

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, JANUARY 23, 2023; 5:00 PM

CITY HALL | 226 WEST 4TH STREET | COUNCIL CHAMBERS

I. Call to Order

II. Secretary's Report

A. Consideration of the December 19, 2022 Meeting Minutes

III. Old Business

IV. New Business

A. Case DR23-01: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 221 East 2nd Street. H.L. by Design, petitioner. [Ward 3]

B. Election of Chairperson

C. Election of Vice-Chairperson

V. General Discussion

A. Review of Design Review Board Bylaws.

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting: February 27, 2023

City of Davenport
Design Review Board

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

Date
1/23/2023

Subject:
Consideration of the December 19, 2022 Meeting Minutes

Recommendation:
Staff recommends the Design Review Board approve the December 19, 2022 meeting minutes.

Background:
The December 19, 2022 meeting minutes are attached.

ATTACHMENTS:

Type	Description
▣ Backup Material	Meeting Minutes 12-19-22

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Werderitch, Matt	Approved	1/17/2023 - 3:05 PM

MINUTES
DESIGN REVIEW BOARD MEETING
CITY OF DAVENPORT, IOWA
MONDAY, DECEMBER 19, 2022; 5:00 PM
COUNCIL CHAMBERS CITY HALL 226 WEST 4TH STREET

I. Call to Order

Present: Stinocher, Salzer, Tebbitt, Anderson, Martin, Inskeep
Excused: Slobojan, Rashid, Hoff
Staff: Berkley, Werderitch

II. Secretary's Report

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

Motion by Tebbitt, second by Stinocher, to approve the November 28, 2022 meeting minutes. Motion to approve was unanimous by voice vote (6-0).

III. Old Business

IV. New Business

A. Case DR22-22: Request for Design Review, C-D Downtown Zoning District; Exterior improvements at 112 West 3rd Street. M3 Companies LLC, petitioner. [Ward 3]

Werderitch provided an overview of the request. The property owner is renovating the existing building by adding apartment units to the upper floors and reconfiguring the first level storefronts. The existing downtown building has painted masonry, a brown awning spanning both commercial tenant spaces, white window trim, and a decorative cornice with corbels. The intent is to provide a fresh new appearance to the building while respecting its historic character. The property is located within the Davenport Commercial Historic District.

Staff recommended Case DR22-22 be approved in accordance with the submitted plans.

Motion by Tebbitt, second by Anderson, to approve staff recommendation. Motion to approve staff recommendation was approved by a roll call vote (6-0).

V. General Discussion

The Design Review Board welcomed its newest members: Corey Martin and Silas Inskeep.

Berkley stated that City Council upheld the Design Review Board decision regarding Case DR22-21 at 626 West River Drive.

VI. Public Comment

VII. Adjournment

Motion by Tebbitt, second by Stinocher, to adjourn the meeting. Motion to adjourn was unanimous by a voice vote (6-0). The meeting adjourned at 5:10 pm.

VIII. Next Board Meeting: January 23, 2023

City of Davenport
Design Review Board

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

Date
1/23/2023

Subject:

Case DR23-01: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 221 East 2nd Street. H.L. by Design, petitioner. [Ward 3]

Recommendation:

Staff recommends that Case DR23-01 be approved in accordance with the submitted work write up and materials.

Background:

The proposed projecting sign is for H.L by Design, which is opening a new office at 221 East 2nd Street.

The projecting sign will be mounted to the north building elevation along 2nd Street. The sign will be installed on the metal panel over the main entrance. A minimum vertical clearance of 8 feet above the sidewalk is required per the Zoning Ordinance.

The projecting sign structure will be a powder coated steel frame. The center material is white oak, which will be treated with Osmo Decking Oil. The sign will be externally illuminated with an LED light. There is existing electrical behind the black metal panel that will be utilized for lighting. The area of the sign has not been identified by the applicant. However, the Zoning Ordinance limits the area to 24 square feet.

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

The Downtown Design Guidelines encourage projecting signs since they are very effective in reaching pedestrians. Historically, projecting signs were commonly used on older buildings. The use of a business logo creates a user friendly downtown experience for visitors.

ATTACHMENTS:

Type	Description
▣ Backup Material	Background Materials & Photos
▣ Backup Material	Application
▣ Backup Material	Work Plan
▣ Backup Material	Downtown Design Guidelines-Signage

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	1/20/2023 - 9:33 AM

221 E 2nd Street

- **New Tenant:** H.L. by Design
- **Request:** Install New Storefront Signage



DAVENPORT
IOWA | USA

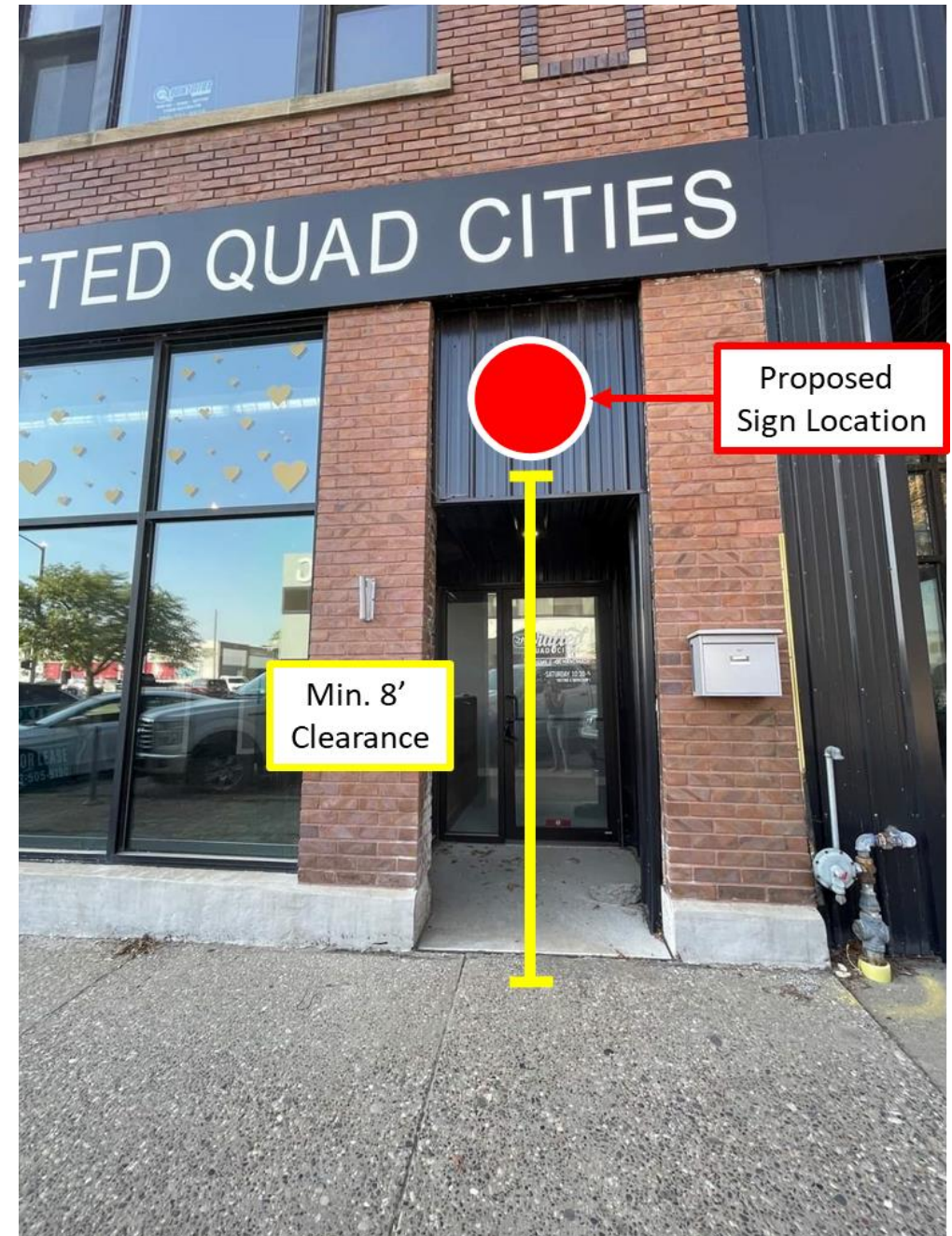
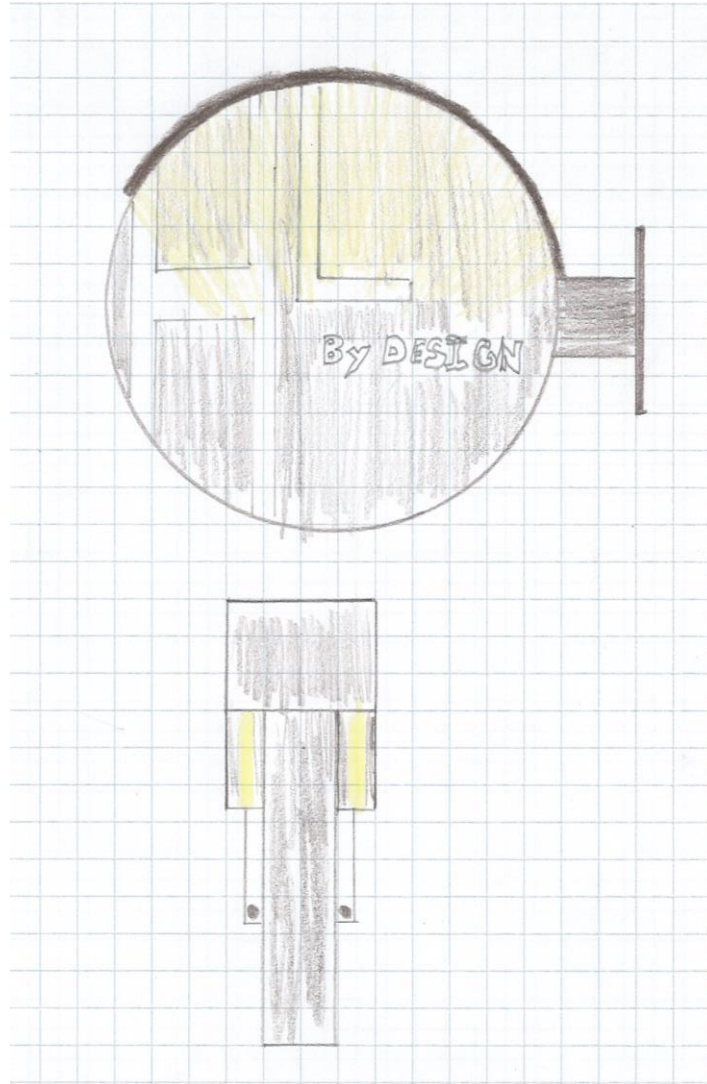


Projecting Sign

- Sign Area: Max. of 24 SF
- Height: Min. 8 Ft. Above Grade
- Powder Coated Steel Frame
- White Oak Center Blade
- Outdoor LED Lighting



Example Sign





Complete application can be emailed to planning@davenportiowa.com

Property Address* [221 E 21st Street Davenport Iowa 52801](#)

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

Applicant (Primary Contact)

Name: [Heather L. Wilson](#)
Company: [H.L. by Design](#)
Address: [10991 156th Street](#)
City/State/Zip: [Davenport IA 52804](#)
Phone: [563-564-9252](#)
Email: purpltrck@aol.com

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

Design Review Board

Design Approval ✕

Demolition Request in the Downtown
Demolition Request in the Village of
East Davenport

Engineer (if applicable)

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

Historic Preservation Commission

Certificate of Appropriateness
Landmark Nomination
Demolition Request

Architect (if applicable)

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

Administrative

Administrative Exception
Health Services and Congregate
Living Permit

Attorney (if applicable)

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

Design District:

X 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: [Heather L. Wilson](#)

Date: [1-10-2023](#)

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.

|

Werderitch, Matt

From: Heather Sherman <purpltrck@aol.com>
Sent: Wednesday, January 11, 2023 3:19 PM
To: Werderitch, Matt
Subject: Re: [EXT] Blade Sign Application for H.L. by Design

Hi Matt,

I answered in **RED** below. Sorry the Work Plan portion didnt come through!

Any other questions, let me know. And I will be at the meeting on the 23rd at 5pm :)

Heather L. Wilson

-----Original Message-----

From: Werderitch, Matt <Matt.Werderitch@davenportiowa.com>
To: Heather Sherman <purpltrck@aol.com>
Sent: Wed, Jan 11, 2023 12:12 pm
Subject: RE: [EXT] Blade Sign Application for H.L. by Design

Heather,

Thank you for submitting an Application for Design Review. I have a few follow-up comments regarding the proposed projecting sign for HL by Design:

1. Is the property address 221 E 2nd Street? The application indicated 21st Street. **Yes, I apologize....It is the 221 E 2nd Street**
2. Please complete the Work Plan portion of the application.
 - Powder Coated Steel Frame**
 - White Oak Center Blade treated with Osmo Decking Oil**
 - Outdoor LED Lighting (per local code)**
 - Size and Height (per local code)**
 - Please see attached drawing and inspiration photo**
3. In the photo of the building, please mark the location where the sign will be mounted. Staff recommend mounting the sign in the metal wall over the main entrance. - **The picture below shows it perfectly! Behind the black paneling is already an existing light with electrical for the LED light for the sign. And it will stick out from the building to keep with the aesthetics of the other businesses near that location**
4. Indicate the height and area of the sign.
 - a. The sign must maintain a minimum vertical clearance of 8 feet above the sidewalk.
 - b. The Zoning Ordinance limits the area to a maximum of 24 square feet.

Example Sign Location:



Please provide a response to the above comments. This item will be scheduled for the January 23rd Design Review Board meeting. The meeting will be held at 5pm in the City Hall Council Chambers.

If you have any questions, I can be reached at 563.888.2221 or via email.

Sincerely,

Matt Werderitch | AICP

Planner II | Development & Neighborhood Services
City of Davenport

T 563-888-2221
1200 E 46th Street, Davenport, IA 52807

davenportiowa.com

From: Heather Sherman <purpltrck@aol.com>
Sent: Tuesday, January 10, 2023 5:21 PM
To: Planning <Planning@davenportiowa.com>
Subject: [EXT] Blade Sign Application for H.L. by Design

ATTENTION: This is an external email.

Hello,

Please see attached application for the Design Approval for signage of new business downtown Davenport. Attached are a few inspiration drawings. Any questions, please contact me at 563-564-9252

Thank you in advance,
Heather L. Wilson
H.L. by Design (Owner)

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.

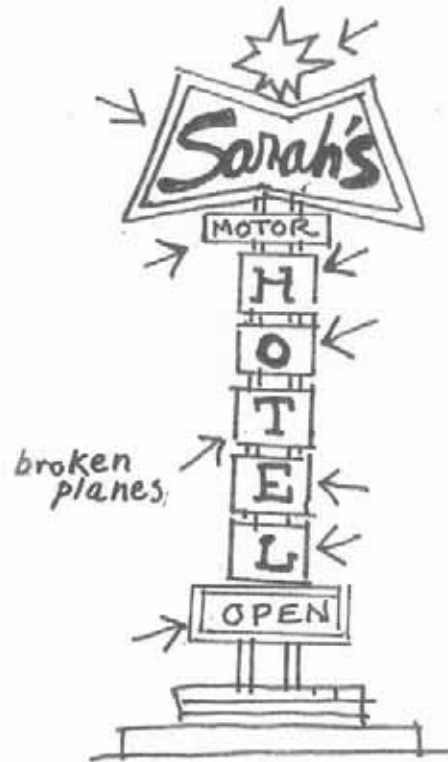


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed 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.

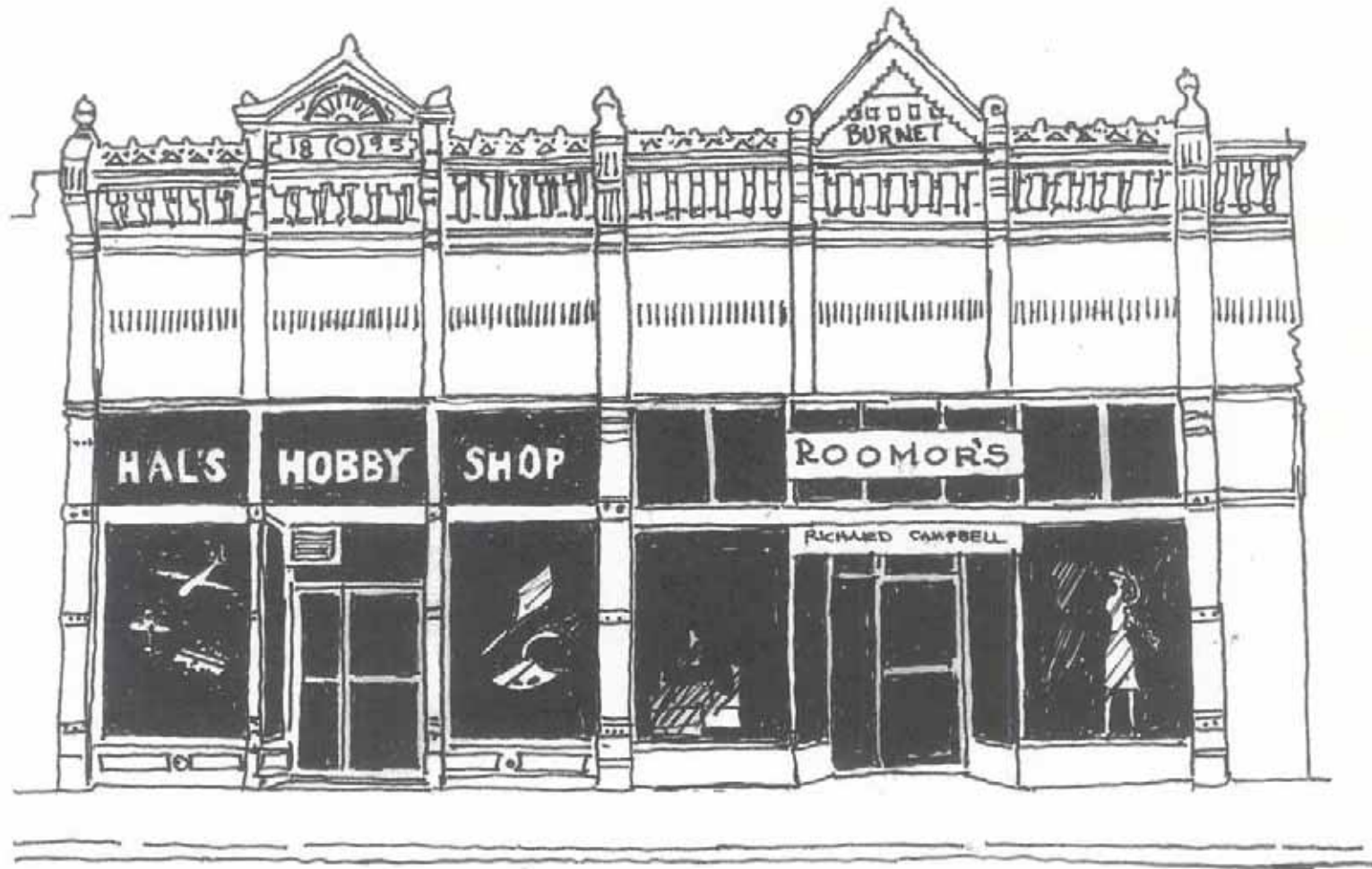


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

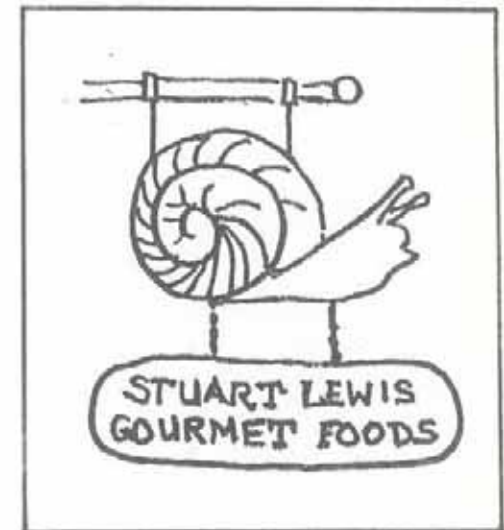
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

- 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.

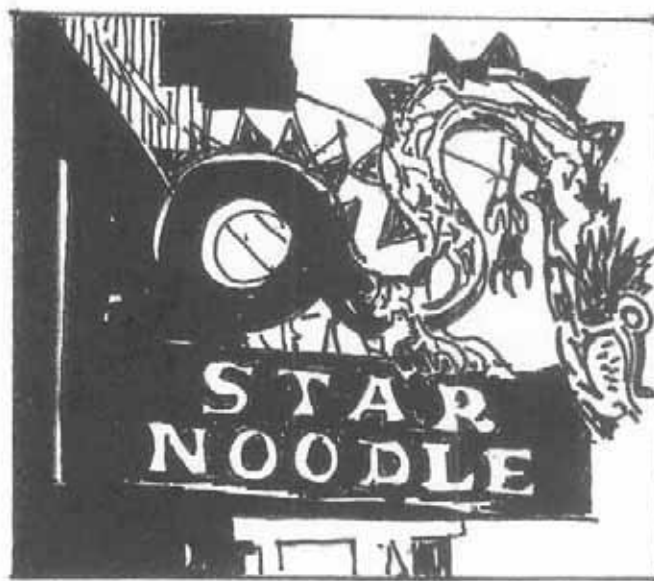
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

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.

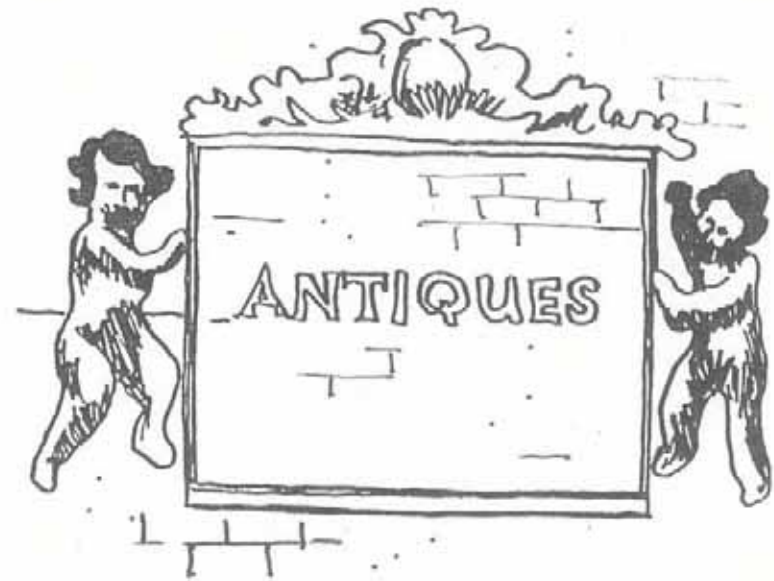
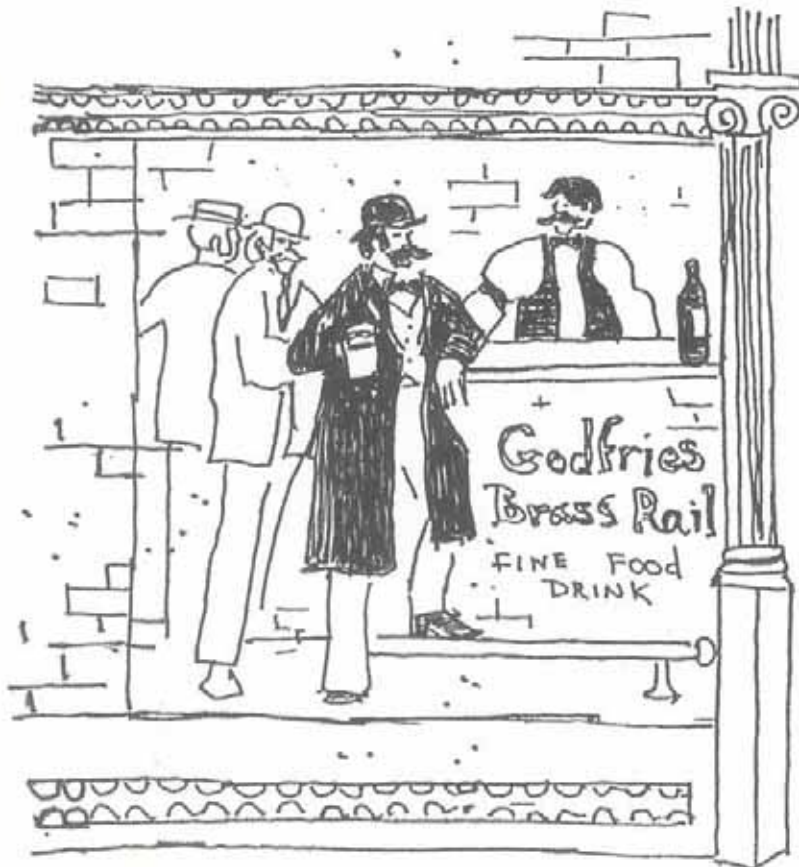




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today. 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.

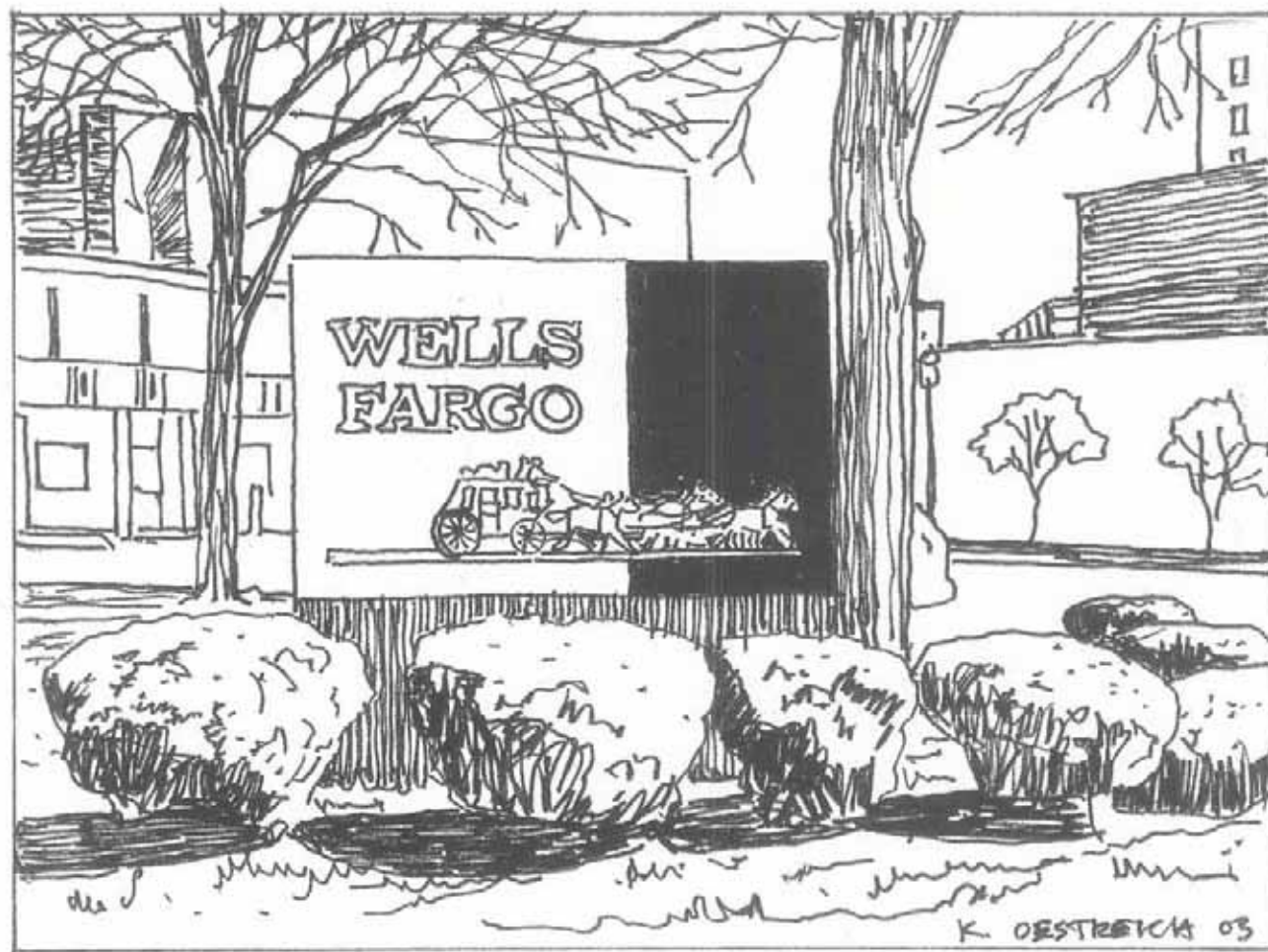
Monument or Ground Signs

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.



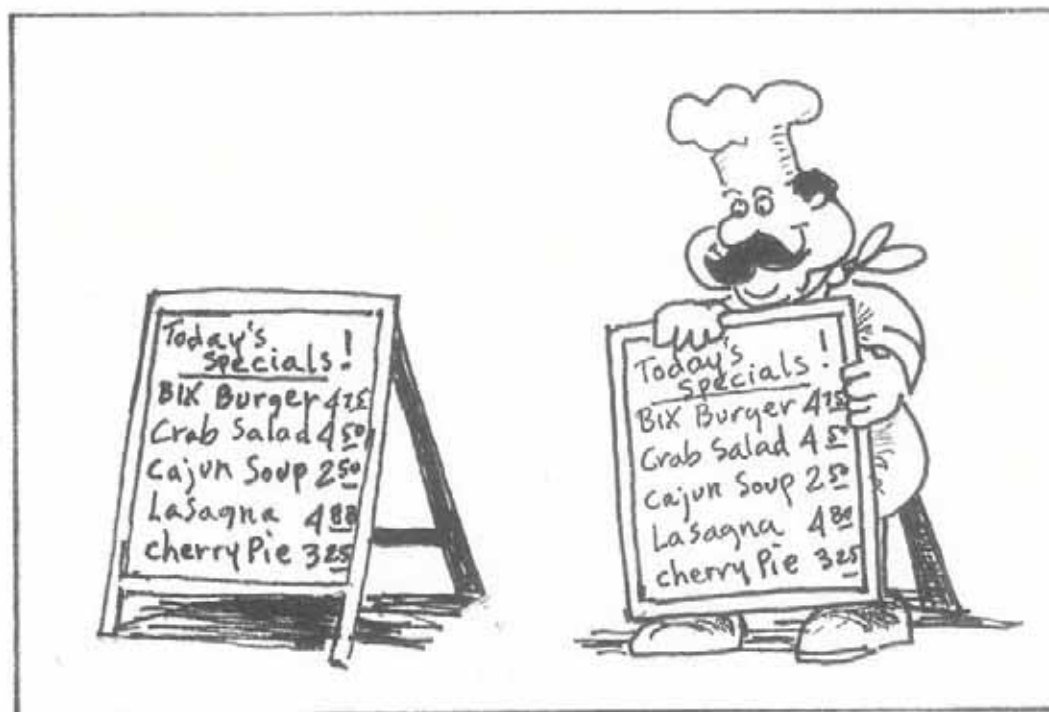
Directional Signage for Parking Lots

- 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.

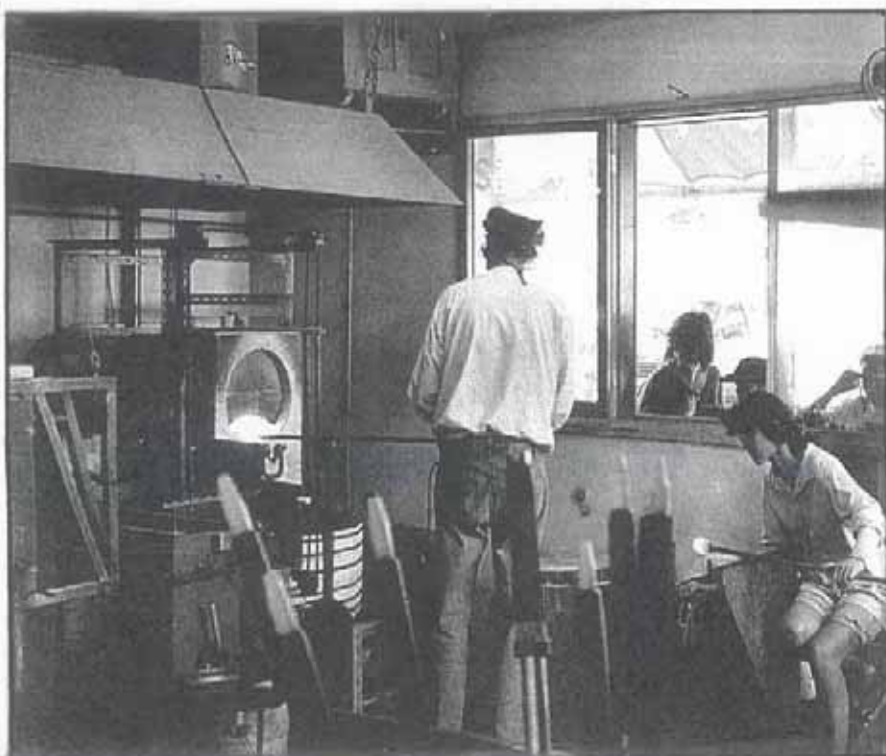


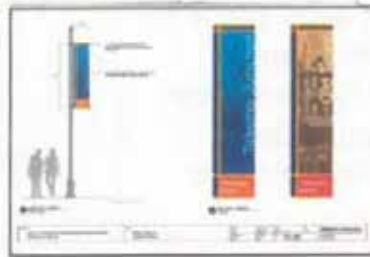
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of 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.



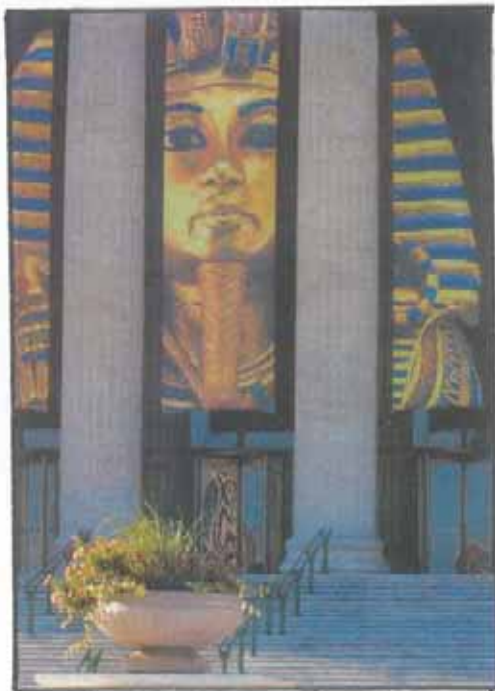
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

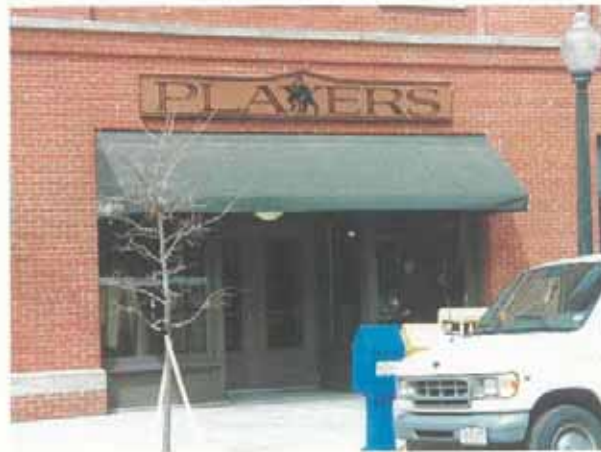
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this 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.





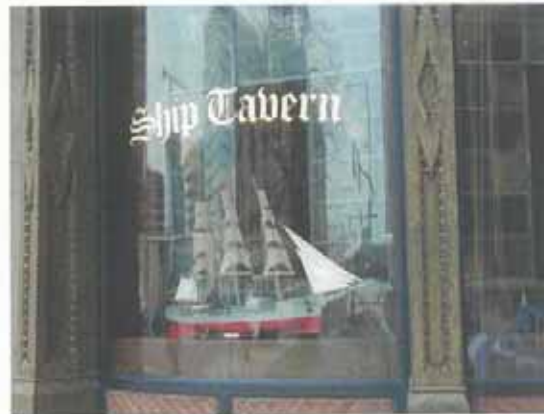
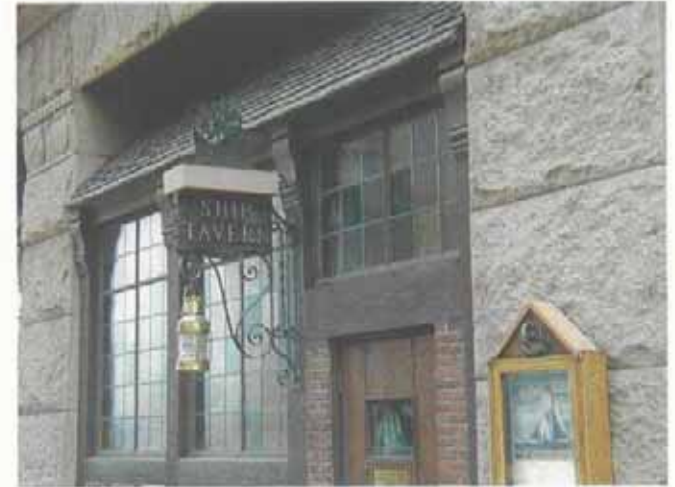
Signage: various forms of attractive signage meeting the guidelines



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: Matt Werderitch 563.888.2221

Date
1/23/2023

Subject:
Election of Chairperson

Recommendation:
Nominate and elect a Chairperson.

Background:
The Bylaws and Rules of Procedure for the Design Review Board state, "The Chairperson of the Board shall be elected at the Annual Meeting of the Board and shall hold office for one year or until his/her successor is elected."

The election of a Chairperson is to take place at the January Board meeting each year.

The following responsibilities apply to the role of Chairperson:

1. The Chairperson shall preside at all meetings of the Board.
2. The Chairperson shall have general charge of the business of the Board.
3. The Chairperson shall appoint all committees.
4. The Chairperson shall perform such other duties as are usually exercised by the Chairperson of a Board or as specifically authorized by the Board.

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Werderitch, Matt	Approved	1/20/2023 - 9:48 AM

City of Davenport
Design Review Board

Department: DNS
Contact Info: Matt Werderitch 563.888.2221

Date
1/23/2023

Subject:
Election of Vice-Chairperson

Recommendation:
Nominate and elect a Vice-Chairperson.

Background:
The Bylaws and Rules of Procedure for the Design Review Board state, "The Vice-Chairperson shall be elected at the Annual Meeting of the Board immediately after the election of the Chairperson and shall hold office for one year or until his/her successor is elected."

The election of a Vice-Chairperson is to take place at the January Board meeting each year.

The following responsibilities apply to the role of Vice-Chairperson:

1. The Vice-Chairperson shall act in the capacity of Chairperson in the absence of the Chairperson.
2. In the event the office of Chairperson becomes vacant, the Vice-Chairperson shall succeed to this office for the unexpired term and the Board shall elect a successor to the office of Vice-Chairperson for the unexpired term.

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Werderitch, Matt	Approved	1/20/2023 - 9:49 AM

City of Davenport
Design Review Board

Department: DNS
Contact Info: Matt Werderitch 563.888.2221

Date
1/23/2023

Subject:
Review of Design Review Board Bylaws.

Recommendation:
Review the Bylaws and Rules of Procedure.

Background:
The Bylaws and Rules of Procedure were last updated on February 22, 2021. Staff encourages the board to review and discuss the existing bylaws. If the board determines that additional revisions are required, then staff can provide a draft at the February 27, 2023 meeting for formal review and approval.

ATTACHMENTS:

Type	Description
▢ Backup Material	Bylaws and Rules of Procedure-Design Review Board

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Werderitch, Matt	Approved	1/20/2023 - 9:53 AM

**BYLAWS AND RULES OF PROCEDURE
DESIGN REVIEW BOARD
CITY OF DAVENPORT, IOWA**

Adopted 2-22-2021

Section 1.0 Officers.

1.1 Offices.

1.1.a Chairperson

- 1) The position of Chairperson is hereby established.
- 2) The Chairperson shall preside at all meetings of the Board.
- 3) The Chairperson shall have general charge of the business of the Board.
- 4) The Chairperson shall appoint all committees.
- 5) The Chairperson shall perform such other duties as are usually exercised by the Chairperson of a Board or as specifically authorized by the Board.

1.1.b Vice-Chairperson

- 1) The position of Vice-Chairperson is hereby established.
- 2) The Vice-Chairperson shall act in the capacity of Chairperson in the absence of the Chairperson.
- 3) In the event the office of Chairperson becomes vacant, the Vice-Chairperson shall succeed to this office for the unexpired term and the Board shall elect a successor to the office of Vice-Chairperson for the unexpired term.

1.1.c Temporary Chairperson

- 1) In the absence of both the Chairperson and Vice-Chairperson, a temporary Chairperson temporary shall preside over meetings.

1.1.d Secretary

- 1) City staff designated by the Director of the Department of Development & Neighborhood Services shall provide staff support to the Board. The Board may assign the Secretary other duties and responsibilities at its discretion.

- 1.2 Election of Officers and appointment of committees.
 - 1.2.a. The Chairperson of the Board shall be elected at the Annual Meeting of the Board and shall hold office for one year or until his/her successor is elected.
 - 1.2.b The Vice-Chairperson shall be elected at the Annual Meeting of the Board immediately after the election of the Chairperson and shall hold office for one year or until his/her successor is elected.
 - 1.2.c In the absence of both the Chairperson and Vice-Chairperson, a temporary Chairperson shall be elected and shall hold office for the remainder of the meeting.

Section 2.0 Meetings.

- 2.1 Regular Meetings.
 - 2.1.a The Annual Meeting for the election of Officers of the Board shall be held at the January Board meeting each year.
 - 2.1.b The regular monthly meetings of the Board shall be held on Mondays beginning at 5:00 p.m. Meetings are generally the fourth Monday of each month; however, variations may occur due to holidays. The upcoming yearly meeting calendar shall be presented at the December Board meeting each year.
 - 2.1.c All Regular Meetings shall be held at the City Hall Council Chambers 226 West 4th Street, unless otherwise specified.
- 2.2 Special Meetings.
 - 2.2.a Special Meetings may be called by the Chairperson and held at any time or place.
 - 2.2.b A special meeting may also be called at the request, in writing, of any three or more Board members. If the chairperson fails to comply with such request, said members shall call such meeting.
- 2.3 Notice of Meetings.
 - 2.3.a The Board Secretary shall file with the Deputy City Clerk the time and place of all Board meetings, together with a copy of the Agenda and previous minutes at least twenty-four hours in advance of the meeting.

2.3.b Notice of Meetings shall include the time and place and business to be transacted and shall be distributed to each member of the Board at the address given the Board at least twenty-four hours before, any meeting.

2.4 Quorum.

2.4.a Roll call of members shall start each Board meeting.

2.4.b The presence of a majority of the official members of the board shall constitute a quorum to legally transact board business.

2.4.c Without a quorum, no business will be transacted and no official action on any matter will take place.

2.5 Order of Business: Agenda

1) Call to Order

2) Approval of Minutes

3) Old Business

4) New Business

5) General Discussion

6) Public Comment

7) Adjournment

2.6 Voting.

2.6.a Voting will be by voice roll call, called by the Secretary, and will be recorded by yes, no, or abstain.

2.6.b All members of the Board, including the Chairperson, are required to cast a vote upon each motion.

2.6.c A member may abstain, if the member believes there is a conflict of interest, as provided for in Subsection 3.7.

2.6.d Members shall be physically present at the meeting in order to exercise their vote. Proxy voting, mail voting or telephone voting are prohibited.

2.6.e The affirmative vote of a majority of those members voting shall be required for the exercise of powers or functions conferred or imposed

on the Board, but less than a quorum of the members may meet and adjourn from time to time until a quorum is present.

2.7 Conflict of Interest.

A member of the Board must abstain from participating in a matter before the Board when the member has a conflict of interest or an appearance of impropriety. Conflict of interest shall mean a direct and personal interest in the outcome of the proceedings.

An appearance of impropriety shall mean an apparent conflict of interest based on objective standards. A member of the Board shall declare their conflict or appearance of impropriety as soon as the matter comes before the Board for discussion or as soon thereafter as the member becomes aware of the appearance of impropriety or conflict. Thereafter, the member shall take no part in the discussion or vote on the matter.

Section 3.0 Meeting Attendance.

- 3.1 All members of the Board are expected to attend all meetings.
- 3.2 Prior to any scheduled Board meeting, members shall notify the Board Secretary regarding excused absences. Excused absences include, but not be limited to, death, illness, or being out of the city.

Section 4.0 Communications.

- 4.1 No member of the Board is qualified to speak for the Board or to give public expression of the opinion, attitude or action of the Board on any matter, unless specifically directed to do so by resolution of the Board. The right of a member of the Board as a citizen to his/her personal opinion, written or spoken, is not hereby denied.
- 4.2 No member shall attend private meetings whose principal purpose is to discuss business that is or may be before the Board, unless such attendance is approved by the Board prior to the meeting.
- 4.3 No member shall participate in ex-parte communication on any issue pending before the Board. Ex parte means communication between a Board member(s) and another Board member(s) and/or a party or third person outside of duly scheduled meetings on an issue pending before the Board.
- 4.4 Any written communication to a Board member will be reported and presented to the entire Board and shall be included in the public record.

Section 5.0 Committees.

- 5.1 The Chairperson may, from time to time, appoint committees to assist staff in the development of design standards, preparation of planning studies, review of best practices, etc.

Section 6.0 New Board Member Orientation.

- 6.1 Newly appointed Board Members shall be provided the opportunity to meet with the City staff, and other Board members at least one week before their first scheduled regular meeting for purpose of orientation.

Section 7.0 Rules of Order.

- 7.1 Parliamentary Procedure.

Roberts Rules of Order, Revised, will serve as a guide for the Board meetings in all cases where these rules do not provide for the procedures to be followed.

- 7.2 Amendments to bylaws and rules of procedure.

The official bylaws and rules of procedure may be amended at any regular or special meeting.