



**HISTORIC PRESERVATION COMMISSION
AGENDA**

**Wednesday, October 7, 2020 - 4:00 PM
Council Chambers, 2nd Floor, City Hall
209 Pearl Street**

1. CALL TO ORDER

- A. *****DUE TO THE COVID-19 PANDEMIC ALL PERSONS ATTENDING THIS MEETING ARE REQUIRED TO WEAR A FACEMASK AND/OR FACESHIELD AT ALL TIMES*****

2. ROLL CALL

3. ADOPTION OF AGENDA

4. APPROVAL OF MINUTES

5. PUBLIC HEARING

A. **CASE #HP-20-007**

Public hearing on the request of Bloomworks for historic preservation exterior design review relative to outdoor planters at 142 West Broadway, located in the 100 Block of West Broadway Historic District.

B. **CASE #HP-20-005**

Public hearing on the request of The 712 Initiative to designate the 500 Block of West Broadway, commonly addressed as 530 West Broadway, as a local historic landmark site.

C. **CASE #HP-20-006**

Public hearing on the request of The 712 Initiative for historic preservation exterior design review for overhead lights and a wall mural within the 100 Block public passageway, and attached to properties located at 120 and 128 West Broadway, in the 100 Block of the West Broadway Historic District.

1. OTHER BUSINESS

2. ADJOURNMENT

Any questions or concerns regarding this agenda and/or requests for special accommodations at this meeting should be directed to the Community Development Department at (712) 890-5350 or email at cgibbons@councilbluffs-ia.gov.

Council Communication

Department: Community
Development

Case/Project No.: HP-20-007

CASE #HP-20-007

Council Action: 10/7/2020

Submitted by: Haley Weber, Zoning
Enforcement Officer

Description

Public hearing on the request of Bloomworks for historic preservation exterior design review relative to outdoor planters at 142 West Broadway, located in the 100 Block of West Broadway Historic District.

Background/Discussion

See attached staff report.

Recommendation

ATTACHMENTS:

Description	Type	Upload Date
CASE #HP-20-007 Staff Report	Other	9/29/2020

TO: City Historic Preservation Commission

FROM: Haley Weber, Zoning Enforcement Officer
Community Development Department

RE: CASE #HP-20-007

DATE: October 7, 2020

**APPLICANT/
OWNER** Bloom Works Floral
142 W. Broadway, Suite 138, Council Bluffs, IA 51503

REQUEST: Historic preservation design review at 142 West Broadway located in the 100 Block of West Broadway Historic District

GENERAL INFORMATION

The Community Development Department has received a request from Bloom Works Floral for historic preservation design review relative to outdoor planters at 142 West Broadway, located in the 100 Block of West Broadway Historic District. The building is a contributing structure within the district. All exterior modification requests in the 100 Block of West Broadway Historic District shall be reviewed by the Historic Preservation Commission (HPC) and issued a Certificate of Appropriateness prior to completion.

The applicant is requesting approval of two (2) black, composite decorative planters located outside the main entrance to the store along West Broadway that change on a seasonal basis. The outdoor planters are shown below:



All City Departments and local utility providers were notified of the proposed historic preservation design review request. No adverse comments have been received.

Council Bluffs Public Works Department stated that the applicant will be required to obtain a license to occupy for the planters if they are to be located in the City's right-of-way.

Council Bluffs Fire Department stated they have no comments in regards to the proposal.

Council Bluffs Permits and Inspections Department stated they have no comments in regards to the proposal.

Council Bluffs Parks and Recreation Department stated they have no comments in regards to the proposal.

REVIEW CRITERIA – The Secretary of the Interior's 'Standards for Historic Preservation' are used as the basis for reviewing historic preservation design requests for buildings located within historic districts and buildings designated as local landmarks.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships. *No change to the historic use of the property is proposed with this request, which has historically been utilized for commercial purposes. The National Register of Historic Places (NRHP) listing for the 100 Block of West Broadway notes this building as a contributing structure within the district. Historically, this building has held a variety of commercial uses including a dry goods store, drug store, and grocery store. Today, the building hosts Bloom Works Floral among other commercial tenants. No distinctive materials will be removed nor will any alterations of features, spaces or spatial relationships occur as a result of this request.*
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided. *The two (2) black, composite outdoor planters are not attached to the building and will not alter the historic character of the property. No distinctive materials will be removed nor will any alterations of features, spaces or spatial relationships occur as a result this request.*
3. Each property will 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 elements from other historic properties, will not be undertaken. *Not applicable.*
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved. *Not applicable.*
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved. *The two (2) black, composite outdoor planters are not attached to the historic building. No permanent architectural modifications to the building's exterior facade design and/or materials are proposed with this request. In 2011, the Historic Preservation Commission adopted Outdoor Dining Specifications Design Guidelines, which provided design guidelines for outdoor furniture and aesthetics for the downtown area, including the 100 Block of West Broadway. In part, the purpose of these design guidelines were to acknowledge "the importance to business owners...to provide additional visual interest" in the downtown area and "to regulate the appearance of the site furnishings to protect the character of the downtown district." The guidelines also discuss pedestrian safety to ensure that a safe pedestrian pathway is maintained at all times. The proposed outdoor planters add visual interest to the 100 Block Historic District without impeding on pedestrian traffic. Additionally, the black color and*

composite material type are compatible with the color and material furniture options provided in the adopted Outdoor Dining Specifications Design Guidelines.

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence. *Not applicable.*

7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used. *Not applicable.*

8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken. *Not applicable.*

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment. *No new additions are proposed with the request. In 2011, the Historic Preservation Commission adopted Outdoor Dining Specifications Design Guidelines, which provided design guidelines for outdoor furniture and aesthetics for the downtown area, including the 100 Block of West Broadway. In part, the purpose of these design guidelines were to acknowledge “the importance to business owners...to provide additional visual interest” in the downtown area and “to regulate the appearance of the site furnishings to protect the character of the downtown district.” The guidelines also discuss pedestrian safety to ensure that a safe pedestrian pathway is maintained at all times. The proposed outdoor planters add visual interest to the 100 Block Historic District without impeding on pedestrian traffic. Additionally, the black color and composite material type are compatible with the color and material furniture options provided in the adopted Outdoor Dining Specifications Design Guidelines.*

10. New additions and adjacent or related new construction will 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. *Not applicable.*

RECOMMENDATION – The Community Development Department recommends approval of the request for historic preservation design review at 142 West Broadway, relative to two (2) black, composite outdoor planters, and issuance of a Certificate of Appropriateness as the request is generally consistent with the spirit and intent of the Secretary of Interior’s ‘Standards for Rehabilitation’, subject to the following condition:

1. Any future exterior modifications must obtain a Certificate of Appropriateness from the Historic Preservation Committee and any required permits from the City of Council Bluffs prior to installation.
2. The applicant shall maintain a license to occupy from the City of Council Bluffs for the planters at all times.



Christopher N. Gibbons, AICP
Planning Manager



Haley P. Weber
Zoning Enforcement Officer

Council Communication

Department: Community
Development

Case/Project No.: HP-20-005

CASE #HP-20-005

Council Action: 10/7/2020

Submitted by: Christopher N.

Gibbons, AICP, Planning Manager

Description

Public hearing on the request of The 712 Initiative to designate the 500 Block of West Broadway, commonly addressed as 530 West Broadway, as a local historic landmark site.

Background/Discussion

See attached staff report.

Recommendation

ATTACHMENTS:

Description	Type	Upload Date
HP-20-005 Staff Report & Attachments	Other	9/30/2020

TO: Historic Preservation Commission

FROM: Christopher N. Gibbons, Planning Manager
Community Development Department

RE: CASE #HP-20-005

DATE: October 7, 2020

APPLICANT: The 712 Initiative, represented by Sheryl Garst, Executive Director
1228 South Main Street, Council Bluffs, IA 51503

OWNER: Pottawattamie County Development Corporation
1228 South Main Street, Council Bluffs, IA 51503

REQUEST: CASE #HP-20-005
Local Landmark Site designation for the 500 Block of West Broadway.
Commercial building located at 530 West Broadway.

GENERAL INFORMATION

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 site is addressed as 530 West Broadway and is located on the northwest end of Council Bluffs historic commercial core (see Attachment A). 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.

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 make 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 B).

COMMENTS

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.

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 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 be come 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

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 run 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 of the Historic Preservation Commission's public hearing on the matter. Copies of the complete nomination request were made available for public review in the Council Bluffs Community Development Department. No public comments or inquires were received for the request.

RECOMMENDATION

The Community Development Department recommends that the Historic Preservation Commission find the property known as the 500 Block of West Broadway, located at 530 West Broadway, historically significant based on local designation criteria #1, #6 and #8 and also find the property historically significant under National Register of Historic Places criteria 'A', and recommend designation as a local landmark site to the City Planning Commission and to the City Council.



Christopher N. Gibbons, Planning Manager
Community Development Department



Attachment A: Location/zoning map

Attachment B: Letter of intent/nomination submittal

CITY OF COUNCIL BLUFFS - HISTORIC PRESERVATION COMMISSION CASE #HP-20-005 LOCATION/ZONING MAP

ATTACHMENT A

Legend

-  530 West Broadway
-  Parcels

0 50 100
1 Inch = 100 Feet



Last Amended: 9/16/2020



Council Bluffs Community
Development Department
209 Pearl Street
Council Bluffs, IA 51503
Telephone: (712) 890-5350

DISCLAIMER
This map is prepared and compiled from City documents, plans and other public records data. Users of this map are hereby notified that the City expressly disclaims any and all responsibilities for errors, if any, in the information contained on this map; the misuse of the same by the user or anyone else. The user should verify the accuracy of information/data contained on this map before using it. The City assumes no legal responsibility for the information contained on this map.



September 8, 2020

Historic Preservation Commission
c/o Community Development Department
City of Council Bluffs
209 Pearl Street
Council Bluffs, IA 51503

RE: Petition of Support – 530 W. Broadway Historic Landmark

Dear Historic Preservation Commissioners:

As the owner of 530 W Broadway, Pottawattamie County Development Corporation (DBA The 712 Initiative) requests the property be designated as a Council Bluffs historic landmark. As noted in our application, we believe the building has significant character and was associated with events that have made a significant contribution to the broad patterns of our history. Located at the west entrance of downtown, it has been and remains an important part of the development of the city.

We believe that saving the character and history of our community great benefits public welfare.

If you have any questions, please 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
Name of Property

Pottawattamie County, Iowa
County and State

5. Classification

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

- private
- public - Local
- public - State
- public - Federal

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

- 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

500 Block of West Broadway

Pottawattamie County, Iowa

Name of Property

County and State

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

500 Block of West Broadway

Pottawattamie County, Iowa

Name of Property

County and State

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

500 Block of West Broadway

Pottawattamie County, Iowa

Name of Property

County and State

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

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Pottawattamie County, Iowa

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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.

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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.

EAST FAÇADE

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

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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.

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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

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

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.

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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.)

- 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

Significant Dates

c. 1885, 1903

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation (if applicable)

Architect/Builder

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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).

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.

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).

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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

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



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

The first occupant of the new building was the Blue Ribbon¹⁰ 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.

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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 saloons¹² 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.

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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.

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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.

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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.

500 Block of West Broadway

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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 Bluffs'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 & Diwocky 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 & Diwocky," 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.

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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.

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9. Major Bibliographical References

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

Council Bluffs City Directories for 1900 to 1950. Ancestry.com. Accessed July and August 2020.

Daily Nonpareil articles, 1885-2020. Digital access from the Council Bluffs Public Library website. Accessed July and August 2020.

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

U.S. Census Bureau, Council Bluffs, 1900, 1910 and 1930. Ancestry.com. Accessed July and August 2020.

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

Acreeage of Property less than one _____

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

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Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1	<u>41.261286</u> Latitude	<u>-95.850983</u> Longitude	3	<u>41.261313</u> Latitude	<u>-95.851118</u> Longitude
2	<u>41.261290</u> Latitude	<u>-95.851070</u> Longitude	4	<u>41.261325</u> Latitude	<u>-95.851202</u> 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).

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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
Name of Property

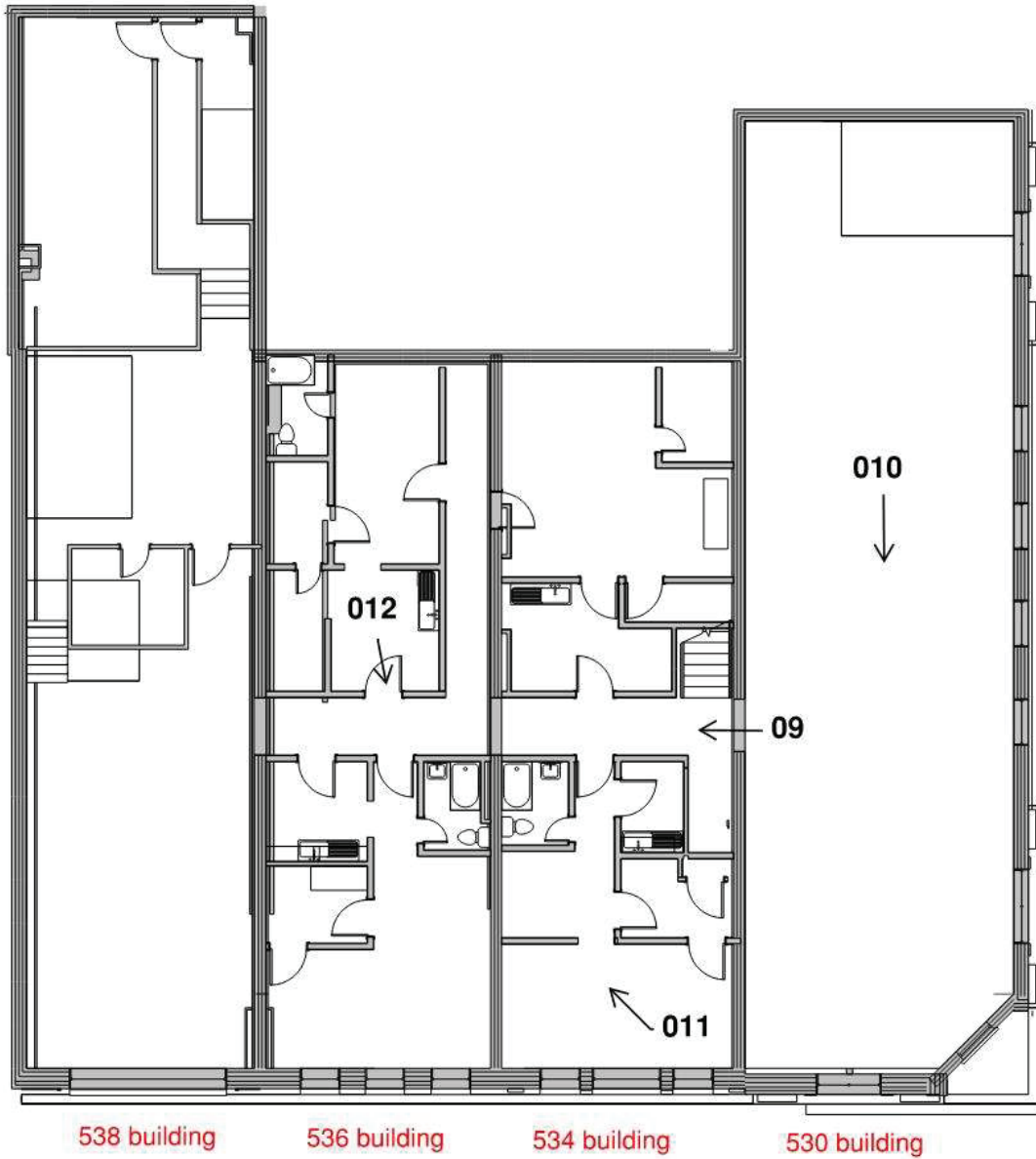
Pottawattamie County, Iowa
County and State



500 Block of West Broadway Photo Key: First Floor

500 Block of West Broadway
Name of Property

Pottawattamie County, Iowa
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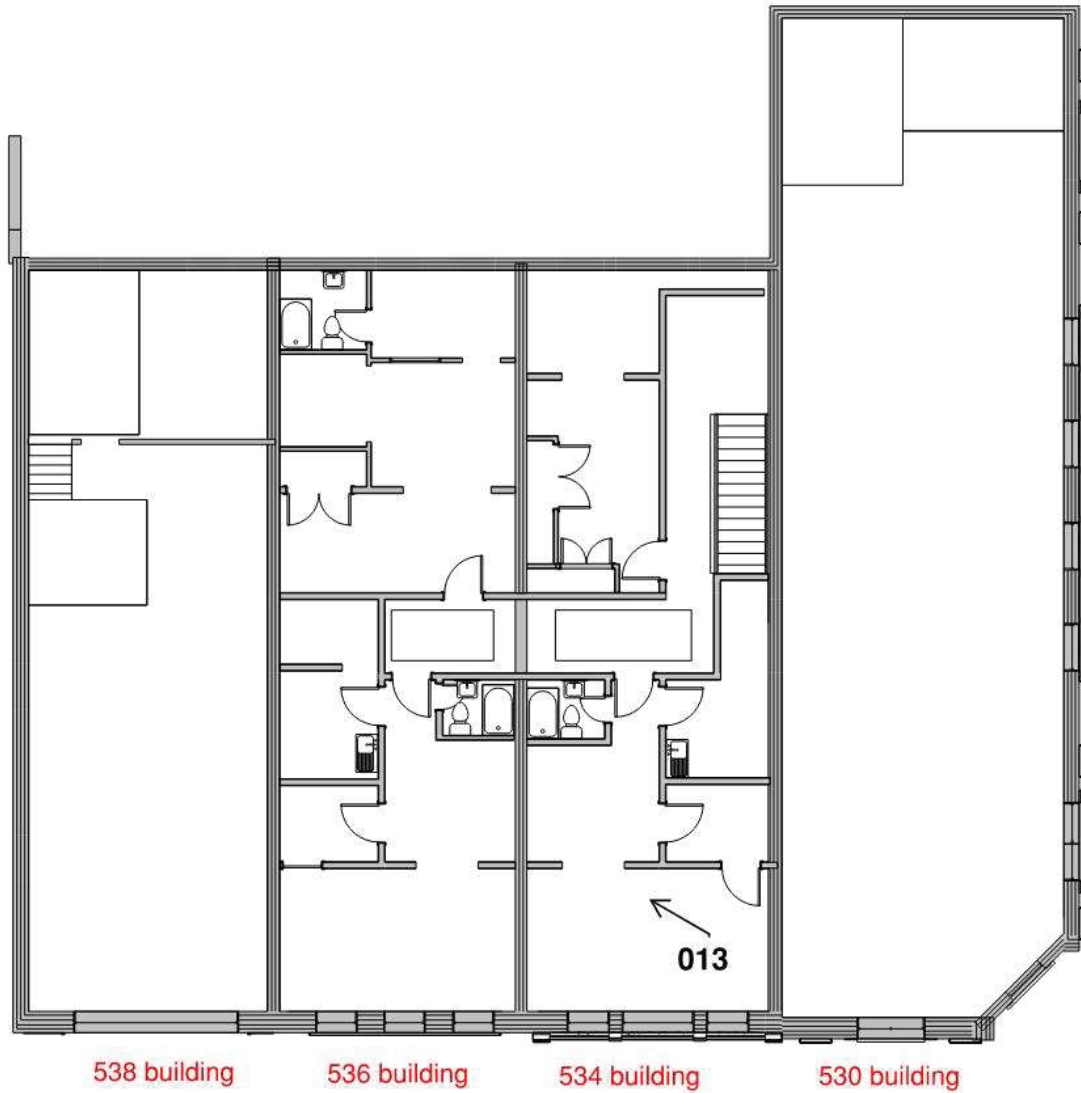


1 xp02_SECOND LEVEL
A111 SCALE: 1/8" = 1'-0"

500 Block of West Broadway Photo Key: Second Floor

500 Block of West Broadway
Name of Property

Pottawattamie County, Iowa
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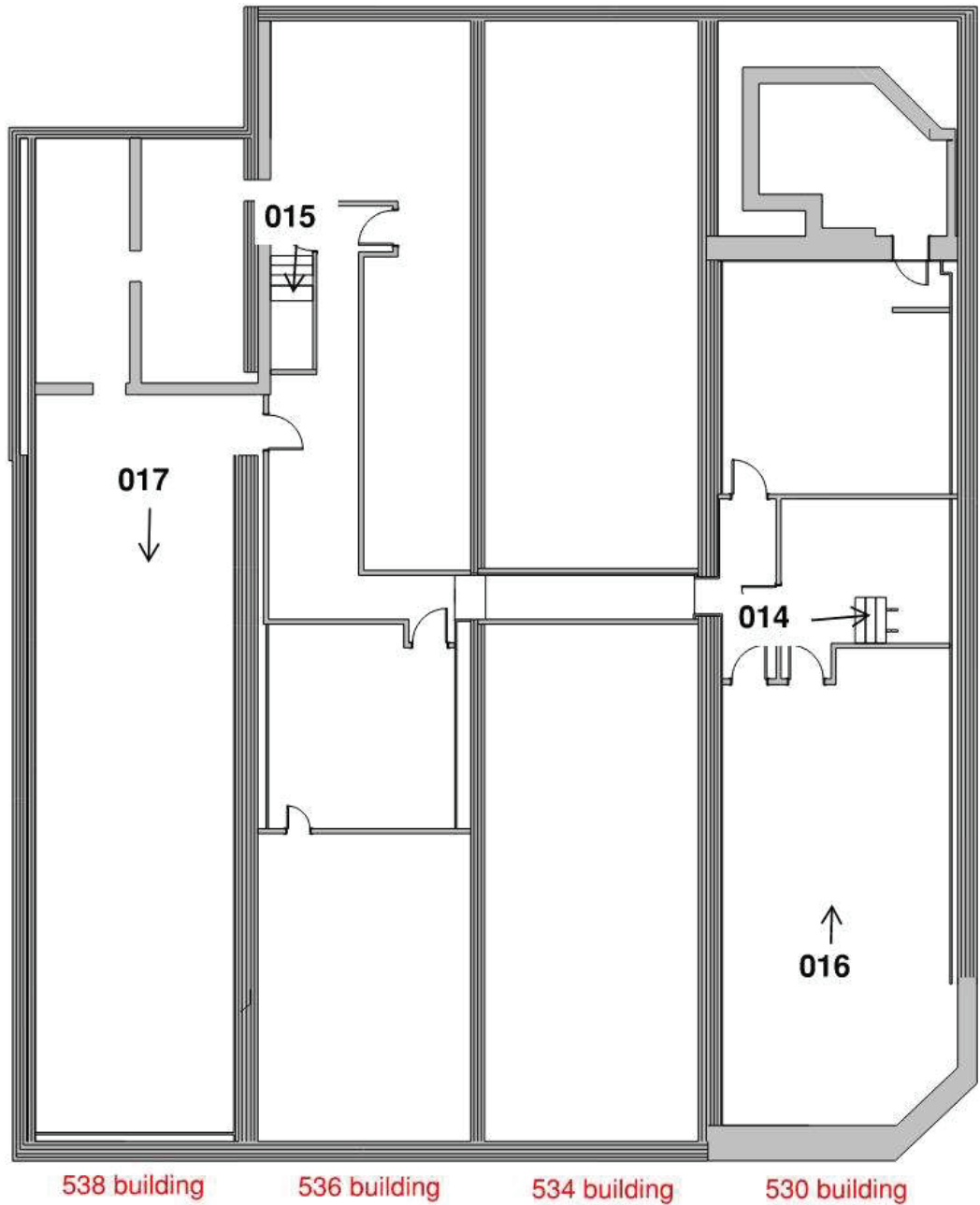


2 xp03_THIRD LEVEL
A111 SCALE: 1/8" = 1'-0"

500 Block of West Broadway Photo Key: Third Floor

500 Block of West Broadway
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1 xp00_LOWER LEVEL
A110 SCALE: 1/8" = 1'-0"

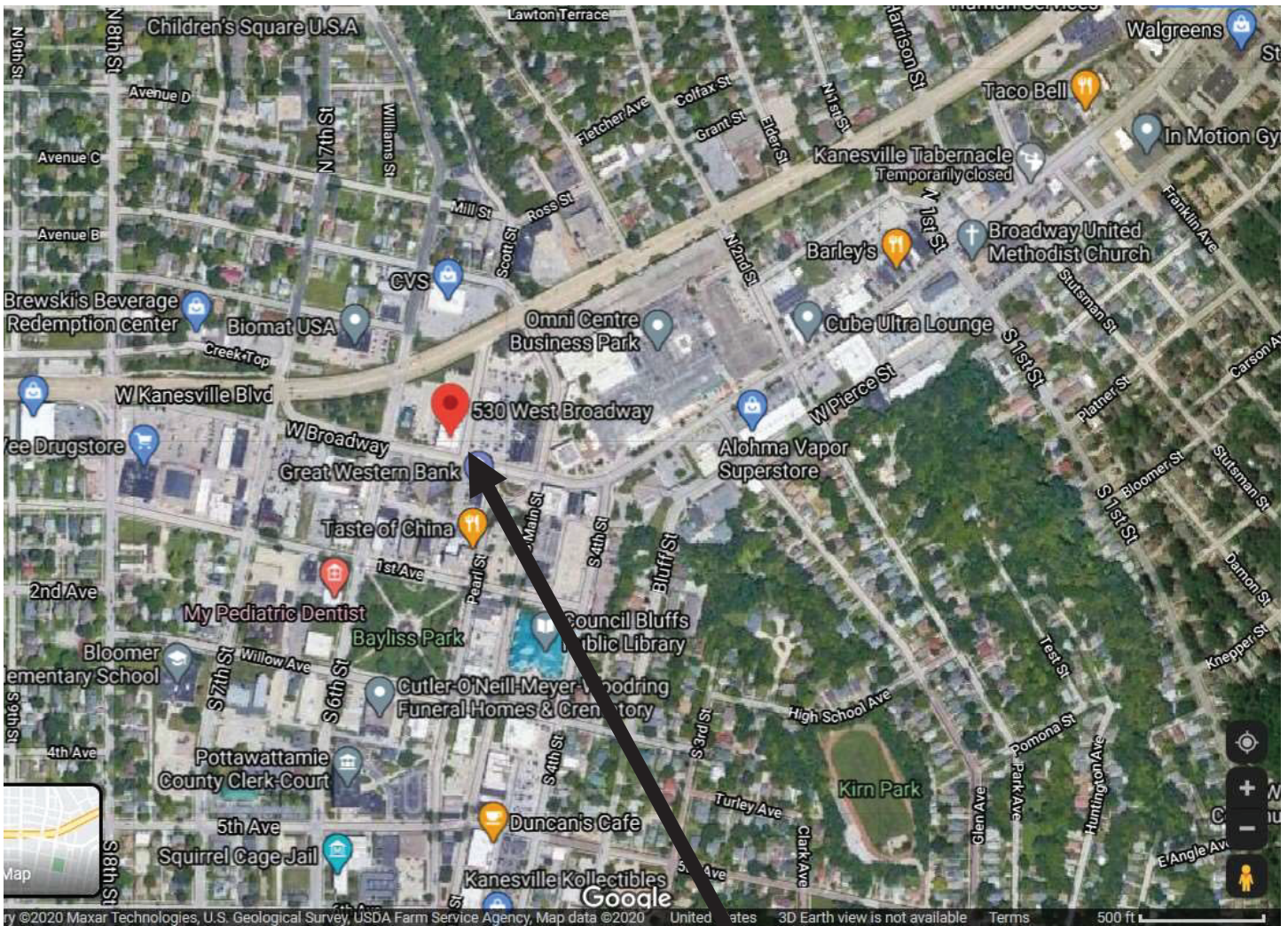
500 Block of West Broadway Photo Key: Basement

500 Block of West Broadway

Pottawattamie County, Iowa

Name of Property

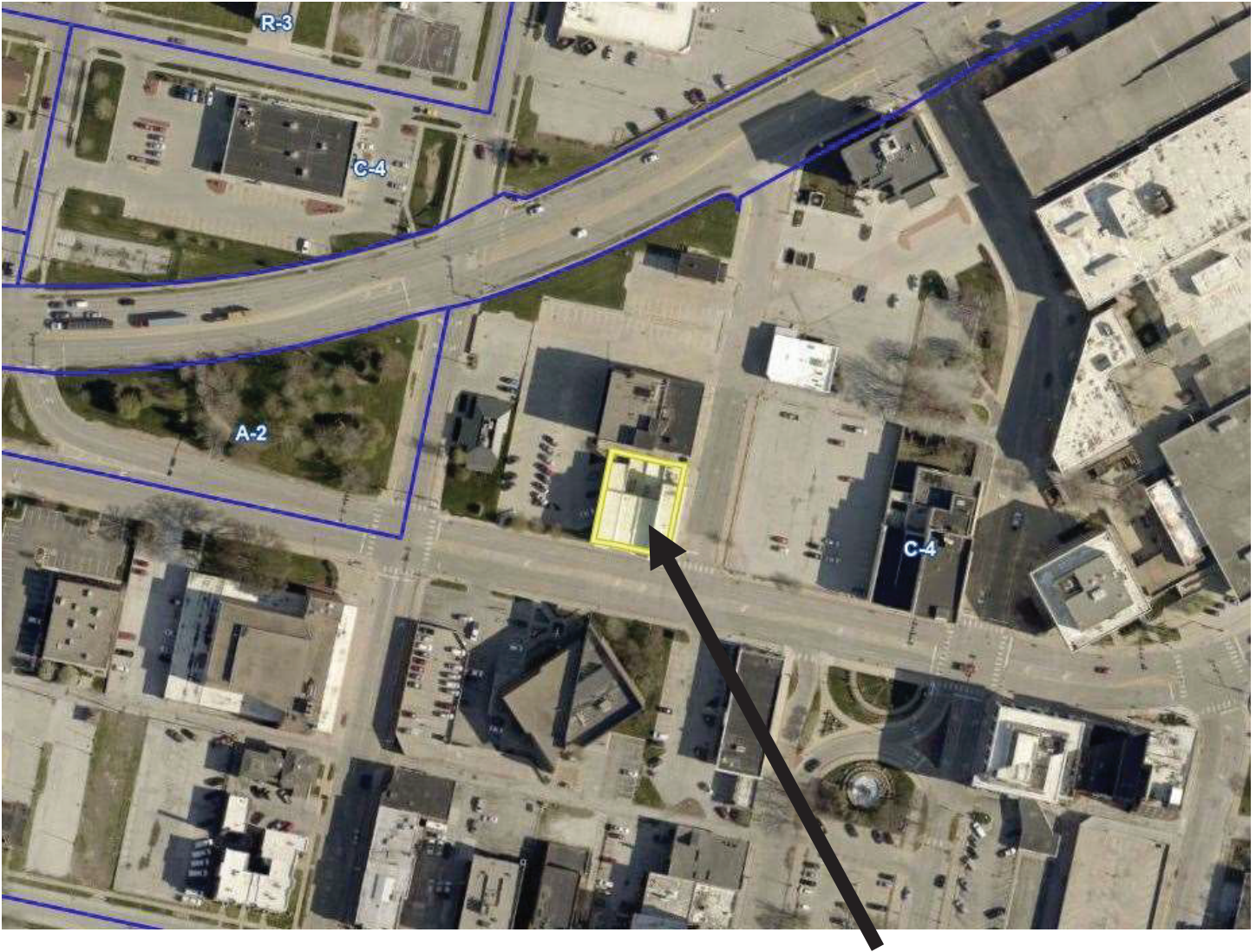
County and State



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.

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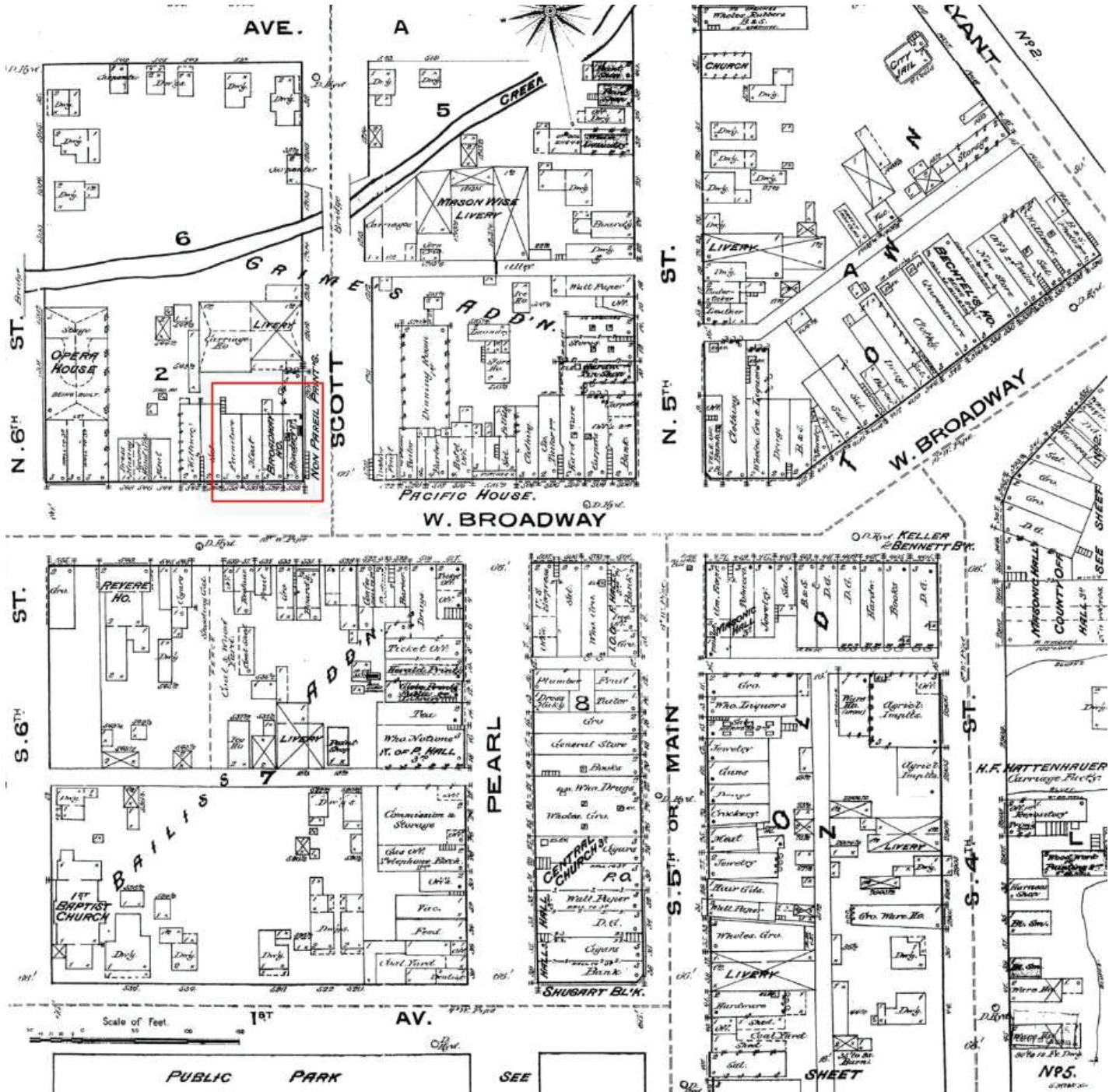
500 Block of West Broadway Zoning Map. A map showing the existing zoning and land uses.

500 Block of West Broadway

Pottawattamie County, Iowa

Name of Property

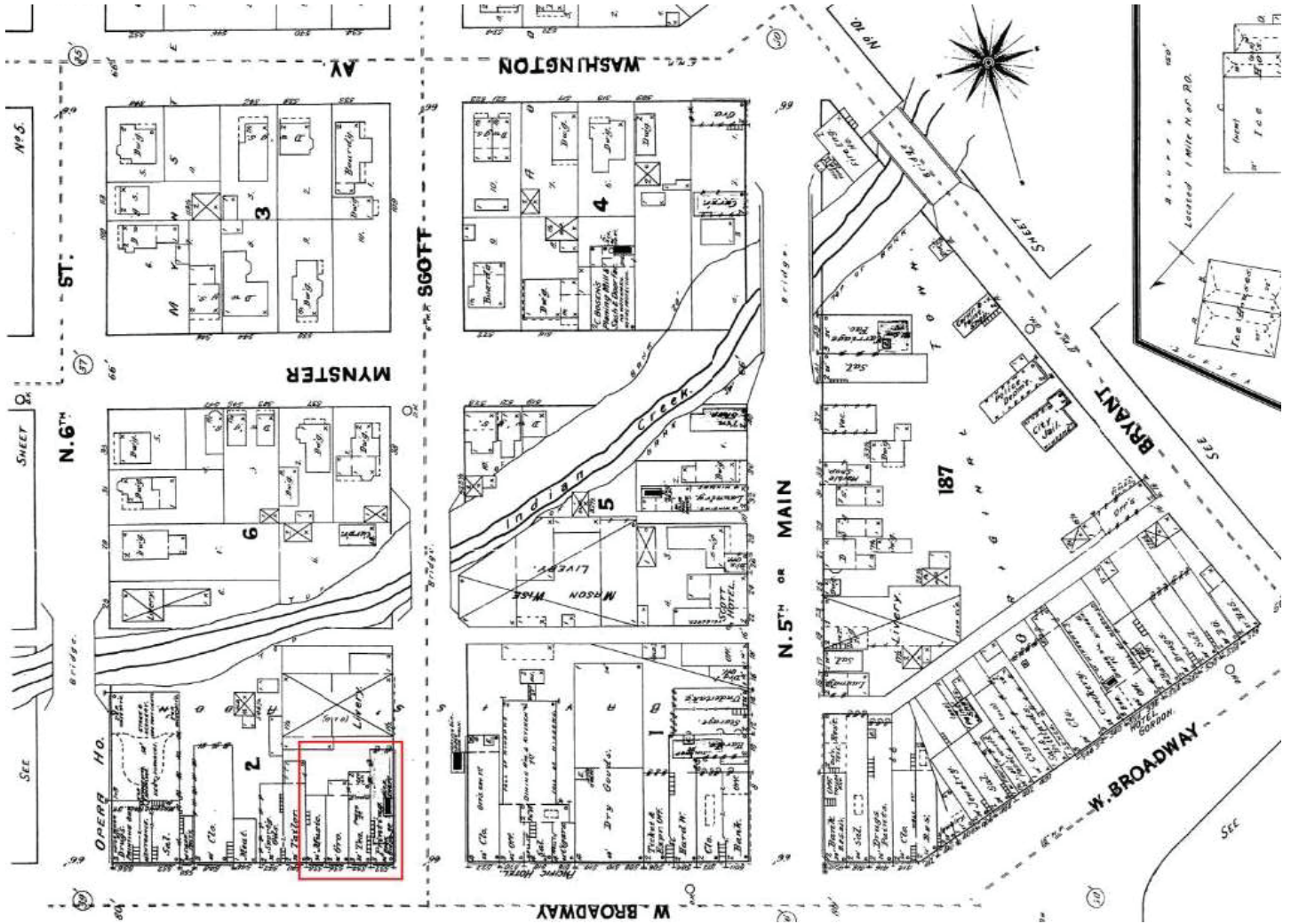
County and State



Sanborn Map, 1885, Sheet 3.

500 Block of West Broadway
Name of Property

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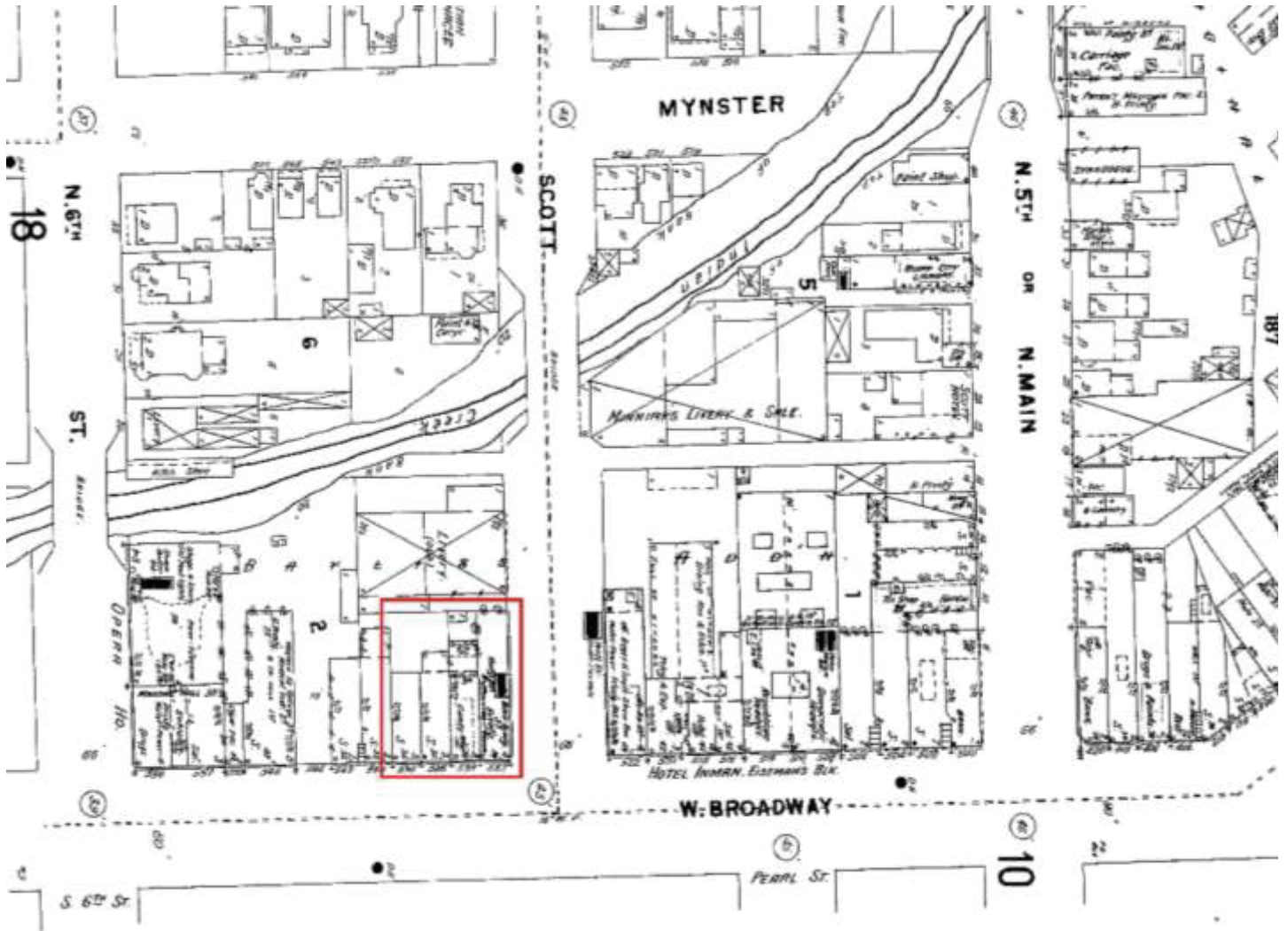
Sanborn Map, 1891, Sheet 3.

500 Block of West Broadway

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Sanborn Map, 1896, Sheet 9.

500 Block of West Broadway
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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.



































Council Communication

Department: Community
Development

Case/Project No.: HP-20-006

CASE #HP-20-006

Council Action: 10/7/2020

Submitted by: Christopher N.

Gibbons, AICP, Planning Manager

Description

Public hearing on the request of The 712 Initiative for historic preservation exterior design review for overhead lights and a wall mural within the 100 Block public passageway, and attached to properties located at 120 and 128 West Broadway, in the 100 Block of the West Broadway Historic District.

Background/Discussion

See attached staff report.

Recommendation

ATTACHMENTS:

Description	Type	Upload Date
HP-20-006 Staff Report & Attachments	Other	9/30/2020

TO: City Historic Preservation Commission

FROM: Christopher Gibbons, Planning Manager
Community Development Department

RE: CASE #HP-20-006

DATE: October 7, 2020

APPLICANT: The 712 Initiative
1228 S. Main Street, Council Bluffs, IA 51503

OWNERS: Maleka Kelana Leniki, LLC
100 Briar Ridge Drive, Council Bluffs, IA 51503

Single Track Properties, LLC
1952 Longview Loop, Council Bluffs, IA 51503

REQUESTS: Historic preservation exterior design review for overhead lighting and a wall mural within the public passageway in the 100 Block of the West Broadway Historic District.

GENERAL INFORMATION

The Community Development Department has received two exterior design review requests from The 712 Initiative that are intended to enhance the pedestrian experience in the public passageway in the 100 Block of the West Broadway Historic District. The first request is to string overhead “festoon” lighting above the passageway by attaching them to properties located at 120 and 128 West Broadway. The second request is to paint a mural on the easterly façade of 128 West Broadway. Both requests are funded by an AARP Iowa grant awarded to The 712 Initiative and must be completed by December 8, 2020. The subject properties included in this request are classified as contributing structures within the 100 Block of the West Broadway Historic District. All exterior design review requests in this District shall be reviewed by the Historic Preservation Commission (HPC) and issued a Certificate of Appropriateness prior to completion.

Below is a detailed overview of both exterior design review requests, as per the applicant’s submittal:

1. Outdoor “Festoon” Lighting – Permanent clear white LED lights attached to a 140 foot-long aircraft cable that will run in a zig-zag pattern above the passageway for ambiance and visual interest purposes. The lights will be strung every 36 feet on center and will hang approximately 12 to 12.5 feet above the passageway. The aircraft cables will be looped through anchors attached to the westerly façade of 120 West Broadway and the easterly façade of 128 West Broadway. Each anchor will be designed to look like existing materials within the historic district, and will be carefully installed to preserve the brick facades on said properties. The lights will be powered by an existing service at 128 West Broadway and The 712 Initiative will be responsible for their maintenance and upkeep. A complete description of the “festoon” lighting is discussed in Attachment ‘A’ of this report.

2. Wall Mural – A local artist will paint a mural onto the existing stucco material located on the easterly façade of 128 East Broadway. The mural will consist of two birds (Goldfinch and Blue jay) and with the word “ENJOY” in capitalized letters. A panoramic landscape scene made up of big cloud sky, rolling hills, foliage, trees, and floral attributes will be painted within the open areas of the word “ENJOY”. The existing stucco material will be painted a dark color to provide a contrast with the mural. The birds in the mural will be painted a combination of black, blue, gold, and white colors. The word “ENJOY” along with the scenic panoramic background will be painted with bright and vivid colors that are commonly associated with landscaping and sunsets. The mural’s life expectancy is 7-10 years and The 712 Initiative will be responsible for its long-term maintenance and upkeep. A complete description and rendering of the mural is included in Attachment ‘A’ of this report.

All City Departments and local utility providers were notified of the proposed historic preservation design review request. No adverse comments have been received.

Council Bluffs Fire Department stated they have no comments/concerns for the requests.

Council Bluffs Permits and Inspections Division stated they have no comments for the requests.

Council Bluffs Public Works Department stated the following:

1. No comments for the mural;
2. Passageway lighting shall be designed so that the ambient light does not create a nuisance for the adjacent properties (i.e. shielded to not affect the upper level apartments);
3. All passageway lighting shall have a low level intensity. A photometric plan which denotes the illumination level of each light (as measured in foot-candles) shall be submitted to the Public Works Department for evaluation in order to ensure the passageway lights have a low level intensity;
4. The applicant shall obtain a License to Occupy from the City of Council Bluffs prior to installing the passageway lights. The submitted license to occupy agreement from the applicant does not meet City requirements; and
5. All outdoor activities stated in the draft license to occupy from the applicant will require special event permits similar to the farmer’s market or other events that held on the City’s right-of-way and/or City owned property.

Council Bluffs Parks and Recreations Department stated a memorandum of understanding (MOU) between the applicant, property owners, and the City must be completed to ensure the terms and responsibilities for the long-term maintenance of the passageway lights and mural are clear between all stated parties.

Community Development Department stated the following:

1. The design of the 100 Block passageway was part of a broad streetscape enhancement plan that encompassed an area of the City extending from South 4th Street and West Broadway to South First Street and West Broadway. The streetscape enhancements included landscaping, replacement hardscapes, outdoor lighting, and the installation of a masonry wall with decorative art panels, and were reviewed and issued a Certificate of Appropriateness by the Council Bluffs Historic Preservation Commission as part of Case

#HP-08-005. Based on the information and renderings provided by the applicant, the proposed mural and “festoon” lights are compatible with the design of the 100 Block passageway and will not detract from the architectural integrity of the 100 Block of the West Broadway Historic District;

2. The stucco material on the south half of the easterly façade at 128 West Broadway was reviewed and issued a Certificate of Appropriateness by the Historic Preservation Commission as part of Case #HP-06-007. Repainting the stucco material to a darker color for the purpose of providing contrasting colors with the mural will not negatively impact the building’s historic architectural integrity. Furthermore, the proposed request will not cause and/or result in an expansion of the stucco material on the brick façade of 128 West Broadway;
3. The stucco façade at 128 West Broadway was identified as an opportunity location for public art in the Public Art Master Plan adopted by the City Council in 2005. Painting a mural on this stucco façade is consistent with the adopted Public Arts Master Plan;
4. The proposed mural and outdoor “festoon” lighting are intended to enhance the pedestrian experience in the 100 Block passageway and are anticipated to have a positive contribution to the on-going “place-making” efforts being undertaken by the applicant, business owners, and the City of Council Bluffs in the 100 Block of the West Broadway Historic District and surrounding area;
5. A total of 10 anchors (five on each façade) for stringing the outdoor lights above the passageway will be attached to 120 and 128 West Broadway. The exact location of each anchor is unknown at this time; however the applicant has stated the anchors will be carefully mounted to preserve the brick facades. Prior to installation the applicant shall coordinate with City staff to determine the best location for each anchor in order to minimize the number of penetrations into the historic brick facades, and to ensure the vertical height clearance of the outdoor lights comply with all applicable City codes.

Council Bluffs Water Works stated they have no comments/concerns for the requests.

Mid-American Energy Company stated they have no conflicts with the requests and that the passageway light shall be installed to comply with all applicable electrical code requirements.

REVIEW CRITERIA – The Secretary of the Interior’s ‘Standards for Historic Preservation’ are used as the basis for reviewing historic preservation design requests for buildings located within historic districts and buildings designated as local landmarks.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships. *No change to the historic use of properties at 120 and 128 West Broadway are proposed with this request, as both properties have historically been utilized for commercial purposes. No distinctive materials will be removed nor will any alterations of features, spaces or spatial relationships occur as a result of these requests. The wall mural and overhead “festoon” lights are intended to provide ambiance and enhance the pedestrian experience in public passageway in the 100 Block of the West Broadway Historic District.*

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided. *The mural will be painted on an existing stucco material located on the easterly*

façade of 128 West Broadway, which was approved by the Historic Preservation Commission as part of Case #HP-06-007. A total of 10 anchors (five on each façade) for stringing the overhead “festoon” lights above the passageway will be mounted to the brick facades at 120 and 128 West Broadway. The exact location of each anchor is unknown at this time; however the applicant has committed to mounting the anchors in such a manner that preserves the brick facades on said properties. Prior to installation, the applicant shall coordinate with City staff to determine the best location for each anchor in order to minimize the number of penetrations into the historic brick facades and ensure the vertical height clearance of the outdoor “festoon” lights comply with all applicable City codes. No distinctive materials will be removed nor will any alterations of features, spaces or spatial relationships occur as a result of these requests.

3. Each property will 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 elements from other historic properties, will not be undertaken. *Not applicable.*

4. Changes to a property that have acquired historic significance in their own right will be retained and preserved. *Not applicable.*

5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved. *No permanent architectural modifications to the building’s exterior facade design and/or materials are proposed with this request. Each anchor for securing the string lights to 120 and 128 West Broadway will be designed to look like existing materials within the historic district, and will be carefully installed to preserve the brick facades on said properties. The stucco material on the south half of the easterly façade at 128 West Broadway was reviewed and issued a Certificate of Appropriateness by the Historic Preservation Commission as part of Case #HP-06-007. Repainting the stucco material to a darker color for the purpose of providing contrasting colors with the mural will not negatively impact the building’s historic architectural integrity.*

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence. *Not applicable.*

7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used. *Not applicable.*

8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken. *Not applicable.*

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment. *No new additions are proposed with the request. The proposed overhead “festoon” lights will be mounted to the easterly façade of 128 West Broadway and the westerly façade of 120 West Broadway in such a manner preserves the existing brick materials and that if removed in the future the structural integrity of these buildings will not be altered or impaired. The mural will*

be painted on an existing stucco material which was previously approved by the Historic Preservation Commission as part of Case #HP-06-007.

10. New additions and adjacent or related new construction will 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. *Not applicable as no new additions are proposed with this request.*

RECOMMENDATION – The Community Development Department recommends approval of the requests for historic preservation exterior design review overhead “festoon” lighting, and a wall mural within the public passageway in the 100 Block of the West Broadway Historic District, and including properties located at 120 and 128 West Broadway, as the requests are generally consistent with the spirit and intent of the Secretary of Interior’s ‘Standards for Rehabilitation’, subject to the above comments and the following conditions:

1. The applicant shall maintain a License to Occupy with the Public Works Department for the outdoor “festoon” lights at all times.
2. A memorandum of understanding (MOU) between the applicant, property owners, and the City that clearly addresses the terms and responsibilities for the long-term maintenance of the passageway lights and mural shall be executed by all parties, prior to the commencement of work.
3. The outdoor “festoon” lights shall be installed in a manner that complies with all applicable City codes.
4. The applicant shall coordinate with City staff to determine the best location for all wall anchors in order to preserve the historic brick facades at 120 and 128 West Broadway.



Christopher N. Gibbons, AICP
Planning Manager

Attachments

Attachment A: Applicant’s Letter of Intent and project renderings

THE 7¹² INITIATIVE

September 8, 2020

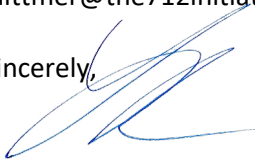
Historic Preservation Commission
c/o Community Development Department
City of Council Bluffs
209 Pearl Street
Council Bluffs, IA 51503

Subject: 100 Block Passageway

The 712 Initiative is proposing 2 permanent projects within the 100 Block of West Broadway Historic District. Please see attached for project details.

If you have any questions or need additional information, please contact me at 712-396-2471 or ldittmer@the712initiative.org.

Sincerely,



Lynn Dittmer
Director of Redevelopment

ATTACHMENT A

100 Block Passageway

The 712 Initiative proposes to complete two projects within the 100 Block Passageway (124 W Broadway) with the intention of bringing attention and life to the space. Both projects would be permanent – festoon string lights and a mural. In July, AARP Iowa awarded The 712 Initiative funding to carry out these projects. Projects must be complete by December 18, 2020.

We understand that the lot is City owned and that located within the 100 Block of West Broadway Historic District. Through this request, we are hoping to meet requirements of both.

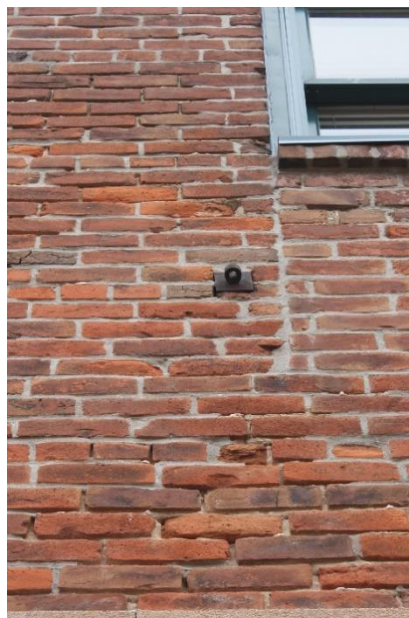
LIGHTING

The addition of festoon lighting within the Passageway would provide a unique space and ambiance to Council Bluffs. The clear white LED lights will operate from dusk till dawn. At this time, there is no plan to change the lights for different events.

We propose permanent festoon lighting for the space – 140' string of 36' OC sockets with G16 2400K lamps mounted at approximately 12.5' high. The string lights will be hung on aircraft cable, which secures the string lights, and the lowest point (the sag) will be no lower than 12' from the ground. The aircraft cable will be looped through anchors, creating a zigzag pattern between 120 W Broadway and 128 W Broadway. See Attachment A for additional information on lighting (note highlighted parts number and LED filament style lamp for specifications). All the lighting work will be completed by a licensed electrical contractor, PowerTech.

Anchors

A total of ten anchors will be installed – 5 anchors on 120 and 5 anchors on 128 W Broadway – to attach the festoon lighting. Only 5 will be utilized for lighting at this time – the other 5 would allow for more later. Anchors will be installed with preservation of the brick as a priority. To keep with the historic theme of the district, we would create building anchors that look like existing materials within the district (see photo below of example from 128 W Broadway):



Power Source

The lights will be powered from an existing service at 128 W Broadway and responsible for electrical charges.

Maintenance

The 712 Initiative is responsible for all maintenance of the festoon lights.

MURAL

A local artist will be partnering with us to create a mural on the east wall of 128 W Broadway. The mural will be located within the area of 128 W Broadway that is currently stucco over brick. The mural concept (design, placement, and size) is noted in Attachment C. The mural is intended to bring color and an aesthetic to the space that can be appreciated in all seasons and times of day.

Colors

The stucco wall would be painted dark to provide a pop/contrast for the design. The birds, a goldfinch and blue jay, will be the standard gold, black, white and blues and white, respectively. The word ENJOY will include have a panoramic landscape and sunset within the letters – a big cloud sky, rolling hills, and foliage, trees, and floral attributes. Colors will be bright, vivid and appropriate for the landscape and sunset. Colors have not been included in the concept as colors vary from printouts and computer screens to the real thing.

Life

The expected life of the mural is 7-10 years.

LICENSE TO OCCUPY

A license to occupy for this work has been signed by The 712 Initiative as well as the building owners of 120 W Broadway and 128 W Broadway. The City is also included in this License to Occupy. See Attachment C for the license to occupy.

ATTACHMENTS

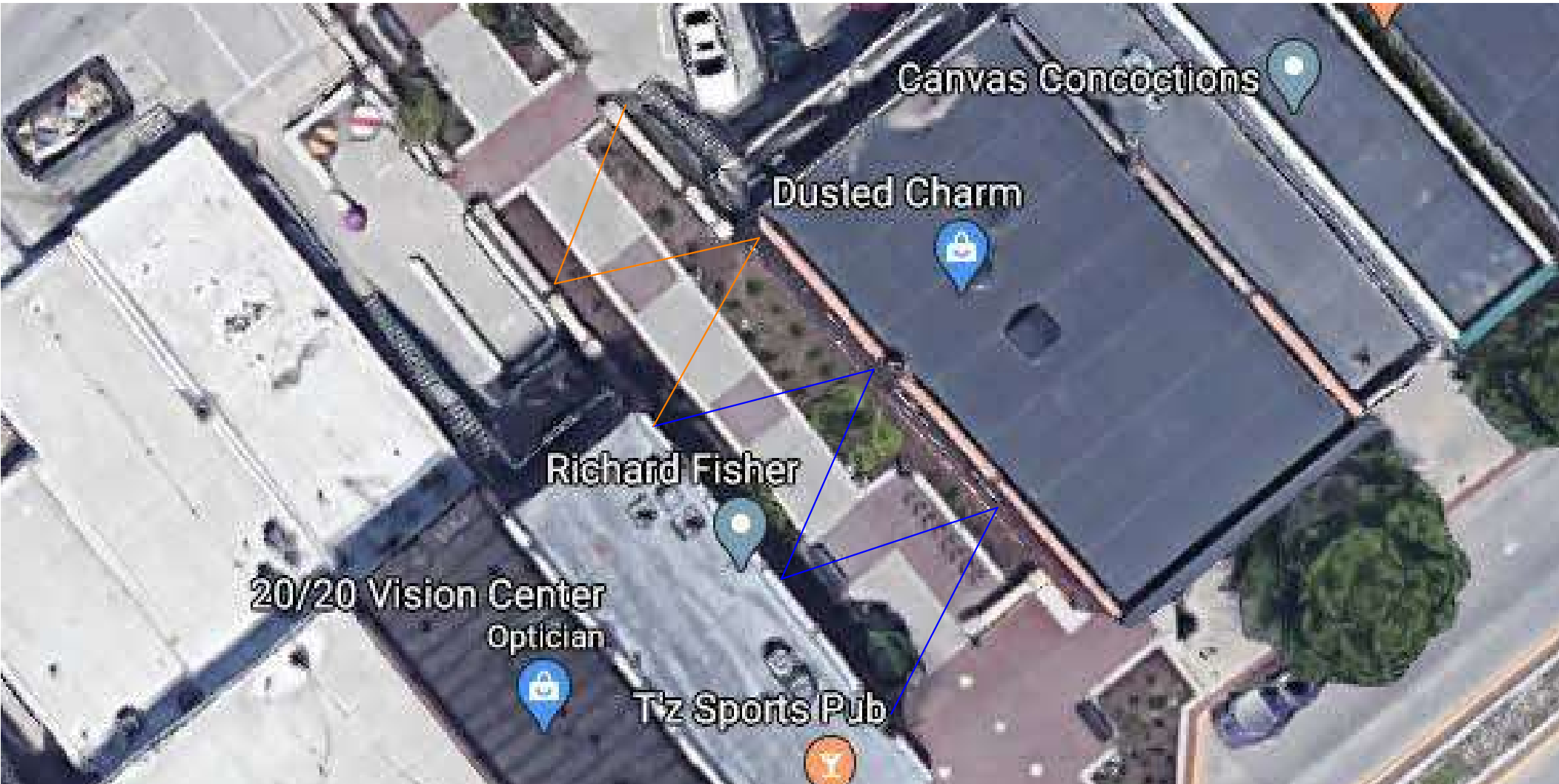
Attachment A – Lighting Details

Attachment B – Mural Concept

Attachment C - License to Occupy

String wire to be mechanically attached approximately 12' above finished grade

Linear string runs between mechanical attachment points is approximately 35'
(field determine and locate attachment points)



Blue line represents phase 1 of over head string lights

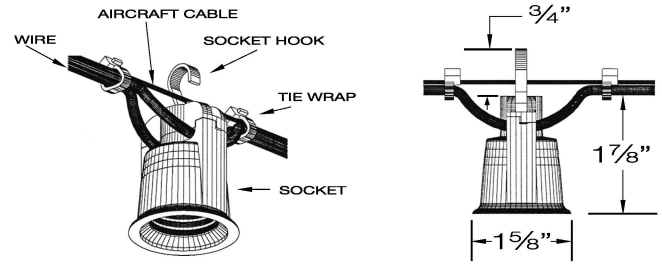
Orange line represents phase 2 of over head string lights.



SUSPENDED DECORATIVE STRINGLIGHT SYSTEMS



PROJECT: _____
 TYPE: _____



SOCKET, WIRE & CABLE DETAILS

Decostrings are a perfect accent lighting solution to add a personal ambience to patios, courtyards, atriums, restaurants, amusement parks and any open area. The “festoon” lighting system is typically strung between two anchorage points with optional intermediary support and electrically fed from one end. The sockets can be either symmetrically spaced or randomly spaced to suit the application. Optional shades, guards and lenses complete the architectural design.

SPECIFICATIONS

- LAMPHOLDER** Black phenolic, medium base UL weatherproof with hook for optional mounting.
- WIRE** 12/2 G. Black flexible wire rated for 25A max, uv rated for outdoor use and long lasting.
- SUPPORT CABLE** 1/16” aircraft catenary cable supports the system, 480# test. Heavier cable available. (See Page ?)
- LAMPS** LED and incandescent medium base A, G or S style lamps. (See Page 3 for Lamp Options)
- ACCESSORIES** Optional brass, aluminum and acrylic shades. (See Page 4 & 5 for Shade Options) Consult factory for custom shades not shown in catalog.
- GUIDELINES** Many ways to install and create a design. (See Page 6 & 7)
- PHOTOMETRY** Bare lamp and shielded “BUG” rated .IES files available. (See Page 8) (Consult Factory or Visit Website)
- CERTIFICATION** ETL listed for dry or wet and permanent installation. 2001431 MADE IN THE USA
- VOLTAGE** 120V system (1920 watts max load). No driver or transformer required. (Consult Factory for 12V/24V)
- DIMMING** Dimmable down to 10% with leading or trailing edge type dimmers.

PART NUMBER

SERIES	SPACING	VOLTS	LAMP	SHADE-FINISH	LENGTH
DSD DECOSTRING DRY	12 12”O/C	120 120V	SELECT FROM LAMP PAGE	OPTIONAL SELECT SHADE AND FINISH OR LEAVE BLANK	SPECIFY
DWS DECOSTRING WET	18 18”O/C				
	24 24”O/C				
	36 36”O/C				
	48 48”O/C				
(OTHER, SPECIFY)					



LED FILAMENT STYLE LAMPS



STOCK

PLED-S14F-24K-150
 PLED-S14F-27K-150
 FROSTED-CONSULT FACTORY
 1.5W | 150L



STOCK

PLED-G16.5F-3.5W-24K
 PLED-G16.5F-3.5W-27K
 3.5W | 325L

 PLED-G16.5F-2W-24K
 PLED-G16.5F-2W-27K
 2W | 200L



A15 & A19
 CONSULT FACTORY
 SPECIAL ORDER
 (SUBJECT TO AVAILABILITY)



S14F VARIOUS COLORS
 CONSULT FACTORY (SPECIAL ORDER)
 (SUBJECT TO AVAILABILITY)



G25
 CONSULT FACTORY
 SPECIAL ORDER
 (SUBJECT TO AVAILABILITY)

* NOTE: LED LAMPS DIM DOWN TO 10% WITH A TRAILING EDGE (ELV) DIMMER.

INCANDESCENT LAMPS



LE
 A15 CLEAR 120V 15W
 LF
 A15 CLEAR 120V 25W



LS
 S14 CLEAR 120V 11W
 COLORS AVAILABLE



LH-C
 G16.5 CLEAR 120V 25W
 LH-W
 G16.5 WHITE 120V 25W



LG
 S11 CLEAR 120V 7.5W
 COLORS AVAILABLE

FULL SPECIFICATION SHEETS AVAILABLE AT PRIMUSLIGHTING.COM.
 PHOTOMETRY: BARE LAMP AND SHIELDED "BUG" RATED IES FILES AVAILABLE - CONSULT FACTORY

ATTACHMENT B: MURAL CONCEPT



LICENSE TO OCCUPY

Pottawattamie County Development Corporation dba The 712 Initiative (PCDC), The City of Council Bluffs, Iowa (The City), Single Track Properties LLC and Maleka Kelana Leniki LLC (collectively "the Building Owners"), agree as follows:

1. PCDC is a non-profit charitable organization. Its mission includes the activation of public spaces.

2. Maleka Kelana Leniki LLC owns the building located at 128 W. Broadway, Council Bluffs, Iowa, and Single Track Properties LLC owns the building at 120 W. Broadway, Council Bluffs, Iowa. The City owns the public right of way between the two buildings, which is sometimes commonly known as the 100 Block Passageway (the Passageway.)

3. PCDC has obtained a grant from AARP to activate the Passageway. To do so, among other matters, PCDC intends to hang lights from the adjacent buildings, paint a mural and possibly provide electricity to the passageway. In addition, PCDC may sponsor certain events and activities in the Passageway.

4. The City of Council Bluffs grants PCDC a license to occupy the Passageway for purposes of the activities described herein. The Building Owners grant PCDC a license to occupy the exterior surfaces of their buildings facing the Passageway for purposes of conducting activities described herein. PCDC will obtain prior permission from the Building Owners before attaching anything to the buildings or painting on the buildings.

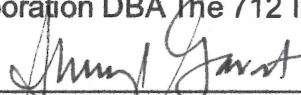
5. PCDC will obtain public liability insurance relative to its use of the Passageway and will name the City and the Building Owners as additional insureds.

6. This agreement may be cancelled by any of the parties upon 30 days written notice.

Pottawattamie County Development

Corporation DBA The 712 Initiative

BY:



Sheryl Garst, CEO


Single Track Properties LLC

BY:



Maleka Kelana Leniki LLC

BY:



City of Council Bluffs

BY: _____