

# DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, APRIL 25, 2022; 5:00 PM

CITY HALL | 226 WEST 4TH STREET | COUNCIL CHAMBERS

I. Call to Order

II. Secretary's Report

A. Consideration of the March 28, 2022 Meeting Minutes

III. Old Business

IV. New Business

A. Case DR22-06: Request for Design Review, C-D Downtown Zoning District; Installation of new windows at 432 West 3rd Street. Window World of Davenport, petitioner, on behalf of Tropical Beach Investment Company. [Ward 3]

B. Case DR22-07: Request for Design Review, C-D Downtown Zoning District; Installation of new banners through the Hello Lamp Post initiative. Davenport Riverfront Improvement Commission, petitioner. [Ward 3]

V. General Discussion

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting: May 23, 2022

City of Davenport  
Design Review Board

Department: Development & Neighborhood Services  
Contact Info: Matt Werderitch 563.888.2221

**Date**  
**4/25/2022**

**Subject:**  
Consideration of the March 28, 2022 Meeting Minutes

**Recommendation:**  
Staff recommends the Design Review Board approve the March 28, 2022 meeting minutes.

**Background:**  
The March 28, 2022 meeting minutes are attached.

**ATTACHMENTS:**

Type	Description
▢ Backup Material	Meeting Minutes 3-28-22

**REVIEWERS:**

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	4/18/2022 - 11:41 AM

**MINUTES**  
DESIGN REVIEW BOARD MEETING  
CITY OF DAVENPORT, IOWA  
THURSDAY, MARCH 28, 2022; 5:00 PM  
COUNCIL CHAMBERS CITY HALL 226 WEST 4TH STREET

I. Call to Order

Present: Slobojan, Rashid, Stinocher, Salzer, Anderson, Tebbitt  
Excused: Howell, Mirr  
Staff: Berkley, Pradhan, Werderitch

II. Secretary's Report

A. Consideration of the February 28, 2022 Meeting Minutes.

Motion by Slobojan, second by Anderson, to approve the February 28, 2022 meeting minutes. Motion to approve was unanimous by voice vote (6-0).

III. Old Business

IV. New Business

A. Case DR22-05: Request for Design Approval, C-D Downtown Zoning District; Demolition of the former Wells Fargo Bank at 128 West 3rd Street. Build to Suit Inc., petitioner, on behalf of AOM LLC. [Ward 3]

Werderitch provided an overview of the proposed demolition of the former Wells Fargo Bank drive through. The purpose of the demolition is to prepare the site for future redevelopment. Joel Hasse of Build to Suit, Inc. was in attendance to speak on behalf of the applicant.

Staff recommended Case DR22-05 be approved in accordance with the submitted plans.

Motion by Rashid, second by Tebbitt, to approve staff recommendation. Motion to approve was unanimous by voice vote (6-0).

V. General Discussion

VI. Public Comment

VII. Adjournment

The meeting adjourned at 5:08 pm.

VIII. Next Board Meeting: April 25, 2022

City of Davenport  
Design Review Board

Department: Development & Neighborhood Services  
Contact Info: Matt Werderitch 563.888.2221

**Date**  
**4/25/2022**

**Subject:**

Case DR22-06: Request for Design Review, C-D Downtown Zoning District; Installation of new windows at 432 West 3rd Street. Window World of Davenport, petitioner, on behalf of Tropical Beach Investment Company. [Ward 3]

**Recommendation:**

Staff recommend approval of the four replacement windows, subject to the following conditions:

1. The replacement windows shall match the dimensions of the existing window openings.
2. The exterior window color shall be black to match the first floor windows and replacement windows on the north elevation.

**Background:**

The applicant is proposing to replace four windows on the Ficke Building at 432 West 3rd Street, which is located within a six block long national historic district. The West 3rd Street Historic District has served as a transition zone, connecting the downtown with the largely German-American working-class neighborhoods on the west end. While exterior alteration is outside the scope of the Historic Preservation Commission, the Design Review Board should consider its historical prominence when approving modifications to the structure.

It is estimated the 3 1/2 story mixed use building was constructed sometime between 1891 to 1901. Currently, the structure contains two businesses, Abernathy's and Doodads, which are located on the ground floor along West 3rd Street. The upper floors consist of apartment units.

The petitioner is proposing to replace four windows in a third floor apartment unit. The existing windows are double hung aluminum with Rusco steel storm windows. No grid pattern is proposed, which is consistent with the other double hung windows found throughout the building.

Three windows will be replaced on the west elevation, abutting Scott Street, and one window on the West 3rd Street elevation. The existing openings have a cream colored wood trim with a reddish orange window frame. The replacement windows will fit the existing openings.

The proposed replacement windows contain the following characteristics:

1. Material: Vinyl
2. Color: White
3. Window Type: Double Hung
4. Glass: Non Tempered
5. Grid Pattern: None

The style, color, and material of windows on the Ficke Building are inconsistent between elevations and floors. The ground floor windows, including the two storefronts, appear to be black vinyl or aluminum. There are also several windows on the upper floors of the north elevation as well as the clerestory windows that have been replaced with black window trim.

The apartment windows on the second and third floors appear to be aluminum with a reddish orange trim. It is important to note that many of the apartment windows on this building are in poor condition and feature chipping wood trim.

The installation of white vinyl windows will introduce a third color and material to the building. Instead, staff are recommending black windows to better match the replacement windows on the first floor and north elevations. Future replacement windows should also be replaced with black trim to create a uniform and consistent appearance.

The Downtown Design Guidelines state the following:

1. Replacement units should maintain the character of the units they are replacing.
2. If a substitute material is considered, it should have the same appearance - texture, color, size, shape and detailing - as the original. The standards allow aluminum and vinyl clad replacement windows as well as wood.
3. Many companies have replacement windows available in a range of colors. Darker colors often work better than lighter colors.
4. Deviation from these guidelines may apply when windows are not visible from a public street.

Since this structure is located within the West 3<sup>rd</sup> Street National Historic District. The installation of white vinyl windows raises concern, as the new windows should closely match the original windows in material, dimension, texture, and other visual qualities. While the board is not bound by the Secretary of the Interior's Standards for Rehabilitation, historic preservation best practices should be taken into consideration when voting on this item.

ATTACHMENTS:

Type	Description
▢ Backup Material	Application
▢ Backup Material	Photos-Windows to be Replaced
▢ Backup Material	Background Material & Photos
▢ Backup Material	Downtown Design Guidelines-Windows
▢ Backup Material	Historic Property Inventory Sheet

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	4/22/2022 - 2:27 PM



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

Complete application can be emailed to [planning@davenportiowa.com](mailto:planning@davenportiowa.com)

Property Address\* 432 W. 3rd St Apt 5 Davenport Ia

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

**Applicant (Primary Contact)**

Name: WINDOW WORLD OF DAYPT  
Company: " " "  
Address: 2406 W. KIMBERLY RD  
City/State/Zip: Davenport Ia 52806  
Phone: 389-507-2138  
Email: charliecwindowworldofdavenport.com

**Owner** (if different from Applicant)

Name: Ron Frantz  
Company: RDF Properties  
Address: PO Box 3708  
City/State/Zip: Davenport Ia  
Phone: 563-343-6595  
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](mailto: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](mailto: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):



### Work Plan

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

4/ DOUBLE HUNG STYLE  
REPLACEMENT WINDOWS  
Apartment 5

NO TEMPERED GLASS

WINDOWS ARE WHITE VINYL

- NO GRIDS -

3 in large bedroom

1 in sm bedroom

Sales Person:  
4 - PAT SIMPSON



Dealer  
Acknowledgement

Quote Date  
11/10/2021

Date Ordered  
Quote Not Ordered

Dealer Name:

886920 WINDOW WORLD OF DAVENPORT

**Bill To:**

WINDOW WORLD OF DAVENPORT  
2406 WEST KIMBERLY ROAD  
DAVENPORT, IA 52806

**Ship To:**

SAME

User Initials:

Quote Created By: patm@windowworldofdavenport.com

Phone: (563) 323-7313 Fax:

Order Notes:

Delivery Notes:

Quote Name:

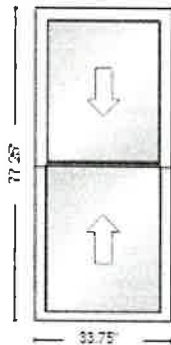
FRANTZ, Ron

Project Name:

FRANTZ, Davenport

QUOTE #		RUSH		STATUS		PO#
TBD		No		None		141-210557
Line Item #	Qty	Width	x	Height	UI	Description

1-1 3 33.75" X 77.25" 112



3001-NEW 4000 Series Double Hung 33.75 x 77.25  
Sash Split = Even  
Operation / Venting = Double Hung  
Composite Reinforcement, Frame Option = Standard Block  
Frame  
Frame Color = White  
Clear Glass, Double Strength, Glass Breakage Warranty  
U-Factor = 0.46, CR = 44, SHGC = 0.57, VT = 0.61, CPD =  
ASO-A-89-67350-00001  
Foam Wrap, Header Expander, Brickmould and Casing = No  
Brickmould, Frame Size

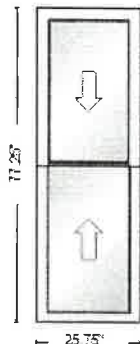
**Line Item Notes:**

Comment / Room:

None Assigned

Line Item #	Qty	Width	x	Height	UI	Description
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2-1 1 25.75" X 77.25" 104



3001-NEW 4000 Series Double Hung 25.75 x 77.25  
Sash Split = Even  
Operation / Venting = Double Hung  
Composite Reinforcement, Frame Option = Standard Block  
Frame  
Frame Color = White  
Clear Glass, Double Strength, Glass Breakage Warranty  
U-Factor = 0.46, CR = 44, SHGC = 0.57, VT = 0.61, CPD =  
ASO-A-89-67350-00001  
Foam Wrap, Header Expander, Brickmould and Casing = No  
Brickmould, Frame Size

**Line Item Notes:**

Comment / Room:

None Assigned

*Handwritten signature and number 4*









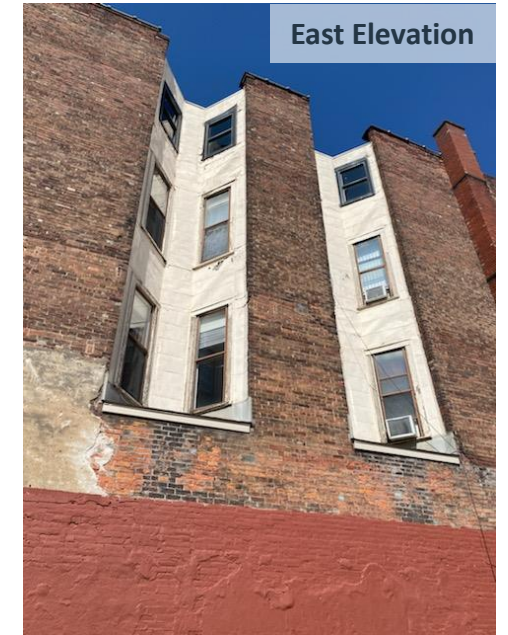


# 432 W 3<sup>rd</sup> Street

- West 3<sup>rd</sup> Street Historic District
- Historic Name: Ficke Building
- Construction Date: Approximately 1891-1901
- 3 ½ Story Commercial & Apartment Building
- Ground Floor Businesses:
  - Abernathy's
  - Doodads



North Elevation



East Elevation



South Elevation



West Elevation

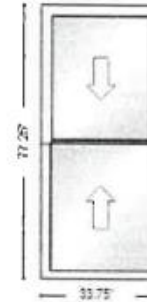
# Window Replacement

DAVENPORT  
IOWA | USA

- **Existing Windows:** Aluminum with Rusco Steel Storms on the Outside
- **Proposed Windows:**
  - 4 Double Hung Style Windows
  - No Tempered Glass
  - White Vinyl
  - No Grid Pattern

Line Item #	Qty	Width x Height	UI	Description
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1-1 3 33.75" X 77.25" 112



3001-NEW 4000 Series Double Hung 33.75 x 77.25  
Sash Split = Even  
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Composite Reinforcement, Frame Option = Standard Block Frame  
Frame Color = White  
Clear Glass, Double Strength, Glass Breakage Warranty  
U-Factor = 0.46, CR = 44, SHGC = 0.57, VT = 0.61, CPD = ASO-A-89-67350-00001  
Foam Wrap, Header Expander, Brickmould and Casing = No Brickmould, Frame Size

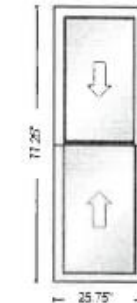
Line Item Notes:

Comment / Room:

None Assigned

Line Item #	Qty	Width x Height	UI	Description
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2-1 1 25.75" X 77.25" 104



3001-NEW 4000 Series Double Hung 25.75 x 77.25  
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Clear Glass, Double Strength, Glass Breakage Warranty  
U-Factor = 0.46, CR = 44, SHGC = 0.57, VT = 0.61, CPD = ASO-A-89-67350-00001  
Foam Wrap, Header Expander, Brickmould and Casing = No Brickmould, Frame Size

Line Item Notes:

Comment / Room:

None Assigned

12



# Window Replacement South Façade (3<sup>rd</sup> St.)

DAVENPORT  
IOWA | USA





# Window Replacement West Façade (Scott St.)

DAVENPORT  
IOWA | USA



# Recommendation

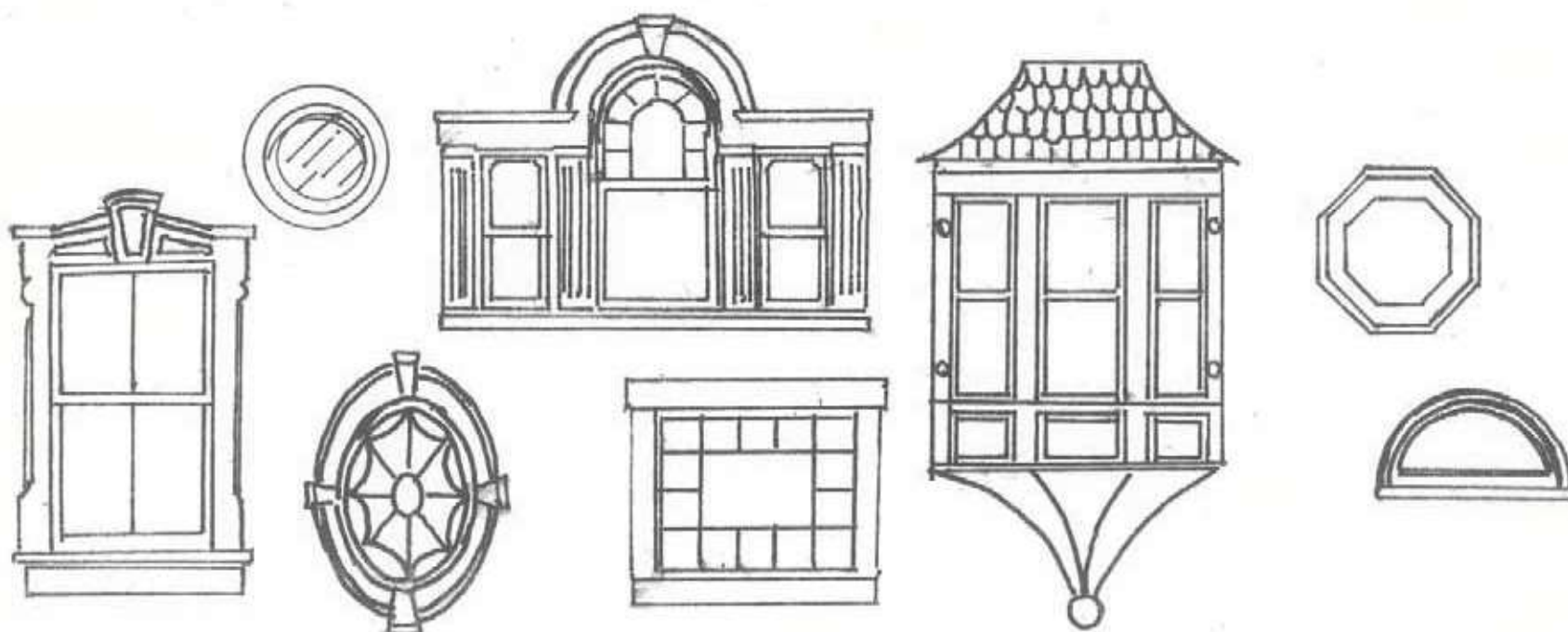
Staff recommend approval of the four replacement windows, subject to the following conditions:

1. The replacement windows shall match the dimensions of the existing window openings.
2. The exterior window color shall be black to match the first floor windows and replacement windows on the north elevation.





## Windows



Windows make an important contribution to the character of a building. Their size, shape, type and ornamentation reflect the building's style. The rhythm created by the placement of windows (either symmetrically or asymmetrically) enhances that architectural style.

Historically, windows served as a functional means of providing light and air circulation within a structure. Over time the development of the glass making process provided for larger panes (or lights) with a variety of hues and textures. During the Victorian era glass making graduated to a fine art. Fancy, beveled, etched, frosted, curved and art (stained) glass embellished many buildings.

The double hung sash is the most common window type. This window has two vertically-movable sections (sash) set in one frame and can feature one or several panes per sash. All windows need regular maintenance. Eventually age and use will make replacement

necessary. Options for repair, rehabilitation or replacement reflect the degree of deterioration.

Often the condition of deteriorated wood windows looks worse than it really is. Years of use, water accumulation and insects can cause deterioration. Windows also often have broken sash cords or sashes that have been painted shut. (These problems can easily be repaired). Generally, the sill and lower rail are in the worst condition as they are the most impacted by water over time. Typically, replacement pieces can be spliced into the old. Also, there are modern epoxies that can repair rotted wood.

If the sashes (the movable parts of a window) are deteriorated but the balance of the window is sound consider just replacing the sash. Several manufacturers provide custom-sized replacement window sashes to match historic window sashes. This can be a very affordable alternative to replacing the entire window unit and maintains the character of the building.

If windows need to be replaced the appropriate replacement window should be carefully considered. These standards allow aluminum and vinyl clad replacement windows as well as wood. Replacement units, however, should maintain the character of the units they are replacing. The replacement window should exactly fit the original opening. Using a smaller "off the shelf" window and filling the balance of the opening with plywood or some other material is not acceptable. Similarly, if the original window had an arched or circular top, the replacement window should have an arched or circular top. Generally the window should also have the same number and arrangement of panes or lights and the lights themselves should have the same proportions. Sometimes manufacturers have snap-on muntins which can be applied to a one over one sash to make it look like a six over one sash, etc. This is acceptable if the muntins and windows look realistic. Window

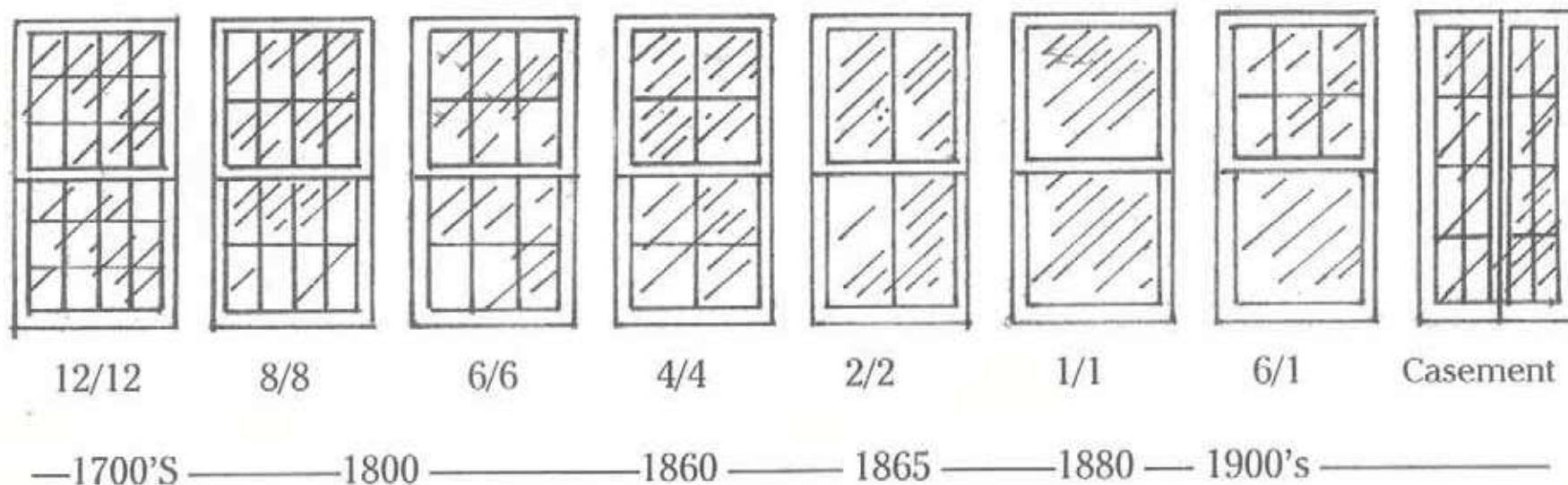
manufacturers can sometimes recreate the exact profile of an historic window. For the purposes of these standards a similar look is all that is required. This includes the use of brick mold when it is appropriate. The appearance of depth commonly associated with historic windows is an important attribute.

Decoration, such as window caps or hoods, are also very important features which should always be preserved.

For the purposes of these standards, tinted or mirrored glass should be avoided on older or Victorian style buildings.

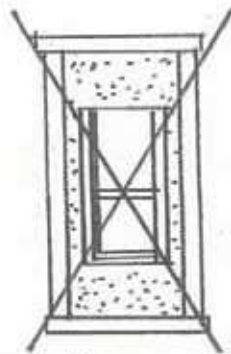
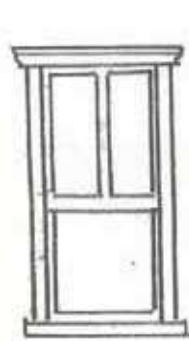
With regards to color, wood windows, of course, can be painted in any color. When using aluminum windows, a raw metal finish is not allowed under most circumstances. Many companies have replacement windows available in a range of colors. Darker colors often work better than light.

#### Common Sash Arrangements—Over time manufacturers learned to make larger and larger panes of glass.

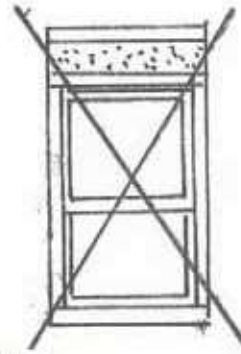
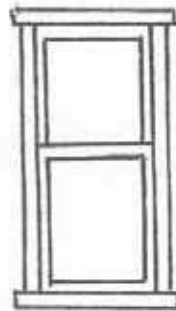




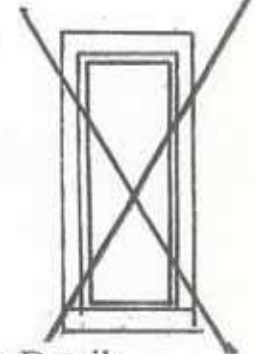
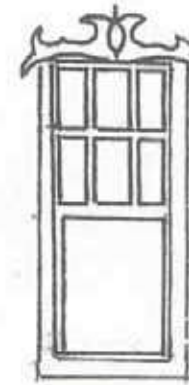
## Windows



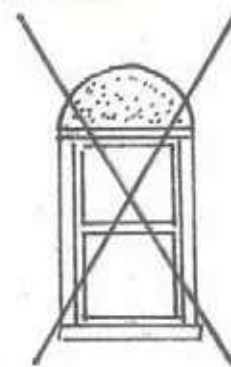
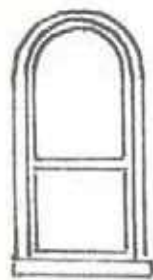
Overall Size



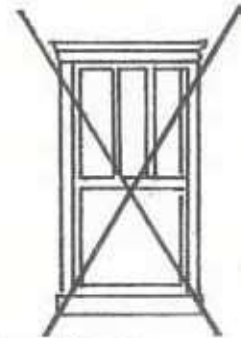
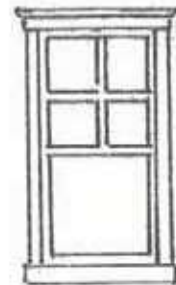
Overall Size



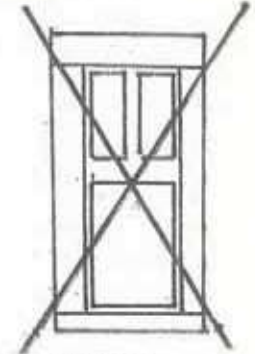
Decorative Details



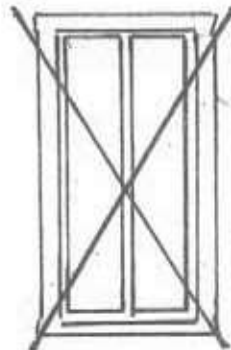
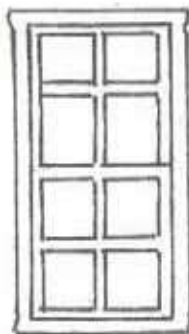
Shape



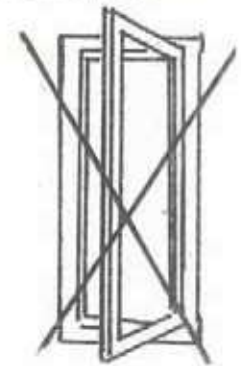
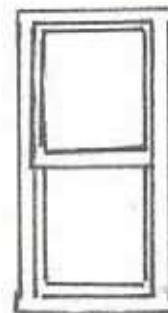
Number of Panes



Component Size



Arrangement of Panes



Type of Operation

These various rules should in most instances apply. There can, however, be exceptions for good cause. The visibility of windows from public streets can be a consideration. The views of street facades are most important. It may, however, make sense to raise a window on the side of a building if it cannot be readily seen by the public and it is necessary to make the kitchen counter layout in a residential loft work. Also, larger windows, even balconies, may in some cases, be appropriate to take advantage of a river view. Design changes of this nature must be part of a sensitive design for the entire building.

## ARCHITECTURAL/HISTORICAL SURVEY

## DAVENPORT, IOWA

The Architects Office

Wehner, Nowysz, Pottschull and Pfiffner  
201 clay building, Iowa city, Iowa 52240DAVENPORT COMMUNITY DEVELOPMENT DEPARTMENT  
IOWA DIVISION OF HISTORIC PRESERVATION

SITE #82-10- 3-W430 MAP # 1

HIST. DIST. West 3rd Street

NAME Ficke Building (H) C

ADDRESS 432 W. Third Street

LEGAL DES. Original Town 19 1 (See cont. sheet)  
SUB-DIVISION BLOCK PARCEL SUB-PARCELUTM 15 719 1959 459 939 0 ACREAGE -1 ZONE C-4  
EASTING NORTHING

OWNER Edwin L. Brown, Marjorie A. Brown

727 Spaulding Rd., Davenport, IA

TITLE H.  
(IF DIFF)

SITE SHEET

ARCHITECTURE

## DESCRIPTION

FORM 3½ story commercial/apartment block CONST. c. 1900  
DATE

MATERIALS Brick, stone, cast iron, pressed tin ARCH STYLE

FENESTRATION 2-story oriels and 1/1 D.H.S.

DIST. FEATURES Oriels, cornice & frieze, 3rd floor arches

ALTERATIONS Minor shopfront modifications

SITE & RELATED STR. Corner site

## STATEMENT

This building is similar to 3-W414 in facade arrangement, and in window treatment similar to 3-W702. Two-story oriels are prominent design elements, as are the round arches with fanlike tympana which culminate the vertical organization of upper-floor windows. Below a narrow modillion cornice, rectangular attic windows in dogeared stone surrounds are set in a very wide brick frieze. The shopfronts, with rusticated stone corner piers, are fairly well preserved as well. The building is one of a number of distinctive and somewhat unusual structures erected in the West 3rd Street District around the turn of the century.

B. Aufderheide, Architect.

## SOURCES

Sanborn Fire Insurance Maps, 1892, 1910.

Oszuscik, Philippe, "A History of the Architecture and Urbanization of Nineteenth Century Davenport, Iowa," Ph.D. Dissertation, University of Iowa, 1979, p. 367.

## SIGNIFICANCE

HISTORY

## DESCRIPTION

Ownership and City Directory information make it difficult to date this structure. The builder was probably C. A. Ficke or the C. A. Ficke Investment Company between 1891 and 1901. Ficke, an important German-American leader and lawyer, leased the building to a number of tenants including Frank Brunier, a grocer, and the Klenze Brothers Pharmacy. Four flats were rented as residential space.

## SOURCES

City Directories, 1888-89, 1890-91, 1892-93, 1894-95, 1896-97, 1898-99, 1900-01.

Scott County Auditor's Deed Transfer Books, Vol. 4:21 and 4:29.

ARCHITECTURAL HISTORIAN: Martha Bowers

HISTORIAN: MARLYS SVENDSEN-ROESLER

SURVEY COMP. 1981

## EVALUATION

## ARCHITECTURAL

- I. ARCH. EVALUATION Excellent  
 II. ENVIR. STATURE Incident  
 III. INT. OF CONTEXT Fair  
 IV. INT. OF FABRIC Excellent

## LEVEL OF SIGNIFICANCE:

☐ NAT. ☐ STATE ☒ LOCAL ☐ N. ELIG.

## HISTORICAL

## I. THEME(S) OF SIGNIFICANCE:

- A. PRIMARY \_\_\_\_\_  
 B. SECONDARY \_\_\_\_\_

## II. LEVEL OF SIGNIFICANCE

☐ NAT. ☐ STATE ☐ LOCAL

## III. NRHP

ELIGIBLE ☐ NOT ELIGIBLE ☐

## HISTORIC DISTRICT CLASSIFICATION

☒ A. ☐ B. ☐ C.

## FOR DIVISION OF HISTORIC PRESERVATION USE ONLY

1. DATE RECEIVED \_\_\_\_\_

2. DATE OF STAFF EVALUATION \_\_\_\_\_

	A. ARCHITECTURAL	B. HISTORICAL
ELIGIBLE FOR NRHP	<input type="checkbox"/>	<input type="checkbox"/>
NOT ELIGIBLE FOR NRHP	<input type="checkbox"/>	<input type="checkbox"/>

## 3. NRHP ACTION

A. STATE REVIEW COMM.	APP. <input type="checkbox"/>	DISAPP. <input type="checkbox"/>	TABLED <input type="checkbox"/>	DATE _____
B. FEDERAL REVIEW	APP. <input type="checkbox"/>	DISAPP. <input type="checkbox"/>	TABLED <input type="checkbox"/>	DATE _____

## 4. D.H.P. SOURCES

- ☐ COUNTY RESOURCES  
☐ W'SHIELD SURVEY  
☒ NRHP II/18/83  
☐ GRANT \_\_\_\_\_

☐ DET. OF ELIGIBILITY☐ R. & C. \_\_\_\_\_☒ DAVENPORT A/H SURVEY☐ \_\_\_\_\_☐ \_\_\_\_\_

## 5. SUBJECT TRACES

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## 6. PHOTO

1606-11

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



## ARCHITECTURAL/HISTORICAL SURVEY

## DAVENPORT, IOWA

The Architects Office

Wehner, Nowysz, Pattschull and Pfiffner  
301 day building, Iowa city, Iowa 52240DAVENPORT COMMUNITY DEVELOPMENT DEPARTMENT  
IOWA DIVISION OF HISTORIC PRESERVATION

# 82-10- 3-W430

LEGAL DESCRIPTION: Pt of lot 1 com at SW cor of lot 1 - E along  
N/L of 3rd St 50' - N par with W/L of lot  
101.35' - W 50' to W/L of lot 1 - S 101.57'  
to beg

CONTINUATION

City of Davenport  
Design Review Board

Department: Development & Neighborhood Services  
Contact Info: Matt Werderitch 563.888.2221

**Date**  
**4/25/2022**

**Subject:**

Case DR22-07: Request for Design Review, C-D Downtown Zoning District; Installation of new banners through the Hello Lamp Post initiative. Davenport Riverfront Improvement Commission, petitioner. [Ward 3]

**Recommendation:**

Staff recommend approval of the overall concept with final design to be finalized at the administrative level.

**Background:**

Hello Lamp Post is an interactive “on street” engagement platform that uses Artificial Intelligence to facilitate two-way conversations with residents and visitors using their mobile phones. People are invited to scan a QR code or send a text message to start an interaction. These conversations are insightful, thought provoking, and informative. From driving foot traffic, digital trail-making, improving visitor satisfaction, collecting public feedback and drawing insights to make destinations more accessible and attractive by reimagining public spaces, Hello Lamp Post is helping build people-centered resilient cities for the future.

Attached is a conceptual light pole design from another community. The project locations will be predominantly along the riverfront park system, including Channel Cat Dock, River Heritage Park, LeClaire Park, Centennial Park, and Veterans Memorial Park.

The Riverfront Improvement Commission has approved a contract with Hello Lamp Post for a total of twenty signs as part of this pilot initiative. By the nature of this project, the goal is to relocate signs along the riverfront to engage citizens and tourists. Since the majority of the riverfront is within the Design Review Board's scope of review, this project is being brought forth for approval. The City is looking for flexibility in locations and design in order to refresh throughout the year. To take advantage of the full tourist season, the Riverfront Improvement Commission is requesting approval of the overall concept with final design to be finalized at the administrative level.

**ATTACHMENTS:**

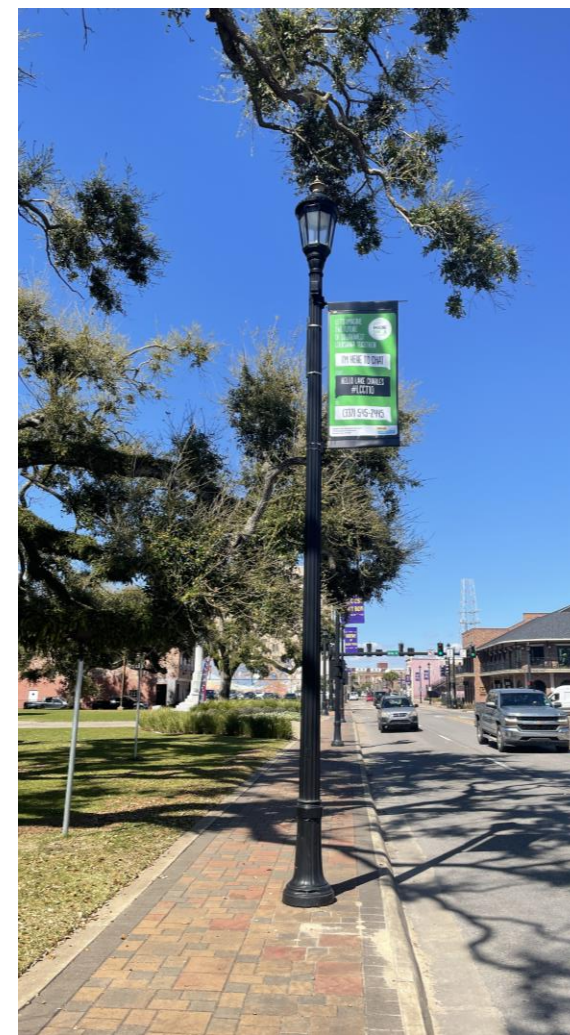
Type	Description
▣ Backup Material	Background Materials & Photos
▣ Backup Material	Example Sign

**REVIEWERS:**

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	4/22/2022 - 2:53 PM

# Hello Lamp Post

- Online interactive platform that uses artificial intelligence to facilitate conversations with visitors.
- People can scan a code or text to interact.
- Tool for community engagement, way-finding, public consultation, and tourism.



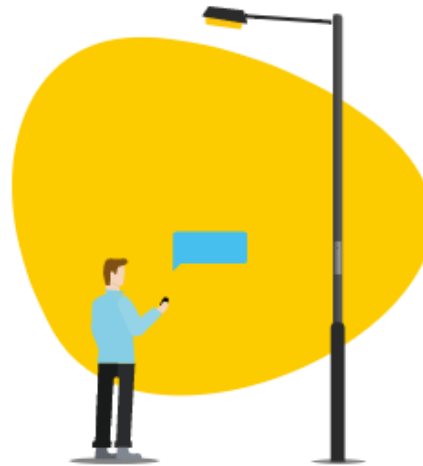
# Hello Lamp Post

## How It Works



### Pick an Object

Look out for any street object with a QR code on it or a yellow sign.



### Say Hello

Scan the code or send a message via SMS, Facebook Messenger or Whatsapp.



### Keep Talking

You'll soon get a reply from the friendly object. Keep chatting to learn about the area and provide opinions and feedback on its questions.

# Hello Lamp Post

DAVENPORT  
IOWA | USA

- Pilot program will feature 20 signs.
- Signs will be placed on street lamps along the riverfront park system.
- Locations will change throughout the summer to encourage interaction.





**Hi!**



**Talk with me to  
learn more about the  
Davenport Riverfront  
and share your thoughts**

**TEXT:**

**HELLO RIVERFRONT  
#DVCT1**

**OR SCAN:**



**TO:**

**01234  
5678910**



**DAVENPORT**  
RIVERFRONT IMPROVEMENT  
COMMISSION

**All messages are anonymous.  
Standard messaging rates apply.  
For more information visit: [www.hlp.city](http://www.hlp.city)**