

**TO:** City Historic Preservation Commission

**FROM:** Christopher N. Gibbons, Planner  
Community Development Department

**RE:** CASE #HP-18-002

**DATE:** April 25, 2018

**APPLICANT:** Jason Mayer  
102 West Broadway, Council Bluffs, IA 51503

**OWNERS:** BAME LLC  
5224 Crogans Way Road, Council Bluffs, IA 51501

R-J Capital LLC  
PO Box 33, Council Bluffs, IA 51502

**REQUEST:** Historic preservation design review at 102-104 West 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 Jason Mayer for historic preservation design review, relative to signage, at 102-104 West Broadway, located in the 100 Block of West Broadway Historic District. All signage requests in 100 Block of West Broadway Historic District Haymarket Historic District must be reviewed by the Historic Preservation Commission (HPC) and issued a Certificate of Appropriateness prior to installation.

The applicant operates, Bluffs Sewing and Vacuum Center, on the subject property and refaced their business sign due to deteriorating conditions. The work occurred without issuance of a Certificate of Appropriateness from the Historic Preservation Commission. The applicant is now requesting approval of their sign, which is shown below and described as follows:

Sign Size: 2' x 40' (80 square feet)    Sign Material: White Vinyl



All City Departments and local utility providers were notified of the proposed request. No adverse comments regarding the proposed sign have been received.

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. The proposed sign is for an existing business at 102-104 West Broadway.*
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 sign will be located on the building’s front facade and will not change or alter the historic character of the subject property. No distinctive materials will be removed nor will any alterations of features, spaces or spatial relationship will occur to the subject 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. *The subject properties, 102-104 West Broadway, are considered non-contributing buildings in the 100 Block of the West Broadway Historic District. .*
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved. *The sign is attached to an awning on the front building façade. No permanent architectural modifications to the building’s exterior facade design and/or materials are proposed with this request.*
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. *Not applicable.*

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 102-104 West Broadway, relative to signage, 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. The applicant must obtain a sign permit from the City of Council Bluffs



Rose E. Brown, AICP  
Planning Coordinator



Christopher N. Gibbons, AICP  
Planner

**Attachment**

Attachment A: Photograph of existing sign



ATTACHMENT A