



**HISTORIC PRESERVATION COMMISSION  
AGENDA**

**Wednesday, November 3, 2021 - 4:00 PM  
Council Chambers, 2nd Floor, City Hall  
209 Pearl Street**

**1. CALL TO ORDER**

- A. **\*\*\*ALL ATTENDEES THAT ARE NOT FULLY VACCINATED AGAINST COVID-19 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-21-015**

Public hearing on the request of Amy Haggstrom for exterior modifications relative to signage at 142 W Broadway, located in the 100 Block of 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](mailto:cgibbons@councilbluffs-ia.gov).

## Council Communication

Department: Community  
Development

Case/Project No.: HP-21-015

CASE #HP-21-015

Council Action: 11/3/2021

Submitted by: Brandon Siracuse,  
Planner

### Description

Public hearing on the request of Amy Haggstrom for exterior modifications relative to signage at 142 W Broadway, located in the 100 Block of West Broadway Historic District.

### Background/Discussion

See attachments

### Recommendation

### ATTACHMENTS:

Description	Type	Upload Date
Staff Report & Attachments	Other	10/27/2021

**TO:** City Historic Preservation Commission

**FROM:** Brandon Siracuse, Planner  
Community Development Department

**RE:** CASE # HP-21-015

**DATE:** November 3, 2021

**OWNER:** Shiner Building LLC  
619 N 90<sup>th</sup> Street  
Omaha, NE 68114

**APPLICANT:** Amy Haggstrom  
142 W Broadway, Suite 136  
Council Bluffs, IA 51503

**REQUEST:** Exterior design review relative to new vinyl window graphics at 142 W Broadway, located in the 100 Block of West Broadway Historic District.

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#### GENERAL INFORMATION

The Community Development Department has received a request from Amy Haggstrom, owner of Haggstrom Home Group, for exterior design review relative to new vinyl window graphics at 142 W Broadway, located in the 100 Block of West Broadway Historic District. The applicant's letter of intent can be found in Attachment A. The subject property is a contributing structure within the 100 Block of West Broadway Historic District. All exterior modifications to buildings within this locally-designated historic district must be reviewed by the Historic Preservation Commission (HPC), and the applicant must be issued a Certificate of Appropriateness prior to commencement of said modifications.

The applicant has proposed window graphics that, as mentioned in the letter of intent, have a clean appearance that aims to fit into the historic look and feel of the 100 Block. The proposed graphics include the Haggstrom Home Group logo on the storefront window to the left of the entry door and the logo of eXp Realty, the real estate brokerage with which the Haggstrom Home Group is affiliated, on the storefront window to the right of the entry door. All graphics will be plain white in color. Attachment B contains a visual rendering. The applicant has also stated that in addition to graphics shown in Attachment B, the entry door window will have phone number and web address information using the same plain white color.

The Community Development Department notified all City departments and local utilities of the request. The Community Development Department has received no comments to date.


*Note: Window signage is considered an exempt sign type per Section 15.33.80, "Exempt Signs," of the Council Bluffs Municipal Code (Zoning Ordinance). Therefore, no sign permit is required for the installation of the proposed signage.*


REVIEW CRITERIA—The Secretary of the Interior's "Standards for Rehabilitation" are used as the basis for reviewing historic preservation design requests for buildings located within the historic

district and buildings designated as local landmarks. The criteria are listed below, with staff analysis in italics.

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. *The proposed modifications would not change the historic use of this property. The property has always been a mixed use building containing ground floor commercial with apartments above.*
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 applicant's proposed window graphics will not alter any of the historic features and characteristics of the subject property.*
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 historical 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 applicant's request will only affect the window panes. All historic elements will remain untouched.*
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 terms of 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. *The new window graphics will not alter any existing historic materials, features, or spatial relationships. The new graphics will contain logos that are clearly modern yet do not detract from the historic appearance or function of the building or surrounding area.*
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 property and its environment would be unimpaired. *Not applicable.*

**RECOMMENDATION** – The Community Development Department recommends approval of the request for historic design review relative to new vinyl window graphics at 142 W Broadway, located in the 100 Block of West Broadway Historic District, and issuance of a Certificate of Appropriateness as the request is generally consistent with the spirit and intent of the Secretary of the Interior's "Standards for Rehabilitation."

  
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Christopher N. Gibbons, AICP  
Planning Manager

  
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Brandon Siracuse  
Planner

## Attachment A

To Whom it May Concern:

I am the new tenant of 142 West Broadway, Suite 136 on the Historic 100 Block in Council Bluffs. I am the Team Leader and owner of the Haggstrom Home Group, and we are Brokered by eXp Realty LLC, a worldwide real estate brokerage.

I am attaching a photo of the front of my space with my proposed vinyl for our windows. I want something very clean and keeping with the look of our historic 100 block. I would like to add just some phone number & web address information to the door as well, keeping with the same color scheme.

Please feel free to contact me with any questions or concerns regarding the attached.

Amy Haggstrom

