

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, SEPTEMBER 27, 2021; 5:00 PM

COUNCIL CHAMBERS CITY HALL, 226 W. 4TH STREET

I. Call to Order

II. Secretary's Report

A. Consideration of the August 23, 2021 Meeting Minutes

III. Old Business

IV. New Business

A. Case DR21-14: Request for Design Approval, C-D Downtown Zoning District; Installation of new signage at 111 West 2nd Street. ACME Sign Company Inc., petitioner, on behalf of Double Tree Hotel. [Ward 3]

B. Case DR21-15: Request for Design Approval, C-D Downtown Zoning District; Installation of a new freestanding sign at 130 West 5th Street. St. Anthony Catholic Church, petitioner. [Ward 3]

V. General Discussion

A. Downtown Design Guideline Update Steering Committee and Committee Direction

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting: October 25, 2021

City of Davenport
Design Review Board

Department: DNS
Contact Info: Matt Werderitch 563.888.2221

Date
9/27/2021

Subject:
Consideration of the August 23, 2021 Meeting Minutes

Recommendation:
Approve the minutes.

ATTACHMENTS:

| Type | Description |
|-------------------|-------------------------|
| ▣ Backup Material | Meeting Minutes 8-23-21 |

REVIEWERS:

| Department | Reviewer | Action | Date |
|--|------------------|----------|----------------------|
| Community Planning & Economic Development | Werderitch, Matt | Approved | 9/21/2021 - 10:40 AM |

MINUTES
DESIGN REVIEW BOARD MEETING
CITY OF DAVENPORT, IOWA

THURSDAY, AUGUST 23, 2021; 5:00 PM

COUNCIL CHAMBERS CITY HALL 226 WEST 4TH STREET

I. Call to Order

Present: Lundgren, Slobojan, Howell, Rashid, Stinocher, Salzer, Anderson, Mirr, Tebbitt

Absent: Wilkinson, Gramenz

Staff: Berkley, Werderitch, Flynn

II. Secretary's Report

A. Consideration of the August 5, 2021 Meeting Minutes.

The minutes were approved following a motion by Slobojan and a second by Lundgren.

III. Old Business

IV. New Business

A. Case DR21-13: Request for Design Review, C-D Downtown Zoning District; Exterior masonry wall repair and stabilization at 314 Gaines Street. Licandro Management, petitioner. [Ward 3]

Werderitch provided an overview of the proposed masonry reconstruction. Jamey Licandro, applicant, and Marion Meginnis, project consultant, presented the scope of the preservation project and history of the structure. The Hiller Building is receiving historic tax credits and will be completed in accordance with the Secretary of the Interior's Standards for Rehabilitation.

Staff recommended approval of the masonry wall repair and stabilization as presented.

Motion by Lundgren, seconded by Stinocher, to approve the project as presented. The motion passed 9-0.

V. General Discussion

A. Discussion of the Downtown Design Guidelines Update Project

Matt Flynn and Kyle Carter, Executive Director-Downtown Davenport Partnership, gave a presentation outlining the need to update the existing Downtown Design Guidelines to reflect development and reinvestment that has occurred over the past decade. The purpose of the update is to create a succinct tool from which the Design Review Board can render decisions that are clearly based on the design guidelines themselves.

VI. Public Comment

VII. Adjournment

Motion by Slobojan, seconded by Lundgren, to adjourn. Motion passed 9-0. The meeting adjourned at 5:45 pm

VIII. Next Board Meeting: September 27, 2021

City of Davenport
Design Review Board

Department: DNS
Contact Info: Matt Werderitch 563.888.2221

Date
9/27/2021

Subject:

Case DR21-14: Request for Design Approval, C-D Downtown Zoning District; Installation of new signage at 111 West 2nd Street. ACME Sign Company Inc., petitioner, on behalf of Double Tree Hotel. [Ward 3]

Recommendation:

Staff recommends that Case DR21-14 be approved in accordance with the submitted plans.

Background:

The Radisson hotel at 111 West 2nd Street is being rebranded into a Double Tree hotel by Hilton. The project proposal is to replace all existing site and building signs with the new hotel name and branding.

There are a total of seven signs that will be replaced; six wall signs and one monument sign. No new sign locations are proposed on the building and site. The new Double Tree signage material will match either the channel letters, pin mount letters, face graphic, or monument that is being replaced. There will be little to no change in sign dimension and area between the proposed Double Tree branding and existing Radisson signs.

The channel and pin mounted wall signs will have the Double Tree logo and font displayed in navy blue, which will be internally illuminated. The monument and sign graphics will feature white lettering on a navy blue background. This is consistent with the Downtown Design Guidelines, which encourage signs to have light text on dark backgrounds.

The Downtown Design Guidelines recommend wall signs to fit within the proportions of the façade, thereby maintaining the architectural quality of the building design. Monument and ground signs are appropriate when placed in a landscaped base and repeat materials and colors used on the building it is advertising.

The proposed sign package complies with the standards outlined in Chapter 17.12 of the Zoning Ordinance.

ATTACHMENTS:

| Type | Description |
|-------------------|------------------------------|
| ▣ Backup Material | Application |
| ▣ Backup Material | Sign Package |
| ▣ Backup Material | Existing vs Proposed Signage |

REVIEWERS:

| Department | Reviewer | Action | Date |
|---|------------------|----------|---------------------|
| Community Planning & Economic Development | Werderitch, Matt | Approved | 9/22/2021 - 2:20 PM |

COMMUNITY PLANNING & ECONOMIC DEVELOPMENT

Complete application can be emailed to planning@davenportiowa.com

Property Address* 111 - 2ND ST.

*If no property address, please submit a legal description of the property.

Applicant (Primary Contact)

Name: DOUGLAS L. JARVIS
Company: ACME SIGN CO. INC.
Address: 1504 W. 4TH ST
City/State/Zip: DAVENPORT, IA 52802
Phone: 563-322-7947
Email: JARVIS.DOUGLAS@ACMESIGNCOINC.COM

Owner (if different from Applicant)

Name: DOUGLAS L. JARVIS
Company: DOUGLAS TREE
Address: 111 2ND ST
City/State/Zip: DAVENPORT, IA 52801
Phone:
Email:

Engineer (if applicable)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Architect (if applicable)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Attorney (if applicable)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Application Form Type:

Plan and Zoning Commission

- Zoning Map Amendment (Rezoning) ☐
Planned Unit Development ☐
Zoning Ordinance Text Amendment ☐
Right-of-way or Easement Vacation ☐
Voluntary Annexation ☐

Zoning Board of Adjustment

- Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Design Review Board

- Design Approval ☐
Demolition Request in the Downtown ☐
Demolition Request in the Village of East Davenport ☐

Historic Preservation Commission

- Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Administrative

- Administrative Exception ☐
Health Services and Congregate Living Permit ☐

Design District:

CD - Downtown



CV – Village of East Davenport



CE – Elmore Corners

Not sure which district you are in? You can click [here](#) for a map of the districts or you can contact Planning staff at (563) 326-6198 or planning@davenportiowa.com and we can help you.

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-6198 or planning@davenportiowa.com so we can help you determine what exactly is required to be submitted.
- Incomplete applications will not be accepted.

Submittal requirements for all types of requests:

- The completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:**Minor alterations to existing buildings and new and replacement signs (all of the above and):**

- Specifications, including dimensions, material used and color of the material.
- A rendering of the proposed alteration as depicted on the existing building.
- Samples of the materials, including the color, along with scaled, accurately colored elevations for any proposed sign and/or sign package.

Minor additions, site improvements and outdoor storage areas (all of the above and):

- A dimensioned site plan, including the locations of any proposed or existing buildings on the subject parcel and on surrounding parcels.
- A preliminary grading plan showing before and after grades at two-foot contour intervals, where deemed necessary by the development official.
- Outdoor storage areas shall be reflected in the elevation drawings submitted and shall show their relationship to the building elevations as well as the materials and treatment proposed that would accurately reflect the screening of the storage areas.
- A landscape plan.

Major additions and new buildings (all of the above and):

- Reproductions of building or site information found in the historical surveys if applicable
- A verifiable legal description, or a land survey.
- A map showing the existing topography of other properties at two-foot contour intervals, extending one hundred feet from the subject parcel.
- Elevation drawings, in color and drawn to scale, of the front, sides, rear, and roof lines of all proposed buildings or structures, illustrating the appearance and treatment of required screening elements for roof-mounted equipment, where deemed necessary by the development official.
- A materials board containing samples of each type of exterior building materials.

Formal Procedure

(1) Application:

- Prior to submission of the application, the applicant shall correspond with Planning staff to discuss the request, potential alternatives and the process.
- The submission of the application does not constitute official acceptance by the City of Davenport. Planning staff will review the application for completeness and notify the applicant that the application has been accepted or additional information is required. Inaccurate or incomplete applications may result in delay of required public hearings.

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant: DOUGLAS L. JARVIS Date: 9/1/2021

By typing your name, you acknowledge and agree to the aforementioned submittal requirements and formal procedure and that you must be present at scheduled meetings.

Received by: _____ Date: _____

Planning staff

Date of the Public Meeting: 9/27/2021

Meetings are held in City Hall Council Chambers located at 226 West 4th Street, Davenport, Iowa.



INN CODE:

**DOUBLE TREE
111 2ND STREET
DAVENPORT, IA 52801**

EXISTING SIGNS:

- 1 6'-6" X 20'-6 CHANNEL LETTERS
- 2 2'-6" X 12'-0" WALL SIGN
- 3 2'-6" X 12'-0" WALL SIGN
- 4 1'-6" X 4'-5 7/8" WALL SIGN
- 5 1'-6" X 4'-5 7/8" WALL SIGN
- 6 1'-6" X 4'-5 7/8" WALL SIGN
- 7 2'-11 3/4" X 4'-6" MONUMENT AT 5'-0 1/2" OAH


PROPOSED SIGNS:

- 1 36" CHANNEL LETTERS
- 2 18" PIN MOUNT LETTERS
- 3 18" PIN MOUNT LETTERS
- 4 1'-6" X 4'-5 7/8" FACE REPLACEMENT
- 5 1'-6" X 4'-5 7/8" FACE REPLACEMENT
- 6 1'-6" X 4'-5 7/8" FACE REPLACEMENT
- 7 3'-4 3/8" X 3'-11 13/16" MONUMENT AT 4'-4 7/16" OAH

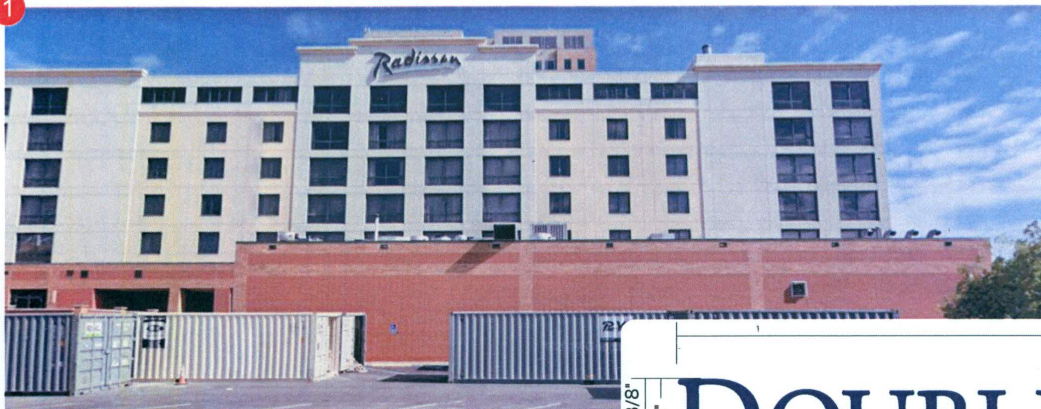
APPROVAL BOX - PLEASE INITIAL

| | |
|-------------------|------|
| CUSTOMER APPROVAL | Date |
|-------------------|------|

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|-----------------------------------|--|------------------------------|--|--|---|
| Customer: DOUBLETREE | Date: 07/29/21 | Prepared By: SC/JS | <small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small> |  <p>persona SIGNS LIGHTING IMAGE</p> | <small>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com</small> |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | | | | |

1



EXISTING: 6'-6" X 20'-6"



PROPOSED

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION


30'-11 5/8" 3'-0 3/8" 36" **DOUBLETREE** by Hilton

GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|-----------------------------------|--|---------------------------|--|---|--|
| Customer: DOUBLETREE | Date: 28JUL21 | Prepared By: SC | <small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small> |  | DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 - www.personasigns.com |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | Eng: - | | | |

2



EXISTING
2'-6" X 12'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



PROPOSED



NOTE: NON ILLUMINATED

APPROVAL BOX - PLEASE INITIAL

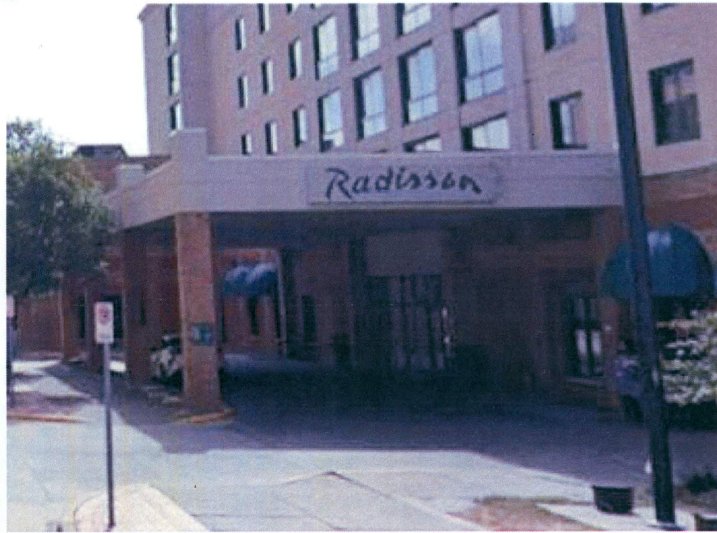
CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | |
|-----------------------------------|--|------------------------------|--|--|
| Customer: DOUBLETREE | Date: 08/09/21 | Prepared By: SC/JS | <small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small> | persóna SIGNS LIGHTING IMAGE DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 - www.personasigns.com |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | Eng: - | | |

3



EXISTING
2'-6" X 12'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



PROPOSED




NOTE: NON ILLUMINATED

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

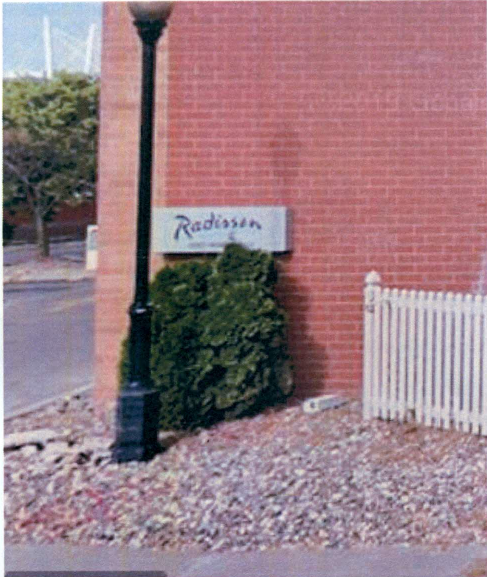
Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|-----------------------------------|--|------------------------------|--|--|---|
| Customer: DOUBLETREE | Date: 08/09/21 | Prepared By: SC/JS | <div>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</div> | <div> persona SIGNS LIGHTING IMAGE</div> | <div>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 · www.personasigns.com</div> |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | Eng: - | | | |

4

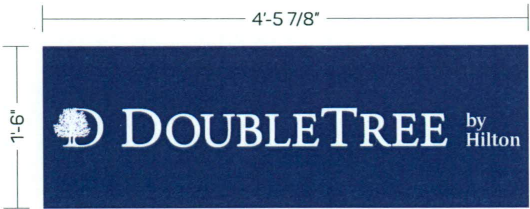
CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



EXISTING
1'-6" X 4'-5 7/8"



PROPOSED




GRAPHIC DETAIL
SCALE: 3/4" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|-----------------------------------|--|------------------------------|--|---|--|
| Customer: DOUBLETREE | Date: 07/29/21 | Prepared By: SC/JS | <small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small> |  persona SIGNS LIGHTING IMAGE | DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 - www.personasigns.com |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | Eng: - | | | |

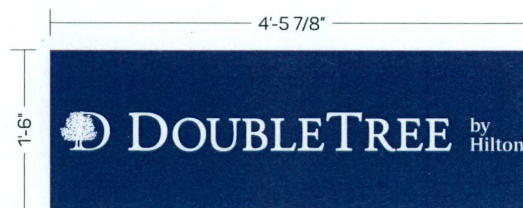
CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



EXISTING
1'-6" X 4'-5 7/8"



PROPOSED




GRAPHIC DETAIL
SCALE: 3/4" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|-----------------------------------|--|------------------------------|--|---|--|
| Customer: DOUBLETREE | Date: 07/29/21 | Prepared By: SC/JS | <small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small> |  | DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | Eng: - | | | |

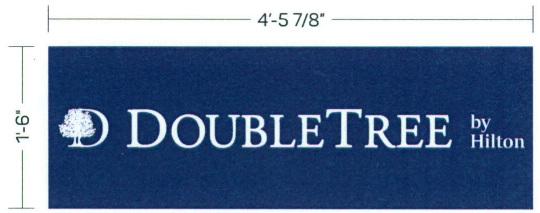
6

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



EXISTING
1'-6" X 4'-5 7/8"


PROPOSED



GRAPHIC DETAIL
SCALE: 3/4" = 1'-0"

| APPROVAL BOX - PLEASE INITIAL | | |
|-------------------------------|--|------|
| CUSTOMER APPROVAL | | Date |

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|-----------------------------------|--|------------------------------|--|--|--|
| Customer: DOUBLETREE | Date: 07/29/21 | Prepared By: SC/JS | <small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small> |  SIGNS LIGHTING IMAGE | DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 - www.personasigns.com |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | Eng: - | | | |

7



EXISTING
2'-11 3/4" X 4'-6"
AT 5'-0 1/2" OAH
13.41 BOXED SQ FT

PROPOSED



Accent to face property
(Taller end to face street)


GRAPHIC DETAIL
SCALE: 3/8" = 1'-0"
BOXED SQ FT: 13.41

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|-----------------------------------|--|------------------------------|--|---|--|
| Customer: DOUBLETREE | Date: 07/29/21 | Prepared By: SC/JS | <div>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</div> | <div>persona SIGNS LIGHTING IMAGE</div> | DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com |
| Location: DAVENPORT, IA | File Name: 301265 - R2 - DAVENPORT, IA | Eng: - | | | |

| Double Tree Sign Package | | | | | | |
|--------------------------|-----------|---------------------|---------------|--------------------------|---------------|--|
| Sign # | Sign Type | Existing Dimensions | Existing Area | Proposed Dimensions | Proposed Area | Location |
| 1 | Wall Sign | 6'6" x 20'6" | 133.25 SqFt | 3'0 3/8" x 30'11 5/8" | 104.52 SqFt | South Elevation-Top Floor |
| 2 | Wall Sign | 2'6" x 12' | 30 SqFt | 1'7 15/16" x 18'2 5/16" | 30.38 SqFt | Canopy-North Elevation |
| 3 | Wall Sign | 2'6" x 12' | 30 SqFt | 1'7 15/16" x 18'2 5/16" | 30.38 SqFt | Canopy-West Elevation |
| 4 | Wall Sign | 1'6" x 4'5 7/8" | 6.7 SqFt | Same (Face Replacement) | 6.7 SqFt | East Elevation |
| 5 | Wall Sign | 1'6" x 4'5 7/8" | 6.7 SqFt | Same (Face Replacement) | 6.7 SqFt | Corner of Brady Street & E River Drive |
| 6 | Wall Sign | 1'6" x 4'5 7/8" | 6.7 SqFt | Same (Face Replacement) | 6.7 SqFt | Corner of Perry Street & E River Drive |
| 7 | Monument | 2'11 3/4" x 4'6" | 13.41 SqFt | 3' 11 13/16" x 4'4 7/16" | 17.39 SqFt | Corner of Brady Street & E 2nd Street |

City of Davenport
Design Review Board

Department: DNS
Contact Info: Matt Werderitch 563.888.2221

Date
9/27/2021

Subject:

Case DR21-15: Request for Design Approval, C-D Downtown Zoning District; Installation of a new freestanding sign at 130 West 5th Street. St. Anthony Catholic Church, petitioner. [Ward 3]

Recommendation:

Staff recommends that Case DR21-15 be approved in accordance with the submitted plans and subject to the following condition:

1. The freestanding sign shall be setback a minimum of five feet from property lot lines.

Background:

St. Anthony's Catholic Church recently purchased the former Big Brothers Big Sisters building at 130 West 5th Street. With the change in ownership, the church is rebranding the site with new signage.

The former Big Brothers Big Sisters freestanding stone sign, located near the intersection of Main Street and West 5th Street, has been removed from the property. In its place, a new post and panel sign will be positioned at an angle to enhance visibility to motorist and pedestrians traveling along Main Street.

The new sign will be situated at the southwest corner of the building. The existing brick pavers will be removed and replaced with a hardwood mulch area. Landscaping includes small flowering shrubs in front of the base, taller boxwood bushes to the sides, and perennials behind.

The following sign specifications have been provided:

1. Single sided post and panel sign.
2. White lettering on a blue background.
3. Church graphics are underlined in grey.
4. Sign will not be illuminated.
5. Sign Dimensions:
 - o Height: 3 feet
 - o Width: 5 feet
 - o Area: 15 square feet

The Downtown Design Guidelines encourage signs to have light text on dark backgrounds. In addition, by using a freestanding sign instead of a wall sign, the historic architectural details of the building are preserved.

The proposed freestanding sign complies with the standards outlined in Chapter 17.12 of the Zoning Ordinance.

ATTACHMENTS:

| Type | Description |
|-------------------|-------------|
| □ Backup Material | Application |

- ▣ Backup Material
- ▣ Backup Material
- ▣ Backup Material

Landscape Plan

Sign Location

Downtown Design Guidelines-Signage

REVIEWERS:

| Department | Reviewer | Action | Date |
|--|------------------|----------|---------------------|
| Community Planning & Economic Development | Werderitch, Matt | Approved | 9/21/2021 - 3:40 PM |



1200 E. 46th Street
Davenport, Iowa 52807
(563) 326-6198
Planning@davenportiowa.com

Complete application can be emailed to planning@davenportiowa.com

Property Address*

***If no property address, please submit a legal description of the property.**

Applicant (Primary Contact)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Application Form Type:

Plan and Zoning Commission

Zoning Map Amendment (Rezoning) ☒
Planned Unit Development ☐
Zoning Ordinance Text Amendment ☐
Right-of-way or Easement Vacation ☐
Voluntary Annexation ☐

Owner (if different from Applicant)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Zoning Board of Adjustment

Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Engineer (if applicable)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Design Review Board

Design Approval ☐
Demolition Request in the Downtown ☐
Demolition Request in the Village of East Davenport ☐

Sign Maker
Architect (if applicable)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Historic Preservation Commission

Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Administrative

Administrative Exception ☐
Health Services and Congregate Living Permit ☐

Attorney (if applicable)

Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Design District:

- ☒ CD - Downtown
- ☐ CV – Village of East Davenport
- ☐ CE – Elmore Corners

Not sure which district you are in? You can click [here](#) for a map of the districts or you can contact Planning staff at (563) 326-6198 or planning@davenportiowa.com and we can help you.

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-6198 or planning@davenportiowa.com so we can help you determine what exactly is required to be submitted.
- Incomplete applications will not be accepted.

Submittal requirements for all types of requests:

- The completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:**Minor alterations to existing buildings and new and replacement signs (all of the above and):**

- Specifications, including dimensions, material used and color of the material.
- A rendering of the proposed alteration as depicted on the existing building.
- Samples of the materials, including the color, along with scaled, accurately colored elevations for any proposed sign and/or sign package.

Minor additions, site improvements and outdoor storage areas (all of the above and):

- A dimensioned site plan, including the locations of any proposed or existing buildings on the subject parcel and on surrounding parcels.
- A preliminary grading plan showing before and after grades at two-foot contour intervals, where deemed necessary by the development official.
- Outdoor storage areas shall be reflected in the elevation drawings submitted and shall show their relationship to the building elevations as well as the materials and treatment proposed that would accurately reflect the screening of the storage areas.
- A landscape plan.

Major additions and new buildings (all of the above and):

- Reproductions of building or site information found in the historical surveys if applicable
- A verifiable legal description, or a land survey.
- A map showing the existing topography of other properties at two-foot contour intervals, extending one hundred feet from the subject parcel.
- Elevation drawings, in color and drawn to scale, of the front, sides, rear, and roof lines of all proposed buildings or structures, illustrating the appearance and treatment of required screening elements for roof-mounted equipment, where deemed necessary by the development official.
- A materials board containing samples of each type of exterior building materials.

Formal Procedure

(1) Application:

- Prior to submission of the application, the applicant shall correspond with Planning staff to discuss the request, potential alternatives and the process.
- The submission of the application does not constitute official acceptance by the City of Davenport. Planning staff will review the application for completeness and notify the applicant that the application has been accepted or additional information is required. Inaccurate or incomplete applications may result in delay of required public hearings.

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant:

Date:

By typing your name, you acknowledge and agree to the aforementioned submittal requirements and formal procedure and that you must be present at scheduled meetings.

Received by:
Planning staff

Date:

Date of the Public Meeting:

Meetings are held in City Hall Council Chambers located at 226 West 4th Street, Davenport, Iowa.

Work Plan

Please describe the work being performed. Please note that only work described in the application may be approved by the Board.

See accompanying information.

Add additional pages in needed.



3107 Hickory Grove Rd. -Davenport, IA 52806
Phone (563) 386-8550 Cell (563) 570-1103

New P & P Sign 36" x 60"



St. ANTHONY
CATHOLIC CHURCH

FOUNDED 1837 • DAVENPORT, IOWA

Grace Center - Centro Gracia

— 130 W. 5th St. —

- 1) The Post & Panel sign is single sided.
- 2) The Post & Panel signcolor - same as RVPT
- 3) The lettering is WHITE
- 4) The church graphics and underline are grey

John Cooper
Pastoral Associate
St. Anthony Catholic Church
417 N. Main Street
Davenport, IA 52801
(563) 322-3303



3107 Hickory Grove Rd. - Davenport, IA 52806
Phone (563) 386-8550 Cell (563) 570-4103

More accurate mockup showing scale and location



City of Davenport

Sign (Permanent) Permit Application

Permanent (and temporary) signs must be permitted and approved prior to installation. Permanent (and temporary) signs placed without proper approval and permits may be ordered removed and/or subject to fine.

Submit this completed application along with an inventory of existing signage, graphic of proposed sign with sign height, sign area, quantity of signs requested and site plan indicating location and setback, along with any other applicable site details via the [Davenport E-Plan Review](#) portal.

Questions pertaining to the permissibility of signs should be directed to Community Planning at 563.326.7765 or planning@ci.davenport.ia.us.

Staff will contact applicant once proposed sign(s) are approved.

The permit fee for permanent sign installation is \$50.00. This fee is payable to the City of Davenport, Public Works Building Division, 1200 E 46th St, Davenport, IA 52807 upon approval.

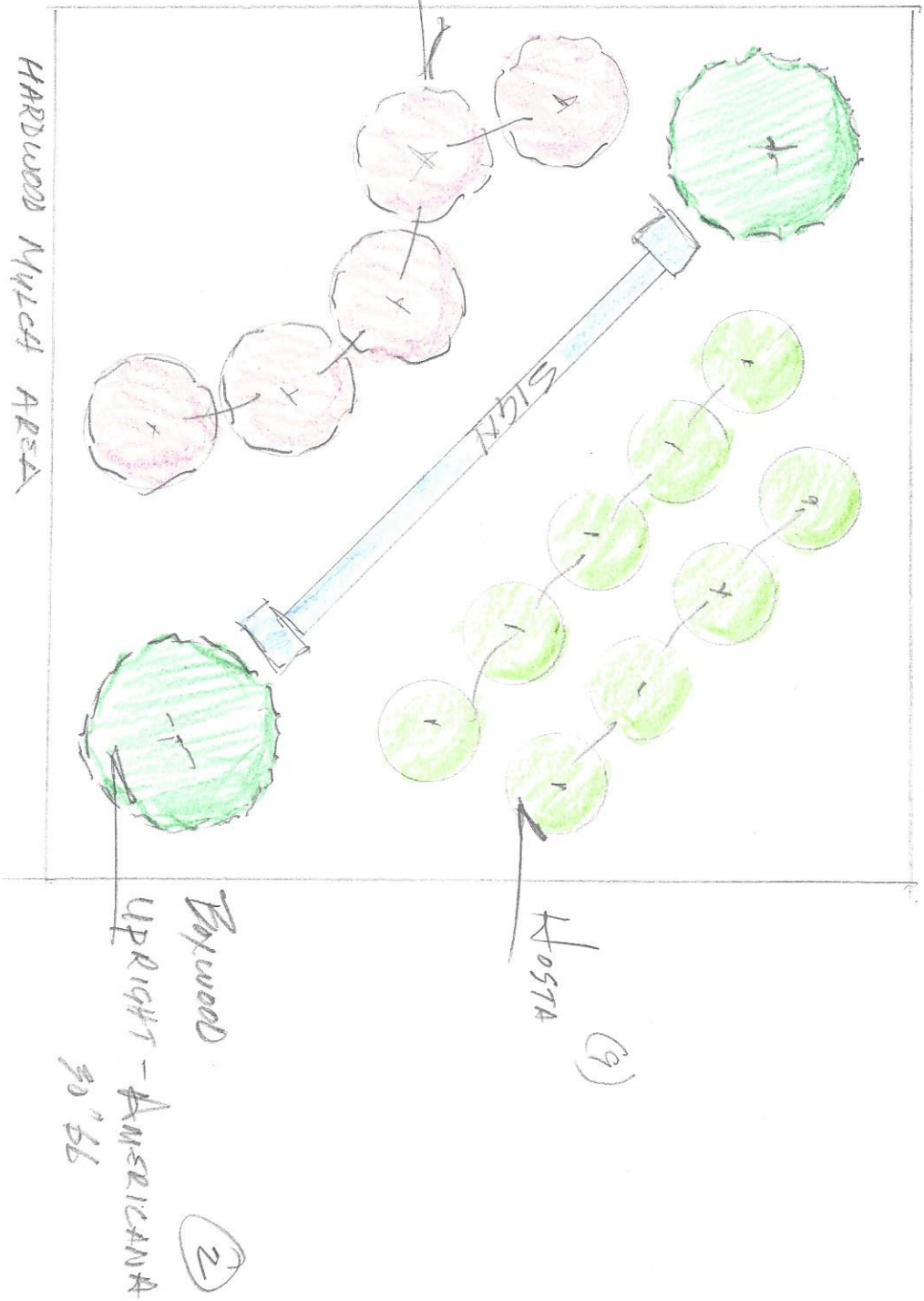
Signs painted directly to a wall require permit and are subject to height, area and quantity requirements, but are exempt from the \$50.00 permit fee.

Where the owner of the improvements is a tax levying body, a permit shall be obtained in the normal manner, but no fee is required.

Signs requiring an electrical connection require an [electrical permit](#) in addition to the sign permit. All electrical work must be performed by a licensed and bonded electrical contractor.

| | | | | | | | | |
|--|---|--|----------------|-----------------|---------------------------|-----|---|--|
| Address of Proposed Sign | | 130 W. 5th St. | | | | | How many signs currently exist at this location? | |
| Purpose of Sign | | Building/ Business Identification | | | | | | |
| Description of Project | | Aluminum Post & Panel Sign - Unlighted | | | | | | |
| | | 0 | | | | | | |
| Sign Height | 5' Overall | Sign Area | 3' x 5' | Quantity | 1 | | | |
| Will electricity be required for this sign? | | | | | | | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| Owner Name | St. Anthony Catholic Church | | | | | | | |
| Address | 417 N. Main Street | City | Davenport | State | IA | Zip | 52801 | |
| Contact Name | John Cooper | Phone | (563) 322-3303 | E-mail | davstanthonypa@diodav.org | | | |
| Contractor Name | The Sign Shop, Inc. | | | | | | | |
| Address | 3107 Hickory Grove Rd. | City | Davenport | State | IA | Zip | 52806 | |
| Contact Name | Mike Brannon | Phone | 563.386.8550 | E-mail | signshop1949@gmail.com | | | |
| License # | 50002529 | Bond # | Yes (on File) | | | | | |
| Zoning Review and Conditions (if applicable) | | | | Zoning Approval | | | | |
| | | | | By | | | | |
| | | | | Date | | | | |
| I understand the regulations and terms for placing the sign described. I affirm this application is a complete and accurate description of the temporary signage permit we are applying for. | | | | | | | | |
| Signature |  | | | Date | 8-27-2021 | | | |
| For Office Use Only | | | | | | | | |
| Processed by | | Permit # | | Date | | | | |

ST. ANTHONY
 130 W. 5TH ST.
 DAVENPORT, IOWA



1" = 2' SCALE
 J. DELF SEPT 2021



Sign Placement

Main Street

W 5th Street

Signage

Design Objective:

Reinforce the unique character of downtown Davenport

Signs shall be designed as an integral part of the site and architectural design of proposed projects rather than as afterthoughts.

Discussion:

The economic health of any downtown depends, in part, on the quality of its retailing, promotional activities, marketing and management. Underlying the success or failure of these factors, however, is the physical appearance of the downtown business district. Because first impressions can be lasting, it is important that a commercial district present an appealing image to potential customers, tenants and investors. New and rehabilitated buildings, attractive landscaping and public places, welcoming storefronts, enticing window displays, and clean streets and sidewalks all help to create an inviting environment where people want to work, shop and spend time.

Signs play a particularly important role in the appearance of traditional commercial areas. The prominent locations and design characteristics of signs strongly influence people's perceptions of the downtown and its individual businesses. Signs, if well designed and properly maintained, enhance the unique image of a downtown. However, when designed without regard for the surrounding architecture, and haphazardly placed, signs can detract from the downtown's overall appearance.

In many communities, the visual distinction between traditional business districts and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses to adopt the large scale signs used on commercial highways. This is unfortunate as downtowns were designed to accommodate pedestrians strolling down sidewalks and vehicles traveling at relatively low speeds. A pace of this nature allows people to take in more of their surroundings, including signs. Signs in this situation can, and should, be scaled more appropriately for a pedestrian environment.



Along the strip, businesses in relatively nondescript buildings compete for attention with large, flashy signs. In contrast, downtown offers an exciting variety of building types, architectural styles, materials and well crafted details that form a distinctive context for individual businesses. Thus, large signs are not only out of scale in traditional commercial districts, they also can overwhelm the very architectural features that make downtown different from its competitors.

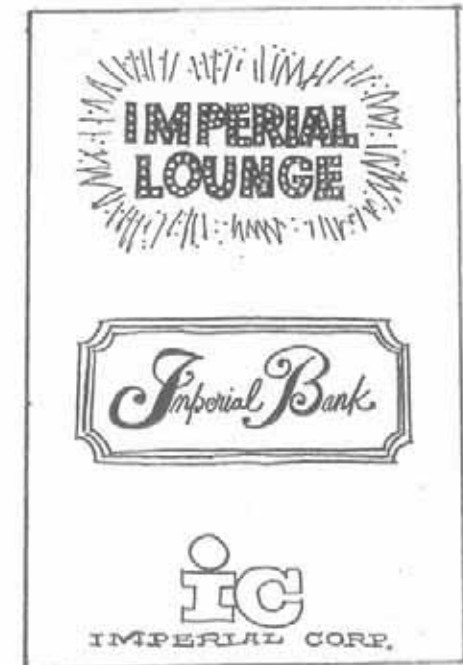
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

In general, signs should relate in placement and size with the other architectural features of the building. They should not obscure building elements such as windows, cornices, or decorative details. Sign materials should complement building facades. Individual shop signs in a single storefront should relate to each other in design, size, color, lettering style and placement on the building. Franchises and chain stores should adapt their graphics to meet local guidelines and ordinances. This will contribute to a downtown that effectively orients visitors, while supporting an attractive, pedestrian-friendly experience.

It should be noted that within the Downtown Design Overlay District the City is taking something of a different direction with regards to sign regulation. In other zoning districts signs are controlled by restricting their number and size. What signs look like is largely ignored. In the Downtown Design Overlay District, the city, while not ignoring sign numbers, size, etc., is searching for quality by focusing very much on sign design and materials. Given this greater design control, the city may, at its discretion, allow sign types that may not be legal in other districts (projecting signs and sandwich board signs, for example), and approve a larger total number of signs (if they are part of a tasteful and creative sign package) than might otherwise be the case.

General Sign Guidelines

- Creating a network of quality, well-designed signs, clearly announcing the types of services offered makes the downtown an attractive, friendly experience for the downtown visitor. This experience is further enhanced when building signage indicates the names of businesses and reflects the activities that occur within buildings
- Merchants are encouraged to create their own unique signs, symbolic of their personal business.
- The use of lighter letters against a darker background makes signage more legible for viewers and is encouraged. Dark colors have a tendency to recede while lighter or brighter colors stand out.
- Avoid the placement of signs at locations that hide architectural details. Most buildings, both historic and contemporary, were designed with logical places to locate signs that do not negatively impact the architectural design.
- Maintaining a minimum clearance above the public right-of-way for signs that project from buildings helps prevent accidents and promotes pedestrian safety.
- Locating flush-mounted wall signs on a historic storefront along the first floor belt course, at the clerestory, above any awning or on transom windows helps maintain the architectural identity of the building.



Sign design in many ways establishes a business' identity.

- Create simple signs with strong graphics.
- Avoid using too many words on signs. If the information provided is more than someone can take in with a glance they will simply turn their attention elsewhere.
- Avoid complex color schemes and garish colors and lighting. Use simple designs that provide a clear contrast between any lettering and/or graphics and the sign background.
- Avoid typefaces that are difficult to read. This often will include signs written in script.
- Avoid complex signs broken into numerous planes (individual boxes or shaped signs).
- As a general rule, signs provided by national distributors are not appropriate. They often appear to be “add ons”.
- Quality workmanship, materials and construction are essential when creating attractive and long-lasting signage.

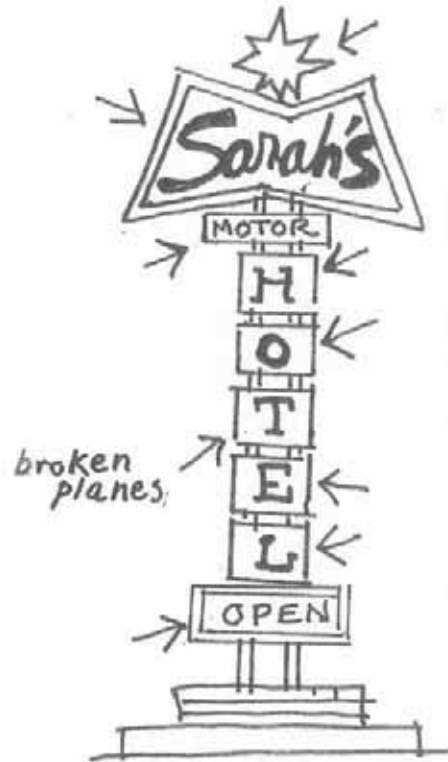


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed of materials that are consistent with the age of the building, plastic die-cut letters being more appropriate on a contemporary structure rather than a historic one.
- Allowing signs to protrude above rooflines, eaves or parapets creates unsightly facades and detracts from the architectural quality of the building. (The Kahl Building – Capitol Theatre signs is an exception due to its historic significance).
- Firmly anchor signs that project from the building to the building façade with attractive, non-corrosive hardware that will not damage the façade of the building. This prevents accidents and enhances pedestrian safety.
- In the case of large buildings with multiple tenants use signage that relates in terms of height, proportion, color and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition, while still retaining each business' identity.





A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish, day-glo colors and gaudy lighting techniques.



To the left is a sign that does everything wrong. The pole sign design is more appropriate for a suburban commercial strip than a downtown setting. Second, its complexity creates confusion. The design forces the eye to focus on 18 items of information in a series of uninteresting internally illuminated boxes. There are 9 separate pieces of copy and 9 broken planes. Sign graphics work best when they are kept simple.

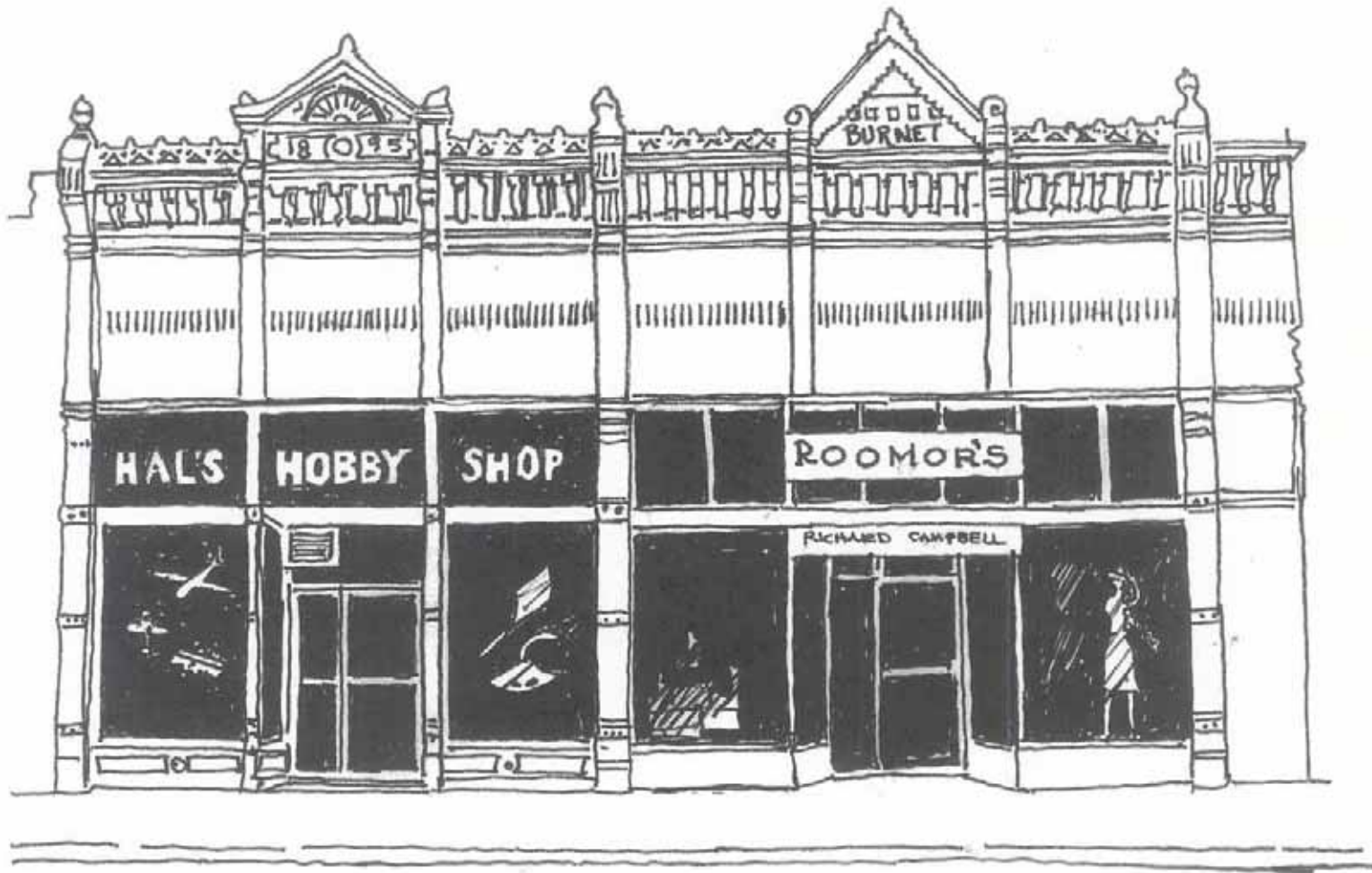


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a simple graphic design.

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



The above illustration suggests two locations for signage on an older commercial structure with architectural integrity. Both the "Hal's Hobby Shop" and "Roomor's" signs are shown utilizing the clerestory of the building. Another location is suggested by the "Richard Campbell" sign, which is located at the building entry's transom. Note that neither of these locations hide or cover important architectural features.

Wall Signs

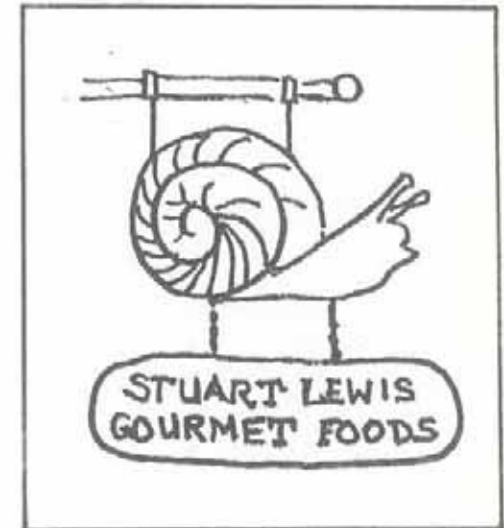
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

- Sizing signs to fit within the proportions of the building façade maintains the architectural quality of the building design.

Projecting Signs

Projecting signs (also sometimes called hanging signs or blade signs) mounted on buildings, perpendicular to the sidewalk are very effective in reaching pedestrians as they are placed only a little higher than eye level. They are also easily visible for drivers and passengers in vehicles given they are also perpendicular to the street. Finally, they are a sign type that historically has been commonly used on older buildings.

- Maintaining a minimum clearance above the sidewalk enhances public safety (minimum clearance 8 feet).
- Designing projecting signs with a sign area of more than three feet makes them obtrusive and unsightly.
- Encouraging projecting signs that use logos, business icons and symbols, creates a user friendly downtown experience for visitors.



Window Signs

Signs etched or painted directly onto glass storefront display windows and entrances were popular in the late 19th and early 20th centuries. Painted signs were often used as they are low in cost; the highest quality were gilded, a thin layer of gold burnished onto the glass. Gold leaf window signs are still popular today, as are signs of enamel or acrylic paints and those using thin vinyl letters affixed directly to the window.

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.
- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.
- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.
- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.





Window displays are an integral part of any retail business. An attractive display contributes to

- The character and success of each store;
- The character of the street; and
- The character of the downtown business district as a whole.

The window display featuring an elk, to the left, grabs the eye while more effectively informing passers-by that the business sells outdoor products than the large sign placed immediately below the window.

Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complemented by the display in both color and proportion. It is best to let products speak for themselves. Displays that exhibit actual products provide immediate communication without words. If words are part of the display, they should be kept to a minimum. Type face for any signage should be simple and easy to read and be in colors that will not conflict with the colors in display merchandise.

Consideration should also be given to lighting. An attractive, well-lit display can entice window shoppers to return during business hours. A well-lit window display also improves public safety by lighting the sidewalk and allowing police to see into the store at night.

Icon, Symbol or Graphic Signs

Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle) that have come over time to represent certain types of businesses. When designed well, symbol signs convey their messages quickly and effectively because they are immediately recognizable as bold graphic descriptions of the goods and services offered.

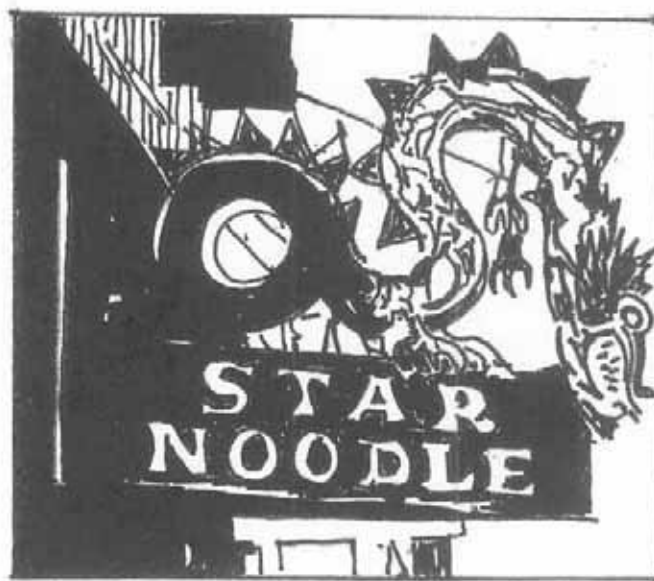
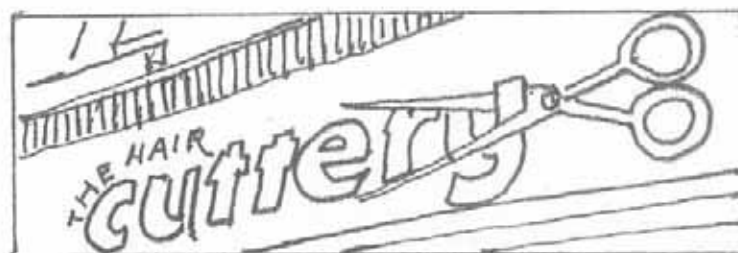
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

From the mid-19th Century to the early 20th Century, signs painted directly on buildings were a popular form of advertising. Painted signs do require a sign permit and do fall within the purview of these design regulations.

- Painted wall signs may in some circumstances be appropriate. As a general rule new painted signs are more appropriate on an older building than a newer one.
- Painted signs often are found on the side or upper floors of older buildings advertising past businesses that may no longer exist, at least at that location. Usually, faded with age, they are known as ghost or phantom signs. Painted wall signs can be important reminders of a community's commercial history and heritage. There may be occasions when they need to be painted over. However, as a general rule, they should be left exposed for the enjoyment of future generations.

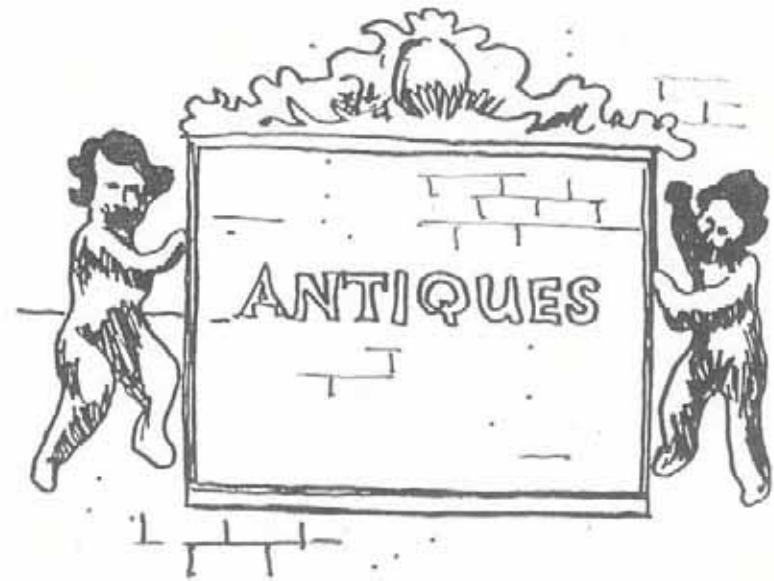




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today. In modern times, however, it can also be used as a symbol that says "antiques are sold here." A pair of scissors has perhaps become a more ubiquitous symbol for cutting hair than the barber's pole while adding the information that women or perhaps even both sexes, are welcome here. Oriental dragons or pagodas are often used as symbols for an oriental, particularly Chinese, restaurant. The "Star Noodle" sign above is not just a symbol for a certain type of restaurant but also is a superb, and rare, example of neon lighting (although this cannot be determined simply by examining the drawing).



Ghost or phantom signs, painted signs advertising businesses from the mid 1800's through the early 1900's exist at various locations within the Downtown Design District. Also occasionally, a "new" historic sign will emerge when an adjoining building is demolished exposing a long hidden facade. These reminders of downtown Davenport's commercial past should be left to slowly fade with time when possible.



Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at a bar or an antique store attempting to create a historic ambiance. The style does not lend itself nearly as well for use on more contemporary structures.

Changing Signs

Changing signs are signs where the copy changes such as on an electronically controlled time and temperature sign.

- Changing signs are limited to displaying public information such as the time and temperature and the advertisement of on site services or products or information associated with a business on the premises. A newspaper, for example, may provide newspaper headlines or a stockbroker may provide the Dow Jones averages. Similarly, a retail store could have a reader board advertising on site products and sales.

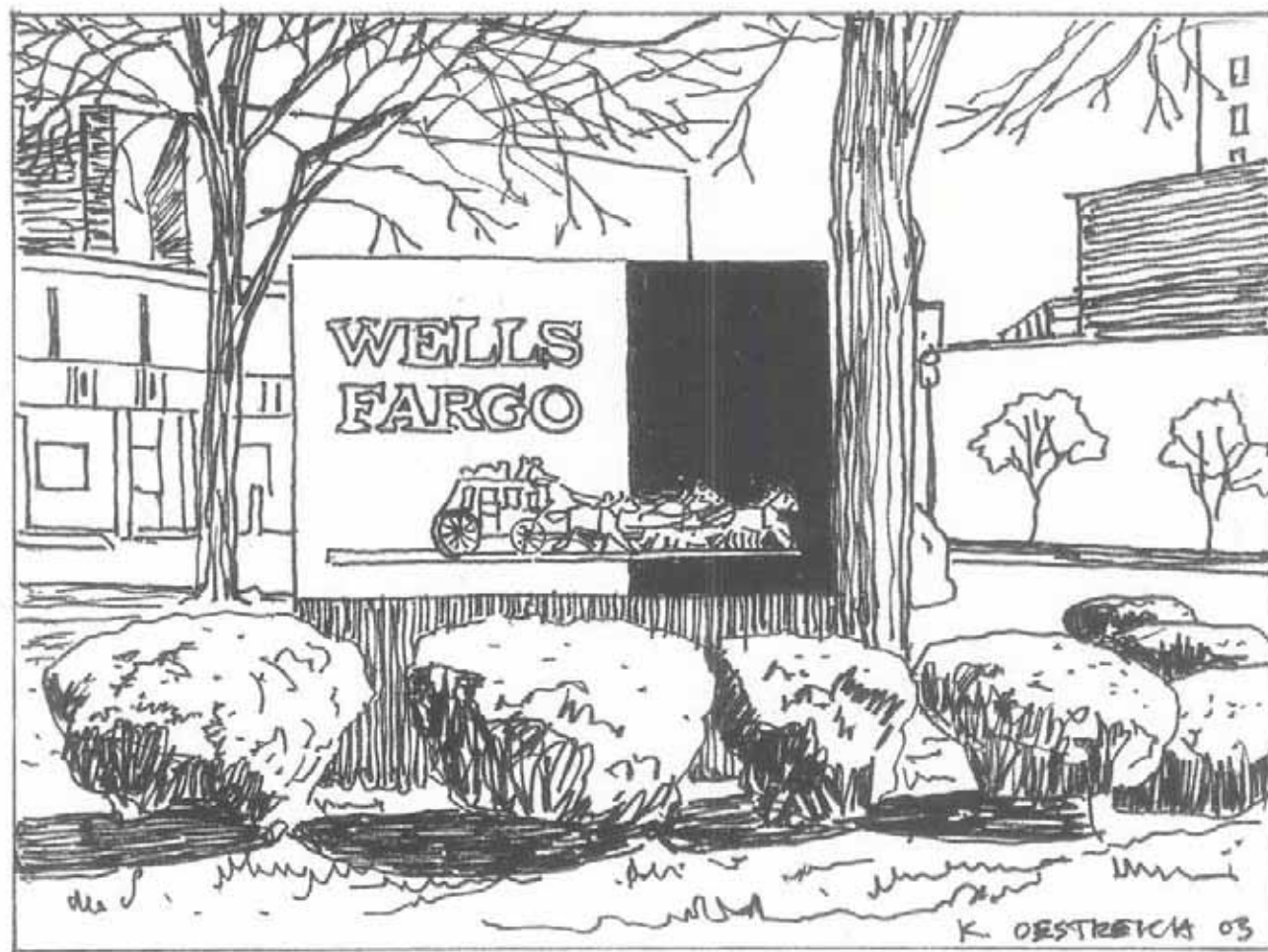
Monument or Ground Signs

Monument or ground signs are signs, often on a masonry base, placed directly on the ground. Monument signs are limited to 48 inches and ground signs to 15 feet.

- Monument or ground signs can be effective signage. They, however, need room and are only appropriate where building setbacks are sufficient to create an appropriate space.
- Monument or ground signs should, when possible, be placed in a landscaped base and repeat materials and colors used on the building it is advertising.



The Wells Fargo Bank drive-through facility at Third and Main Street provides an example of a monument sign that has a number of positive design elements. To begin with, the scale of the sign fits well with both the site and the building. In designing the sign, the bank has resisted the axiom that "the bigger the sign the better." Also the sign has been set within a landscaped base of evergreen shrubbery and has been placed at a location where there is enough room for a sign of this nature. Monument signs need space. Another feature of interest is the Wells Fargo logo itself, a picture of a stagecoach being pulled by a team of horses. At a glance the logo tells the viewer that this is an old and venerable company with a colorful history closely tied with America's own history.



Signs on Awnings

Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

- Individual letters painted directly on the valance of an awning facing the street makes for a distinguished and informative sign.
- Limiting signage on the sloping surface of an awning to small graphic symbols or logos unique to a particular business helps prevent the information on the signage from getting too cluttered for the viewer.
- Traditional awnings generally are more appropriate on older buildings than modern “bubble” type designs.
- Consider down lighting awnings (if they are lighted), particularly on older buildings, rather than using internal illumination.
- Some colors work better as awnings than others. The colors should not be too abrupt or jarring.

Freestanding Pole Sign

A freestanding pole sign is a sign mounted on one or more poles, uprights, or braces mounted in the ground and not attached to any structure other than the poles, uprights, or braces.

- The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate in the downtown.
- One type of pole sign that may be appropriate are smaller signs on double posts. Like monument or ground signs, these freestanding signs need space and look best if they are set in landscaping.

Neon and Bare Bulb Signs

Signs illuminated by electrified gas in slender glass tubes first appeared in the 1920's and became popular in the following two decades. Although various gases are used in these signs, over time, they have come to be called "neon" signs.

Although neon and bare bulb signs are becoming increasingly rare, they can add to the historic quality and uniqueness of the downtown.

- Continuing the use and maintenance of neon and bare bulb signs helps in maintaining the historic character of downtown.
- The use of neon and bare bulb signs in areas such as bars, restaurants, dance clubs, and other entertainment related businesses, is consistent with the traditional uses of such signs.

Banner Signs

Banner signs may be used for special events in the downtown.

- Decorative banner signs can be used to add color and create a festive atmosphere for special events, holidays and seasonal events.
- Banners may be attached to light standards (with an encroachment permit if they are on the public right-of-way) or project from building facades.
- Banners should be removed or replaced when they show signs of fading or unattractive wear.





Banners are a relatively inexpensive way to add color and create a festival atmosphere in the downtown. Banners can have words and graphics intended to inform the public about special events at retailers, the convention center, libraries and museums. Alternatively, banners can be there just to add color and do not have to say anything.

Note that the design and placement of any banners must be approved by the Downtown Design Review Board. Designs must be attractive (in the opinion of the Board) and must be constructed of quality materials. Be aware that the plastic pennants sometimes used at car dealerships and suburban grand openings would not be appropriate downtown and would not be allowed under the banner provisions of these guidelines.

Lighted Signs

Both internally or externally lit signs are appropriate in the downtown area. Internally illuminated signs, however, are more appropriate in some situations than others.

- Plastic is a modern material and generally fits better on more modern buildings rather than older ones.
- White internally illuminated boxes are particularly unappealing. Shaped plastic or cut plastic letters generally look better.
- Light letters on a dark black or colored background tend to be more legible from a distance.
- On older buildings, matte finishes generally are more appropriate than shiny finishes.
- Orienting and shielding spotlights such that the source of light is not directly visible focuses the attention of the viewer.



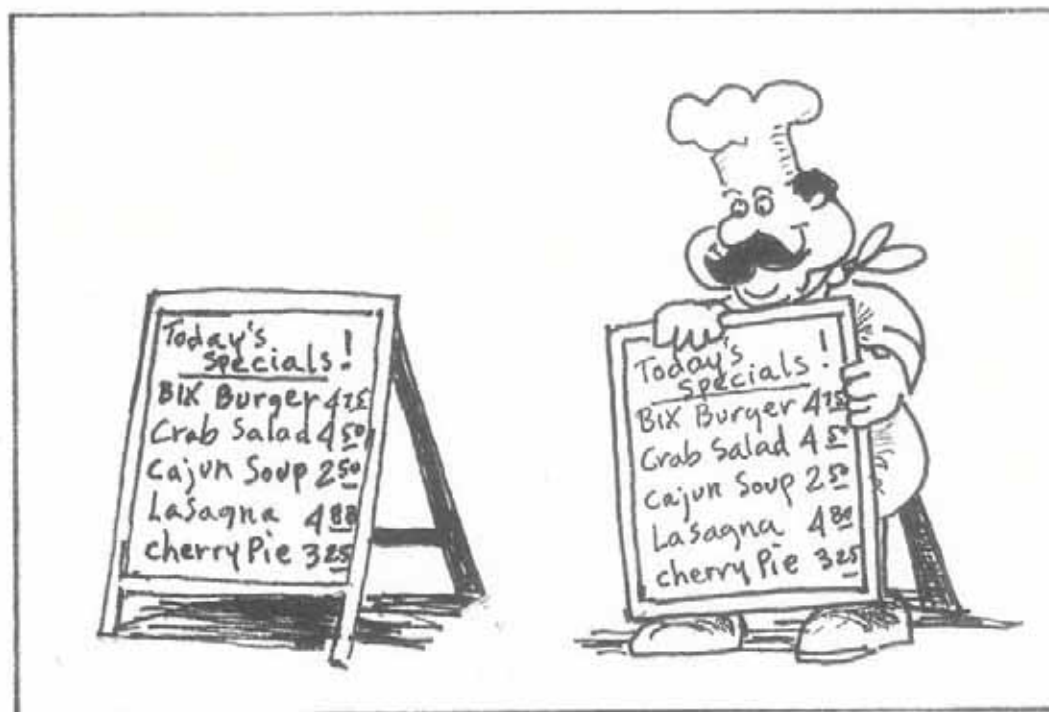
Directional Signage for Parking Lots

- Directional signs marking entries and exits to parking lots are to have no more than one commercial image, logo or message, which shall be subservient to text identifying the parking lots as “customer parking” makes the direction signage easily comprehensible.
- Limiting each driveway to no more than one directional sign, located on private property, near the sidewalk makes the signage more user friendly.

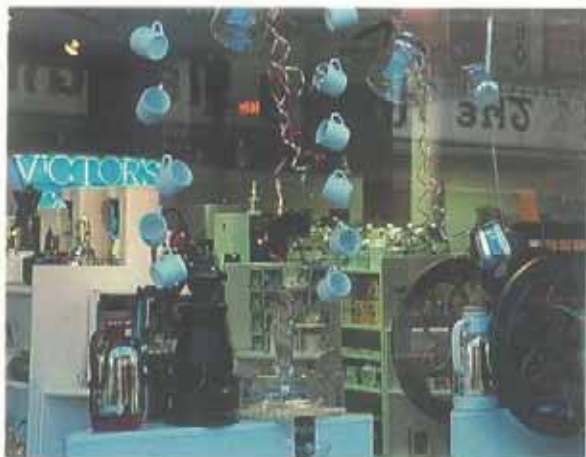
Sandwich Board Signs

Sandwich board or “A-frame” signs may, at the City’s discretion, be placed on city sidewalks listing restaurant menus or advertising special sales or events if the City approves an “encroachment permit.”

- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access.
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.
- Sandwich board signs should be on City sidewalks only during business hours, being removed at the end of each day.

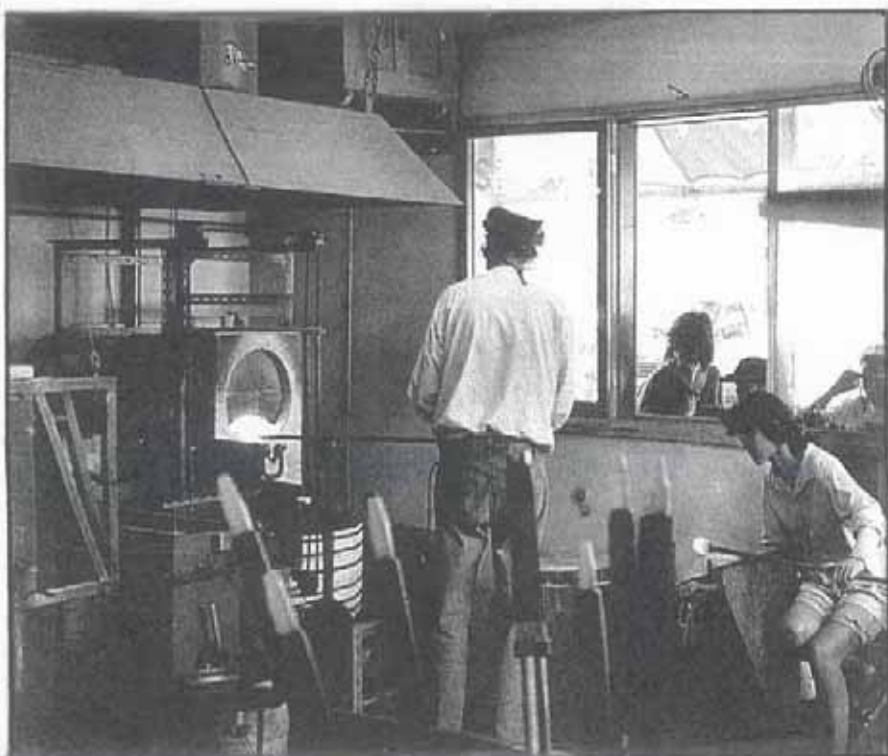


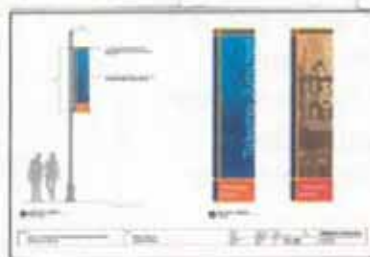
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of the two examples directly above, staff would suggest that the sign on the right would draw more attention than the sign on the left while making the downtown just a little more interesting. The sign on the far left at Trash Can Annie's Antique Clothing on Brady Street is an excellent existing sandwich board sign with considerable design merit.



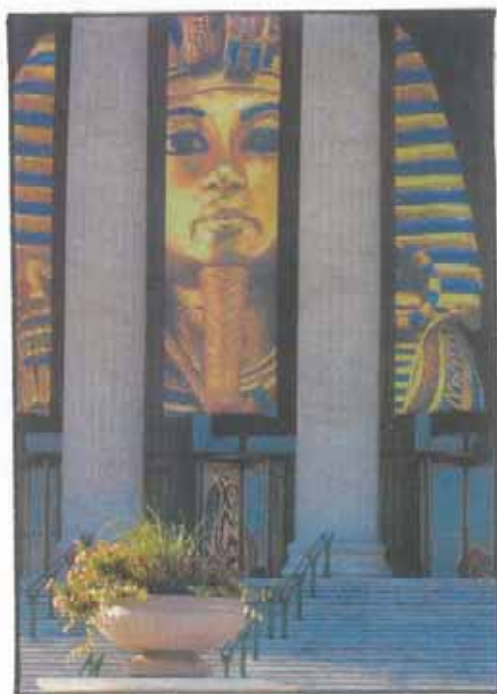
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

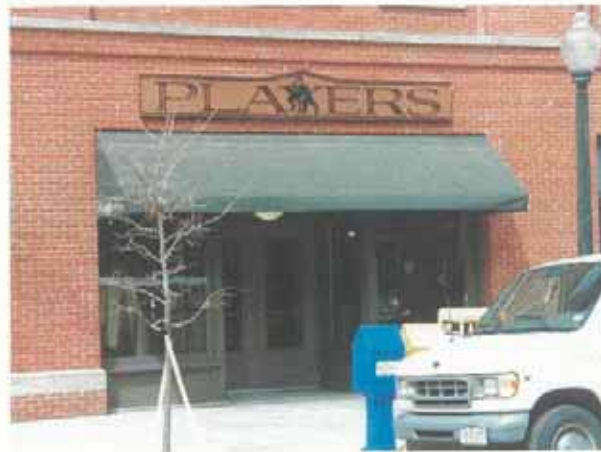
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this case, the glass blowing shop allows the public to see the creation of a glass object from raw material to finished product.





The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located "off premises". The Board may allow banner poles in the public right-of-way with an encroachment permit but only in locations that the Board deems appropriate.





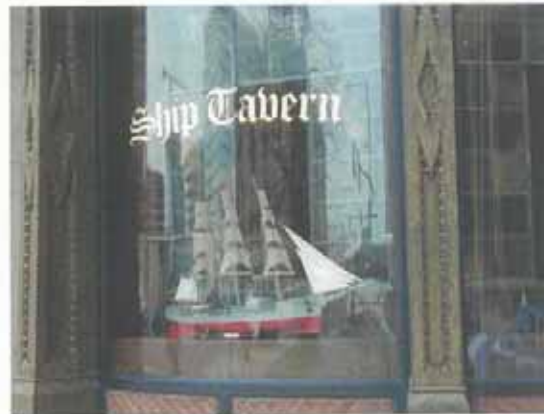
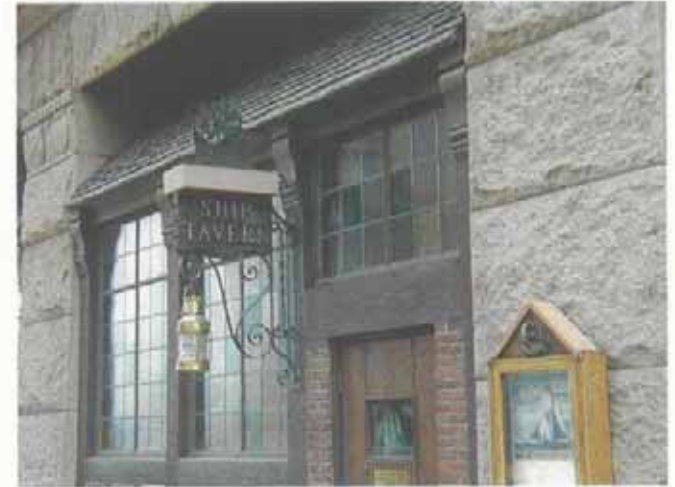
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

The Ship Tavern, a restaurant in another city, provides a good example of a well thought out signage plan. The signage is creative and works on many levels. It uses every opportunity to create an appealing identity for the restaurant and while doing so it makes its downtown neighborhood just a little more interesting. Among its various signs is a plastic, molded “shaped sign” in the form of a shield back lighting the form of a sailing ship. The words “Ship Tavern” are also spelled out in “cut letters.” These signs are oriented to passing automobiles. Note they do not hide any of the building’s architectural features. A second, more intimate, projecting sign oriented to pedestrians marks the restaurant’s entry. The sign includes, once more, the restaurant’s name coupled with a unique wrought iron sailing ship in silhouette and a ship’s sea lantern. On the window, a painted window sign once more tastefully repeats the restaurant’s name. Visible through the glass is a model of a clipper ship that helps grab the eye. Not shown are other windows which also feature model ships. Finally, a menu board placed by the door repeats the restaurant’s sailing motif. Of course, not every business has this much to work with. Every business, however, should use every opportunity to create a unique image for itself.



SIGNAGE PLANS

Sign Types Not in Keeping with the Urban Character of the Downtown

- Building signs advertising products and vendors rather than business types and services.
- Flashing, animated, blinking, rotating, reflecting or revolving signs.
- Standard product and logo signs provided by national distributors (merchants are encouraged to create their own unique signs, symbolic of their personal business).
- Pennants and balloons (other than as holiday decorations).
- Signs using fluorescent material.
- Signs using a graffiti art style.
- Advertising signs, other than graphic symbols or logos unique to a business, located on the sloping surface of awnings.
- Chalkboards or blackboards, other than for use as a restaurant or café menu board.
- Large freestanding pole signs on a single pole.
- Signs on privately owned benches.
- Any sign, except a menu board of a drive through restaurant, emitting sound other than the normal for their internal operation.
- Signs of such brightness that they constitute a hazard to pedestrians, vehicles or aircraft.



- Signs which are affixed to trees, utility poles, fire hydrants, fire escapes, bus stop shelters, or other structures in a public right-of-way except signs permitted by these standards with all of the appropriate permits.
- Any signs listed as prohibited by Section 17.45.030 of the Zoning Ordinance entitled "Prohibited Signs" unless specifically listed as allowable in the Downtown Design District by these standards.

City of Davenport
Design Review Board

Department: DNS
Contact Info: Laura Berkley, 563-888-3553

Date
9/27/2021

Subject:
Downtown Design Guideline Update Steering Committee and Committee Direction

Recommendation:
Select Board Members to serve on the Steering Committee and provide the committee and staff with general direction.

Background:
As mentioned in previous meetings, the original Downtown Design Guidelines were adopted in 2007 and have not been thoroughly reviewed and updated since. Over the past 14 years, the Downtown has seen hundreds of millions of dollars of investment, numerous planning studies, and perhaps most notably, a new zoning ordinance and Downtown Plan completed. While the use of the guidelines has been successful, it is good practice to review and revise guidelines from time to time.

Staff believes the most effective path forward is for the Design Review Board to set general direction for the updates that can be carried out by a Steering Committee that reports to the Board.

In addition to 2-3 Design Review Board members, staff will seek representation from the Downtown Davenport Partnership, City Council and additional staff.

REVIEWERS:

| Department | Reviewer | Action | Date |
|------------|----------------|----------|---------------------|
| City Clerk | Berkley, Laura | Approved | 9/24/2021 - 2:14 PM |