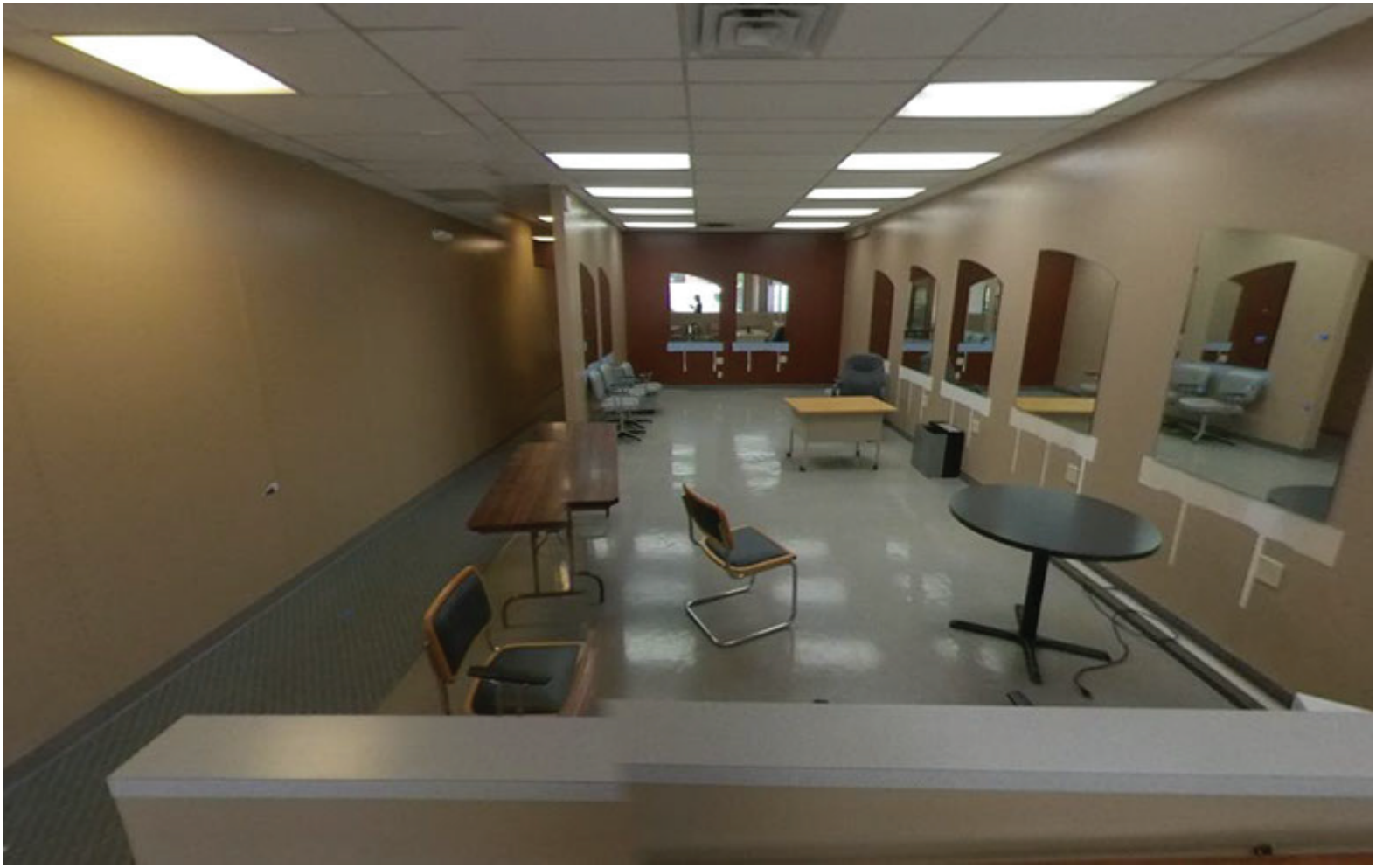
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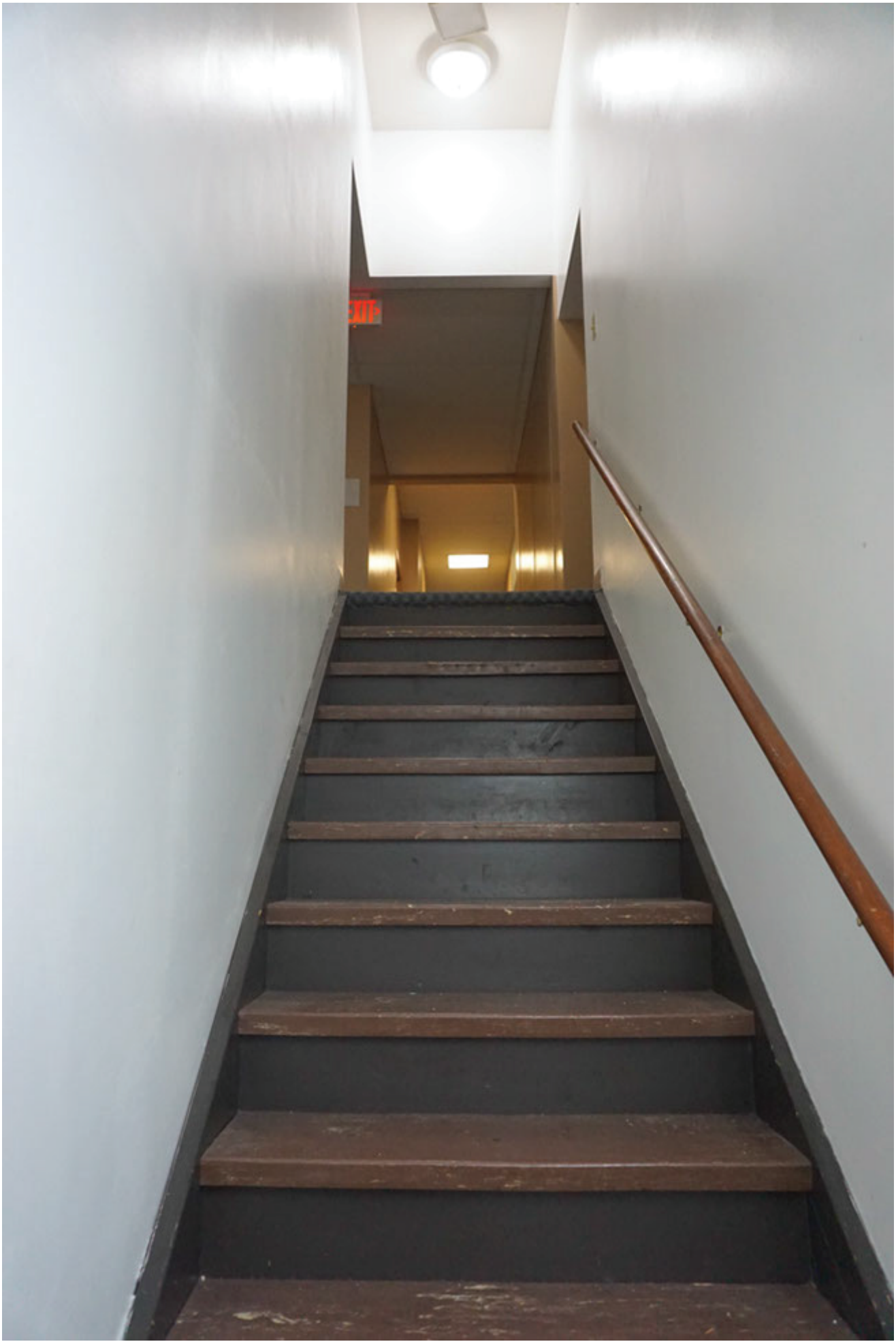
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