



HISTORIC PRESERVATION COMMISSION MEETING
WEDNESDAY, OCTOBER 15, 2025 - 6:30 P.M.
CITY COUNCIL CHAMBERS
110 N. POPLAR STREET, WEST BRANCH, IOWA
Council Quorum May Be Present

<https://zoom.us/j/5814699699> or
dial in phone number 1-312-626-6799 with Meeting ID 581 469 9699

AGENDA

1. Call to Order
2. Roll Call
3. Approve Consent Agenda/Move to action.
 - a. Approve minutes from the July 23, 2025 meeting.
4. Non-Consent Agenda. /Move to action.
 - a. Review and approve an awning design permit from Izzy's Treasures , 105 S. Downey Street. / Move to action.
 - b. Review and approve a sign installation for Ensell Properties, 101 W Main Street. / Move to Action.
5. Comments from Commission Members
6. Next regular Historic Preservation Commission meeting; Wednesday, January 21, 2025
7. Adjourn

West Branch Historic Preservation Commission

Wednesday, July 23, 2025

City Council Chambers, 110 North Poplar Street

Commission Members Present: Peggy Hermann, John Fuller, Lou Picek, Liz Seiberling

City Staff Present: Adam Kofoed, City Administrator

Public Present: John Prowler, Sally Peck, Mike Jones, Kenny Villhauer

1. Call to Order.
2. Roll Call.
3. Approve Consent Agenda:
 - a. Approve minutes from the May 21, 2025 meeting.
 - i. Moved by: Liz Seiberling
 - ii. Seconded by: John Fuller
 - iii. All ayes. The motion carries
4. Non-Consent Agenda:
 - a. Review and approve awning design permit from The Down Under, 102 W. Main Street.
 - i. It was noted that the overhang aligns with the railing.
 - ii. The building owner wishes for the awning to have posts with concern of wind uplift.
 - iii. The committee reviews for compliance with the historic district: colors, size, etc.
 - iv. The next step will be going through Main Street design committee.
 - v. Moved by: John Fuller
 - vi. Seconded by: Peggy Hermann
 - vii. All ayes. The motion carries
5. Comments from The City:
 - a. Adam and Dana will be working together to set up the non-profit for Traveller's Rest.
 - b. Cedar/Johnson is 20% complete, with anticipated completion in October.
 - c. I-80 will be complete around the end of August. The City has been in contact with the DOT to ensure highway accidents are routed differently.
 - d. The City is asking the Comprehensive Study associates to look at ways to reduce truck (semi and agricultural) traffic through the tow.
 - e. Gazebo: Main Street are working with a contractor to restore the gazebo, with anticipation that it would be completed by next year.
 - f. Heritage Square: The City is trying to reconstruct the sidewalk and main intersection (Main and Downey) ahead of work at Heritage park so not to potentially disturb the improvements.
6. Next Regular Meeting: Wednesday, October 15, 2025 at 6:30pm
7. Adjourn
 - a. Moved by: Lou Picek
 - b. Seconded By: John Fuller
 - c. All ayes. The motion carries

DESIGN APPROVAL / SIGN PERMIT APPLICATION

This form is required for all exterior signage or facade work in the Main Street West Branch [Downtown District](#), per City of West Branch code of ordinances.

****REVIEW THE [MAIN STREET IOWA RECOMMENDATIONS](#) FOR SIGNS, AWNINGS & LIGHTING TO HELP ENSURE YOUR APPLICATION'S APPROVAL.****

APPROVAL STEPS: *Please allow 30 days.*

1. Complete and submit the form below.
 - a. MSWB will vet the application through the Historic Preservation Commission if the property is in the Historic Preservation District or Planning & Zoning Commission if required.
 - b. Applications not in alignment with MSI Design Standards and overall aesthetic goals of the downtown district will be returned to the applicant with a complete explanation of changes necessary for alignment.
2. Review by the City Administrator and Historic Preservation Chair.
 - a. Applications not in compliance with City of West Branch ordinances will be returned to the applicant with a complete explanation of changes necessary for compliance.
3. Upon receipt of the application and approval from all above, the City will issue a permit to authorize installation. The permit fee shall be \$10.00, payable to the City of West Branch.

Email *

izzystreasureswb@gmail.com

Business Name: *

Izzy's Treasures

Business Street Address: *

105 South Downey St

Applicant Name:

Manda Frauenholz-Brown

Applicant Name: *

Manda Frauenholz-Brown

Applicant Permanent Address: *

307 N 6th St

Applicant Email Address: *

izzystreasureswb@gmail.com

Applicant Phone Number: *

3193256486

Do you own the building? *

☐ Yes

☒ No

If you do not own the property where you intend to complete this project you must attach a letter from the owner expressing permission for this project.

IMG_4236 - Man...

 Add file

Type of Project: *Select all that apply* *

☐ Sign Applied to Facade

☐ Project / Blade Sign

☐ Fixed Post Sign

☒ Awning or Canopy

☐ Other:

Attach a detailed rendering of the proposed sign, awning or facade work. Including: *

- Dimensions and placement on the building/property.
- Illustrated drawing or mock-up of completed project
- Color samples / specifications

Green striped Aw...

Solid Green Awni...

 Add file

Provide a detailed description of the proposed sign, awning or facade work. Including: *

- Dimensions and exact placement on the building/property
- Colors used
- Illumination method (if applicable)
- Type of Materials

I would like to replace the awning using a solid green color (5e9037). This is one of the main colors in my brand design. I have included two pictures as I could not get what I needed from both. I am only replacing the lower big awning. Roger has not indicated he is changing the top awnings. I have spoken with Sears Awning and have an estimate from them to replace only the fabric and not the metal underneath.

Other notes or details you'd like to share with the review committees:

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105

Izzy's Treasures
Merchant Market



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Email *

EnsellPropertiesLLC@gmail.com

Business Name: *

Ensell Properties LLC

Business Street Address: *

101 W Main st, West Branch

Applicant Name:

Lindsay Klein

Applicant Name: *

Lindsay Klein

Applicant Permanent Address: *

608 Sullivan St

Applicant Email Address: *

lindzoklein@gmail.com

Applicant Phone Number: *

3195418369

Do you own the building? *

☒ Yes

☐ No

If you do not own the property where you intend to complete this project you must attach a letter from the owner expressing permission for this project.

 Add file

Type of Project: *Select all that apply* *

☒ Sign Applied to Facade

☐ Project / Blade Sign

☐ Fixed Post Sign

☐ Awning or Canopy

☐ Other:

Attach a detailed rendering of the proposed sign, awning or facade work. Including: *

- Dimensions and placement on the building/property.
- Illustrated drawing or mock-up of completed project
- Color samples / specifications

7EDD11FB-AE6D...

 Add file

Provide a detailed description of the proposed sign, awning or facade work. Including: *

- Dimensions and exact placement on the building/property
- Colors used
- Illumination method (if applicable)
- Type of Materials

Signage Description – 101 W Main Street

Dimensions & Placement:

The proposed signage is a projecting, multi-tenant directory sign mounted at the corner of the building at the main entrance (101 W Main Street, West Branch, IA). The sign extends outward from the facade and is secured with a decorative wrought-iron bracket system anchored into mortar joints to prevent damage to the brick. The sign consists of one primary header panel (“101 W Main”) and four tenant panels below it (“Fulwider Agency, Inc.”, “SILT Sustainable Land Trust”, “Froese Enterprises”, and “Office Space Available”). The bottom edge of the sign maintains clear pedestrian clearance above the sidewalk per city safety standards.

Colors:

The sign uses a classic black-and-cream color scheme for high visibility and historical compatibility with the building’s brick facade and downtown character. The background is a light cream/white tone, while all lettering, borders, and the decorative bracket system are painted black. Tenant logos (e.g., SILT leaf graphic, Fulwider logo) are incorporated in their original brand colors but kept minimal for uniformity.

Illumination Method:

The sign will not include internal illumination. A single small, black, gooseneck-style external light fixture is mounted above the sign to direct soft, downward-facing light onto the lettering, ensuring visibility at night while avoiding light spill onto the street or neighboring properties.

Materials:

- Panels: High-density, rigid composite signboard (aluminum composite or equivalent) for durability and weather resistance.
- Lettering: Vinyl lettering/graphics with UV protection to prevent fading.
- Bracket System: Powder-coated steel/wrought iron, designed to support the sign's weight and withstand wind loads.
- Chains/Braces: Top and bottom stabilizer chains or brackets will be installed to reduce swinging and improve stability in windy conditions.
- The sign's letter size (approx. 6–8 inches for primary tenant names) ensures readability from W Main Street traffic.

Overall Sign Dimensions

- Total height (all panels + header): about 8–9 feet tall
- Total width: 30–36 inches (fits proportionally under the wrought iron bracket and projects nicely from the corner)

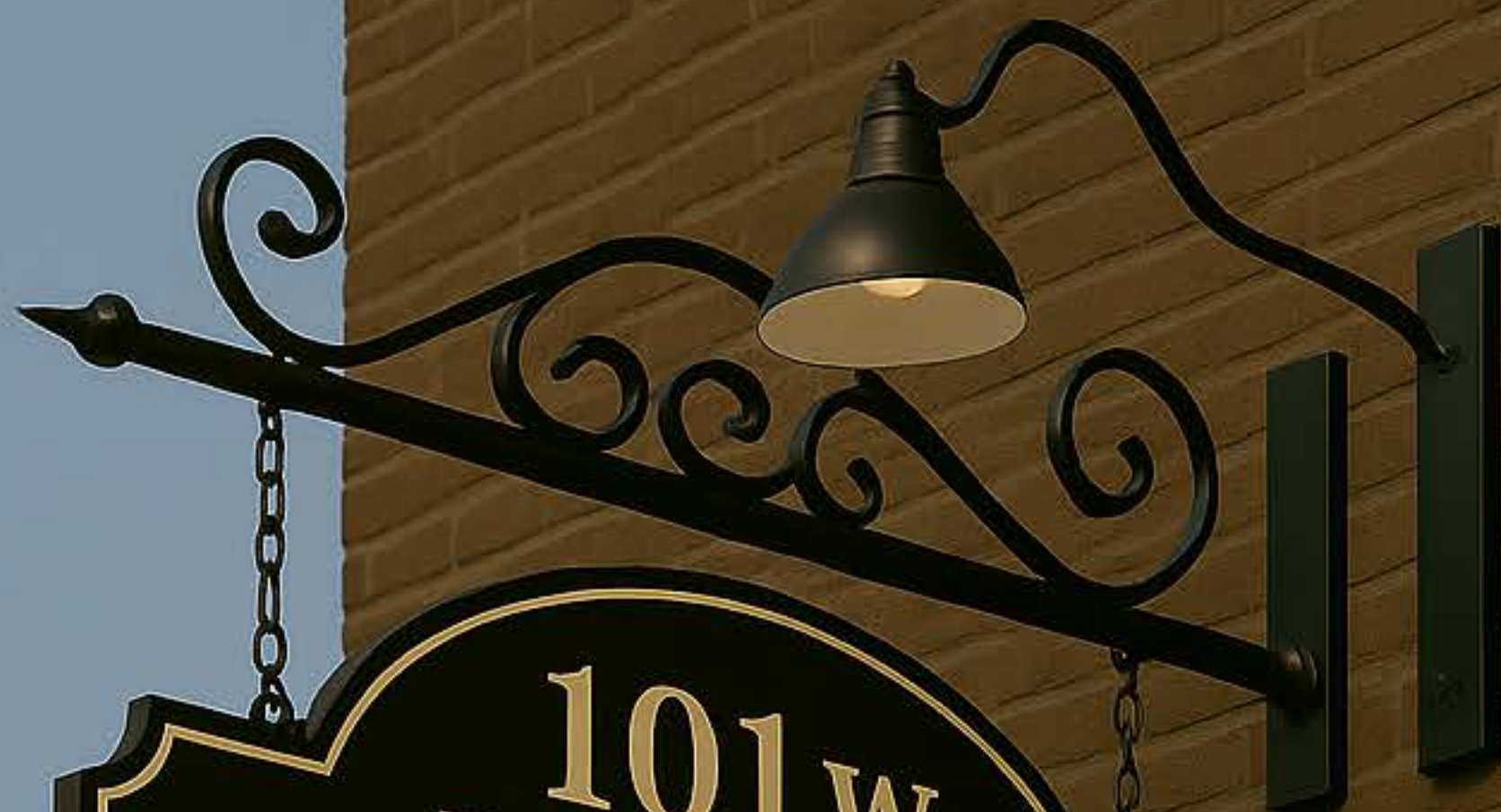
Individual Panel Dimensions

1. Header Panel ("101 W Main")
 - Height: 16–18 inches
 - Width: 30–36 inches
 - Letter height: 8 inches for maximum street visibility
2. Tenant Panels (Fulwider, SILT, Froese Enterprises, Office Space Available)
 - Height: 12–14 inches each
 - Width: 30–36 inches (to match header for uniformity)
 - Letter height: 6–7 inches (easy to read at a distance)

Other notes or details you'd like to share with the review committees:

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101W
MAIN

FULWIDER
AGENCY, INC.

 **SILT**
Sustainable Land Trust

FROESE ENTERPRISES

OFFICE SPACE
AVAILABLE

STANDARDS FOR THE RESTORATION AND REHABILITATION OF HISTORIC STRUCTURES

1. Every reasonable effort should be made to provide a compatible use for building which will require minimum alteration to the building and its environment.
2. Rehabilitation work should not destroy the distinguishing qualities or character of the property and its environment. The removal or alteration of any historic material or architectural features should be held to the minimum, consistent with the proposed use.
3. Deteriorated architectural features should be repaired rather than replaced wherever possible. In the event replacement is necessary, the new material should match the material being replaced in design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications or original features, substantiated physical or pictorial evidence rather than on conjectural designs or the availability or different architectural features from other buildings.
4. Distinctive stylistic features or examples of skilled craftsmanship which characterize older structures should be treated with sensitivity.
5. Alterations to buildings and environments which have taken place in the course of time are evidence of the history of the building and the neighborhood. These changes may have developed significance in their own right, and this significance should be recognized and respected.
6. All buildings should be recognized as products of their own time. Alterations to create an appearance inconsistent with the actual character or the building should be discouraged.
7. Contemporary design for new buildings in old neighborhoods and additions to existing buildings or landscaping should not be discouraged if such design is compatible with the size, scale, color, material and character of the neighborhood, building or its environment.
8. Wherever possible, new additions or alterations to buildings should be undertaken in such a manner that if they were to be removed in the future the essential form and integrity of the original building would be unimpaired.
9. For a fuller explanation of these standards, refer to Checklist for the Application of the Standards for the Restoration and Rehabilitation of Historic Structures which follows.

**CHECKLIST FOR THE APPLICATION OF THE STANDARDS FOR THE
RESTORATION AND REHABILITATION OF HISTORIC STRUCTURES***

The following guidelines are listed as a series of construction practices. They are divided by basic building elements and into two groups – those practices recommendation and those not recommended.

| DO: | DO NOT: |
|---|--|
| The Environment | |
| In new construction, retain distinctive features of the neighborhood's existing architecture, such as the distinguishing size, scale, mass color, materials and details, including roofs, porches and stairway, that give a neighborhood its special character. | Introduce new construction into the neighborhood that is incompatible with the character of the district's differences in size, scale, color and detailing. |
| Use plant materials, fencing, walkways and street lights, signs and benches that are compatible with the character of the neighborhood in size, scale, material and color, and the time period under consideration. | Introduce signs, street lighting, street furniture, new plant materials, fencing, walkways and paving materials which are out of scale or inappropriate to the neighborhood. |
| Retain existing landscape features such as parks, gardens, street lights, signs, benches, walkways, streets, alleys and building setbacks that have traditionally linked buildings to their environment. | Destroy the relationship of buildings and their environment by widening existing streets, changing paving materials, or by introducing poorly designed and inappropriately located new streets and parking lots or introducing new construction incompatible with the character of the neighborhood. |
| Existing Buildings: Lots | |
| Inspect the lot carefully to locate and identify plants, trees, fencing, walkways, out buildings and other elements that might be an important part of the property's history and development. | |
| Retain plants, trees, fencing, walkways, and street lights, signs and benches that reflect the property's history and development. | Make changes to the appearance of the site by removing old plants, trees, fencing, walkways and street lights, signs and benches before evaluating their importance in the property's history and development. |

* These guidelines are adapted from *The U.S. Secretary of the Interior's Standards for Historic Preservation Projects*.

| DO: | DO NOT: |
|---|--|
| Base decisions for the new work on actual knowledge of the past appearance of the property found in photographs, drawings, newspapers and tax records. If changes are made, they should be carefully evaluated in light of the past appearance of the site. | Give the site an appearance it never had. |
| Existing Buildings: Exterior Features | |
| Masonry buildings – retain original masonry and mortar, wherever possible, without the application of any surface treatment. | Apply waterproof or water repellent coatings or other treatments unless required to solve a specific technical problem that has been studied and identified. Coatings are frequently unnecessary, expensive and can accelerate deterioration of the masonry. |
| Duplicate old mortar in composition, color and textures. | Repoint with mortar of high Portland cement content which can create a bond that is often stronger than the building material. This can cause deterioration as a result of the differing coefficient of expansion and the differing porosity of the material and the mortar. |
| Duplicate old mortar in joint size, method of application and joint profile. | Repoint with mortar joints of a differing size or joint profile, texture or color. |
| Repair stucco with a stucco mixture duplicating the original as closely as possible in appearance and texture. | |
| Clean masonry only when necessary to halt deterioration and always with the gentlest method possible, such as low pressure water and soft, natural bristle brushes. | Sandblast brick or stone surfaces; this method of cleaning erodes the surface of the material and accelerates deterioration. |
| Clean masonry only when necessary to halt deterioration and always with the gentlest method possible, such as low pressure water and soft, natural bristle brushes. | Sandblast brick or stone surfaces; this method of cleaning erodes the surface of the material and accelerates deterioration. |
| | Use chemical cleaning products which could have an adverse chemical reaction with the masonry materials, i.e., acid on limestone or marble. |
| Repair or replace, where necessary, deteriorated material with new material that duplicates the old as closely as possible | Apply new material which is inappropriate or was unavailable when the building was constructed, such as artificial brick siding, artificial cast stone or brick veneer. |

| DO: | DO NOT: |
|---|--|
| Replace missing architectural features, such as cornices, brackets, railings and shutters. | Remove architectural features, such as cornices, brackets, railings, shutters, window architraves and doorway pediments. These are usually as essential part of a building's character and appearance. |
| Retain the original or early color and texture of masonry surfaces wherever possible. Brick or stone surfaces may have been painted or whitewashed for practical and aesthetic reasons. | Indiscriminate removal of paint from masonry surfaces. This may be historically incorrect and may also subject the building to harmful damage. |
| Frame Buildings: | |
| Retain original material whenever possible. | Remove architectural features such as siding, cornices, brackets, window architraves and doorway pediments. These are, in most cases, an essential part of a building's character and appearance. |
| Repair or replace, where necessary, deteriorated material with new material that duplicates the old as closely as possible. | Resurface frame buildings with new material which is inappropriate or was unavailable when the building was constructed, such as artificial stone, brick veneer, asbestos or asphalt shingles, plastic or aluminum siding. Such materials also can contribute to the deterioration of the structure from moisture and insect attack. |
| Roofs: | |
| Preserve the original roof shape. | Change the original roof shape or add features inappropriate to the essential character of the roof, such as oversized dormer windows or picture windows. |
| Retain the original roofing material, whenever possible. | Apply new roofing material that is inappropriate to the style and period of the building and neighborhood. |
| Replace deteriorated roof coverings with new material that matches the old in composition, size, shape, color and texture. | Replace deteriorated roof coverings with new materials which differ to such an extent from the old in composition, size, shape, color and texture that the appearance of the building is altered. |

| DO: | DO NOT: |
|---|--|
| Preserve or replace, where necessary, all architectural features which give the roof its essential character, such as dormer windows, cupolas, cornices, brackets, chimneys, cresting and weather vanes. | Strip the roof or roof lines of architectural features important to its character. |
| Place television antennae and mechanical equipment, such as air conditioners, in an inconspicuous location. | Place television antennae or satellite dishes and mechanical equipment, such as air conditioners, where they can be seen from the street. |
| Windows and Doors: | |
| Retail existing window and door openings including window sash, glass, lintels, sills, architraves, shutters, door pediments, hoods, steps and all hardware. | Introduce new window and door openings into the principal elevations or enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. |
| | Alter the size of window panes or sash. Such changes destroy the scale and proportion of the building. |
| | Discard original doors and door hardware when they can be repaired and reused in place. |
| Respect the stylistic period or periods a building represents. If replacement is necessary, it should duplicate the material, design, and the hardware of the older window sash or door. | Inappropriate new window or door features such as aluminum storm and screen window combinations that require the removal of original windows and doors right-of-way the installation of plastic or metal strip awnings or fake shutters that disturb the character and appearance of the building. |
| Porches and Steps: | |
| Retain porches and steps which are appropriate to the building and its development. Porches or additions reflecting later architectural styles are often important to the building's historical integrity and whenever possible should be retained. | Remove or alter porches and steps which are appropriate to the building and its development and the style it represents. |
| Repair or replace, where necessary, deteriorated architectural features of wood, iron, cast iron, terra-cotta, tile and brick. | Strip porches and steps of original material and architectural features, such as handrails, balusters, columns, brackets and roof decoration of wood, iron, cast iron, terra-cotta, tile and brick. |

| DO: | DO NOT: |
|---|--|
| Repair or replace, where necessary, deteriorated material with new material that duplicates the old as closely as possible. | Apply new material which is inappropriate or was unavailable when the building was constructed, such as artificial cast stone, brick veneer, asbestos or asphalt shingles or plastic or aluminum siding. |
| | Enclose porches and steps in a manner that destroys their intended appearance. |
| Existing Buildings: Exterior Finishes | |
| Discover and retain original paint colors or repainting with colors based on the original to illustrate the distinctive character of the property | Repaint with colors that are not appropriate to the building and neighborhood. |
| Existing Buildings: Plan and Function | |
| Use a building for its intended purpose whenever possible. | |
| Find an adaptive use, when necessary, which is compatible with the plan, structure and appearance of the building. | Alter a building to accommodate an incompatible use requiring extensive alterations to the plan, materials and appearance of the building. |
| Retain the basic plan of a building, whenever possible. | Alter the basic plan of a building by demolishing principal walls, partitions and stairway. |
| New Construction: | |
| Make new additions and new buildings compatible in scale, color and texture with the earlier building and the neighborhood. | Make incompatible new additions or new construction |
| Design new work to be compatible in materials, size, scale, color and texture with the earlier building and the neighborhood. | Design new work that is incompatible with the earlier building and the neighborhood in materials, size, scale and texture. |
| Use contemporary design compatible with the character and mood of the building or the neighborhood. | Imitate an earlier style or period of architecture in new construction, except in rare cases where a contemporary design would detract from the architectural unity of an ensemble or group. Especially avoid imitating an earlier style of architecture in new construction that has a completely contemporary function, such as a drive-in bank or garage. |

| DO: | DO NOT: |
|--|---------|
| Safety and Code Requirements: | |
| Comply with Code requirements in such a manner that the essential character of a building is preserved intact. | |
| Investigate variances for historic properties under local codes. | |
| Install adequate fire prevention equipment in a manner that does minimal damage to the appearance or fabric of a property. | |
| Provide access for persons with disabilities without damaging the essential character of the property. | |

STANDARDS FOR SIGNAGE DESIGN AND DISPLAY**I. GENERAL**

These standards cover all exterior signs and all interior signs within six inches of the window.

Signs are intended to communicate function or use of an establishment. Businesses are encouraged to use signs and symbols reminiscent of the turn of the century.

Approval by the West Branch Preservation Commission of design plans and specifications for signs is prerequisite to obtaining a sign permit.

The City strongly recommends that applicants consult with the Commission prior to applying for a permit.

SAFETY AND MAINTENANCE. All signs shall be so designed and located as to pose no danger to life or property and shall be well maintained at all times. Signs shall not be arranged to interfere with traffic by causing glare or to block reasonable sight lines at intersections. Neither the color nor location of signs should cause confusion or interfere with traffic control devices.

ILLUMINATION. Signs with open light bulbs or with flashing, blinking, or rotating lights are not permitted. Externally illuminated signs are permitted so long as they do not cast glare onto streets or adjacent properties. No external signs with internal lighting or exposed neon or similar tube-type lighting are allowed. Each business establishment may display not more than two exposed neon signs, totaling no more than nine square feet, as secondary interior signs.

II. PRINCIPAL SIGNS

Principal signs are permanently affixed signs identifying the name of the establishment. The name or trademark of the product or service offered may be included in the principal sign, but it is recommended that it not overshadow, in size or color, the name of the establishment.

TYPES AND SIZES OF PRINCIPAL SIGNS.

APPLIED SIGNS. Signs attached flat against the building facade or painted on the facade or window shall not project higher than the eave line or parapet wall of the building or project more than six inches from the building. Applied signs include signs painted directly on the building or window. The size of applied signs for businesses whose primary building facade has less than 75 feet of principal frontage shall not exceed one square foot of surface area for each linear foot of building frontage up to a maximum of 25 square feet. Size of applied signs for businesses whose primary building facade has 75 feet or more of principal frontage shall not exceed 50 square feet. The area of a sign containing individual letters without a frame or outline shall be calculated on the basis of a regular geometric form enclosing the lettering.

PROJECTING SIGNS. Signs projecting more than six inches from a building wall shall not project higher than the eave line or parapet wall of the building. Roof signs shall not be permitted. The size of projecting signs shall be limited to 15 square feet in area, shall not extend over a public right-of-way more than one-half the distance between the property line and the curb line, or four feet, whichever is less, and shall provide at least seven and one-half feet of clearance above the right-of-way. Size shall be measured by the sign's largest dimensions as if enclosed within a square, rectangle, or circle.

AWNINGS. Signs shall be applied only to the valance section of an awning. Signs shall not occupy more than three-quarters of the height of an awning valance, or six inches, whichever is less.

FREE-STANDING FIXED-POST SIGNS. Free-standing fixed-post signs shall be permitted in areas of open space between the sidewalk and the principal frontage. Sign posts shall be no taller than 12 feet. Each sign shall be no larger than 12 square feet. If more than one business occupies the building and each chooses to use a single sign, they shall be attached to the same post(s) and the total sign area shall not exceed 12 square feet.

FREE-STANDING ELEVATED SIGNS. Free-standing elevated signs shall be permitted for buildings with 800 or more square feet of open space on a public right-of-way or parking lot. The bottom of a free-standing elevated sign shall be a minimum of 10 feet above ground level, and the top shall be no more than 22 feet above ground level. No free-standing elevated sign shall be permitted which is closer than 60 feet to any other free-standing elevated sign on the same side of the public right of way. The permanent area of the free-standing elevated sign shall not exceed 30 square feet. No signs containing internal lighting shall be allowed. Illumination is prescribed pursuant to paragraph one above.

CHANGE-PANEL SIGNS. Change-panel signs used to display current prices of items sold shall be placed and displayed as follows:

- a. One change-panel sign shall be allowed per establishment. The sign shall consist of no more than three panels.
- b. The maximum size of each panel shall be nine square feet.

NUMBER AND LOCATION OF PRINCIPAL SIGNS.

Each building shall have only one primary building facade, normally an exposed wall fronting on a public right-of-way or parking lot.

A business shall erect no more than two signs, each of which must be of a different permissible type, on or in front of its primary building facade. A business with additional exposed walls on a public right-of-way or a parking lot shall erect no more than one sign, which must be an applied sign, on each of its additional exposed walls.

If more than one business occupies a single store front, there shall be no more than one sign per business. The total of all applied signs together shall not exceed 25 square feet for buildings with less than 75 feet of frontage or 50 square feet for buildings with 75 feet or more of frontage.

A business occupying a floor above the ground floor shall use only an applied window sign or, if it has a separate entrance at the ground floor, an applied sign or a projecting sign at its ground floor door. Such signs must meet all other requirements of these standards.

Only the following signs shall be permitted in the Heritage Square area, including South Downey Street and the intersections of South Downey with Wetherell Street and Main Street:

- a. Applied signs.
- b. Projecting signs on the east and west sides of the Heritage Square area.

III. SECONDARY SIGNS - MENUS, SPECIALS, HOURS, ETC.

MOVABLE FREE-STANDING SIGNS AND SANDWICH BOARDS. Applications for movable free-standing signs shall be made to the West Branch Preservation Commission. No more than one such sign shall be permitted per building. Such a sign

shall not exceed six square feet in area and shall be placed so that it does not interfere with pedestrian or vehicular traffic. Movable signs shall be displayed only during daylight hours and must be stabilized by a safe means of anchoring or weighting.

INCIDENTAL INFORMATION SIGNS. Signs providing additional and incidental information about a business (such as business hours, whether the business is open or closed, which credit cards are accepted, or listings of menus, specials, and similar information) shall not exceed 12 square feet in total and shall not be any of the types of signs prohibited in Section six, below. Signs meeting these requirements need not be approved in advance by the Commission and do not require a permit.

IV. TEMPORARY SIGNS

The following signs may be erected without a permit if they meet the conditions stated below:

DEVELOPMENT SIGNS. One temporary sign not to exceed 20 square feet in area may be affixed to each lot or parcel of property to designate future use of such property by the business. Continued use of such signs shall be subject to review by the West Branch Preservation Commission every 3 months following initial installation.

SALE OR RENT SIGNS. Signs advertising the premises where the sign appears for lease or sale shall be limited to one such sign not to exceed 16 square feet in area. Such signs shall be removed from the premises within five days subsequent to the leasing or sale of such premises.

OTHER TEMPORARY SIGNS. Announcement signs shall be permitted to indicate the names of community events or events to be conducted on the premises and of persons associated with those events (including contractors' signs on construction sites). Such signs, which shall not exceed 16 square feet in area, shall be installed no more than three weeks before the event and shall be removed from the premises within five days following the conclusion of the event.

PENNANTS, BANNERS, AND STREAMERS. Such devices shall be up no longer than three weeks prior to an event and shall be removed within five days following the event. There shall be no restriction on the proper display of an American or Iowa flag on a flagpole.

V. INFORMATIONAL AND REGULATORY SIGNS

The following types of signs, displayed for the direction, safety, convenience, or information of the public, may be erected without a permit:

Signs required to be maintained or posted by law or other regulation. Examples include traffic or similar regulatory signs.

Utility signs not over two square feet in area identifying parking area entrances and exits, off-street loading areas, and the like.

Memorial plaques, cornerstones, historical markers, and the like.

Name plates or address signs.

Bulletin boards, not to exceed 15 square feet in area, for schools, churches, clubs, parks, playgrounds, and other community facilities.

Signs identifying apartment buildings, not to exceed eight square feet in area, indicating the name, address, and management of apartment buildings.

Signs and decorations for City-sponsored activities and events.

VI. PROHIBITED SIGNS

The following types of signs and display material are prohibited.

Temporary signs attached to store windows after the particular sale or event for which intended.

Blinking, flashing, animated, beacon, and moving signs or devices, except when approved by the Commission as temporary signs for approved openings, sales, and other special events.

Signs that advertise a business, service, or product not situated on the premises.

Signs using reflecting, fluorescent, "neon colors" or other garish paint or colors.

Signs applied to the main sections of an awning.

EXAMPLE OF PROHIBITED SIGNS

