

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, FEBRUARY 27, 2023; 5:00 PM

CITY HALL | 226 WEST 4TH STREET | COUNCIL CHAMBERS

I. Call to Order

II. Secretary's Report

- A. Consideration of the January 23, 2023 Meeting Minutes

III. Old Business

IV. New Business

- A. Case DR23-02: Request for Design Approval, C-D Downtown Zoning District; Installation of a Wall Sign at 330 Main Street. Quad City Custom Signs, petitioner. [Ward 3]
- B. Case DR23-03: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 210 East 2nd Street. Quad City Custom Signs, petitioner. [Ward 3]
- C. Case DR23-04: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 226 West 3rd Street. Printing Plus Signs Inc., petitioner. [Ward 3]
- D. Case DR23-05: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of an exterior staircase and trellis at 1117 Mound Street. Streamline Architects, petitioner, on behalf of Kelsey Seibert. [Ward 5]

V. General Discussion

- A. Case DR23-06: Request for Design Review, C-D Downtown Zoning District; Construction of a new mixed-use building at 606 West 2nd Street. Gateway Square Holding LLC, petitioner. [Ward 3]

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting: March 27, 2023

City of Davenport
Design Review Board

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

Date
2/27/2023

Subject:
Consideration of the January 23, 2023 Meeting Minutes

Recommendation:
Staff recommends the Design Review Board approve the January 23, 2023 meeting minutes.

Background:
The January 23, 2023 meeting minutes are attached.

ATTACHMENTS:

Type	Description
▢ Backup Material	Meeting Minutes 1-23-23

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Werderitch, Matt	Approved	2/24/2023 - 11:48 AM

MINUTES
DESIGN REVIEW BOARD MEETING
CITY OF DAVENPORT, IOWA
MONDAY, JANUARY 23, 2023; 5:00 PM
COUNCIL CHAMBERS CITY HALL 226 WEST 4TH STREET

I. Call to Order

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

II. Secretary's Report

A. Consideration of the December 19, 2022 Meeting Minutes.

Motion by Tebbitt, second by Anderson, to approve the December 19, 2022 meeting minutes. Motion to approve was unanimous by voice vote (6-0).

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]

Werderitch provided an overview of the request to install a new projecting sign at 221 East 2nd Street. 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. The sign complies with zoning requirements.

Heather Wilson, applicant, was in attendance to answer questions.

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

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

B. Election of Chairperson

Motion by Tebbitt to nominate Salzer as Chairperson. Motion was approved by a voice vote (6-0).

C. Election of Vice-Chairperson

Motion by Rashid to nominate Tebbitt as Vice-Chairperson. Motion was approved by a voice vote (6-0).

V. General Discussion

A. Review of Design Review Board Bylaws

The Board reviewed the existing Bylaws. No revisions were deemed necessary.

VI. Public Comment

VII. Adjournment

Motion by Tebbitt, second by Anderson, to adjourn the meeting. Motion to adjourn was unanimous by a voice vote (6-0). The meeting adjourned at 5:06 pm.

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
2/27/2023

Subject:

Case DR23-02: Request for Design Approval, C-D Downtown Zoning District; Installation of a Wall Sign at 330 Main Street. Quad City Custom Signs, petitioner. [Ward 3]

Recommendation:

Staff recommends that Case DR23-02 be approved in accordance with the submitted work write up and materials.

Background:

Envied Vintage Clothing, Etc. is leasing the first floor tenant space on the southwest corner of Main Street and West 4th Street. The Davenport Building is a nationally listed landmark within the Davenport Commercial Historic District.

The project proposal is to install a new wall sign in the tenant space that was previously occupied by Downtown Deli. The proposed signage will fit within the existing framework of the storefront and will be mounted above the entryway. The material is an aluminum composite panel with vinyl digital print.

The sign will have a white background with the word "ENVIED " in colorful bold calligraphy. The 32 square foot sign will not be illuminated.

-
The Downtown Design Guidelines recommend wall signs to fit within the proportions of the façade, thereby maintaining the architectural quality of the building design. In the case of large buildings with multiple tenants, it is encouraged to 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.

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

ATTACHMENTS:

Type	Description
▢ Backup Material	Application
▢ Backup Material	Sign Specifications
▢ Backup Material	Background Materials & Photos
▢ Backup Material	Downtown Design Guidelines-Signage

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	2/24/2023 - 10:47 AM



CITY OF DAVENPORT
Development & Neighborhood
Services – Planning
1200 W. 46th St
Davenport, IA 52807

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION	
APPLICANT NAME	BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
ADDRESS	
CITY, STATE, ZIP	APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED) Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work: <ul style="list-style-type: none">• New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way• New parking lots, fencing/walls, landscaping, or alterations of• Sign installation or alteration• Streetscaping element installation within the public right-of-way
PHONE	
SECONDARY PHONE	
E-MAIL ADDRESS rlillicrap@quadcitycustomsigns.com	
Acceptance of Applicant I, the undersigned, certify that the information on this application to the best of my knowledge is true and correct. I further certify that I have a legal interest in the property in question, and/or that I am legally able to represent all other persons or entities with interest in this property, and acknowledge formal procedure and submittal requirements. In addition to the application fee, I understand I am responsible for attendance at the meeting as shown on the design review board calendar. The City reserves the right to require further site studies as necessary. Type Applicant's Name Rob Lillicrap Applicant's Signature _____ Date _____	ALL SUBMITTALS SHALL INCLUDE: Full Scope of Work (SOW) attached as a .PDF all work & materials shall be described & itemized/listed in detail Digital photos of existing building/sign elevations/façades Proposed color building/sign elevations to scale rendering as proposed & depicted on existing building/signs Material specifications: type, dimensions, & color MINOR & MAJOR ADDITIONS, SITE IMPROVEMENTS, & NEW BUILDINGS SHALL INCLUDE ADDITIONAL ITEMS*: Dimensioned Site Plan (proposed & existing buildings/site items) Landscape Plan Grading Plan with 2 foot intervals (if needed) Storage & Mechanical Screening shall be shown * Major Additions & New Buildings may require more extensive information
DEVELOPMENT TEAM	
Property Owner	
Address	
Phone	Secondary Phone
E-Mail Address	
Project Manager/Other	
Address	
Phone	Secondary Phone
E-Mail Address	
Formal Procedure (1) Application: <ul style="list-style-type: none">• 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. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u> (2) Scope of Board's Consideration: <ul style="list-style-type: none">• Only work described in the application may be approved.• If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances. (3) Post Board Ruling: <ul style="list-style-type: none">• If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities.• Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.• Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.	
Application Fee: NONE	
Submit this form with attachments to: planning@davenportiowa.com	

DRB Meeting Calendar | 2023

DESIGN REVIEW BOARD | CITY OF DAVENPORT IOWA

The Applicant and/or their representatives are required to attend the DRB Meeting

Meetings are generally held the 4th Monday of each month

Submittal

Friday (12:00 PM)

Email application to: planning@davenportiowa.com

or deliver to: Planning | Public Works

1200 E 46th St | Davenport IA 52807

Meeting

Monday (5:00 PM)

Meeting Appearance is REQUIRED at:

Council Chambers | City Hall

226 W 4th St | Davenport IA 52801

01/13/23	01/23/23
02/17/23	02/27/23
03/17/23	03/27/23
04/14/23	04/24/23
05/19/23	05/29/23
06/16/23	06/26/23
07/14/23	07/24/23
08/18/23	08/28/23
09/15/23	09/25/23
10/13/23	10/23/23
11/10/23	11/20/23 *
12/08/23	12/18/23 *

* Date changed due to observed holiday | Any and all Date/Location/Time are subject to change

Contact planning@davenportiowa.com to submit completed applications or to confirm meeting date/time

Phone Contact: 563.326.6198

SIGN DETAIL

After deposit, all projects include 2 free proof revisions, thereafter billed at our hourly design rate.



2720 W. Locust St., Unit B2
Davenport, IA 52804
563-334-2039

www.QuadCityCustomSigns.com

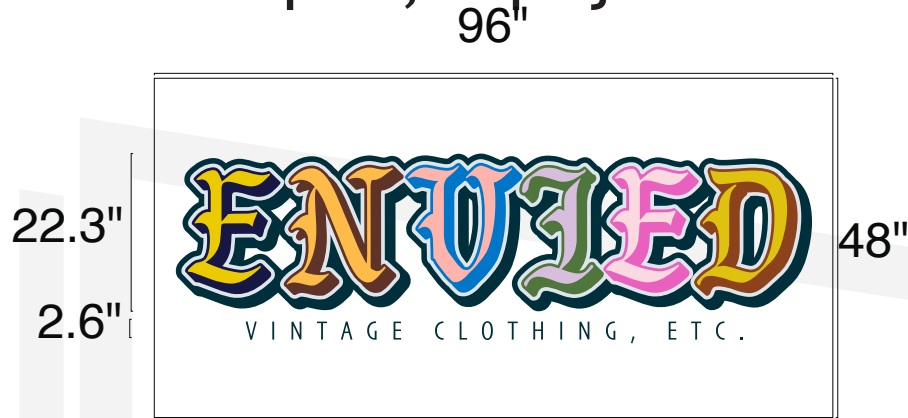
Date:6-Feb-23
Client:MRA
Sales Rep: Rob Lillicrap
Designer: Sally Beverly
Est.1000

Qty:1
Size:48in t x 96in w
Description/Materials:
Aluminum Composite - 3mm White
Single panel-4x8
Vinyl - Calendered Digital Print
Digitally Printed graphic applied to
substrate
Overlamine - Calendered Gloss -
Installation
Installation with mechanical fasteners
onto building location

Fonts/PMS Colors:Customer Supplied
Logo- Pantone matched colors-See
Drawing

Project Location/Installation:
Envied Vintage Clothing Etc.
330 Main St.
Davenport, IA 52801

Project:Panel Sign
Contact:
Darien Collins
Email: collinsdarien@gmail.com
Work Phone: (563) 209-5576



Date _____

X Please sign and date upon approval of submitted proof.

Please review proof carefully. Check that all spelling, punctuation, phone numbers, dimensions and colors are correct prior to approval. Any changes made after approval may be subject to additional charges.

☐ Revise and resubmit

This drawing is the sole and exclusive property of Quad City Custom Signs and is protected under the copyright laws of the United States of America. This drawing was created in conjunction with a project proposed by Quad City Custom Signs and it is forbidden to copy, transmit or display this drawing to anyone other than an officer of Quad City Custom Signs. To do so will make the client liable for a design fee to be determined by Quad City Custom Signs.

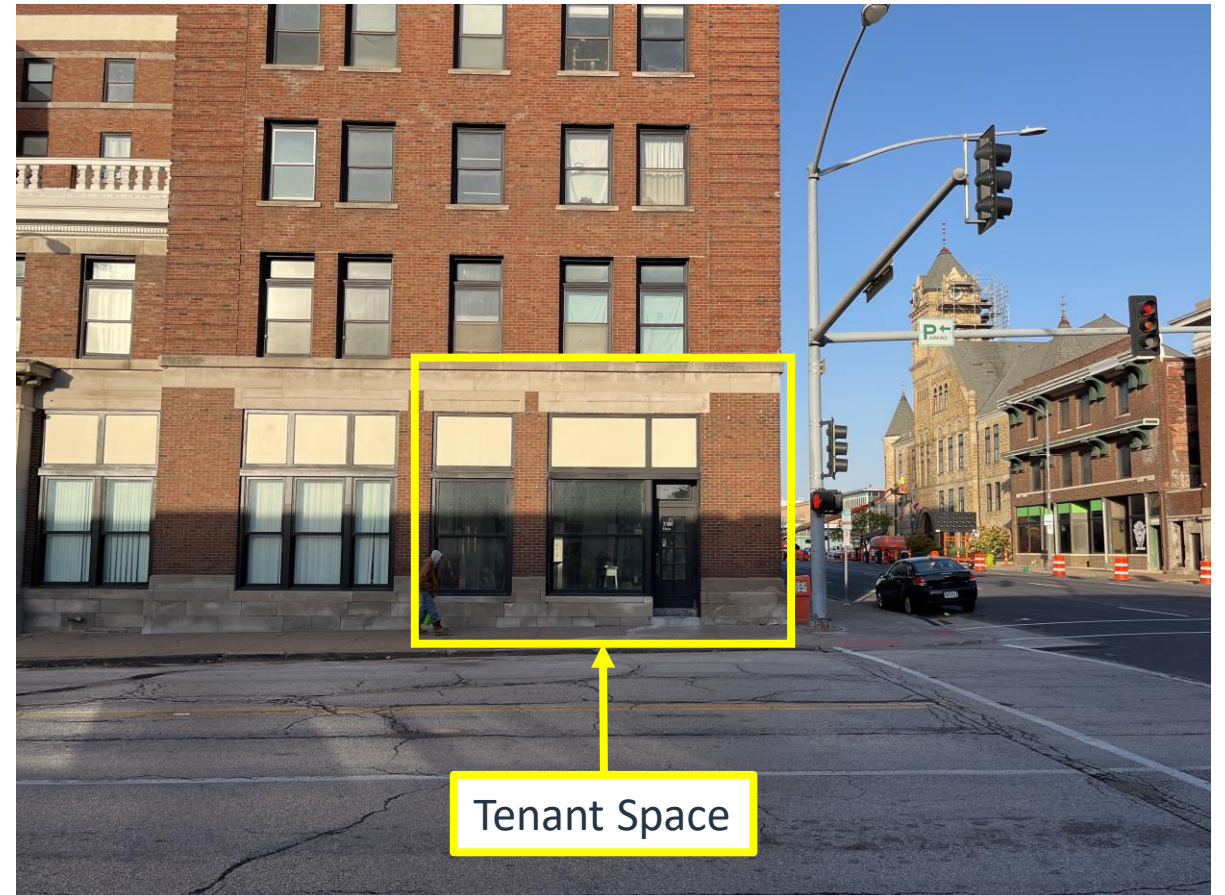
Proof # 2/2

Office Use Only ☐ Approved _____ ☐ Production File Ready ☐ Printed ☐ Lam ☐ Cut/Weed ☐ Application ☐ Installation Date _____ ☐ Delivered/PU

Envied-Vintage Clothing

DAVENPORT
IOWA | USA

96"



Envied-Vintage Clothing

DAVENPORT
IOWA | USA



Previous Business



- Sign Area: 32 SF
- Non-illuminated

- Aluminum Composite Panel
- Vinyl Digital Print

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.

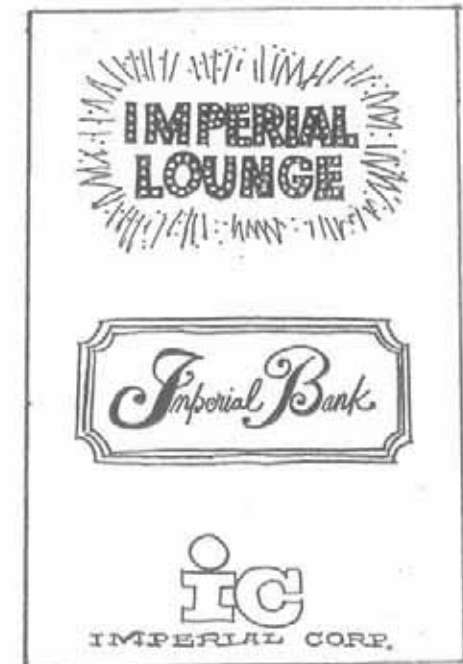
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

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.

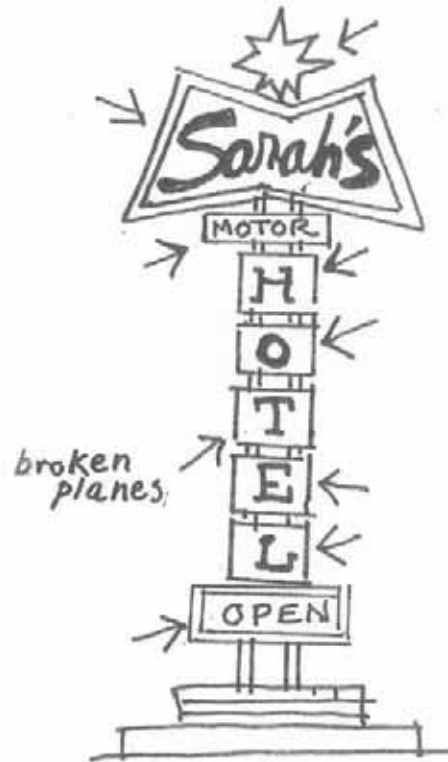


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

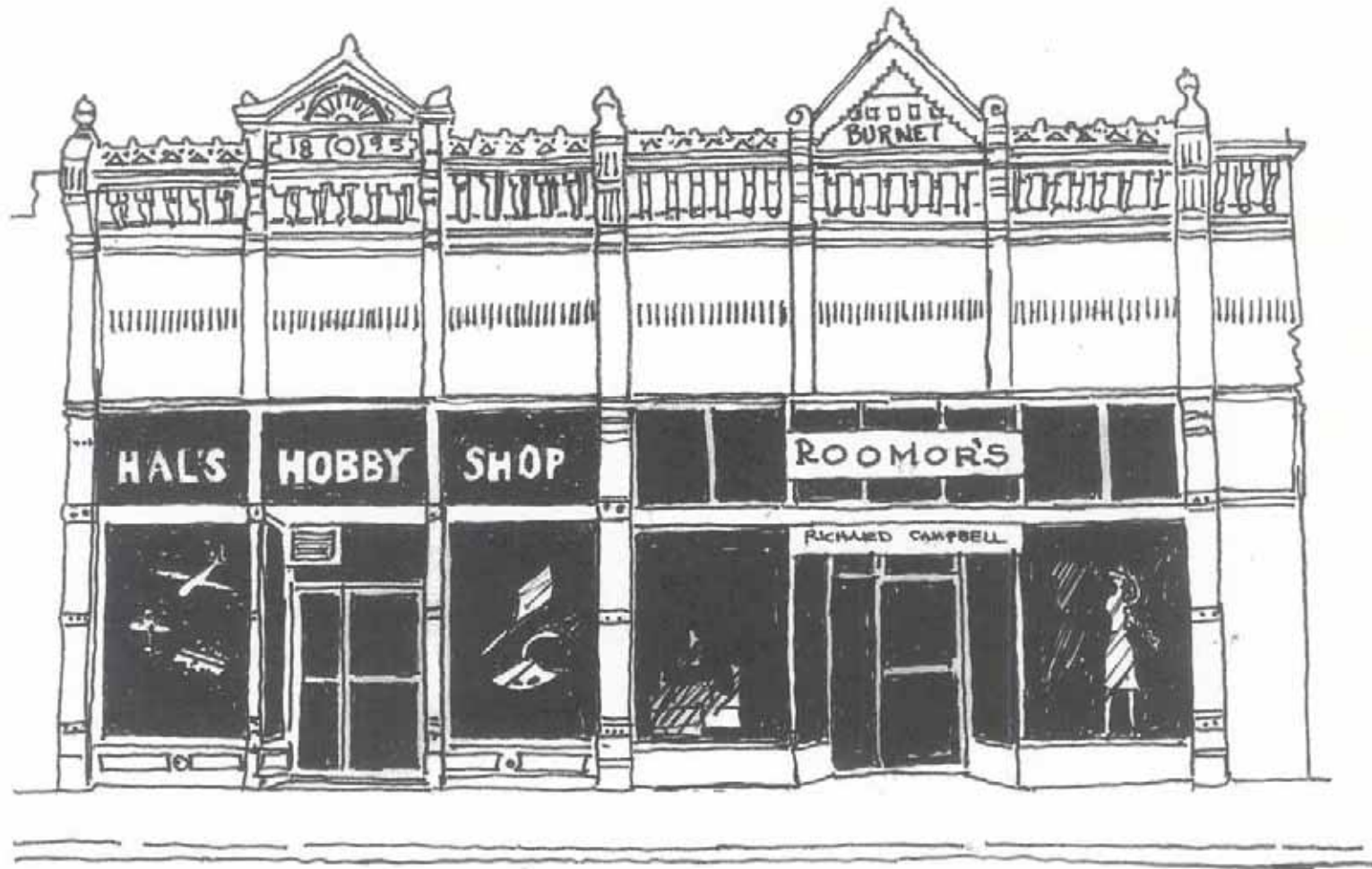


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

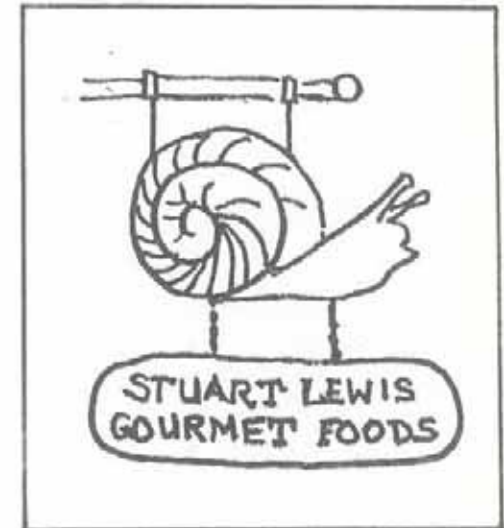
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

- 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.

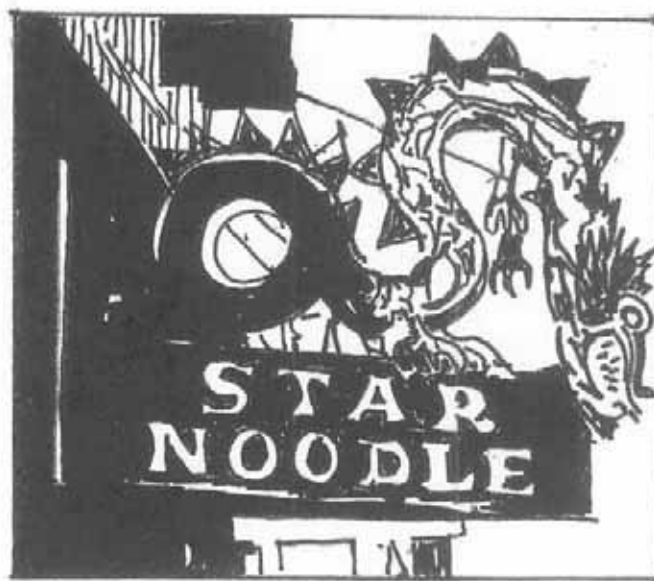
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

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.

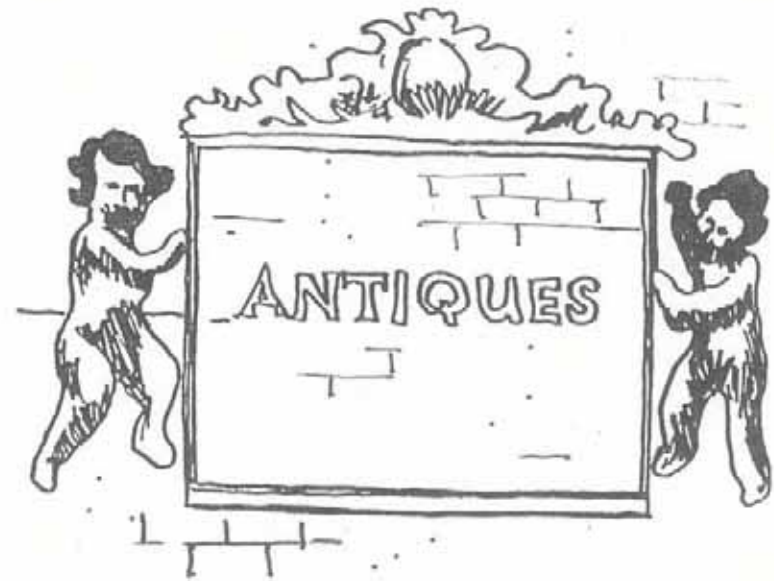




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

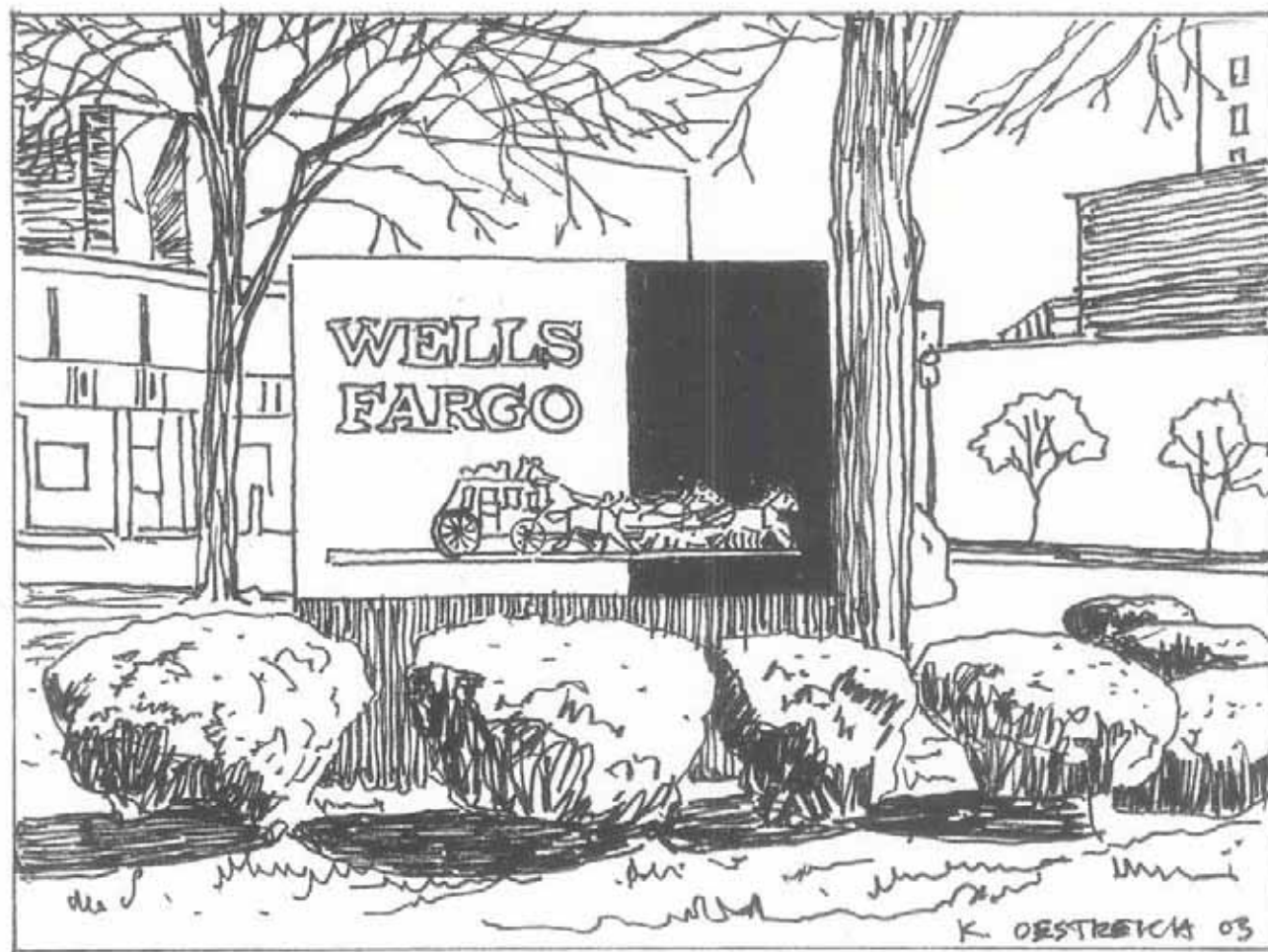
Monument or Ground Signs

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.



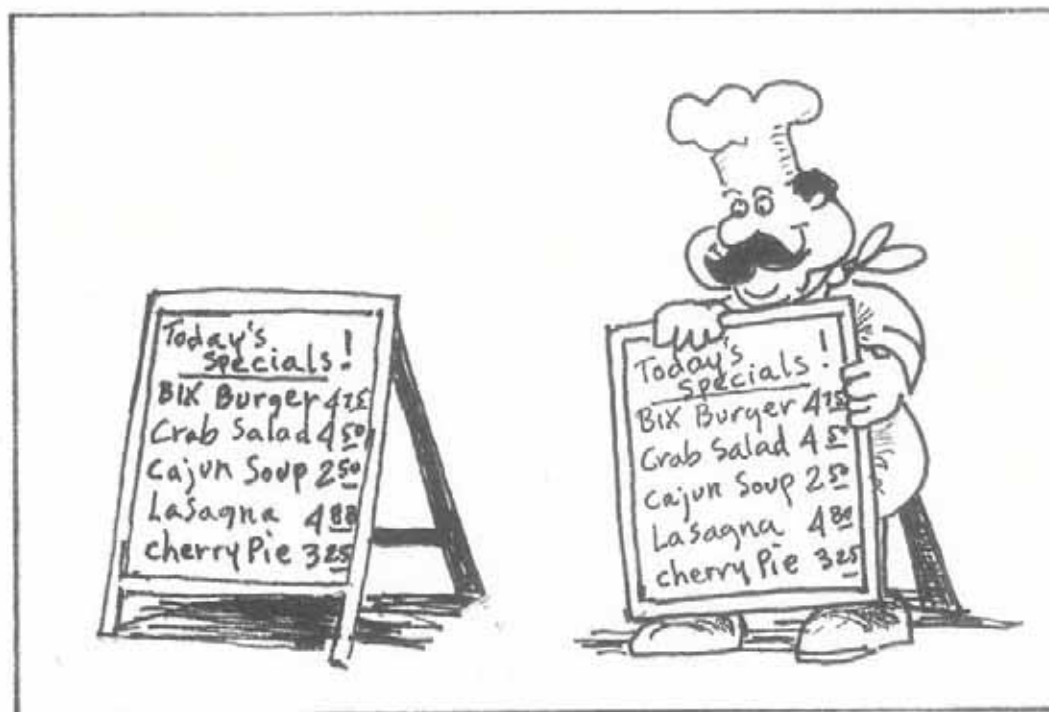
Directional Signage for Parking Lots

- 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.

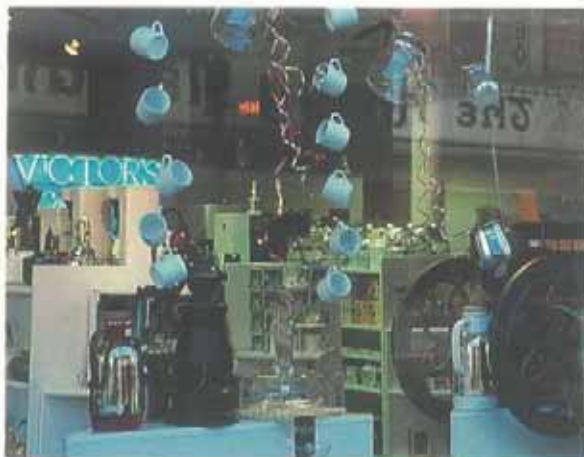
Sandwich Board Signs

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.

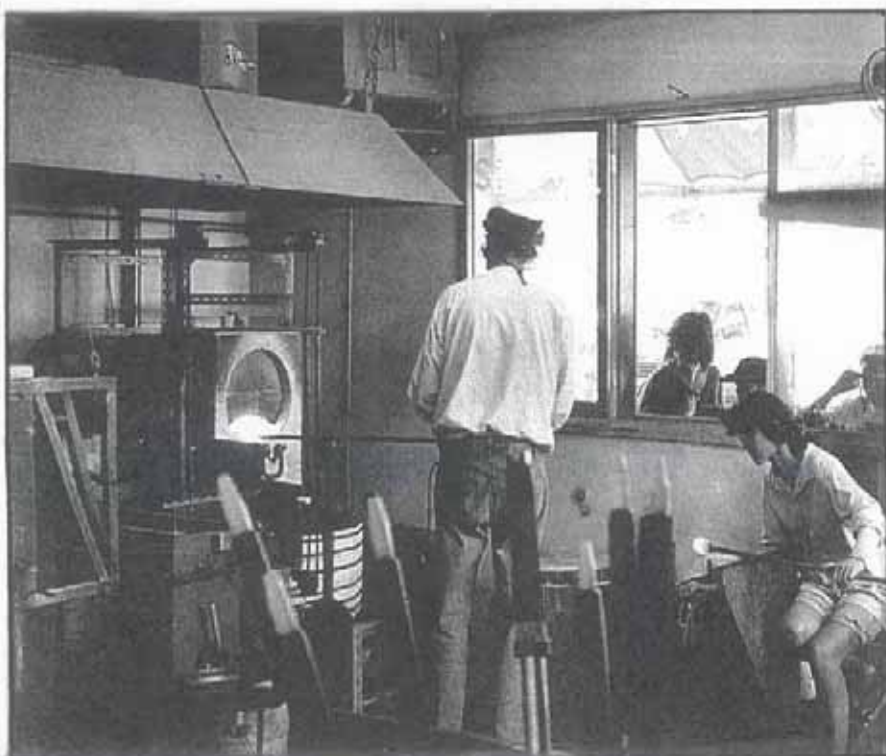


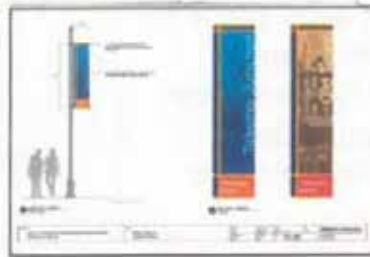
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



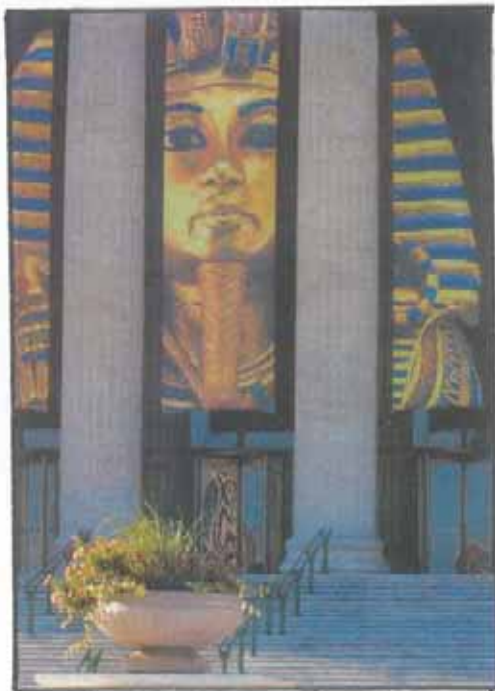
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

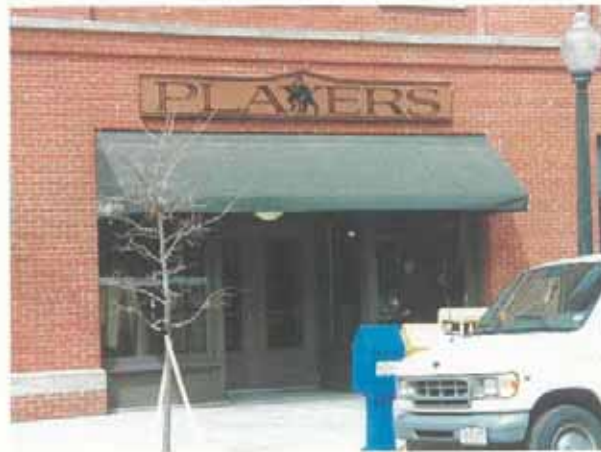
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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





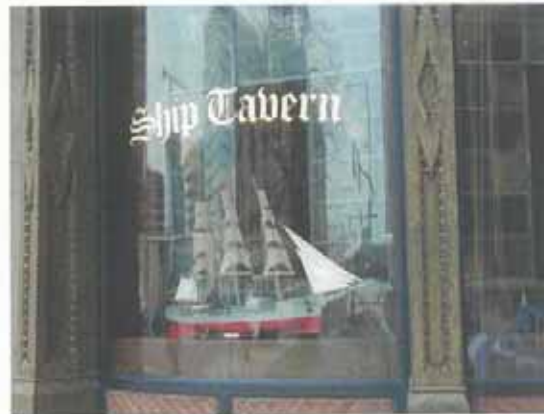
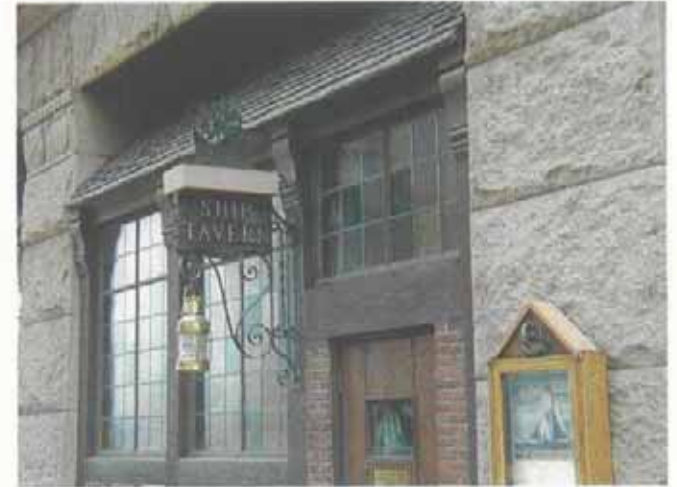
Signage: various forms of attractive signage meeting the guidelines



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: Development & Neighborhood Services
Contact Info: Matt Werderitch 563.888.2221

Date
2/27/2023

Subject:

Case DR23-03: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 210 East 2nd Street. Quad City Custom Signs, petitioner. [Ward 3]

Recommendation:

Staff recommends that Case DR23-03 be approved in accordance with the submitted work write up and materials.

Background:

The proposed projecting sign is for Oh So Sweet, which is relocating to a vacant tenant space in the Urbane 210 building.

The projecting sign will be mounted to the south building elevation along 2nd Street. The sign will be installed on a blank section of brick adjacent to the storefront entrance near the southwest corner of the building.

A minimum vertical clearance of 8 feet above the sidewalk is required per the Zoning Ordinance. The height of the projecting sign will be slightly above the first floor windows.

The projecting sign structure will be a powder coated steel frame. The center panel is white vinyl with the tenants logo printed in navy blue and pink. The sign will not be illuminated. However, the proposed location is above a wall mounted sconce that directs light both down and upward.

The circular sign is 36 inches in diameter, totaling just over 7 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	Application
▣ Backup Material	Sign Proof
▣ Backup Material	Background Materials & Photos
▣ Backup Material	Downtown Design Guidelines-Signage

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	2/24/2023 - 10:49 AM



CITY OF DAVENPORT
Development & Neighborhood
Services – Planning
1200 W. 46th St
Davenport, IA 52807

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION	
APPLICANT NAME	BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
ADDRESS	
CITY, STATE, ZIP	APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED) Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work: <ul style="list-style-type: none">• New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way• New parking lots, fencing/walls, landscaping, or alterations of• Sign installation or alteration• Streetscaping element installation within the public right-of-way
PHONE	
SECONDARY PHONE	
E-MAIL ADDRESS rlillicrap@quadcitycustomsigns.com	
Acceptance of Applicant I, the undersigned, certify that the information on this application to the best of my knowledge is true and correct. I further certify that I have a legal interest in the property in question, and/or that I am legally able to represent all other persons or entities with interest in this property, and acknowledge formal procedure and submittal requirements. In addition to the application fee, I understand I am responsible for attendance at the meeting as shown on the design review board calendar. The City reserves the right to require further site studies as necessary. Type Applicant's Name Rob Lillicrap Applicant's Signature _____ Date _____	ALL SUBMITTALS SHALL INCLUDE: Full Scope of Work (SOW) attached as a .PDF all work & materials shall be described & itemized/listed in detail Digital photos of existing building/sign elevations/façades Proposed color building/sign elevations to scale rendering as proposed & depicted on existing building/signs Material specifications: type, dimensions, & color MINOR & MAJOR ADDITIONS, SITE IMPROVEMENTS, & NEW BUILDINGS SHALL INCLUDE ADDITIONAL ITEMS*: Dimensioned Site Plan (proposed & existing buildings/site items) Landscape Plan Grading Plan with 2 foot intervals (if needed) Storage & Mechanical Screening shall be shown * Major Additions & New Buildings may require more extensive information
DEVELOPMENT TEAM	
Property Owner	
Address	
Phone	Secondary Phone
E-Mail Address	
Project Manager/Other	
Address	
Phone	Secondary Phone
E-Mail Address	
Formal Procedure (1) Application: <ul style="list-style-type: none">• 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. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u> (2) Scope of Board's Consideration: <ul style="list-style-type: none">• Only work described in the application may be approved.• If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances. (3) Post Board Ruling: <ul style="list-style-type: none">• If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities.• Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.• Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.	
Application Fee: NONE	
Submit this form with attachments to: planning@davenportiowa.com	

DRB Meeting Calendar | 2023

DESIGN REVIEW BOARD | CITY OF DAVENPORT IOWA

The Applicant and/or their representatives are required to attend the DRB Meeting

Meetings are generally held the 4th Monday of each month

Submittal

Friday (12:00 PM)

Email application to: planning@davenportiowa.com

or deliver to: Planning | Public Works

1200 E 46th St | Davenport IA 52807

Meeting

Monday (5:00 PM)

Meeting Appearance is REQUIRED at:

Council Chambers | City Hall

226 W 4th St | Davenport IA 52801

01/13/23	01/23/23
02/17/23	02/27/23
03/17/23	03/27/23
04/14/23	04/24/23
05/19/23	05/29/23
06/16/23	06/26/23
07/14/23	07/24/23
08/18/23	08/28/23
09/15/23	09/25/23
10/13/23	10/23/23
11/10/23	11/20/23 *
12/08/23	12/18/23 *

* Date changed due to observed holiday | Any and all Date/Location/Time are subject to change

Contact planning@davenportiowa.com to submit completed applications or to confirm meeting date/time

Phone Contact: 563.326.6198

SIGN DETAIL

After deposit, all projects include 2 free proof revisions, thereafter billed at our hourly design rate.



2720 W. Locust St., Unit B2
Davenport, IA 52804
563-334-2039
www.QuadCityCustomSigns.com

Date:3-Feb-23
Client:MRA
Sales Rep: Rob Lillicrap
Designer: Sally Beverly
Est.1164

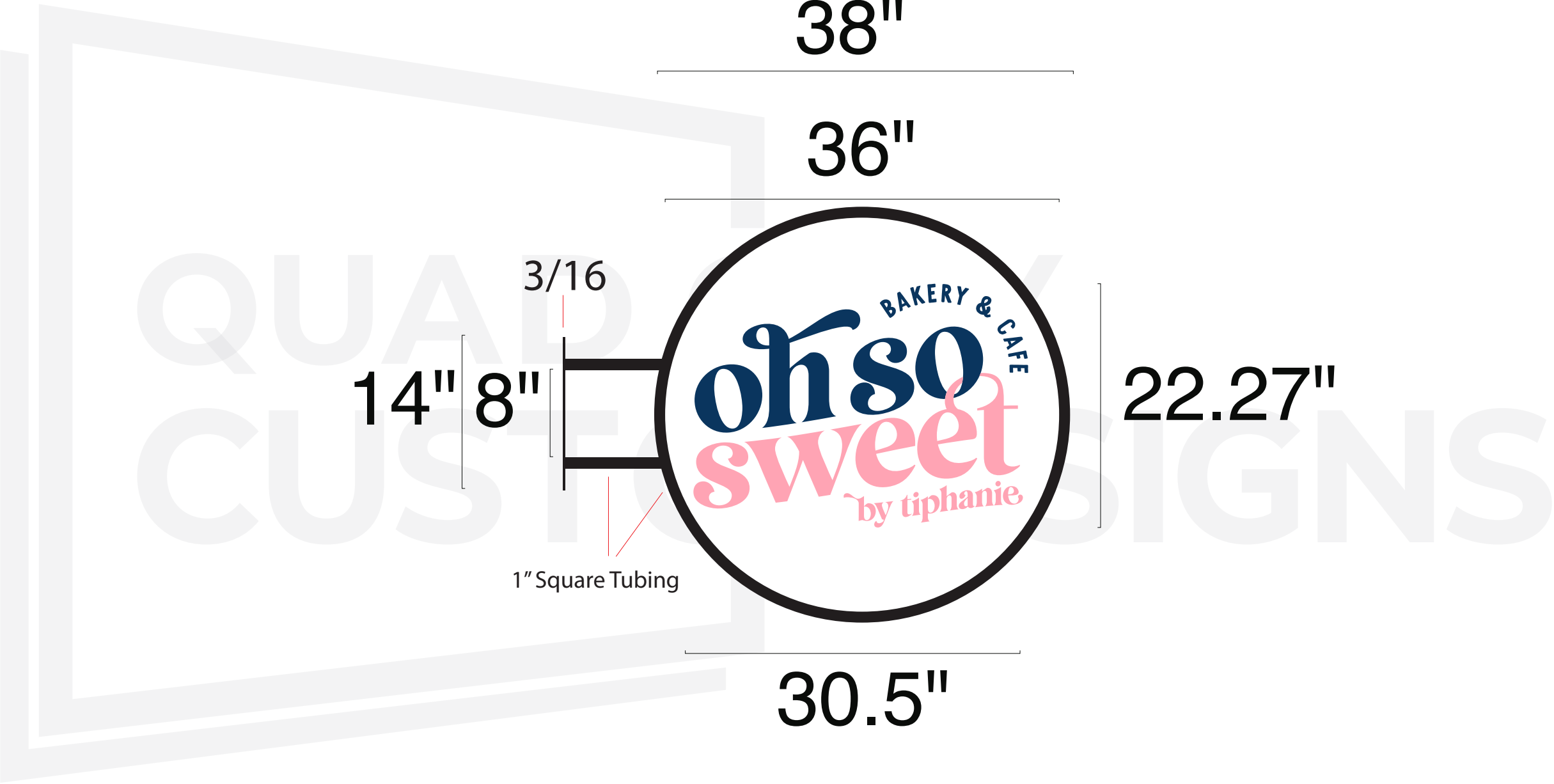
Qty:1
Size:See Drawing
Description/Materials:
Custom - 38in Circle Bracket
36in Diameter round Sign
1in Square Steel Tubing
Powder coated and finished in black
Banner Brackets
Vinyl - Calendered Digital Print -
Customer Supplied Logo
Applied to each face of the sign.
total of 2
Overlamine - Calendared Gloss -

Fonts/PMS Colors:Customer Supplied
Logo

PMS 534
PMS 1765

Project Location/Installation:
Oh So Sweet
210 E 2nd St
Davenport, IA 52801

Project:Interior Signage
Contact:
Tiphane Cannon
Email: sugarmama@ohsosweetbytiphanie.com
Cell Phone: (563) 345-9866



Date _____
X Please sign and date upon approval of submitted proof.

Please review proof carefully. Check that all spelling, punctuation, phone numbers, dimensions and colors are correct prior to approval. Any changes made after approval may be subject to additional charges.

☐ Revise and resubmit

This drawing is the sole and exclusive property of Quad City Custom Signs and is protected under the copyright laws of the United States of America. This drawing was created in conjunction with a project proposed by Quad City Custom Signs and it is forbidden to copy, transmit or display this drawing to anyone other than an officer of Quad City Custom Signs. To do so will make the client liable for a design fee to be determined by Quad City Custom Signs.

Proof # 1/1

Office Use Only ☐ Approved _____ ☐ Production File Ready ☐ Printed ☐ Lam ☐ Cut/Weed ☐ Application ☐ Installation Date _____ ☐ Delivered/PU

Oh So Sweet

- New Tenant in Urbane 210 Building
- Request: Install New Storefront Signage



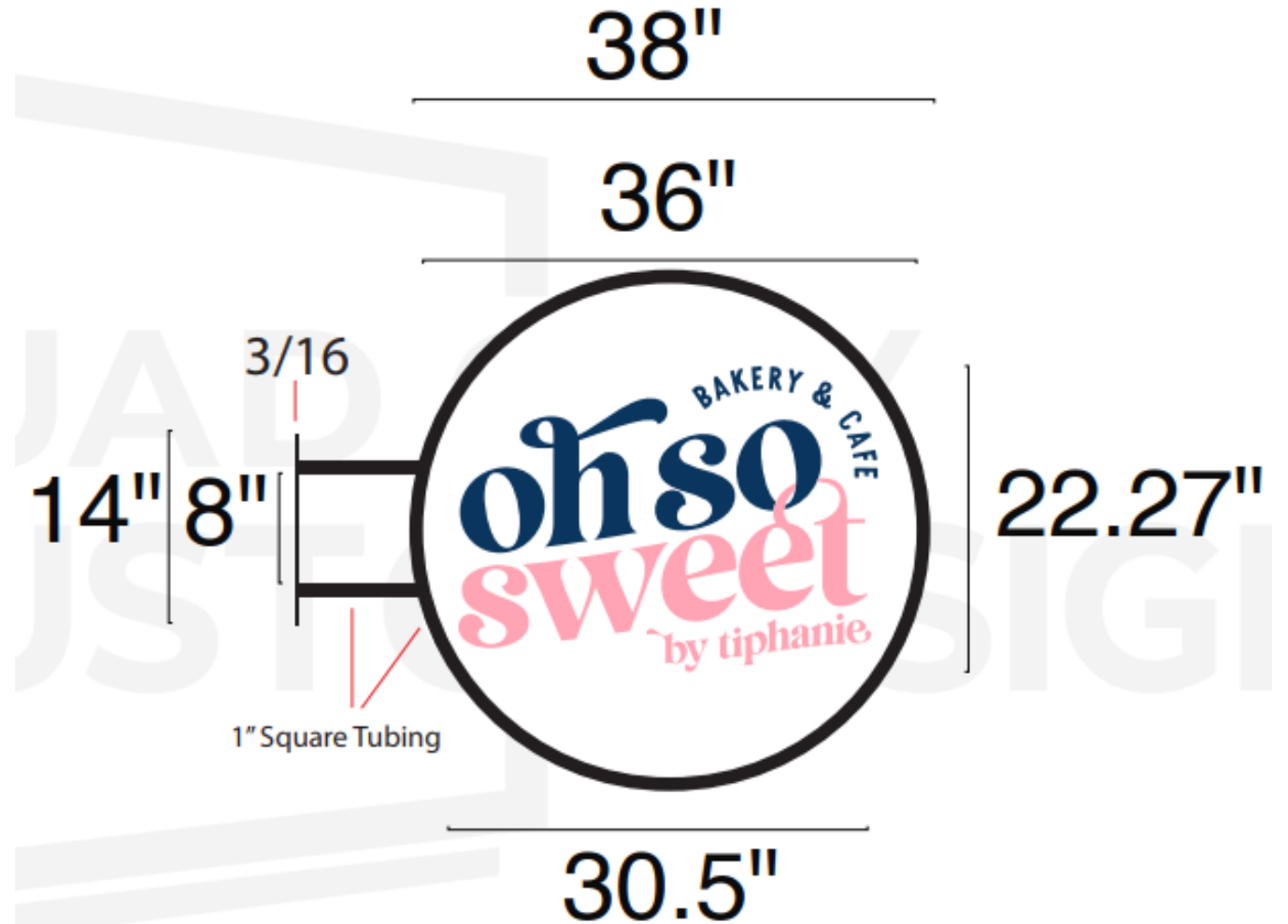
DAVENPORT
IOWA | USA



Projecting Sign

DAVENPORT
IOWA | USA

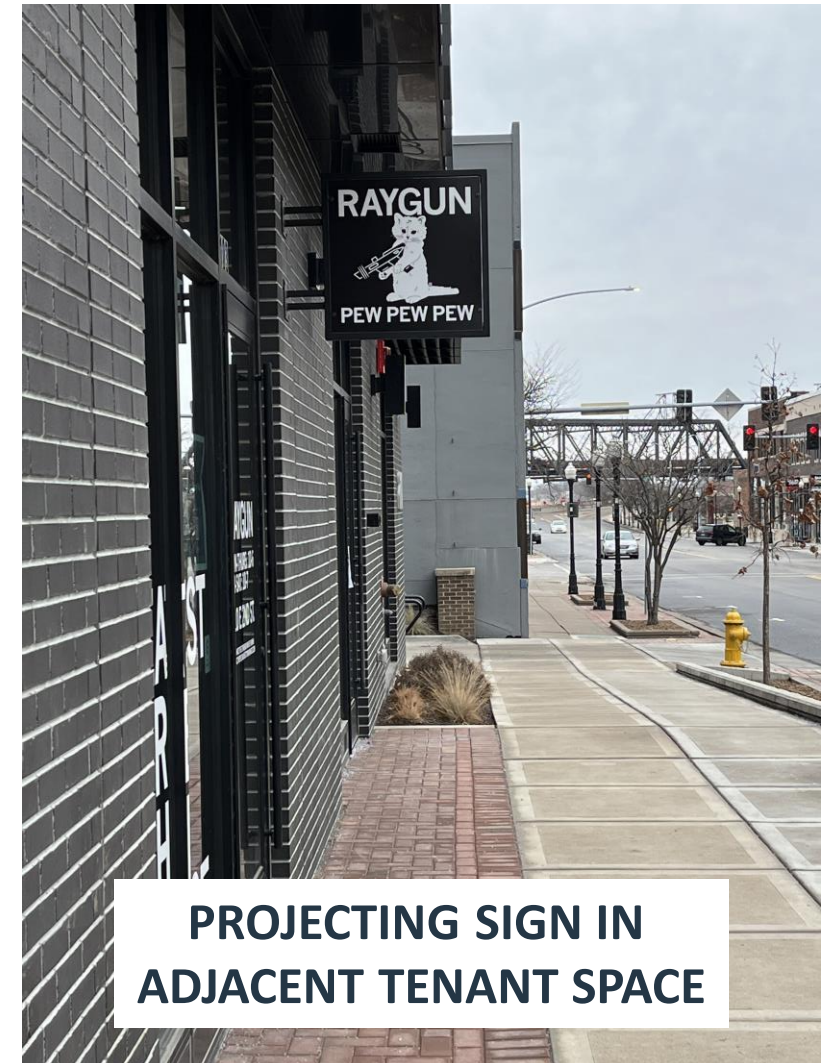
- Sign Area: 7.1 SF
- Height: Min. 8 Ft. Above Grade
- Powder Coated Steel Frame
- Vinyl Center Blade
- Non-Illuminated



Projecting Sign



DAVENPORT
IOWA | USA



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.

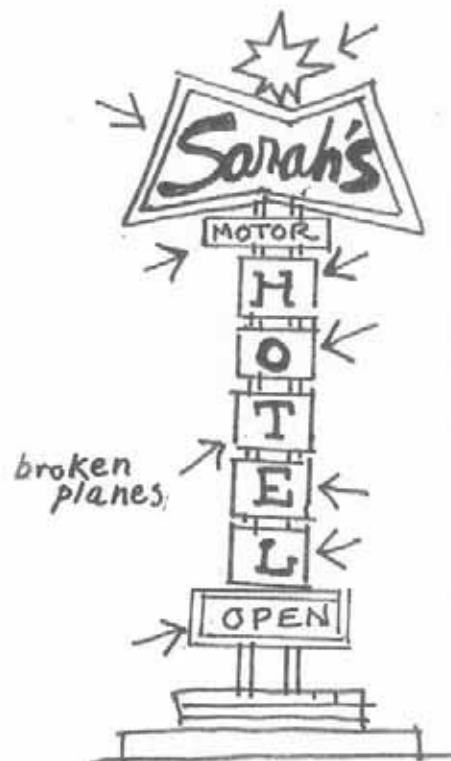


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

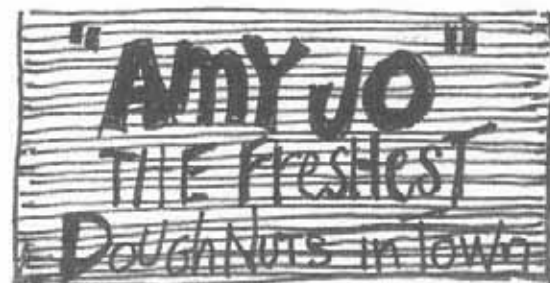




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

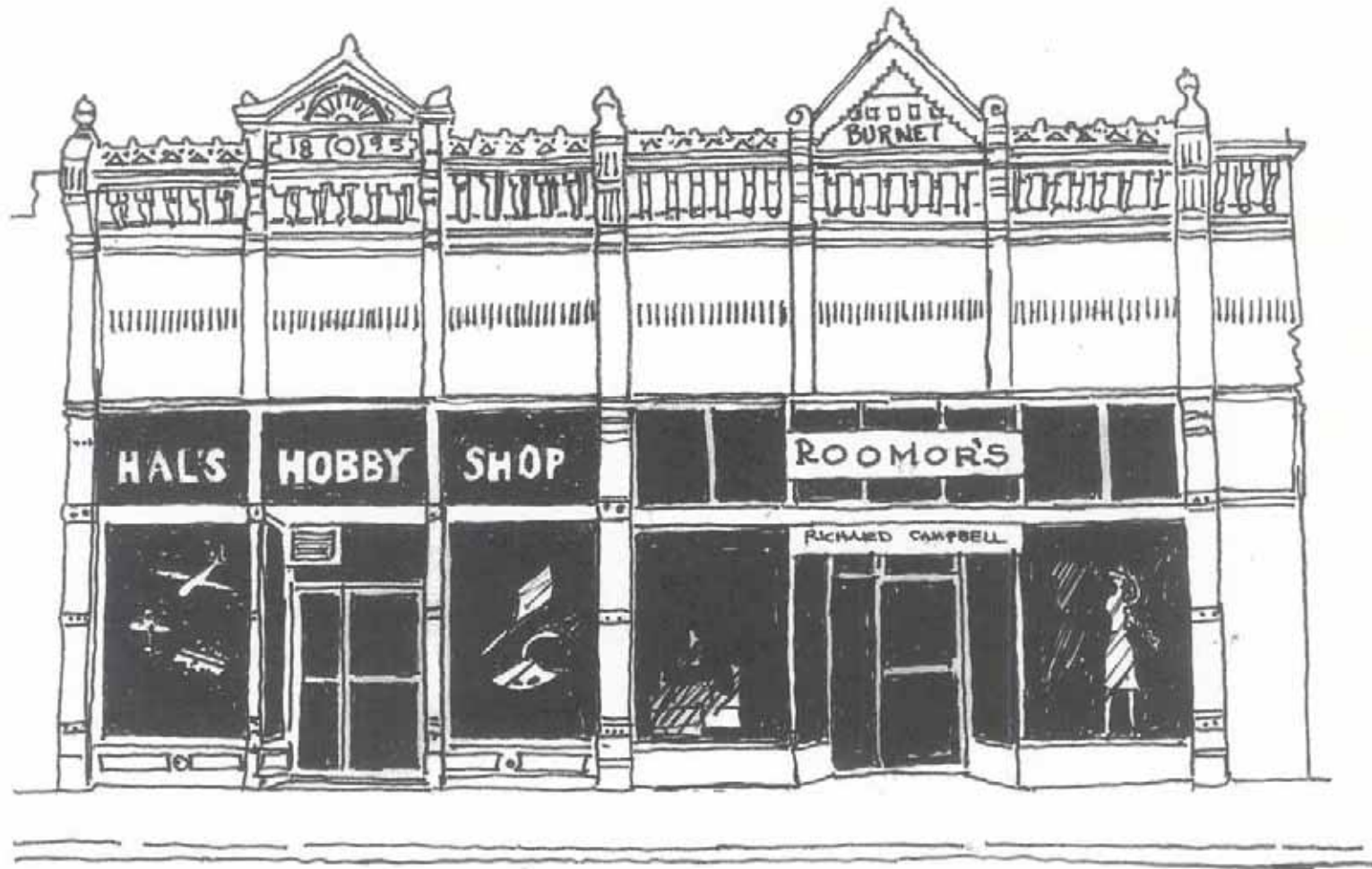


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

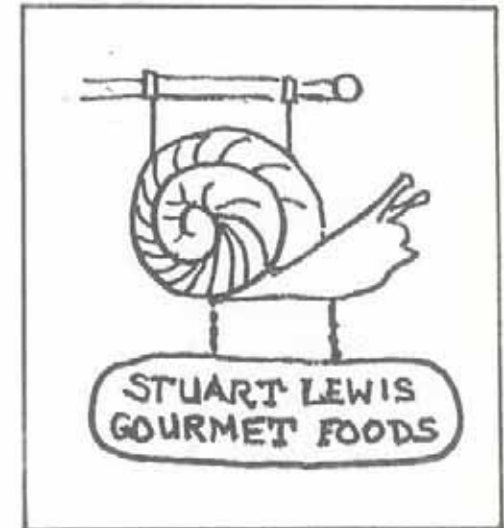
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

- 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.

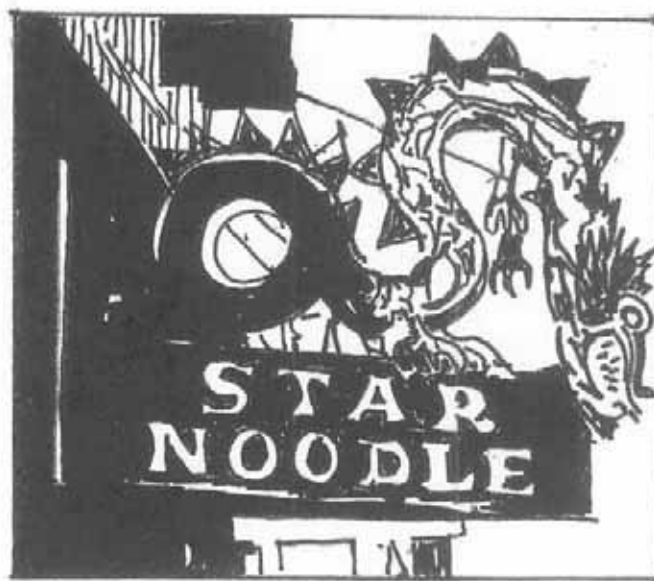
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

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.

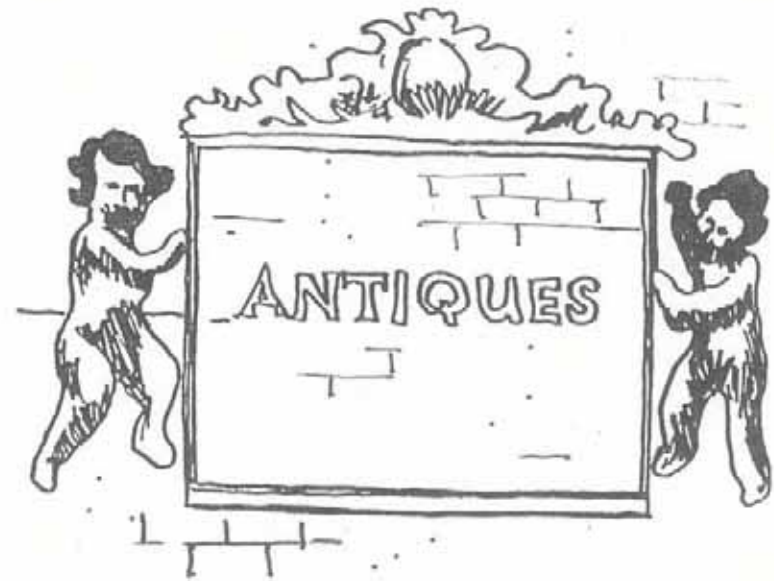
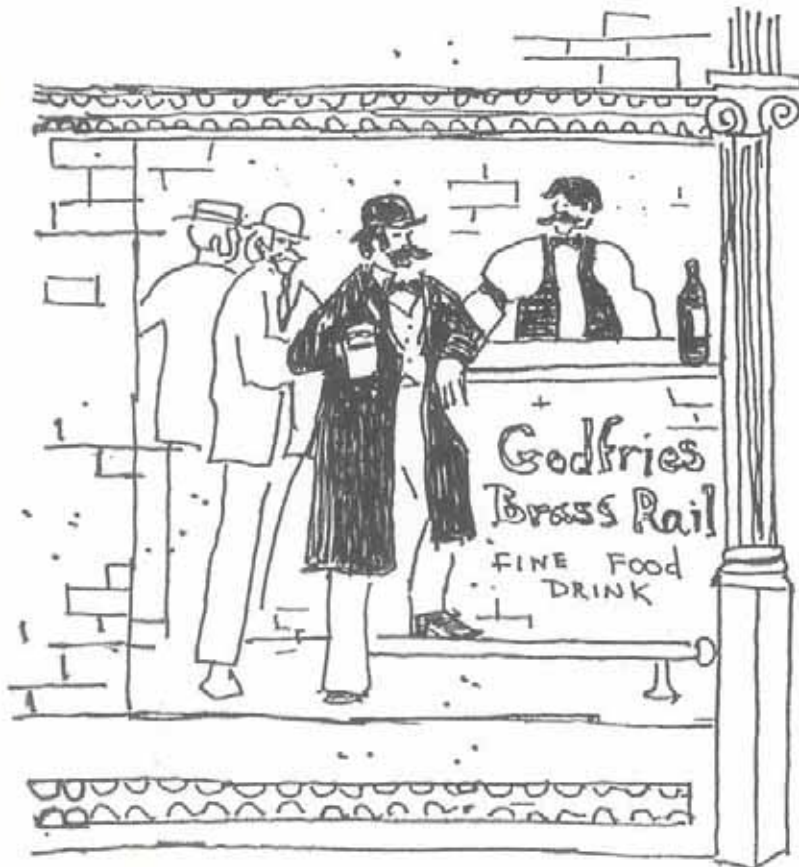




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

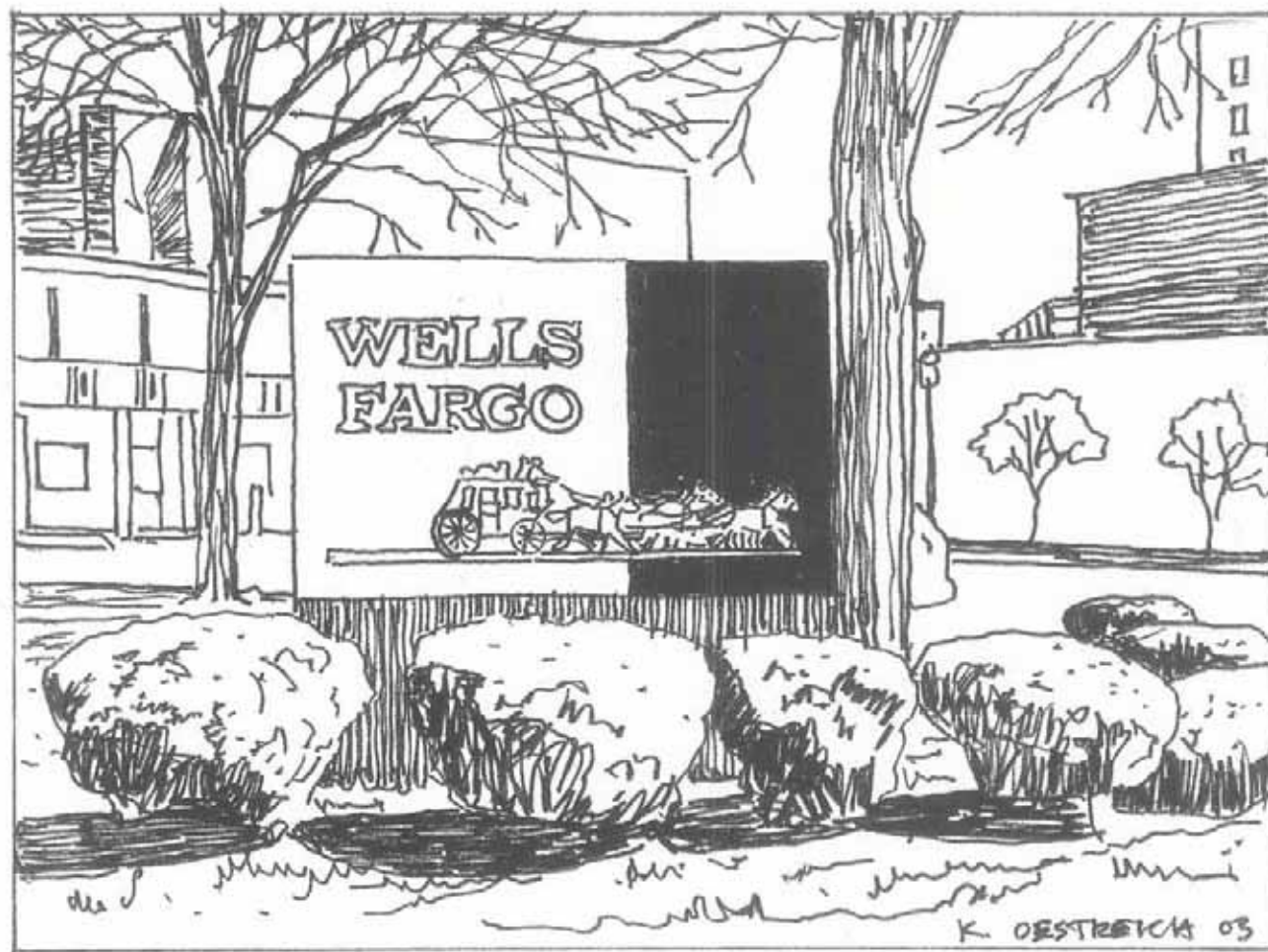
Monument or Ground Signs

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.



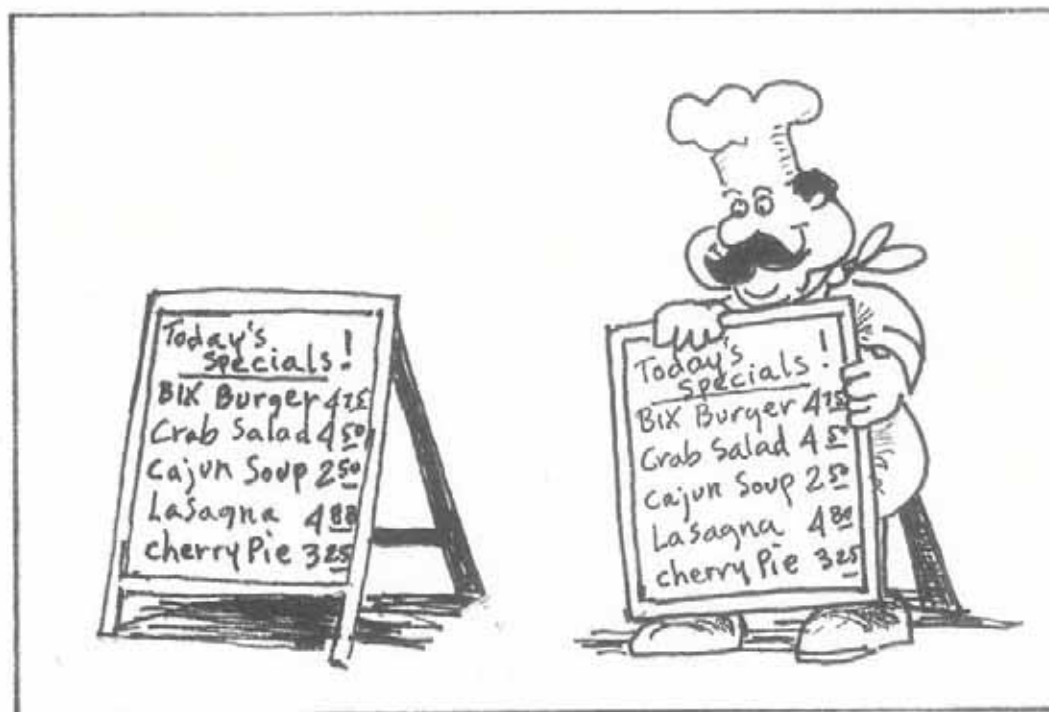
Directional Signage for Parking Lots

- 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.

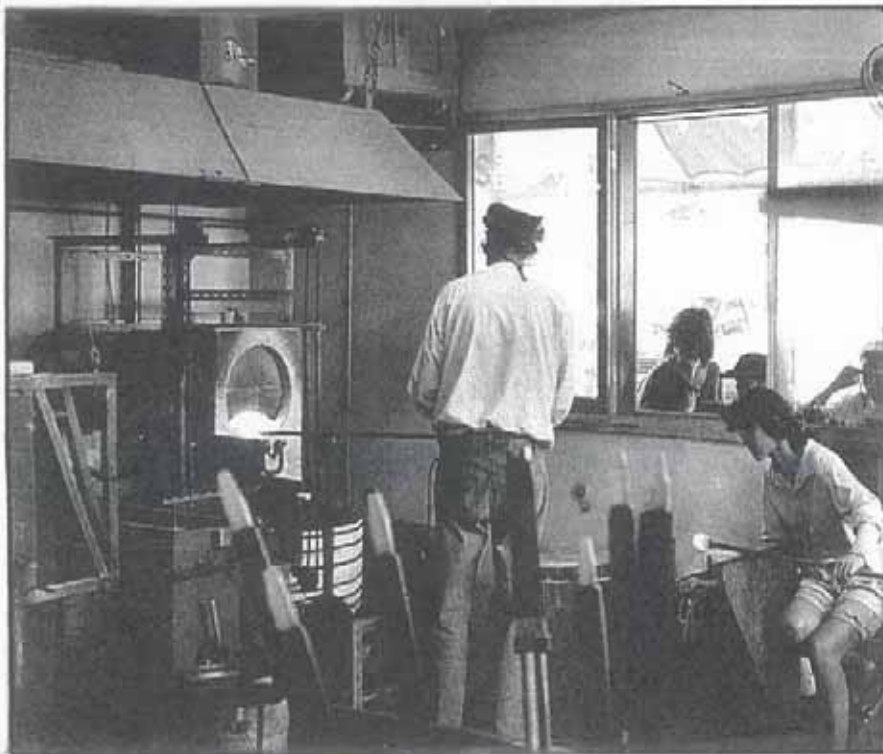


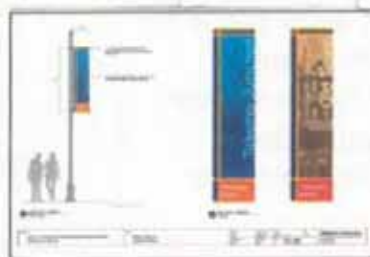
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



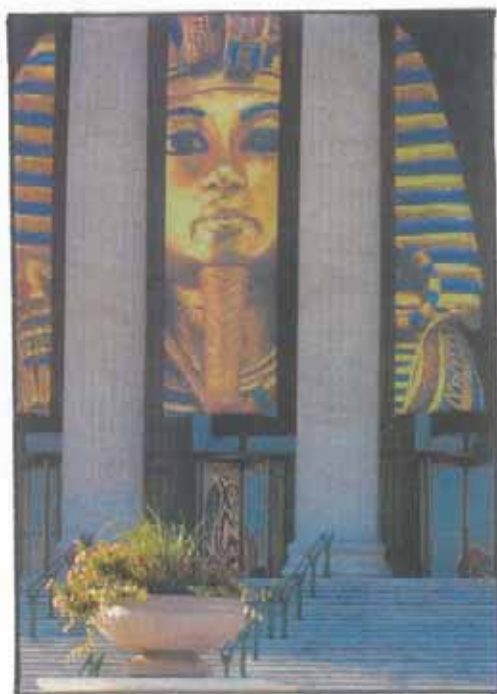
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

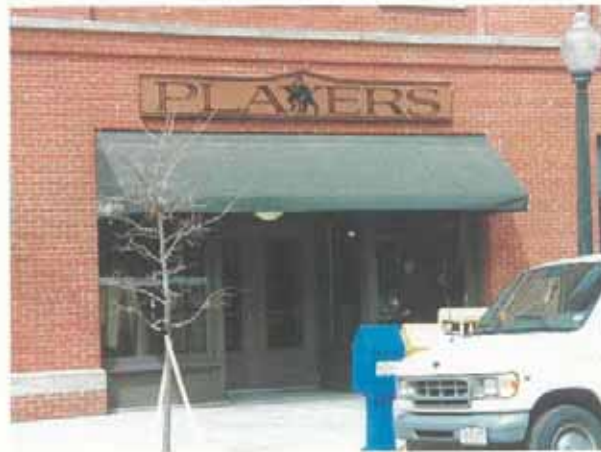
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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





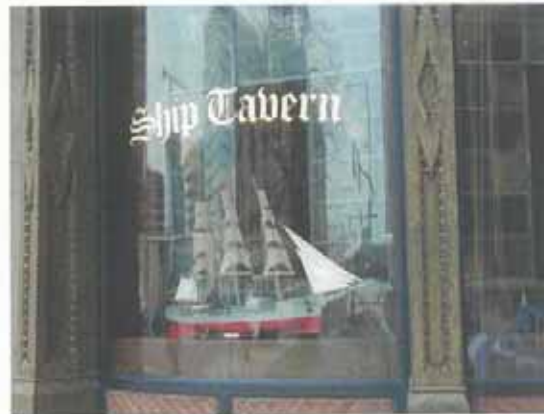
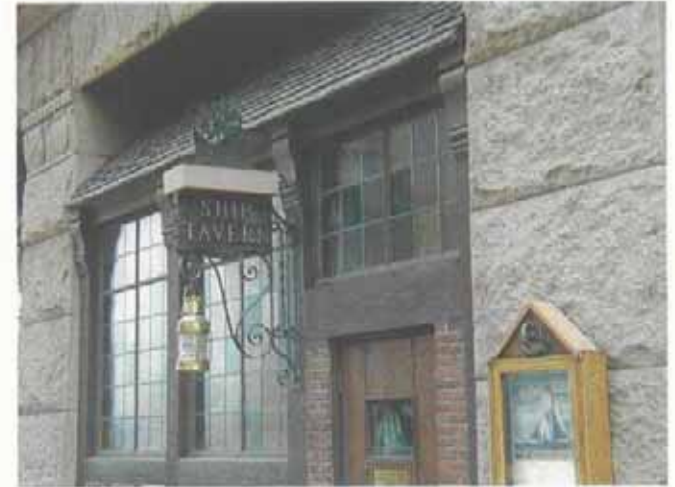
Signage: various forms of attractive signage meeting the guidelines



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: Development & Neighborhood Services
Contact Info: Matt Werderitch 563.888.2221

Date
2/27/2023

Subject:

Case DR23-04: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 226 West 3rd Street. Printing Plus Signs Inc., petitioner. [Ward 3]

Recommendation:

Staff recommends that Case DR23-04 be approved in accordance with the submitted work write up and materials.

Background:

The proposed projecting sign is for The Spot Bar & Lounge, which is occupying a vacant tenant space at 226 West 3rd Street.

The projecting sign will be mounted to the south building elevation along 3rd Street. The sign will be installed on a column adjacent to the storefront entrance. There is currently an arm/brace at this location on the building where a previous sign projected from the façade.

A minimum vertical clearance of 8 feet above the sidewalk is required per the Zoning Ordinance. The height of the projecting sign will be aligned with the transom storefront windows.

The projecting sign structure will be a aluminum square tubing. The center panel is white aluminum with the tenants logo printed in black and blue. The sign will not be illuminated.

The square sign is 36 inches by 36 inches, totaling 9 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	Application
▢ Backup Material	Projecting Sign Specs
▢ Backup Material	Site Plan
▢ Backup Material	Background Materials & Photos
▢ Backup Material	Downtown Design Guidelines-Signage

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	2/24/2023 - 10:52 AM



CITY OF DAVENPORT
Development & Neighborhood
Services – Planning
1200 W. 46th St
Davenport, IA 52807

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION		
Applicant Name	BRIEF OVERVIEW OF THE PROJECT (not a scope of work)	
Address		
City State Zip		
Phone		
Secondary Phone	APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED) Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work: <ul style="list-style-type: none">• New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way• New parking lots, fencing/walls, landscaping, or alterations of• Sign installation or alteration• Streetscaping element installation within the public right-of-way	
E-Mail Address		
Acceptance of Applicant I, the undersigned, certify that the information on this application to the best of my knowledge is true and correct. I further certify that I have a legal interest in the property in question, and/or that I am legally able to represent all other persons or entities with interest in this property, and acknowledge formal procedure and submittal requirements. In addition to the application fee, I understand I am responsible for attendance at the meeting as shown on the design review board calendar. The City reserves the right to require further site studies as necessary. Type Applicant's Name _____ Applicant's Signature _____ Date _____		
ALL SUBMITTALS SHALL INCLUDE: Full Scope of Work (SOW) attached as a .PDF all work & materials shall be described & itemized/listed in detail Digital photos of existing building/sign elevations/façades Proposed color building/sign elevations to scale rendering as proposed & depicted on existing building/signs Material specifications: type, dimensions, & color MINOR & MAJOR ADDITIONS, SITE IMPROVEMENTS, & NEW BUILDINGS SHALL INCLUDE ADDITIONAL ITEMS*: Dimensioned Site Plan (proposed & existing buildings/site items) Landscape Plan Grading Plan with 2 foot intervals (if needed) Storage & Mechanical Screening shall be shown * Major Additions & New Buildings may require more extensive information		
DEVELOPMENT TEAM		
Property Owner		
Address _____		
Phone _____	Secondary Phone _____	
E-Mail Address _____		
Project Manager/Other		
Address _____		
Phone _____	Secondary Phone _____	
E-Mail Address _____		
Formal Procedure (1) Application: <ul style="list-style-type: none">• 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. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u> (2) Scope of Board's Consideration: <ul style="list-style-type: none">• Only work described in the application may be approved.• If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances. (3) Post Board Ruling: <ul style="list-style-type: none">• If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities.• Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.• Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.		
Application Fee: NONE		
Submit this form with attachments to: planning@davenportiowa.com		



PROOF

563-333-6770 • 1630 Washington St. • Davenport, IA 52804
printing12@gmail.com sales@printingplusincsigns.com

Date Sent:
2/13/2023

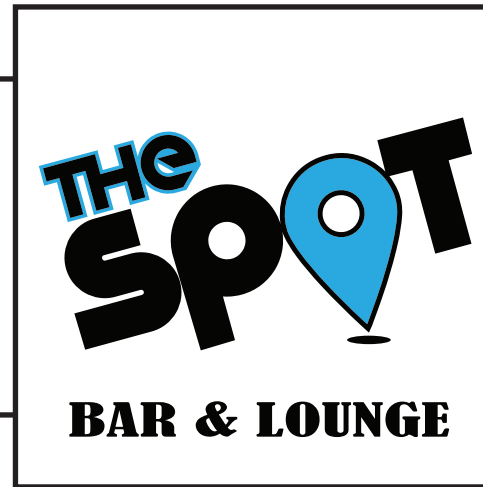
▶▶▶▶▶▶▶▶▶▶ **PLEASE EXAMINE ATTACHED PROOF CAREFULLY**

PLEASE MAKE SURE WORDS ARE SPELLED CORRECTLY, CONTACT INFORMATION IS CORRECT, SIZE IS CORRECT, QUANTITY IS CORRECT AND EVERYTHING ELSE ON PROOF LOOKS CORRECT. PRINTING PLUS TRIES TO CATCH MISTAKES AND IT'S POSSIBLE THERE MAY BE SOME. IT IS THE CUSTOMER'S RESPONSIBILITY TO CHECK CAREFULLY AND APPROVE THE PROOF THROUGH EMAIL BEFORE ANY PRINTING BEGINS.

COLORS SHOWN ARE NOT 100 PERCENT ACCURATE DUE TO THE DIFFERENCE BETWEEN SCREEN COLORS (RGB) AND PRINTING COLORS (CMYK). COLORS ARE APPROXIMATE AND WILL VARY BY THE MONITOR OR SCREEN DEVICE USED TO VIEW THE IMAGES.

PRINTING PLUS IS NOT RESPONSIBLE FOR MISTAKES AND CUSTOMER MAY/WILL BE CHARGED FOR REPRINTS DUE TO MISTAKES OR CUSTOMER'S DISAPPROVAL OF PRODUCT.

APPROVING THIS PROOF, CUSTOMER UNDERSTANDS AND ACKNOWLEDGE EVERYTHING STATED ABOVE.



36"

36"

BUILDING

**3FT x 3FT PROJECTING SIGN
PROTRUDE FROM BUILDING
8FT ABOVE GROUND**

DESIGNER:

Tito

Excessive changes to proof will result in higher agreed design fees

PROOFS are property of Printing Plus Signs inc. and may not be reproduced without permission.

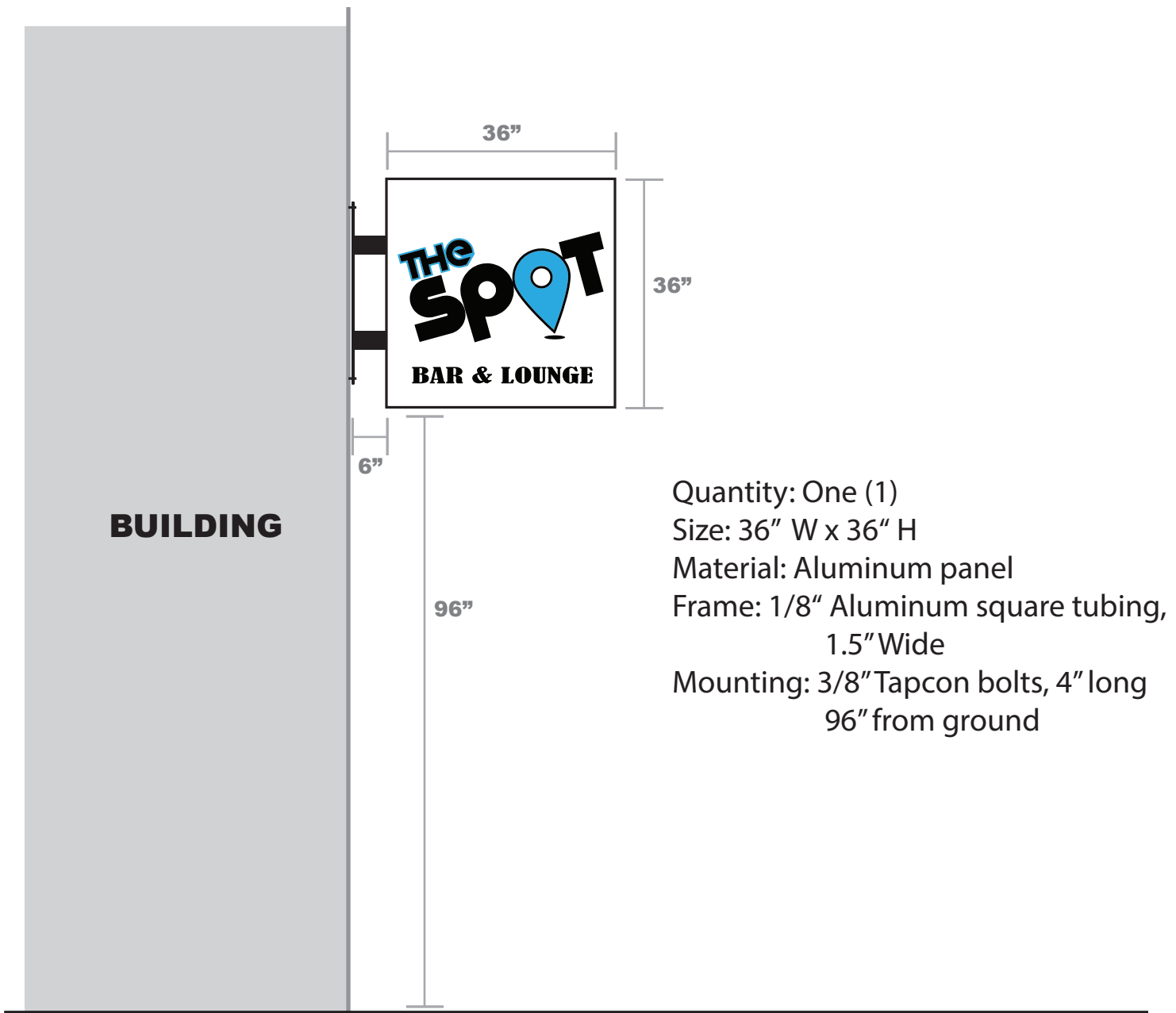
PHOTO MOCKUP PROOF
THE SPOT
2/13/23



THE SPOT BAR & LOUNGE

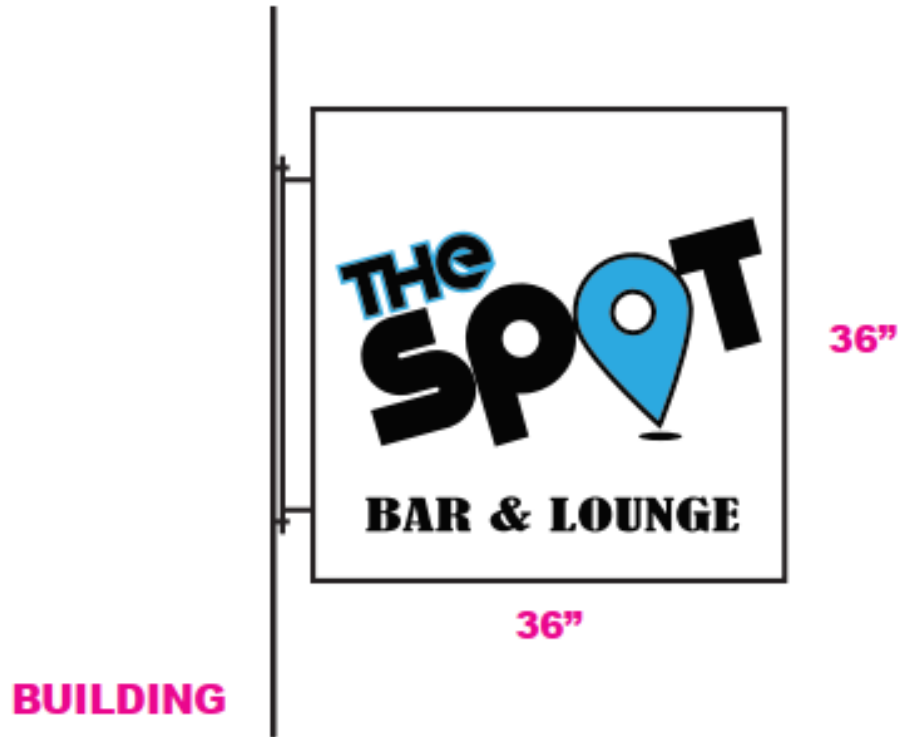
226 W 3RD ST
DAVENPORT, IA 52801

PROJECTING SIGN

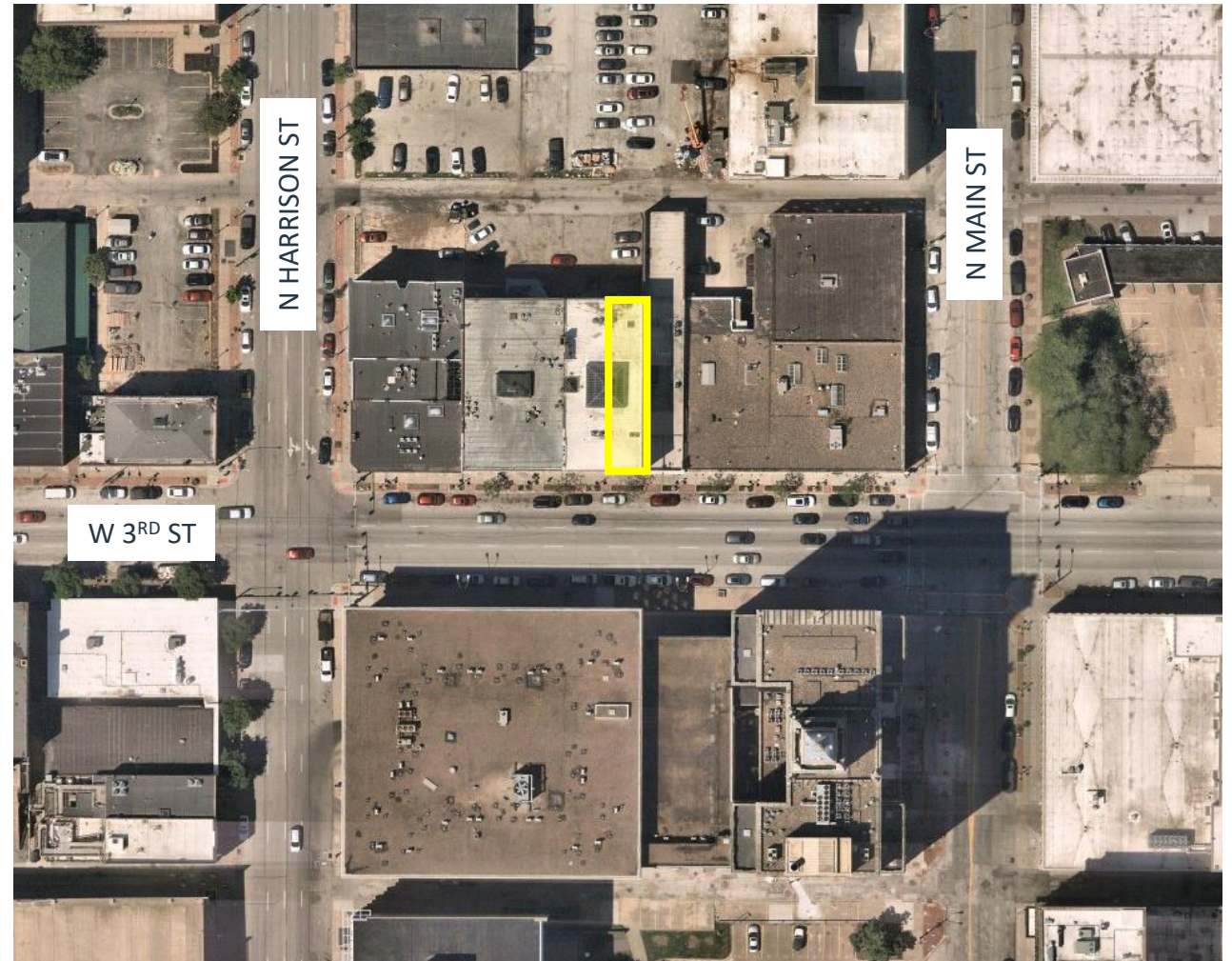


The Spot Bar & Lounge

DAVENPORT
IOWA | USA

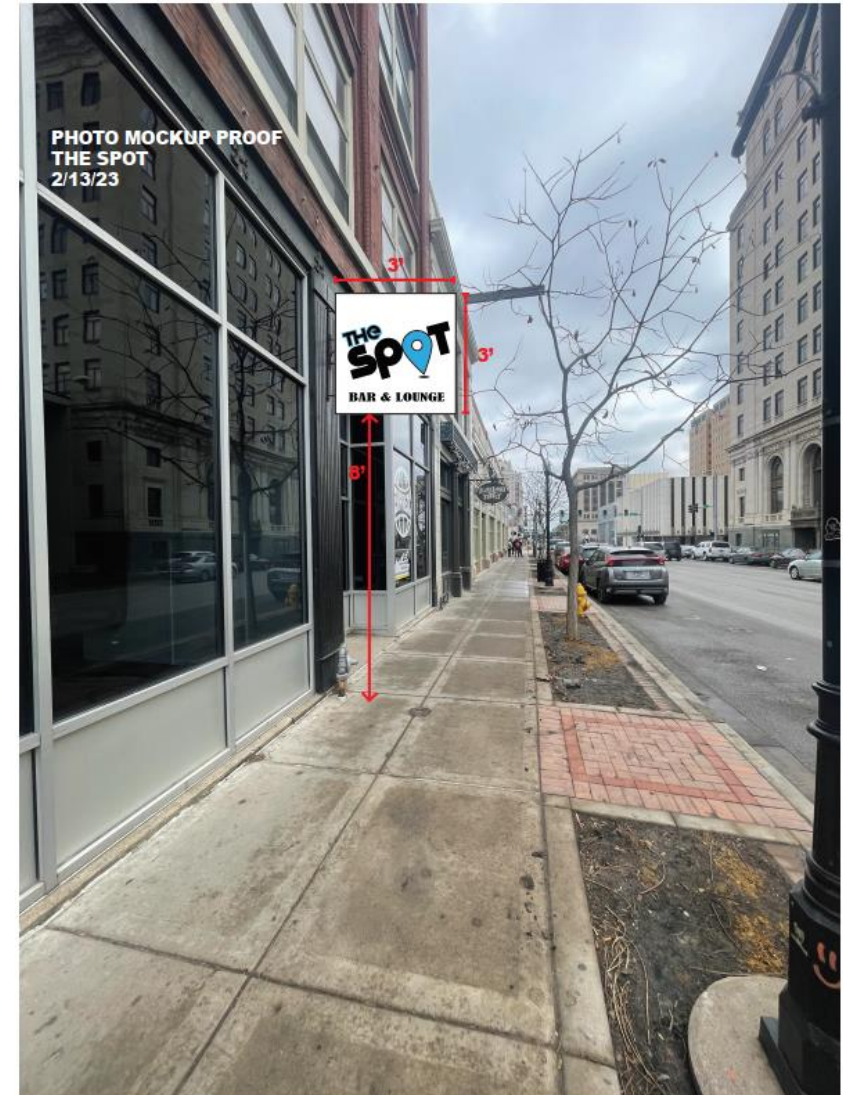
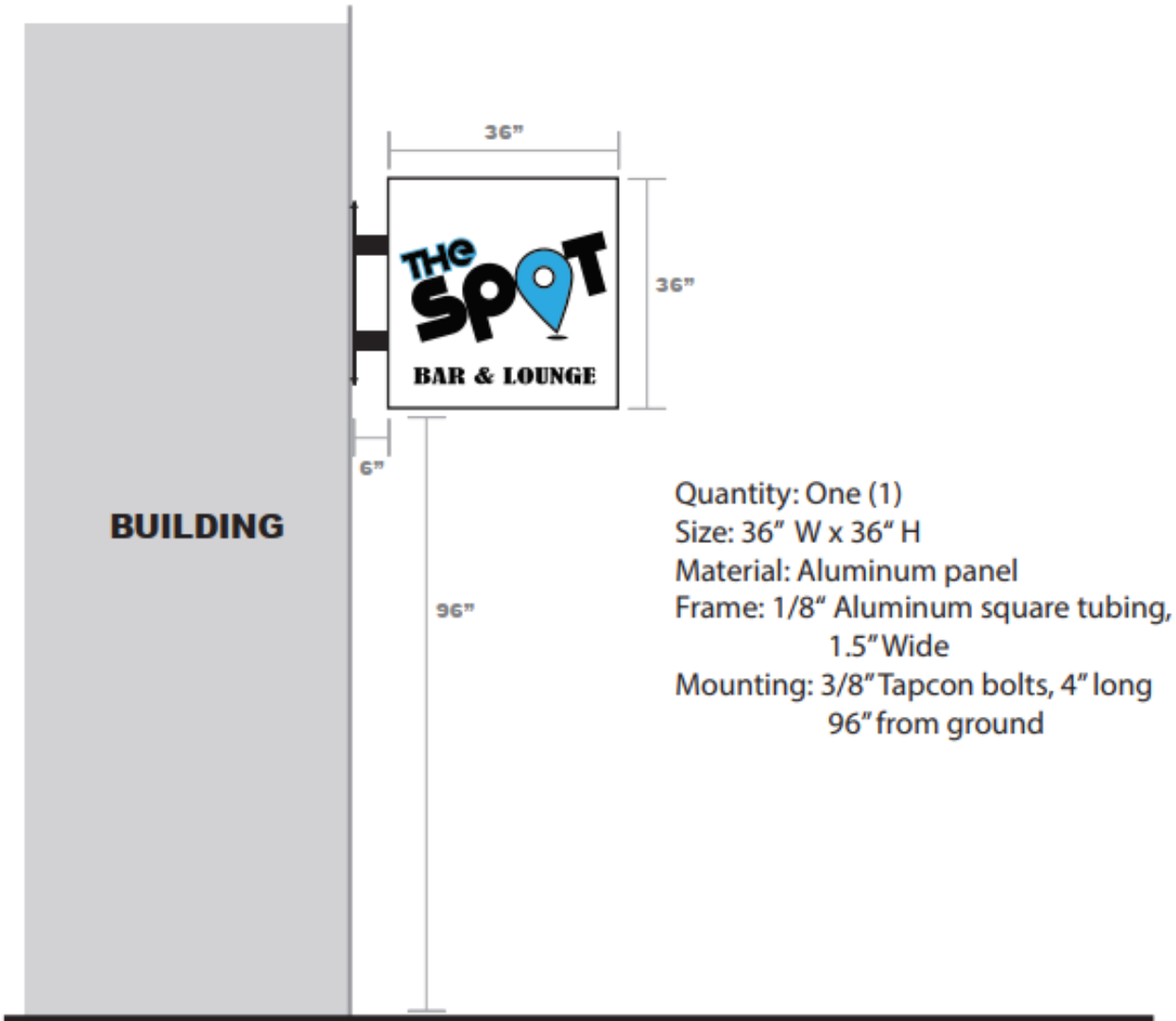


3FT x 3FT PROJECTING SIGN
PROTRUDE FROM BUILDING
8FT ABOVE GROUND



The Spot Bar & Lounge

DAVENPORT
IOWA | USA



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.

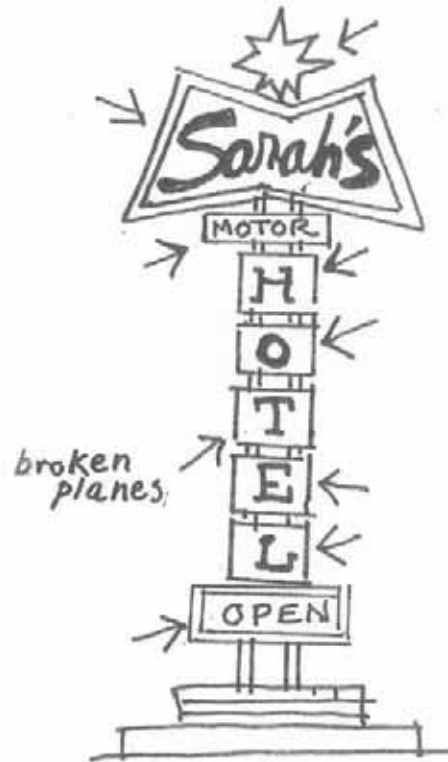


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

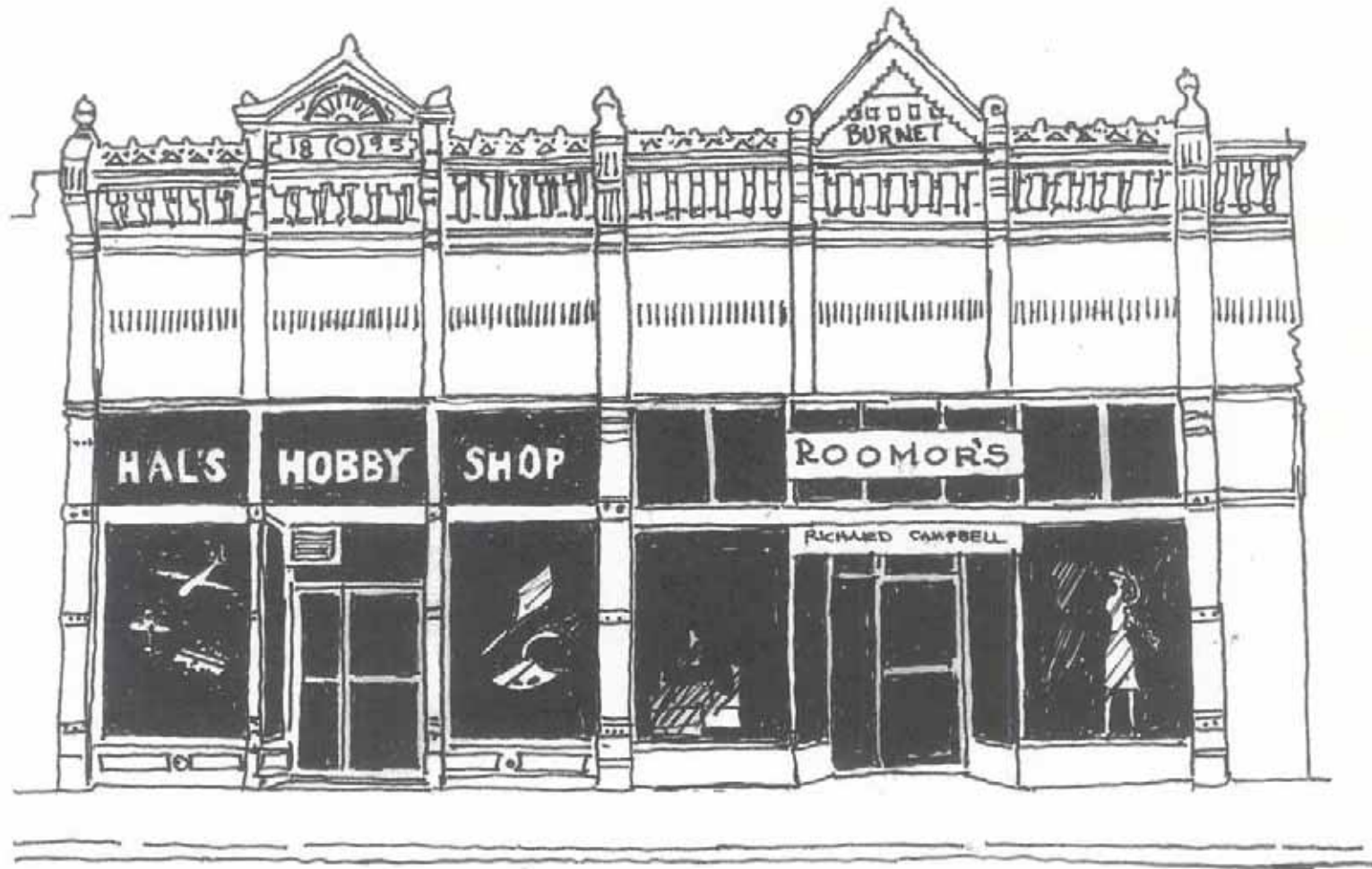


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

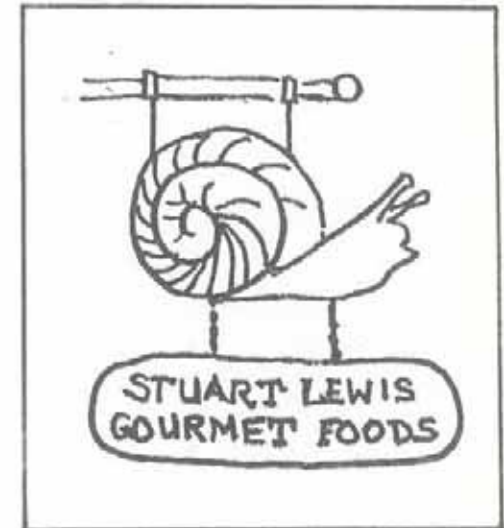
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

- 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.

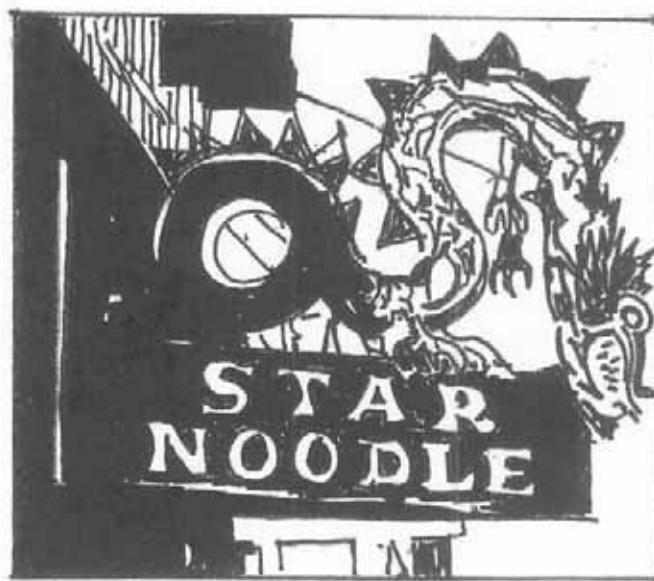
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

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.

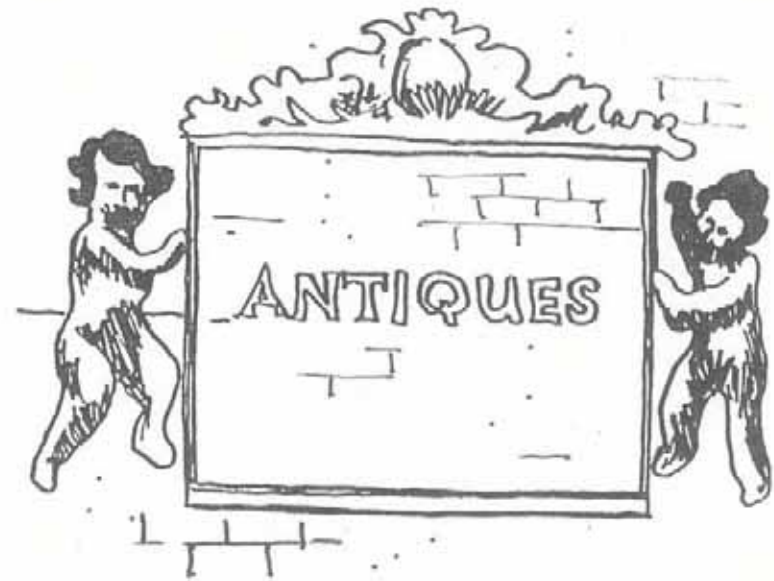
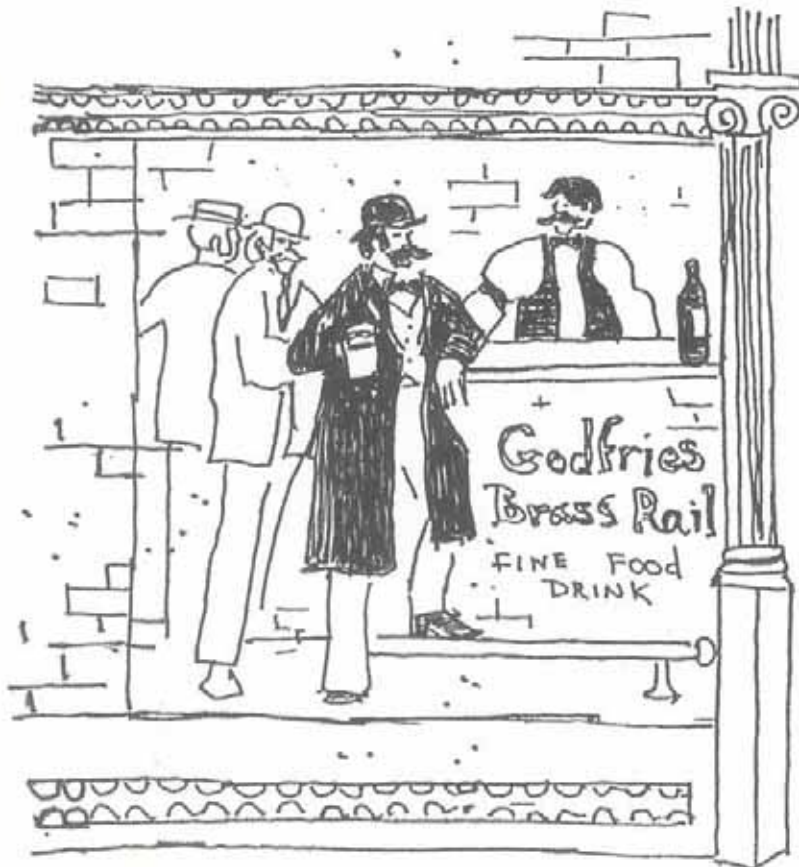




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

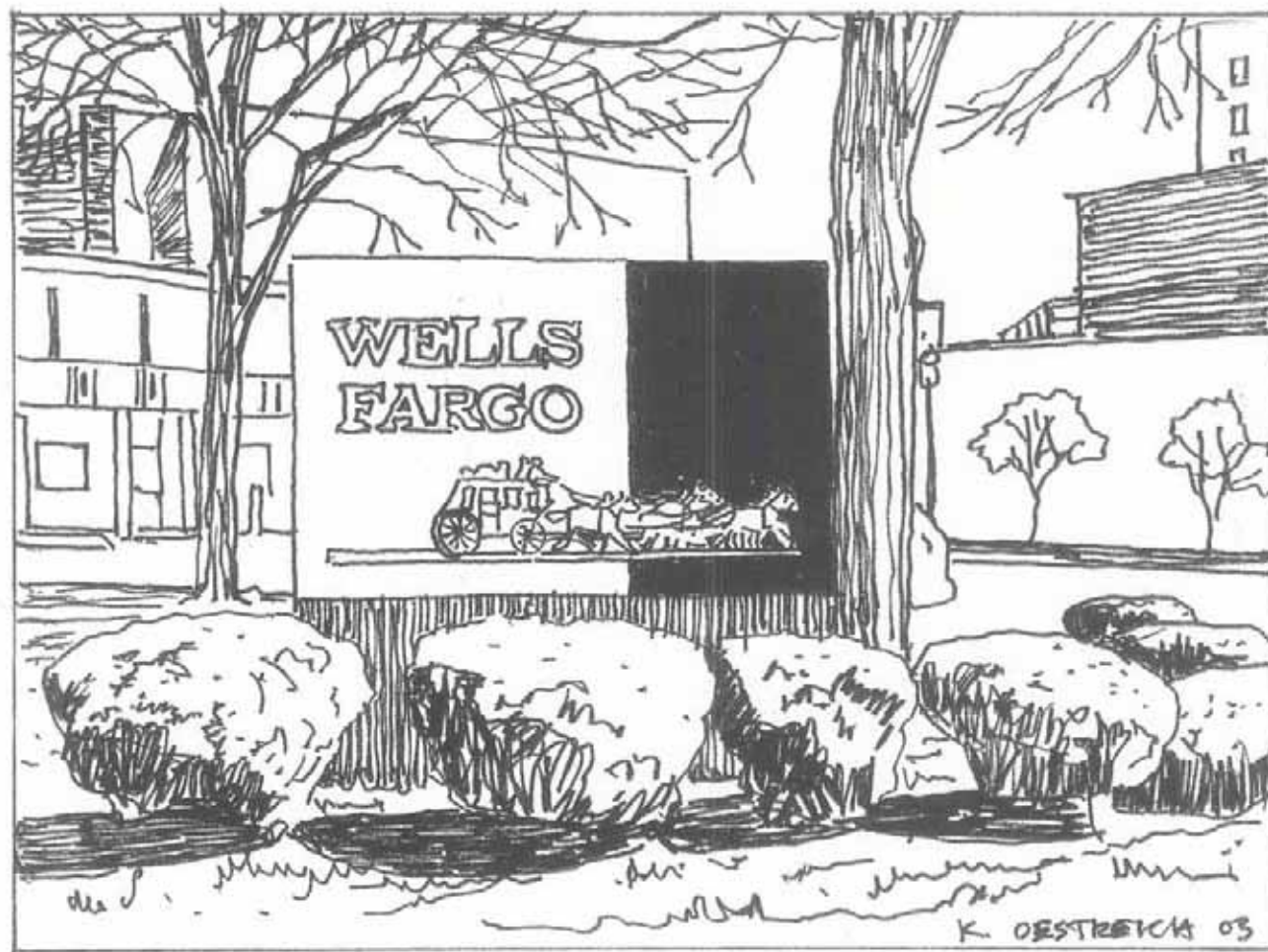
Monument or Ground Signs

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.



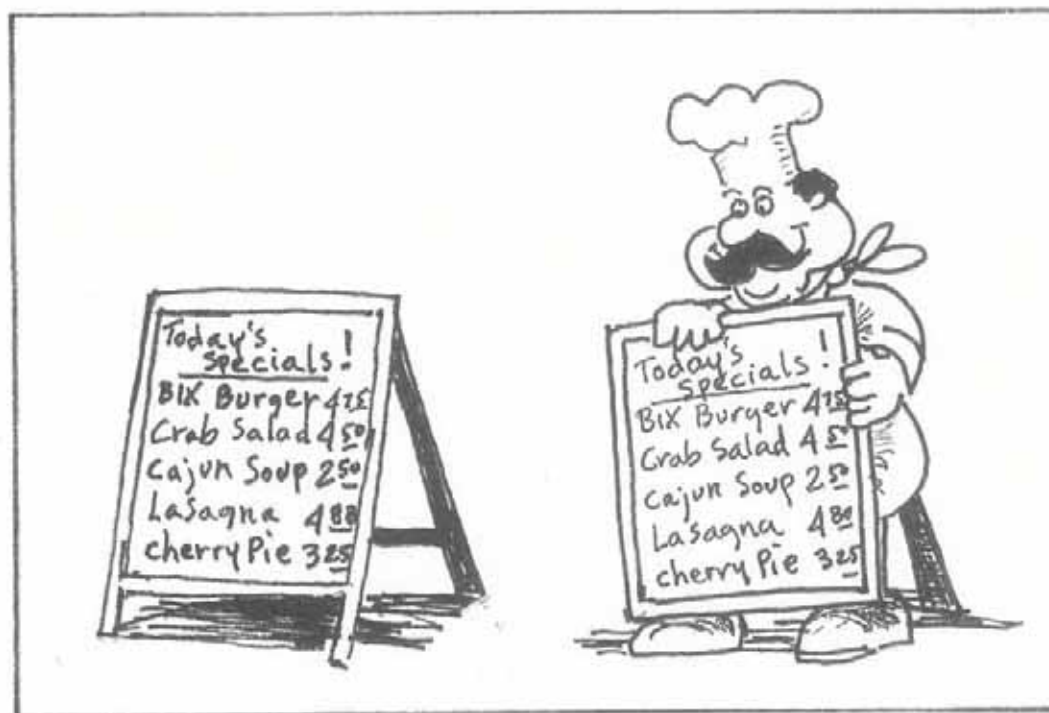
Directional Signage for Parking Lots

- 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.

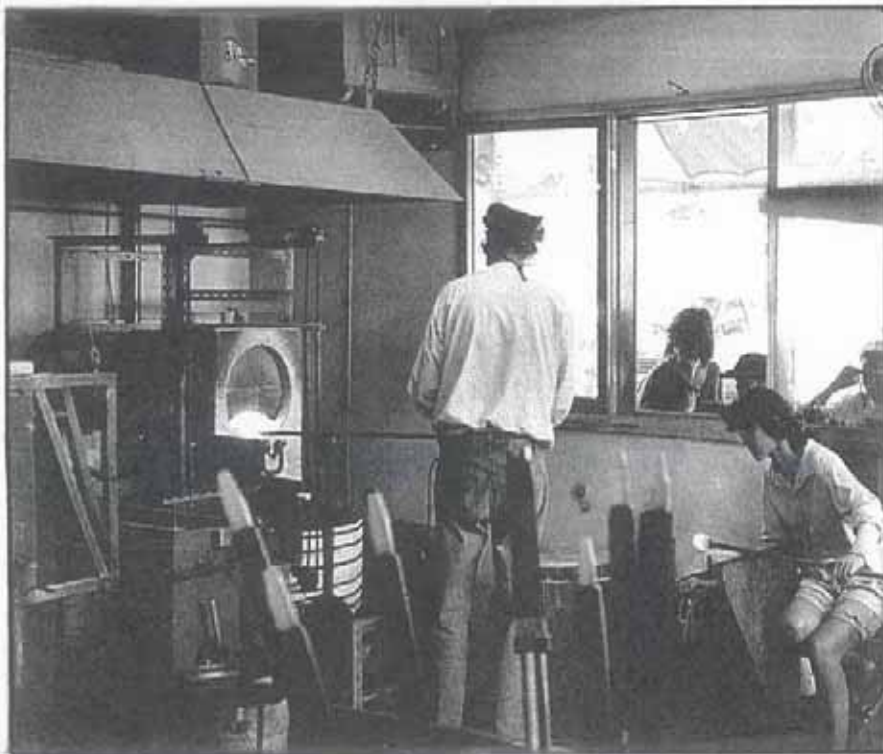


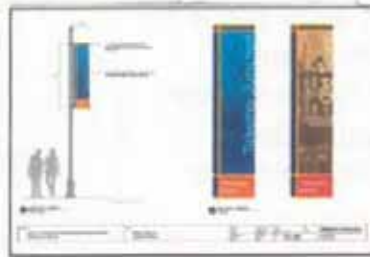
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



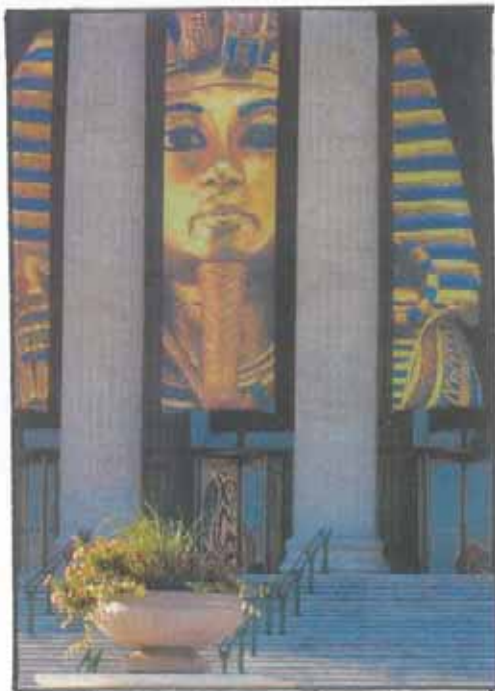
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

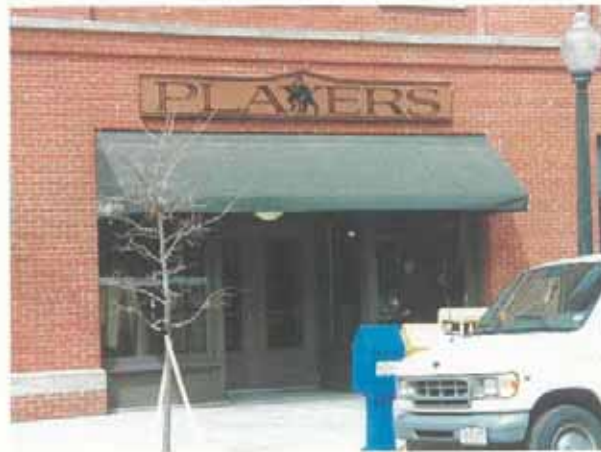
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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





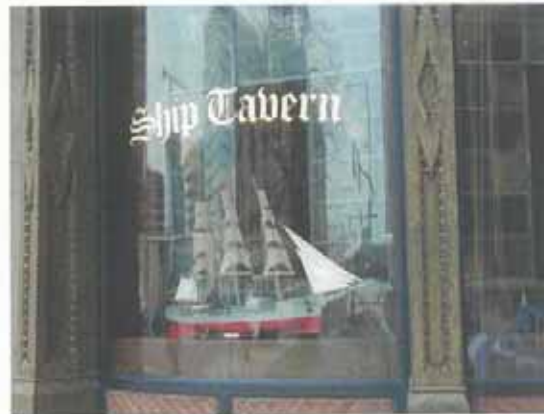
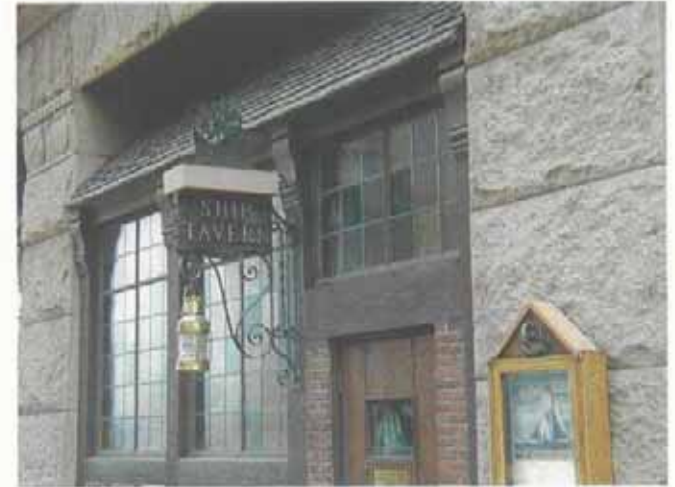
Signage: various forms of attractive signage meeting the guidelines



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: Development & Neighborhood Services
Contact Info: Matt Werderitch 563.888.2221

Date
2/27/2023

Subject:

Case DR23-05: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of an exterior staircase and trellis at 1117 Mound Street. Streamline Architects, petitioner, on behalf of Kelsey Seibert. [Ward 5]

Recommendation:

Staff recommends that Case DR23-05 be approved in accordance with the submitted work write up and materials.

Background:

The Design Review Board approved the conceptual design for a new bar and restaurant at their July 25, 2022 meeting. The Board directed staff to work with the applicant regarding construction details and that any deviation from the conceptual design, including material changes, shall require additional review and approval.

The purpose of the request is to revise the exterior stair design to be black powder-coated steel spiral staircase in lieu of the black powder-coated steel straight run staircase.

The staircase provides access to the second floor door on the south elevation.

The applicant is also proposing a vegetated trellis structure along the north face of the building. The trellis will be made out of white trim components to match the existing building trim color. The previously approved plan showed the trellis in the greenspace north of the building, rather than abutting the current structure.

Staff believe the proposed materials, colors, and design are consistent with the original concept plan approved at the July 25, 2022 meeting.

ATTACHMENTS:

Type	Description
▣ Backup Material	Application
▣ Backup Material	Scope of Work
▣ Backup Material	Renderings-Staircase
▣ Backup Material	Rendering-North Trellis
▣ Backup Material	Background Materials & Photos
▣ Backup Material	Village of East Davenport Design Guidelines

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	2/24/2023 - 10:43 AM



CITY OF DAVENPORT
Development & Neighborhood
Services – Planning
1200 W. 46th St
Davenport, IA 52807

Office 563.326.6198
planning@davenportiowa.com

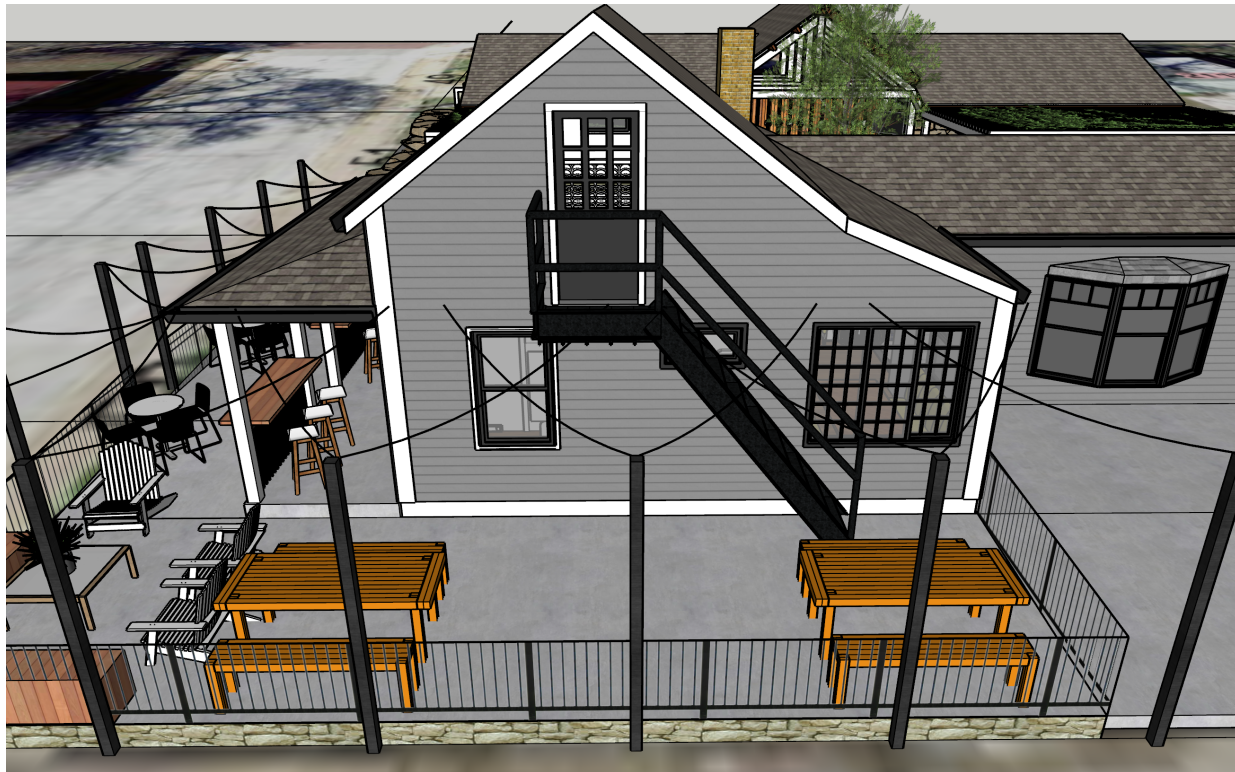
APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION	
APPLICANT NAME	BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
ADDRESS	
CITY, STATE, ZIP	APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED) Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work: <ul style="list-style-type: none">• New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way• New parking lots, fencing/walls, landscaping, or alterations of• Sign installation or alteration• Streetscaping element installation within the public right-of-way
PHONE	
SECONDARY PHONE	
E-MAIL ADDRESS ANDREW@STREAMLINEARCHITECTS.COM	ALL SUBMITTALS SHALL INCLUDE: Full Scope of Work (SOW) attached as a .PDF all work & materials shall be described & itemized/listed in detail Digital photos of existing building/sign elevations/façades Proposed color building/sign elevations to scale rendering as proposed & depicted on existing building/signs Material specifications: type, dimensions, & color MINOR & MAJOR ADDITIONS, SITE IMPROVEMENTS, & NEW BUILDINGS SHALL INCLUDE ADDITIONAL ITEMS*: Dimensioned Site Plan (proposed & existing buildings/site items) Landscape Plan Grading Plan with 2 foot intervals (if needed) Storage & Mechanical Screening shall be shown * Major Additions & New Buildings may require more extensive information
Acceptance of Applicant I, the undersigned, certify that the information on this application to the best of my knowledge is true and correct. I further certify that I have a legal interest in the property in question, and/or that I am legally able to represent all other persons or entities with interest in this property, and acknowledge formal procedure and submittal requirements. In addition to the application fee, I understand I am responsible for attendance at the meeting as shown on the design review board calendar. The City reserves the right to require further site studies as necessary.	
Type Applicant's Name Applicant's Signature Date	SUBMITTED
DEVELOPMENT TEAM	
Property Owner	
Address	
Phone	Secondary Phone
E-Mail Address	
Project Manager/Other	
Address	
Phone	Secondary Phone
E-Mail Address	
Formal Procedure (1) Application: <ul style="list-style-type: none">• 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. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u> (2) Scope of Board's Consideration: <ul style="list-style-type: none">• Only work described in the application may be approved.• If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances. (3) Post Board Ruling: <ul style="list-style-type: none">• If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities.• Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.• Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.	
Application Fee: NONE	
Submit this form with attachments to: planning@davenportiowa.com	

Work Plan

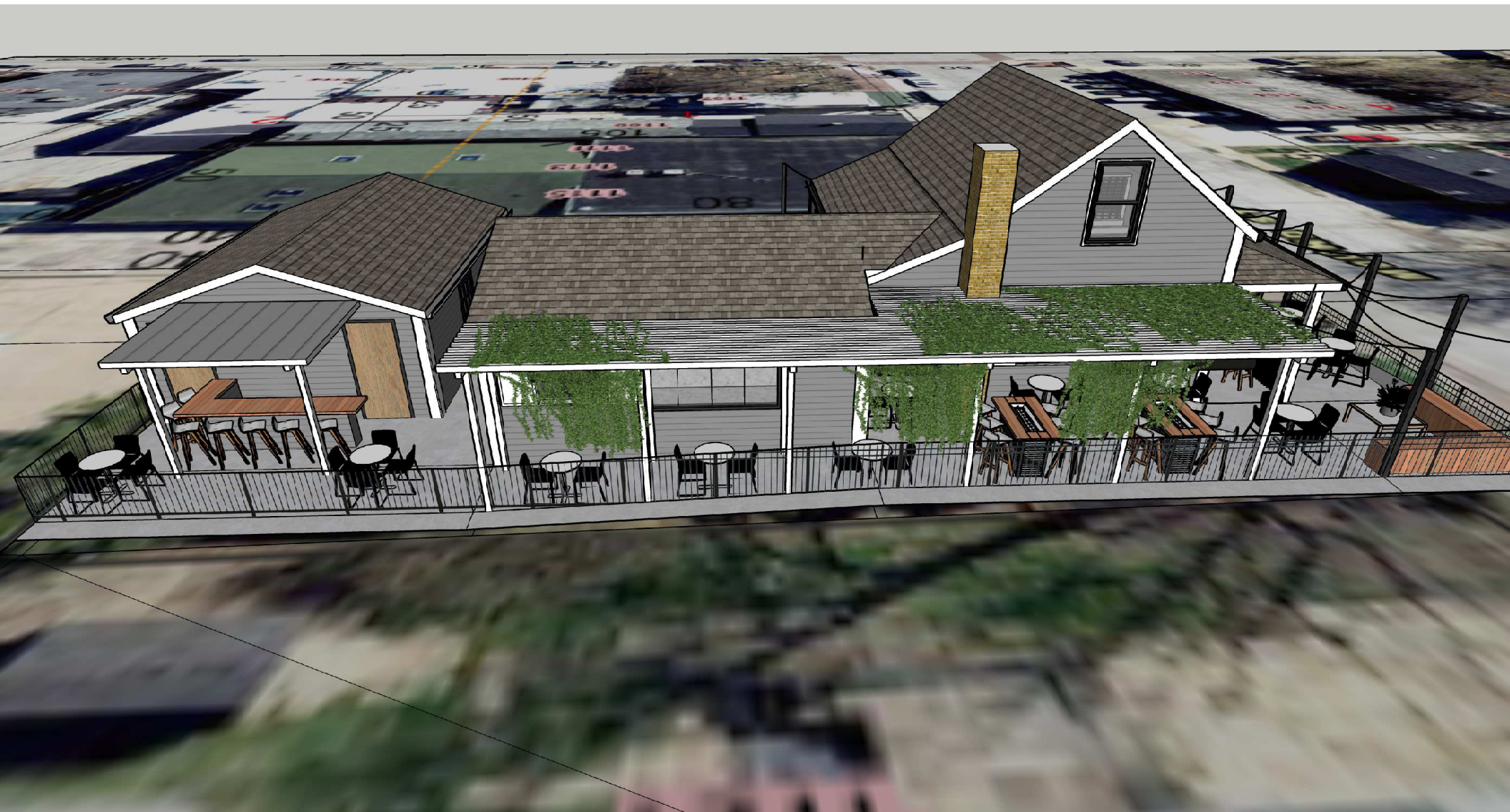
Please describe the work being performed. Please note that only work described in the application may be approved by the Board.



Add additional pages in needed.









1117 Mound Street

DAVENPORT
IOWA | USA



Kelso's Corner Bar



Exterior Staircase

DAVENPORT
IOWA | USA



Approved Staircase Design



Proposed Spiral Staircase

Spiral Staircase

DAVENPORT
IOWA | USA



Black Powder-Coated Steel Spiral Staircase

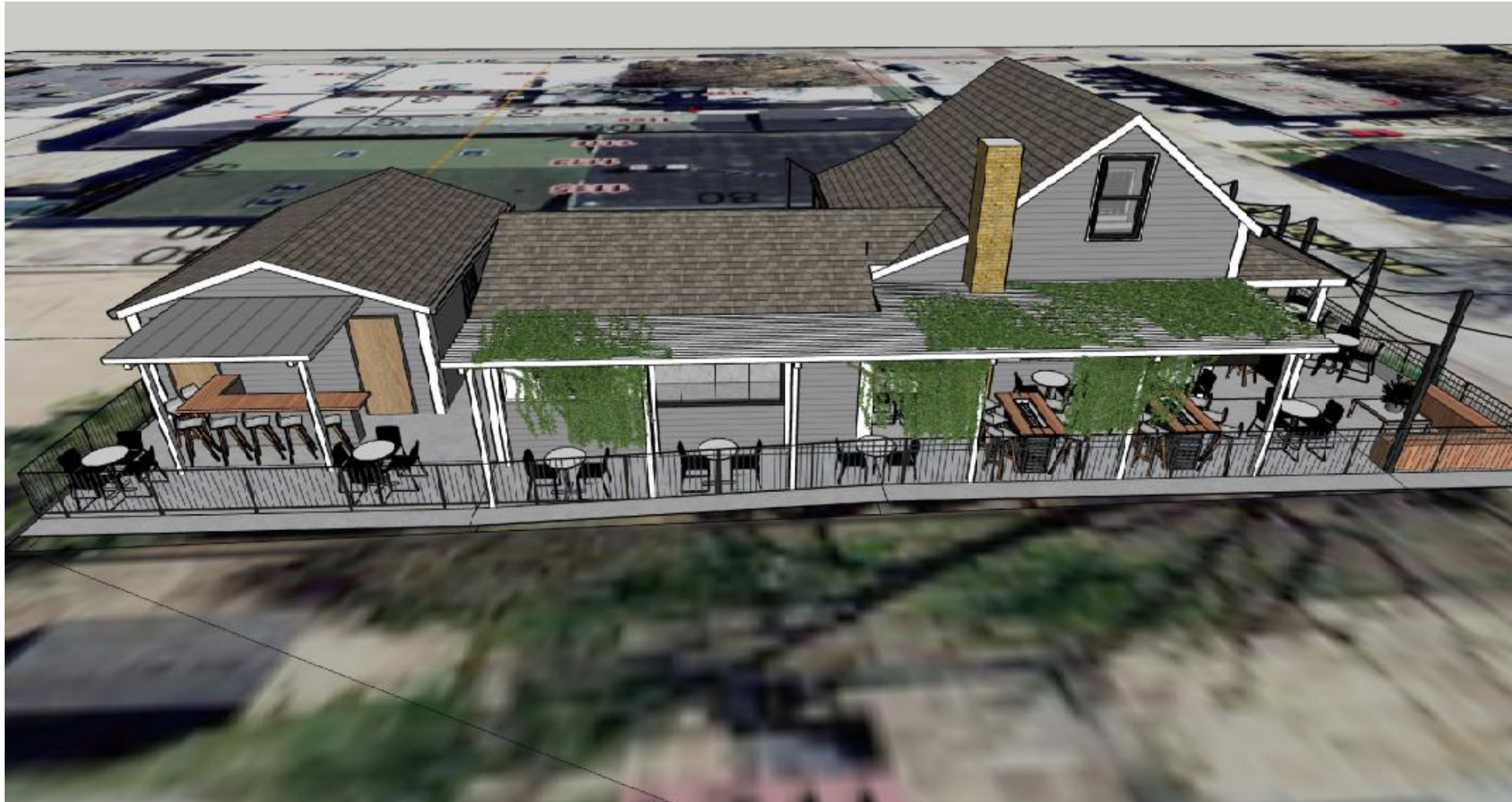
Previously Approved Outdoor Design

DAVENPORT
IOWA | USA



Trellis

DAVENPORT
IOWA | USA



Proposed Trellis

DAVENPORT
IOWA | USA



5.0 BUILDING DESIGN & LAND USE



Appropriate building design in the Village is important in order to retain the character of the area and promote the community vision for the Village of East Davenport as a regional tourist destination and attractive neighborhood center.

This chapter describes the land use regulations that shape development in the Village and provides principles and guidelines for building design.



5.1 Land Use Regulations

The City's existing land use and zoning standards help shape development in the Village. They regulate permitted uses as well as site and building characteristics such as parking, height and setbacks. In many cases, existing land use and zoning standards are consistent with the community's vision for the Village. However, some adjustments may be necessary to better direct future development.

The Village core is zoned as Historic Shopping District (HSD), which is intended to:

- Preserve and enhance the smaller scale or historic character of older commercial areas.
- Stabilize and increase property values by discouraging incompatible development.
- Preserve unique historic and architectural character by controlling the design and scale of infill construction.
- Encourage heritage tourism.

Permitted Uses

Uses permitted in the HSD district include

- Multifamily residential
- Live/work units
- Bed and Breakfast establishments and small inns
- Bars and taverns
- Restaurants
- Stores and retail establishments of various kinds
- Professional services
- Salons and health spas

A number of uses are specifically excluded, including automobile dealerships, drive through sales and liquor stores (excluding wine shops). In addition, bars and taverns may not occupy more than 35% of each block face.

Additional uses that are not specifically listed as permitted in the HSD district may be appropriate to promote the community's vision. They include:

- Boutique hotels
- Grocery stores (gourmet and health food stores are currently permitted)

Design Standards

In most cases, the design standards that shape the development of sites and buildings in the Village are contextual. That is, they vary according to the surrounding context to help ensure compatible height, setbacks and width. Overall building heights may not, however, exceed three stories or 45 feet.

The existing design standards in the HSD district are generally consistent with the community's vision for the Village. In some cases, however, additional clarification or illustrations could be helpful. Additionally, it may sometimes be appropriate to allow building elements that are taller than three stories as part of larger developments that are not adjacent to lower scale neighborhoods or historic resources.

Design Review

New buildings, and exterior modifications, signs or additions are reviewed by a design review committee using adopted performance standards and design guidelines.

The design guidelines should be updated to more clearly articulate the community's vision for the Village, including mixed-use Village character, context-sensitive design guidance for specific subareas and appropriate historic rehabilitation. The general guidelines provided in this chapter provide a foundation for such an update.

5.2 Preserving a Sense of History

An urban village has layers of history. Historic buildings and sites should be preserved to contribute to the character of the street. Some will have compatible additions that reflect an evolution in uses.

The proper treatment of historic buildings will ensure that they continue to contribute to the historic ambiance of the Village. With careful treatment, the existing historic resources will continue to promote the unique atmosphere that makes the Village an inviting place to visit.

Guidelines:

- Preserve significant stylistic and architectural features and materials.
- Repair deteriorated building features.
- Replace an architectural element accurately if it must be replaced, matching the material and design.
- Avoid adding details that were not a part of the original building.

See “Heritage Resources” on page 57 for more information.

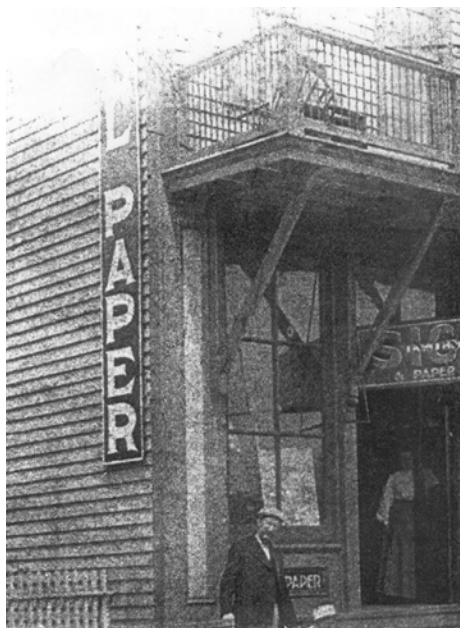


An urban village has layers of history. Historic buildings and sites should be preserved to contribute to the character of the street.

Potential Infill Standards

Although preservation of the Village’s historic buildings is a priority, it may sometimes be necessary to demolish an older building to make way for new development that is consistent with the community vision for the Village. The City should require an approved design for new development, or consider a demolition delay to provide time for consideration of other options, prior to issuing a demolition permit. The City should also consider design standards for new infill development to:

- Encourage high quality design and materials in new infill development
- Discourage parking areas located between buildings and the street
- Discourage parking as a primary use (properties use exclusively to provide parking)



A historic image shows the storefront and balcony in a similar configuration as it looks today.

Rehabilitation Opportunities



Preserve significant stylistic and architectural features and materials.

Guidelines:

- Do not use synthetic materials, such as aluminum, vinyl or panelized brick/stone as replacement for primary building materials.
- Do not cover original materials with new materials.
- Consider removing later covering materials that have not achieved historic significance.

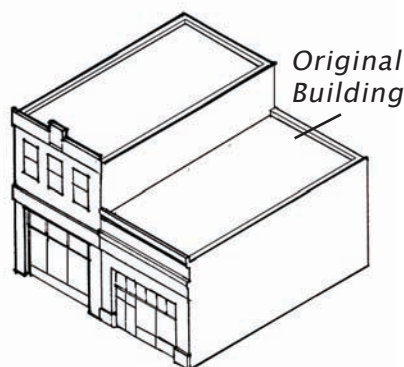


The rehabilitation of this building is expected to be completed in 2013.

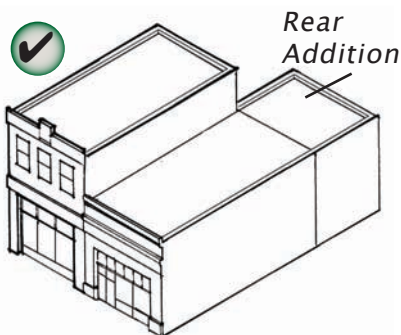
Locating a Commercial Addition

An addition to a historic building may be located to the rear or to the side or roof as illustrated below.

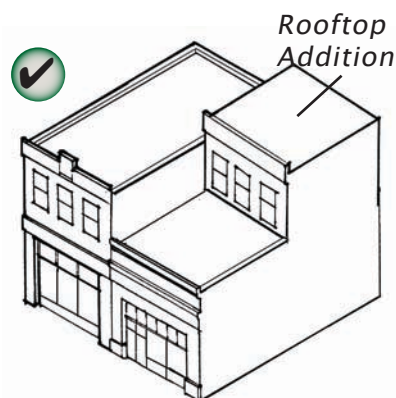
Original Building



New Addition to the Rear



New Addition to the Side and Roof Addition



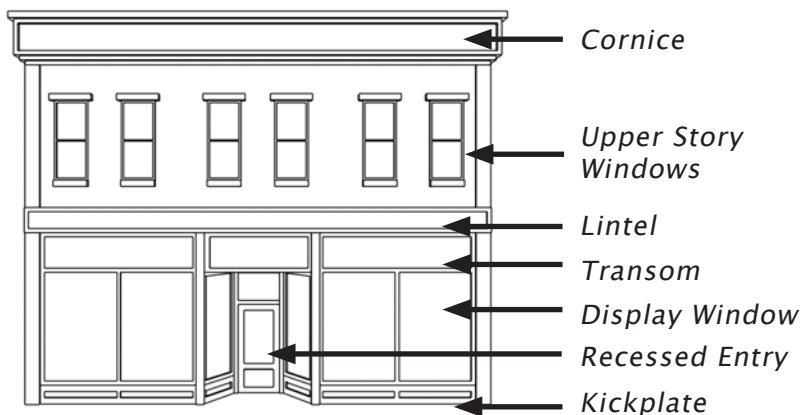
Guidelines:

- Preserve the position, proportion, and arrangement of historic windows and doors on a primary facade.

Special consideration should be given to the important historic elements of specific building types including historic commercial storefronts and residential buildings.

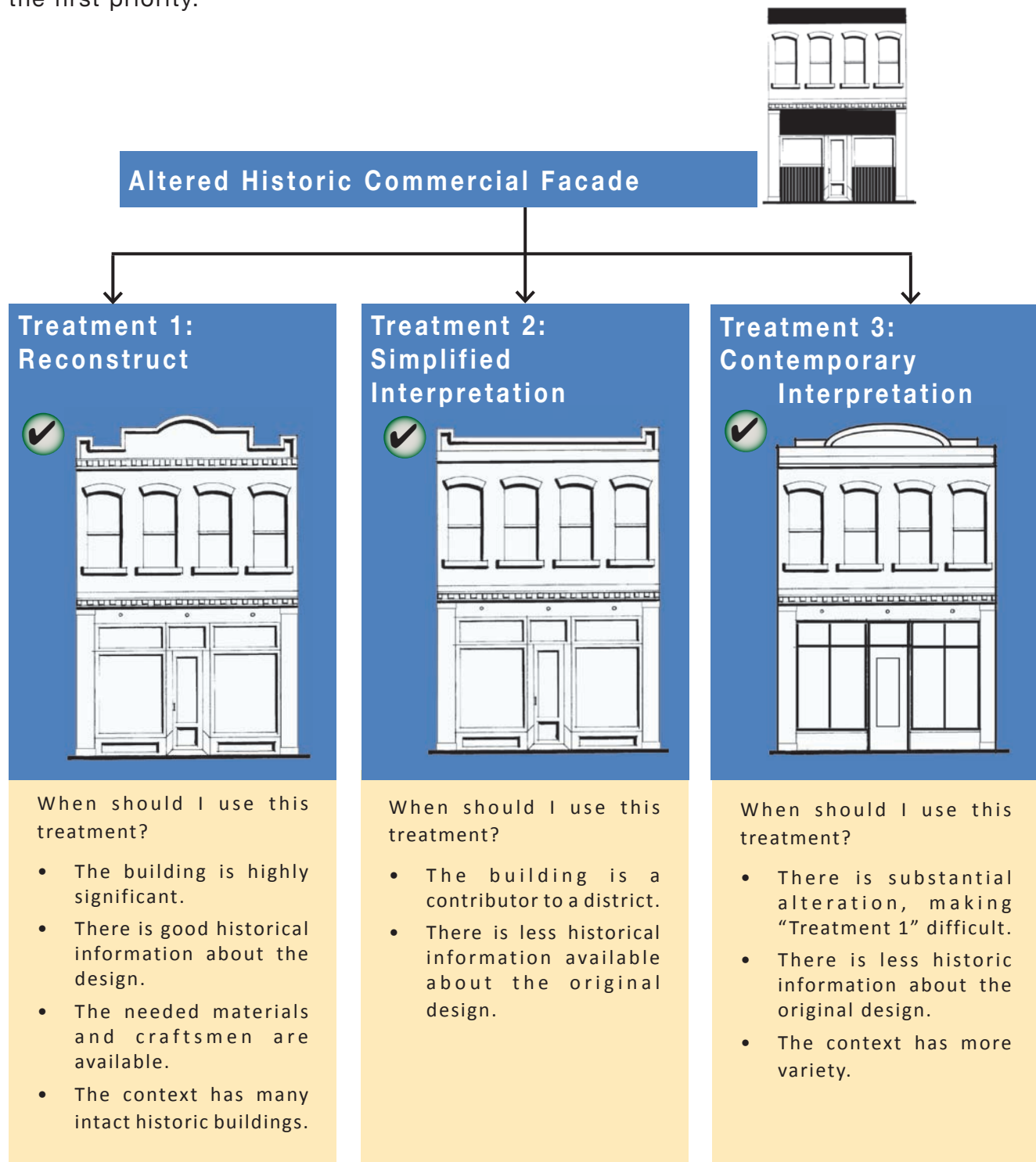
- Preserve the character-defining features of a historic commercial storefront. Typical features include the storefront itself as well as features on the upper stories of the building as illustrated below.

Character-Defining Elements of a Historic Commercial Storefront

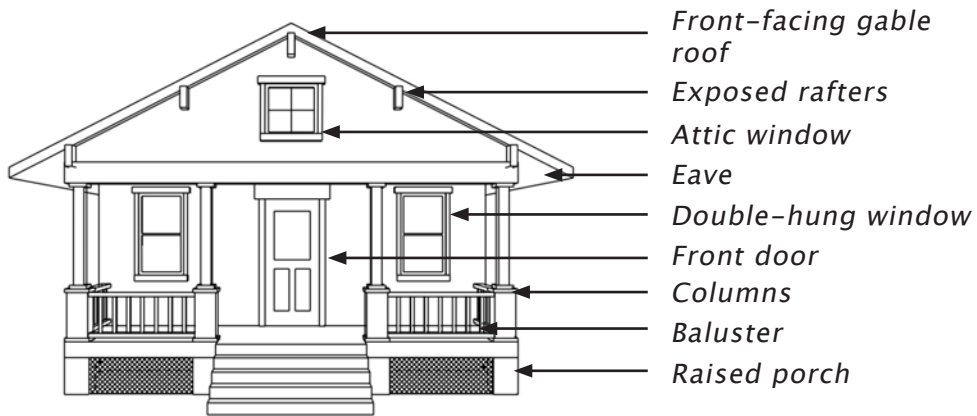


Treatment of an Altered Historic Commercial Facade

The guidelines in this *Historic Commercial Properties* section discuss a range of treatment options for commercial facades, including reconstruction and replacement. When applied to a building that is already altered, which would be the best approach? The diagram below outlines the treatments to consider in making that decision. Treatment 1 is always the first priority.



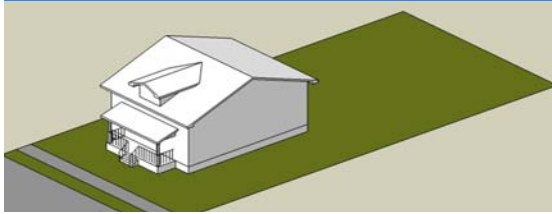
Character-Defining Elements of a Residential Facade



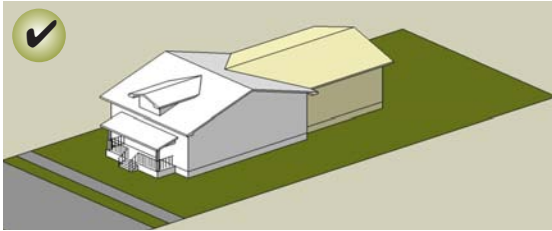
Guideline:

- Preserve the character-defining features of historic residential buildings. The typical features include the front porch, building form and materials.

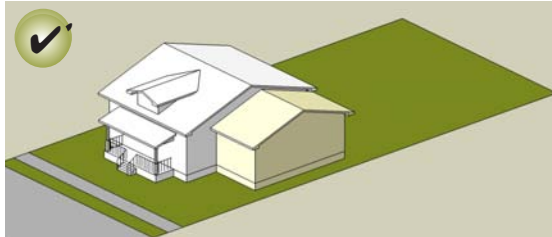
Designing A Residential Addition to a Historic Building



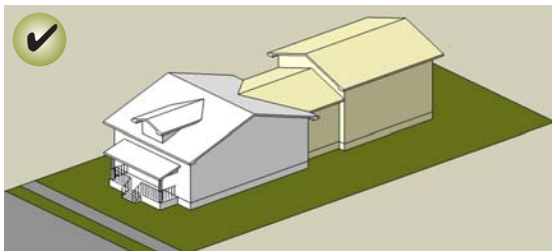
Original building
One-and-a-half stories



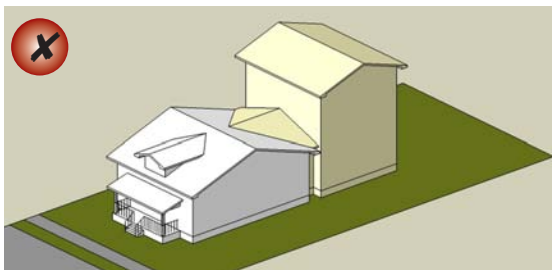
One story attached addition
Addition is set back behind the original building.



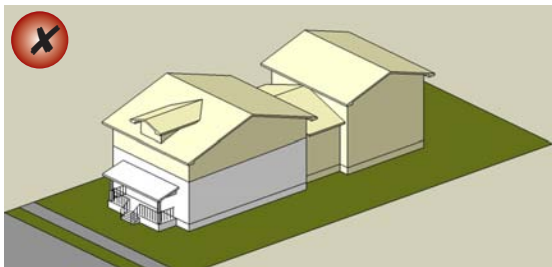
One story attached addition
Addition is set to the side of the original building.



One-and-a-half story addition with connector
Addition is set back behind the original and accessed by a connector.



Two-and-a-half story addition with connector
Addition is set back behind the original and accessed by a connector.



Two story roof-top addition
Addition is set back behind the original and accessed by a connector.



Incorporate traditional building components such as a storefront into the design of a new building (Boulder, CO).

5.3 New Construction

Things to See

Storefronts that create a browsing environment, with goods and activities to see in windows, invite walking.

Guidelines:

- Consider incorporating contemporary interpretations of traditional (1920's Commercial Style) designs and details into a new building. For example, new storefronts can create interest while expressing new compatible design.
- Incorporate traditional building components into the design of a new storefront or porch feature.



Incorporate traditional building components such as a base, middle and cap into the design of a new building (Boulder, CO).



Porches help connect buildings to the street and convey a sense of human scale (Georgetown, TX).



A new building should continue to use a variety of pedestrian-friendly scales and visually appealing masses (Missoula, MT).

A Variety of Building Types

Traditional commercial storefronts are essential ingredients of an urban village, as are conventional residential structures, including those adapted to commercial uses. Porches serve as “connections” to the street and as places for product displays. Storefronts offer views to goods and services inside. Building materials also vary.

Guidelines:

- Design a new building to reflect its time, while respecting key features of its context.

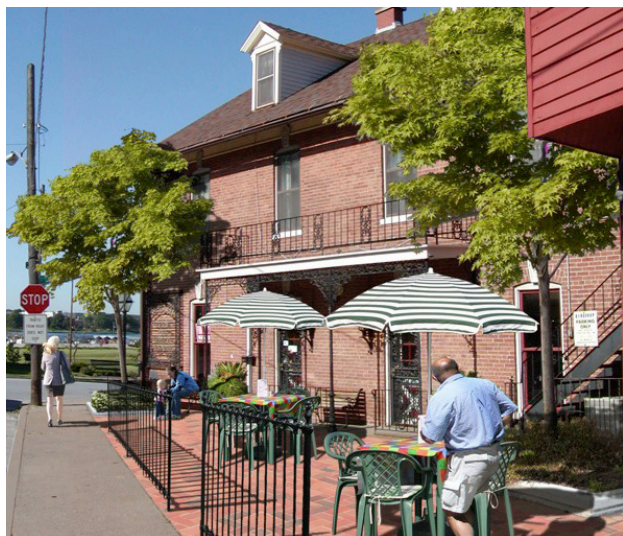
Human Scale Buildings

In the urban village, most buildings range in height from one to three stories, and they are designed to convey a sense of human scale.

Traditionally, commercial buildings had varied heights, articulated masses and visually interesting, pedestrian-scaled street fronts that contribute to a sense of human scale. A new building should continue this tradition of a variety of pedestrian-friendly scales and visually appealing masses. It should not be monolithic in scale or greatly contrast with those seen traditionally in the Village.

Guidelines:

- Maintain the traditional size of buildings as perceived at the street level.
- Establish a sense of human scale.
- Maintain traditional pattern of building widths along the street.
- A new building should incorporate a base, middle and cap.



Gaps in the building wall should incorporate small courtyards or seating areas with landscaping or street furniture.



Orient the primary entrance to the street (Milwaukee, WI).



Unlike a downtown where all buildings align uniformly at the sidewalk edge, an urban village will have more gaps (Le Claire, IA).

Variations in the Street Wall

Unlike a downtown where all buildings align uniformly at the sidewalk edge, an urban village will have more gaps. These spaces are designed to be used and should include plants and landscape structures.

Guidelines:

- Maintain the diverse building and open space pattern that occurs along the street.

Building Entrances Oriented to Pedestrian Ways

Storefronts that face the street and invite walking are key features, as are shops that open onto alleys and internal paths. Residences with stoops and porches that signal connection to the street also contribute to the urban village character.

Guidelines:

- Maintain the traditional orientation of a building to the street.
- Enhance building entries oriented to the alley between East 11th and 12th streets. See “Village Lane” on page 36 for more information on alley improvements.



High Quality in All Things

Finally, an urban village conveys a high level of quality, in terms of the goods and services provided, the buildings and infrastructure and in the experiences that villagers encounter.

Guidelines:

- Use high quality, durable building materials, such as masonry brick for commercial buildings and wood lap siding for smaller residential type buildings.
- Window and door openings as well as trims should be similar in profile to traditional openings.
- Synthetic material is generally inappropriate.



Use high quality, durable building materials, such as masonry brick for commercial buildings (Boulder, CO).

City of Davenport
Design Review Board

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

Date
2/27/2023

Subject:

Case DR23-06: Request for Design Review, C-D Downtown Zoning District; Construction of a new mixed-use building at 606 West 2nd Street. Gateway Square Holding LLC, petitioner. [Ward 3]

Recommendation:

Hold Discussion and Provide Feedback.

Background:

The Design Review Board approved the demolition of the former YMCA building at their February 28, 2022 meeting. The structure has since been razed and the site prepped for redevelopment.

This site is a prominent gateway into Downtown Davenport, which encompasses a complete city block. The quality of this development will have a major impact on the overall character of the City.

Scope of Work:

Gateway Square Holding LLC, on behalf of the property owner, is soliciting feedback from the Design Review Board regarding the proposed construction of a new 4-story apartment building with retail/restaurant space abutting 2nd Street.

The concept plan contains 98 garage parking stalls, 43 exterior stalls, and 40 on-street parking spaces. The site plan maximizes views of the Mississippi River and contains an outdoor gathering space in the center of the development.

Building materials have not been finalized. However, the rendering appears to show red brick, stone, siding, and glass.

Based on preliminary comments from the board, the applicant will further develop the design and return for final approval with detailed plans, materials, and drawings.

Design Criteria:

The following Downtown Design Objectives apply to new construction:

1. Reinforce a sense of historical continuity
2. Encourage compactness
3. Encourage a diversity of uses and activities
4. Encourage public and private investment in the future of downtown Davenport
5. Reinforce the unique character of the City of Davenport
6. Require the use of quality building materials
7. Create an economically vibrant downtown

Items for Discussion Include:

1. Building Setbacks
2. Architecture

3. Building Materials
4. Façade Treatment at the Pedestrian Level
5. Roof Design
6. Location of Mechanical Equipment
7. Parking
8. Signage
9. Landscaping
10. Lighting
11. Dumpster Enclosure
12. Fences
13. Outdoor Dining

ATTACHMENTS:

Type	Description
▣ Backup Material	Application
▣ Backup Material	Site Plan
▣ Backup Material	Rendering-Courtyard
▣ Backup Material	Rendering-South Entrance
▣ Backup Material	Rendering-View from 2nd Street
▣ Backup Material	Rendering-View from Northeast
▣ Backup Material	Rendering-View from Southeast
▣ Backup Material	Rendering-View from Southwest
▣ Backup Material	Downtown Design Guidelines-Building New

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	2/24/2023 - 11:25 AM




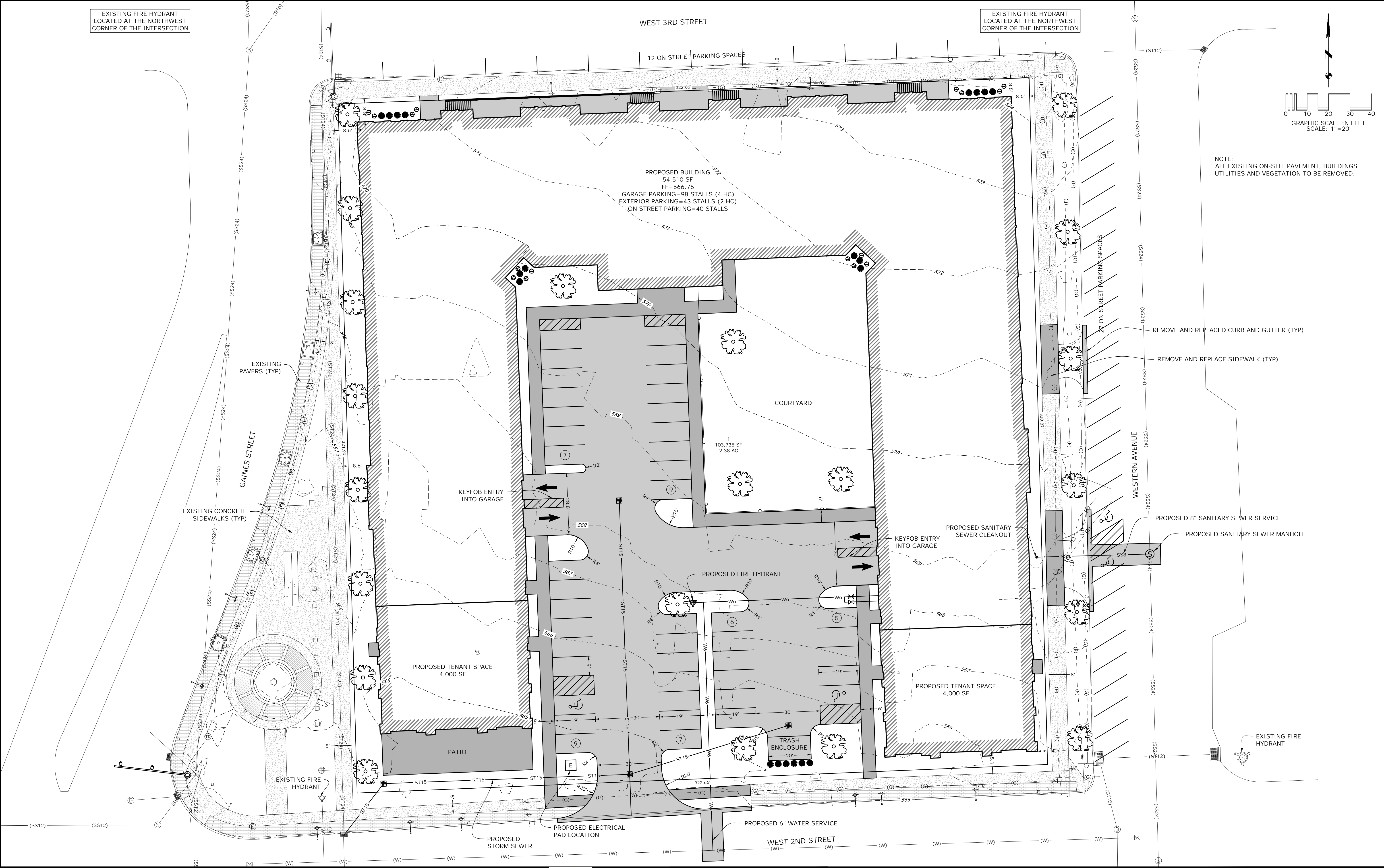
CITY OF DAVENPORT
Development & Neighborhood
Services – Planning
1200 W. 46th St
Davenport, IA 52807

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW
DESIGN REVIEW BOARD

REVIEW DISTRICT	SUBMITTAL DATE	MEETING DATE																		
Downtown																				
SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION 606 W 2nd Street																				
BRIEF OVERVIEW OF THE PROJECT (not a scope of work) This project is the construction of a mixed use residential/commercial, with onsite parking and outdoor gathering space																				
APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED) Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work: <ul style="list-style-type: none">• New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way• New parking lots, fencing/walls, landscaping, or alterations of• Sign installation or alteration• Streetscaping element installation within the public right-of-way																				
ALL SUBMITTALS SHALL INCLUDE: <table border="0"><thead><tr><th></th><th>SUBMITTED</th></tr></thead><tbody><tr><td>Full Scope of Work (SOW) attached as a .PDF all work & materials shall be described & itemized/listed in detail</td><td><input type="checkbox"/></td></tr><tr><td>Digital photos of existing building/sign elevations/façades</td><td><input type="checkbox"/></td></tr><tr><td>Proposed color building/sign elevations to scale rendering as proposed & depicted on existing building/signs</td><td><input type="checkbox"/></td></tr><tr><td>Material specifications: type, dimensions, & color</td><td><input type="checkbox"/></td></tr></tbody></table> MINOR & MAJOR ADDITIONS, SITE IMPROVEMENTS, & NEW BUILDINGS SHALL INCLUDE ADDITIONAL ITEMS*: <table border="0"><tbody><tr><td>Dimensioned Site Plan (proposed & existing buildings/site items)</td><td><input type="checkbox"/></td></tr><tr><td>Landscape Plan</td><td><input type="checkbox"/></td></tr><tr><td>Grading Plan with 2 foot intervals (if needed)</td><td><input type="checkbox"/></td></tr><tr><td>Storage & Mechanical Screening shall be shown</td><td><input type="checkbox"/></td></tr></tbody></table> <small>* Major Additions & New Buildings may require more extensive information</small>				SUBMITTED	Full Scope of Work (SOW) attached as a .PDF all work & materials shall be described & itemized/listed in detail	<input type="checkbox"/>	Digital photos of existing building/sign elevations/façades	<input type="checkbox"/>	Proposed color building/sign elevations to scale rendering as proposed & depicted on existing building/signs	<input type="checkbox"/>	Material specifications: type, dimensions, & color	<input type="checkbox"/>	Dimensioned Site Plan (proposed & existing buildings/site items)	<input type="checkbox"/>	Landscape Plan	<input type="checkbox"/>	Grading Plan with 2 foot intervals (if needed)	<input type="checkbox"/>	Storage & Mechanical Screening shall be shown	<input type="checkbox"/>
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Grading Plan with 2 foot intervals (if needed)	<input type="checkbox"/>																			
Storage & Mechanical Screening shall be shown	<input type="checkbox"/>																			
Formal Procedure		Application Fee: NONE																		
(1) Application: <ul style="list-style-type: none">• 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. <u>Inaccurate or incomplete</u> applications may result in delay of required regularly scheduled meetings. (2) Scope of Board's Consideration: <ul style="list-style-type: none">• Only work described in the application may be approved.• If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances. (3) Post Board Ruling: <ul style="list-style-type: none">• If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities.• Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.• Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.																				
Submit this form with attachments to: planning@davenportiowa.com																				

APPLICANT INFORMATION	
APPLICANT NAME Gateway Square Holding LLC	
ADDRESS PO Box 99	
CITY, STATE, ZIP Mount Vernon IA 52314	
PHONE (319) 640-1858	
SECONDARY PHONE	
E-MAIL ADDRESS chadp@twenty40concepts.com	
Acceptance of Applicant I, the undersigned, certify that the information on this application to the best of my knowledge is true and correct. I further certify that I have a legal interest in the property in question, and/or that I am legally able to represent all other persons or entities with interest in this property, and acknowledge formal procedure and submittal requirements. In addition to the application fee, I understand I am responsible for attendance at the meeting as shown on the design review board calendar. The City reserves the right to require further site studies as necessary. Chad M. Pelley <small>Type Applicant's Name</small>  <small>Applicant's Signature</small> 2/15/23 <small>Date</small>	
DEVELOPMENT TEAM	
Property Owner YMCA of the Iowa Mississippi Valley Address 630 E 4th Street, Davenport IA 52801 Phone (563) 345-4271 Secondary Phone (316) 393-8137 E-Mail Address bmartell@ymcaimv.org	
Project Manager/Other Hall & Hall Engineers, Inc %Brian Vogel, P.E. Address 1860 Boyson Road, Hiawatha IA 52233 Phone (319) 362-9548 Secondary Phone (319) 361-6325 E-Mail Address brian@halleng.com	



DRAWN BY:	CJZ				
CHECKED BY:	BDV				
APPROVED BY:	BDV				
DATE:	02/14/2023				
FIELD BOOK:	151/OT108	NO.			
REVISION DESCRIPTION		APPROVED	DATE		



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**GATEWAY SQUARE
DAVENPORT, SCOTT COUNTY, IOWA**

SITE DEVELOPMENT PLAN

SCALE: 1"=20'
PROJECT NO: 10803-22-04

SHEET
SP1.1

CAD File: I:\projects\10803-22-04\10803-22-04 POI.dwg Date Plotted: Wednesday, February 15, 2023 1:59:51 PM Plotted By: Chris Zubak





GATEWAY SQUARE
ENTRANCE TOWER





GATEWAY SQUARE
2nd STREET SIGNAGE





GATEWAY SQUARE

VIEW FROM NORTH EAST





GATEWAY SQUARE
VIEW FROM SOUTH EAST





GATEWAY SQUARE
VIEW FROM SOUTH WEST



Building New

Design Objectives:

- Reinforce a sense of historical continuity**
- Encourage compactness**
- Encourage a diversity of uses and activities**
- Encourage public and private investment in the future of downtown Davenport**
- Reinforce the unique character of the City of Davenport**
- Require the use of quality building materials**
- Create an economically vibrant downtown**

Discussion:

New development should be designed to complement the existing architecture of downtown Davenport and reinforce its features.



Infill development can repair and strengthen the urban fabric by eliminating gaps created by vacant lots and surface parking. After the protection of high quality, existing architecture, the introduction of such infill development should be the downtown's primary development priority.

Building Design

Building design guidelines for Downtown Davenport primarily address the exterior of buildings and the relationship of buildings to the surrounding setting or context and the street. While building design decisions must balance many factors including economic constraints, programmatic needs, functional requirements, and aesthetics, to name a few, the relationship of the building to its downtown urban setting is the primary issue of public concern. The following building design guidelines address those public issues of site and street relationships.

Major Design Principles

There are two major design principles that are paramount to building design in Downtown Davenport. The first is the principle of "contextual fit" or contextual design – how well does the proposed building "fit" within the downtown urban setting. The second major principle is "pedestrian friendly streets" – how does the building design contribute to an active, pedestrian street life.

Contextual fit

Contextual fit or design requires evaluating the existing buildings on the block and in the surrounding district to determine the major reoccurring design elements that contribute to the character and image of Downtown as an urban place. These design elements of contextual fit include features such as building setbacks, building heights, building form, rhythm of openings, the rhythm of horizontal building lines, color, materials, texture, building style, and building details. Historically, over time, a pattern of repeated design elements will contribute to the overall character and image of Downtown Davenport.



Architects often say that a building does or does not talk to its neighbors. What they describe is how a building makes reference to its own shape and materials and the shape and materials of its neighbors. A lively conversation between buildings means that the buildings relate to each other. The color of one may be picked up and amplified by another or the roof line of another may be mimicked by yet a fourth. With buildings as with humans there is a delicate balance between attracting too much attention and being a wallflower, ignored and unnoticed. In the view of these guidelines it is best for a new building to fit in with the architectural context of its neighbors. The new building should in some way echo and mimic the materials, height, details and patterns of its neighbors.

A new building proposal need not match every building element to “fit” within the context. The more elements a new building design addresses, however, the more likely the design will contribute to the existing contextual pattern of the Downtown.

In the City of Davenport’s “main street” Victorian past building scale, forms, orientation and materials were relatively consistent. Variety and contrast were provided primarily by differences in detail and ornamentation at a relatively minor scale. As a result, overall consistency was relatively simple to maintain.

This continued to be the case even after the City of Davenport began to evolve into something more akin to a “big city downtown” in the 1920’s, 30’s and 40’s. These buildings, although taller, in other respects used the same materials, window proportions and street rhythm.

Modern architecture, on the other hand, has allowed and encouraged a greater range of choice in building form, scale, materials and character. Consequently, the potential for contrast has become much greater. While these new materials, etc., may make it more difficult to obtain a contextual fit there are still many ways in which it can occur.

There are, however, exceptions in design. In some cases, on some sites, the opposite design principle may be appropriate – creating a landmark or signature building. A signature building design creates a building that is the opposite of “contextual fit.” Signature buildings stand out in the urban setting because of their unusual design character. Such buildings are often designed as new “cutting edge” building styles or



experiments in architectural design by a leading architectural designer. The Figge Art Museum and the Holabird and Root riverfront skybridge are examples of signature structures.

Creating many “signature” building designs within one district creates visual confusion and clutter. Thus, it is important to determine when and where a “signature” building design would be appropriate in the Downtown. Many signature buildings are created for public or civic use such as museums, government centers, schools and churches.

In most cases the principle of “contextual fit” or “contextual design” is appropriate for building design in Downtown Davenport. Building designs that would create a signature building should provide a more detailed analysis of the site and district and how the proposed building would be appropriate for the site.

Pedestrian-friendly streets

The second major principle for building design is the creation of a “pedestrian friendly” urban street environment. The types of building design elements that contribute to a pedestrian-friendly street environment include: street-level activities, building to the edge of sidewalks, windows and openings at the ground floor, awnings and canopies over window displays and entries, pedestrian amenities along the street, and extending building activities into the sidewalks such as outdoor seating, dining and sales displays.

The place where the building and the sidewalk meet is the most important spot in downtown. This is the pedestrian network where the interaction between people on the sidewalk and businesses in the buildings is most intense. It is a threshold across which commerce and activity must cross. Street level restaurants, shops, stores and businesses are all accessed at that line, and the more continuous it is the greater possibility for success they will all experience. A gap in the length of facades will create an area of low activity and low commercial potential in the same way a vacant lot will, and should be avoided wherever possible.



Buildings, as they meet the ground, also form the space around our city streets. The shape of the streetscape is created by the height and location of the buildings which line the sides. A mid-rise street wall which aligns fairly consistently with the street edge implies that the individual buildings defer to the street. Buildings which meet the street acknowledge the greater importance of the public space through which the streets run. They can, in this way, create an awareness of the greater importance of the civic whole, where building facades are shaped by the public spaces rather than the other way around.

Buildings that are designed as signature or landmark buildings can also meet the second principle of creating a pedestrian friendly street environment. New and innovative building designs should also be pedestrian friendly, inviting, and contribute to the Downtown as a lively and active place.

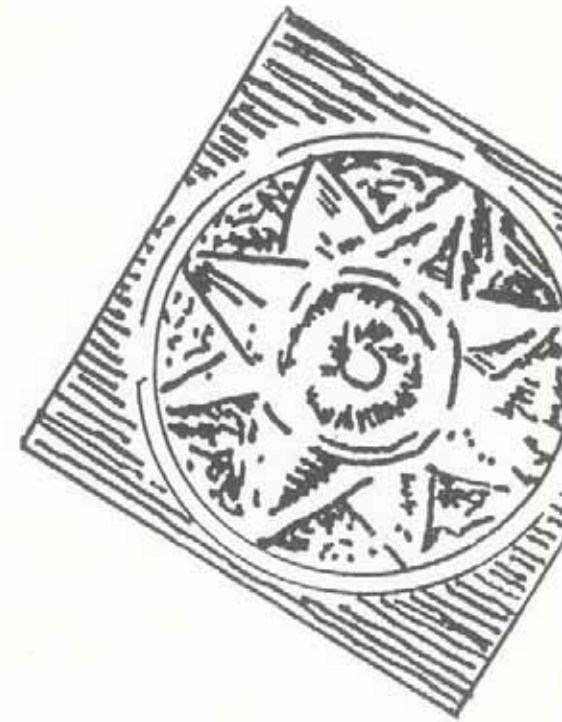
Respond to the neighborhood context

Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

Considerations:

Each building site lies within an urban neighborhood context having distinct features and characteristics to which the building design should respond. Arrange the building mass in response to one or more of the following, if present:

- a surrounding district of distinct and noteworthy character
- an adjacent landmark or noteworthy building
- a major public amenity or institution nearby
- neighboring buildings that have employed distinctive and effective massing compositions
- elements of the downtown pedestrian network



Consider complementing the existing structures in terms of:

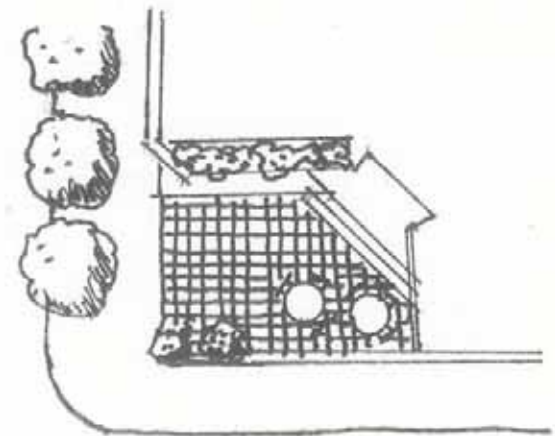
- massing and setbacks
- scale and proportions
- structural bays and modulations
- fenestration patterns and detailing
- architectural styles and roof form

Site Design and Layout – Building Setbacks

New development should replicate the setbacks of existing development. In most of the downtown this means buildings should be located on the front property line. A strong sense of enclosure is an important element of most downtown streetscapes. There are exceptions to this rule. In particular, 4th Street tends to have small landscaped setbacks associated with its various public buildings. Also, a small setback (for example 10 or 12 feet) may be desirable on residential projects that do not have first floor commercial uses.

Setback guidelines:

- Constructing buildings to the back of sidewalks, along the street, from side property to side property line reinforces the vitality of the public sidewalk.
- Locating building entrances close to the street helps to maintain visual surveillance of street and sidewalk areas.
- Cutting or clipping the corner off of a building located at the corner of two intersecting streets creates an area for landscaping and other amenities while maintaining the street wall on both streets.



Design a well-proportioned and unified building

Compose the massing and organize the interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building so that all components appear integral to the whole.

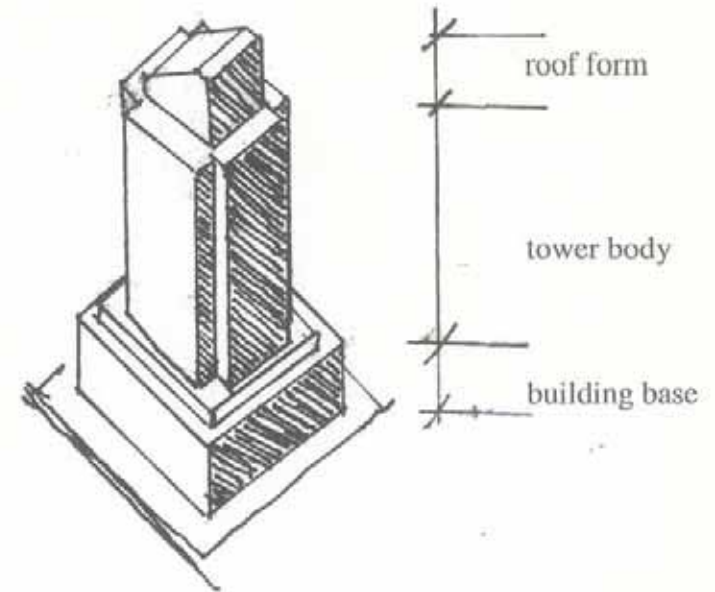
Considerations:

When composing the massing, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- Setbacks, projections and open space
- Relative sizes and shapes of district building volumes
- Roof heights and forms

When organizing the interior and exterior spaces and developing the architectural elements, consider how the following can contribute to a building that exhibits a coherent architectural concept:

- Façade modulation and articulation
- Windows and fenestration patterns
- Corner features
- Streetscape and open space fixtures
- Building and garage entries
- Building base and top



Consider how the base can contribute to a coherent architectural concept through its massing, structural grounding and details.

When designing the architectural details, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- Exterior finish materials
- Architectural lighting and signage
- Grills, railings and downspouts
- Window and entry trim and moldings
- Shadow patterns
- Exterior lighting



Well proportioned buildings with a clearly articulated base, body and roof.

Building height and massing

The principal challenge in designing major downtown development projects is to incorporate large-scale and high rise structures into the existing context of smaller-scale buildings on a street or in a district. Where an attractive and consistent architectural character exists, an appropriate degree of compatibility is important. The dominant scale and setbacks of existing buildings should establish the framework into which the new architecture fits. When the existing architecture is mediocre, the first new project can establish the baseline on which new buildings can build to create a new context. Where the existing design standard is poor, the repetition of design elements is not desirable, and new development should be used to set a new standard.

Building height guidelines:

- Maintaining the alignment of building cornices, rooflines and building lines of new buildings adjacent to existing buildings preserves architectural continuity. This is particularly important, where the downtown's Victorian streetscape is still intact. Building heights of new buildings can reinforce traditional building facades by falling within the range of the building heights found on the immediate block or in the surrounding district. Because heights in many of the Downtown districts vary, not all buildings on a block are appropriate for matching building heights.
- Height and massing should be compatible with existing development, with sensitive transitions in height provided between existing low-rise development and taller new structures. The building mass should be broken in increments that correspond to the scale and massing of existing buildings through the use of setbacks and variable roof heights.
- When building taller new buildings consider the impact on the skyline. Tall buildings relate to the community on two levels. They can become a strong visual landmark for the region when seen from a distance. At street level they should, however, be pedestrian friendly.



Stepping a building back as it rises can create a transition between structures with differing heights, while also allowing sunlight to reach the street.

Building Materials

Downtown buildings should not only provide the appearance that they will be there for a long time, they should also provide facades and structures that will be there a long time. Construction materials should have strength, permanence and quality. Well-built buildings provide greater resale value, and by holding their value longer can help the viability of the whole downtown. Property can be affected by the value of adjacent property. Also, as poor quality buildings age, they can negatively impact the value of neighboring properties.

Building materials add greatly to the overall character and experience of the Downtown. While the structural construction materials may vary, the public face of buildings, or finish materials, should be more consistent. Davenport's buildings, fashioned from the local materials of the Midwest and reflecting local traditions, share a history.

In Downtown Davenport brick, limestone, terra cotta, architectural pre-cast concrete, granite, glass and steel are commonly used building materials. These materials provide a strong and consistent image for the Downtown.

The quality of building materials varies widely, and it is the quality of the finish materials and its application that contributes to the continuity of the Downtown character and the pedestrian experience at the street. Building materials on the ground floor of buildings are especially important. The ground floor is where most people can easily come into contact with the building's edge, where materials can be touched and easily seen. Quality building materials and their application add texture and richness to the pedestrian environment.

Continuity, contextual design or contextual fit can be created by using common materials found in Downtown Davenport that are similar in quality, character, texture, finish, and dimension to those commonly found in the best-designed buildings in the downtown (such as brick, stone, concrete, masonry, steel, glass and terra cotta). Use of these materials creates and conveys a sense of stability and strength to the urban environment.



These design guidelines do not usually rule out specific building materials. The use of materials such as artificial stone, mirrored glass, untreated wood, diagonal wood, rough-sawn wood and horizontal wood siding on large building surfaces generally creates an incongruous effect to the urban quality of the built environment and are unlikely to be approved. The use of architectural metals also is generally not appropriate. If used it is to be used in conjunction with a superior design.

Using heavily tinted or mirrored glass on the ground floor of buildings facing pedestrian-oriented streets creates unfriendly pedestrian environment and limits the visual access and permeability of the building façade at the street level. Permeable surfaces at the street level (windows, doors and entry features) helps to create a safe and active appearance.

Continuity and compatibility

New buildings should maintain a level of compatibility with design features of surrounding buildings.

Continuity and compatibility should be taken a step further in blocks where the relatively low rise (one to four story) Victorian main street of Davenport's 1800's still exists. These blocks, in particular, provide a strong rhythm of repeating parts. The height of new buildings should be similar, if not the same, as the height of historic structures. The width, proportion and proportion of openings, roof type and composition of the buildings are encouraged to be similar. In particular, these buildings tend to be constructed in a universal red brick that is often called "Davenport brick". Infill in these locations are strongly encouraged to use a similar brick color and maintain a similar proportion, composition and rhythm.

Façade Organization

As is the case with traditional commercial architecture, the street façade should be organized into two major components, the ground-level storefront and the upper architecture with strong horizontal elements separating the two. Especially on streets with a pedestrian emphasis, where a sense of human scale and amenities are essential, the ground-level storefronts should provide large window areas to share the building's interior activities with the street.



The bicycle shop (above) illustrates how being able to look into a retail store's interior can enliven the streetscape. It also provides an example of allowing merchandise to "spill out" onto the sidewalk (which can be allowed with an encroachment permit). (See the section on "Encroachments").

Provide Active – not blank – facades

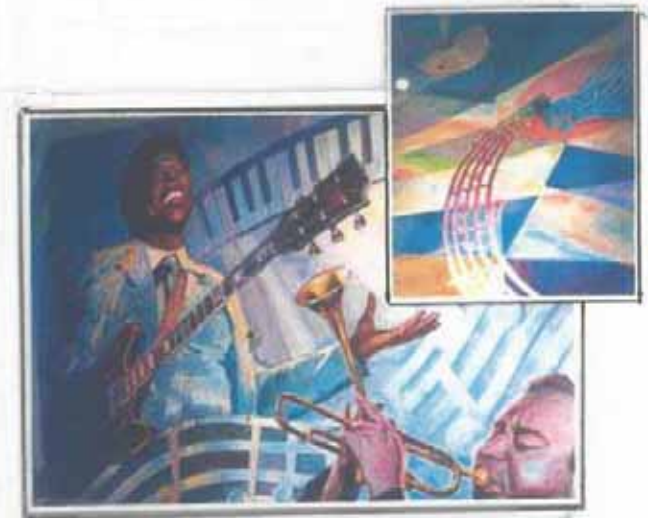
Buildings should not have large blank walls facing the street, especially near sidewalks. Blank facades limit pedestrian interaction with the building, effectively “deadening” the street environment where they occur. They provide opportunities for defacement with graffiti and encourage other undesirable activities.

Facades, which for unavoidable programmatic reasons may have few entries or windows, should receive special design treatment to increase pedestrian safety, comfort, and interest. Enliven these facades by providing:

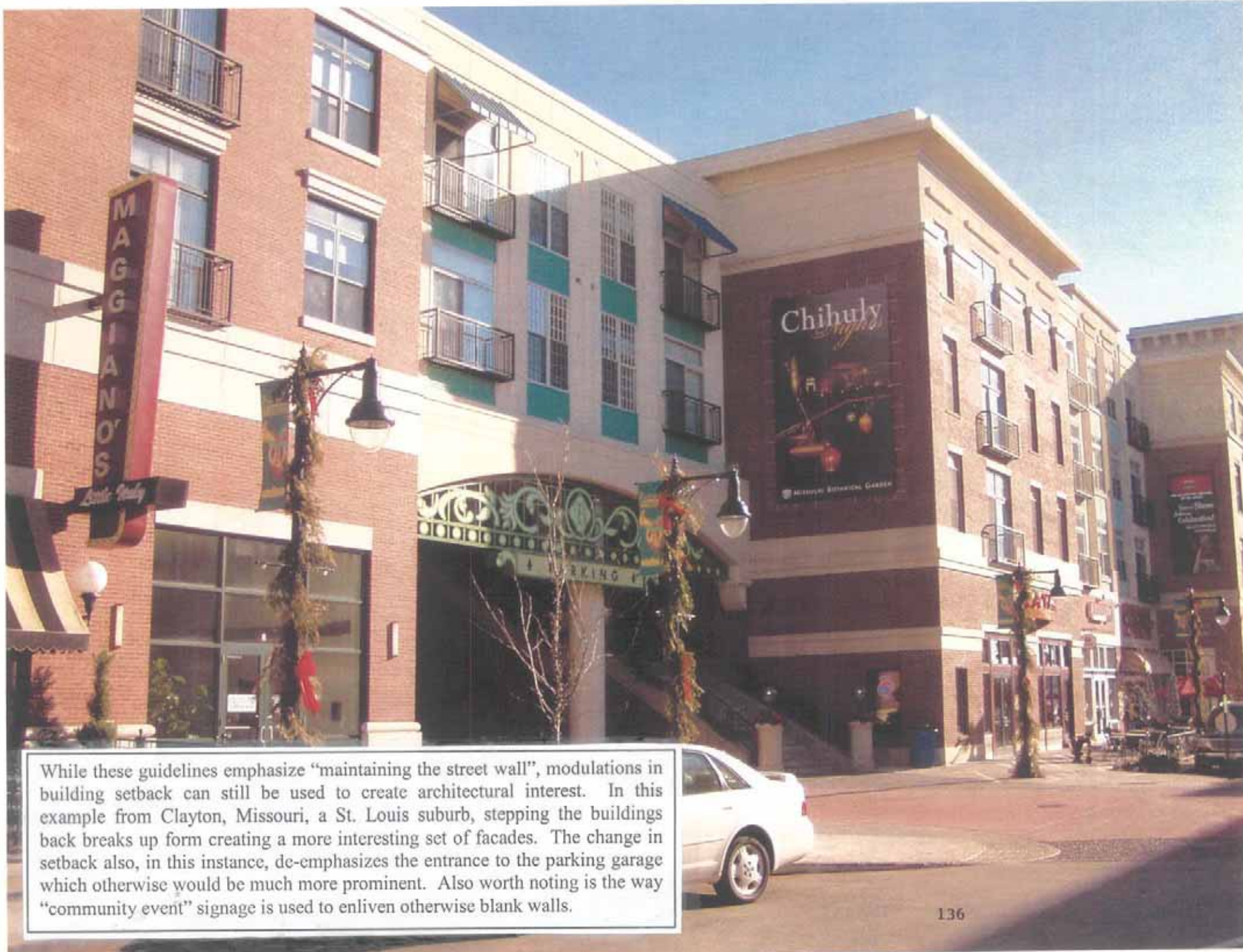
- small retail spaces (as small as 50 square feet) for food bars, newsstands, and other specialized retail tenants;
- visibility into building interiors;
- limited lengths of blank walls;
- a landscaped or raised bed planted with vegetation that will grow up a vertical trellis or frame installed to obscure or screen the wall’s blank surface;
- high quality public art in the form of a mosaic, mural, decorative masonry patterns, sculpture, relief, etc., installed over a substantial portion of the blank wall surface;
- small setbacks, indentations, or other architectural means of breaking up the wall surface;
- different textures, colors, or materials that break up the wall’s surface; and
- special lighting, a canopy, awning, horizontal trellis, or other pedestrian-oriented feature to reduce the expanse of the blank surface and add visual interest.



Small shops create street life.



High-quality public art can enliven a blank wall. Refer to “Civic Art, Murals and Trompe L’oeils”.



While these guidelines emphasize “maintaining the street wall”, modulations in building setback can still be used to create architectural interest. In this example from Clayton, Missouri, a St. Louis suburb, stepping the buildings back breaks up form creating a more interesting set of facades. The change in setback also, in this instance, de-emphasizes the entrance to the parking garage which otherwise would be much more prominent. Also worth noting is the way “community event” signage is used to enliven otherwise blank walls.

Accentuate primary entrances

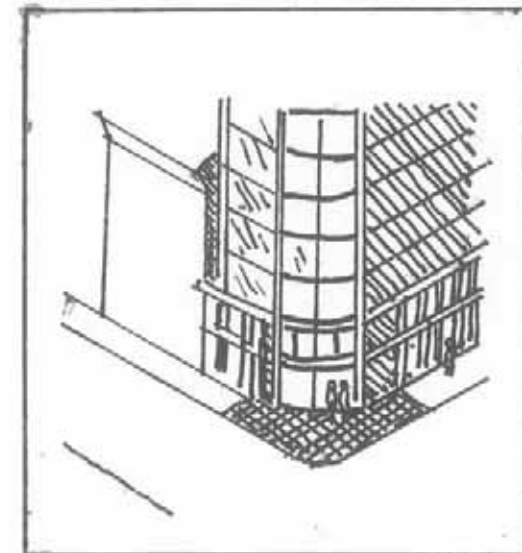
Building entrances should be oriented towards major streets. The spacing and articulation of entrances should, when possible, replicate those of existing buildings. Ease-of-use issues such as these can increase the sense that downtown was created for and belongs to everyone. Buildings which cooperate with larger scale city-wide issues regarding the way people move in the downtown can assist in creating a comfortable place for people to live and work. Civic art, artistic crafting of building materials can help distinguish building entrances. Large buildings which front multiple streets should provide multiple entrances. Primary building entrances should be accentuated. These entrances should be designed so that they are not easily confused with entrances to ground level businesses.

Reinforce the building's entry with one or more of the following architectural treatments:

- extra-height lobby space;
- distinctive doorways;
- decorative lighting;
- projected or recessed entry bay;
- building name and address integrated into the façade or sidewalk;
- artwork integrated into the façade or sidewalk;
- a change in paving material, texture, or color;
- distinctive landscaping, including plants, water features and seating; and
- ornamental glazing, railings, and balustrades.



An example of architectural elements used to make a building entrance readily apparent.



Consider carrying an extra-height lobby space through the exterior street fronting façade to aid pedestrians in identifying the entry.

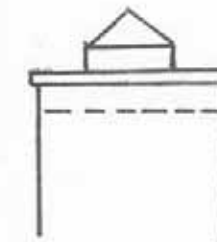
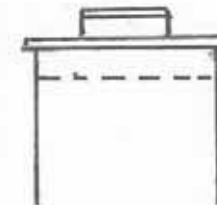
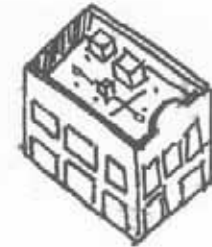
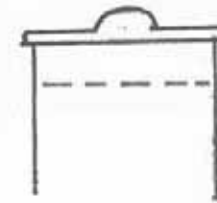
Special pavers can also be used for this same purpose. They will be reviewed, however, for consistency with sidewalk paving.

Mechanical Equipment

Locate mechanical equipment (including air conditioning units, pipes, ducts, vents, access doors, meters, transformers and other building systems equipment), away from pedestrian ways and seating areas helps minimize noise, exhaust or visual unsightliness. Additionally screening or hiding such equipment from public view will help preserve the character of the building architecture and the surrounding district.



Screening for dumpsters is required where possible.



The use of parapets and cupolas not only adds architectural interest to a building, but can also effectively screen mechanical equipment.

Develop the alley façade

Alleys downtown can be threatening or alluring, and often both. Like streets, alleys should accommodate a variety of needs while providing for a safe and comfortable pedestrian environment.

Considerations

Consider enlivening and enhancing the alley entrance by:

- extending retail space fenestration into the alley one bay (or more)
- providing a niche for recycling and waste receptacles to be shared with nearby older buildings lacking such facilities
- adding effective lighting to enhance visibility and safety
- chamfering the building corners to enhance pedestrian visibility and safety where the alley is regularly used by vehicles accessing parking and loading



Above: An example of carrying retail space one bay into the alley and chamfering the building corners to create better visibility.

Left: The Front Street Brewery, 208 East River Drive, provides an excellent example of a business turning the rear yard and alley into attractive, usable space.

Promote pedestrian interaction

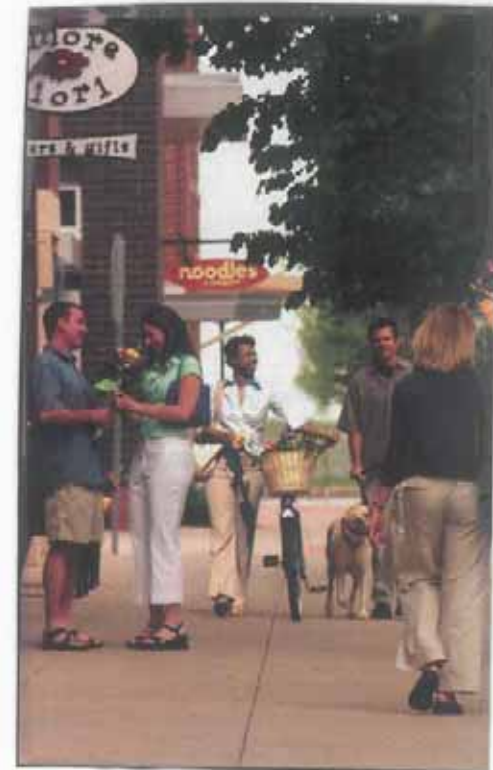
Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.

Livelier street edges make for safer streets. Ground floor shops and market spaces providing services needed by downtown workers, visitors and residents can generate foot traffic on the streets, increasing safety through informal surveillance. Entrances, arcades, open spaces, shop fronts, seating, and other elements can promote use of the street front and provide places for friendly interaction. Design decisions should consider the importance of these features in a particular context and allow for their incorporation.

Considerations:

Provide spaces for street level uses that:

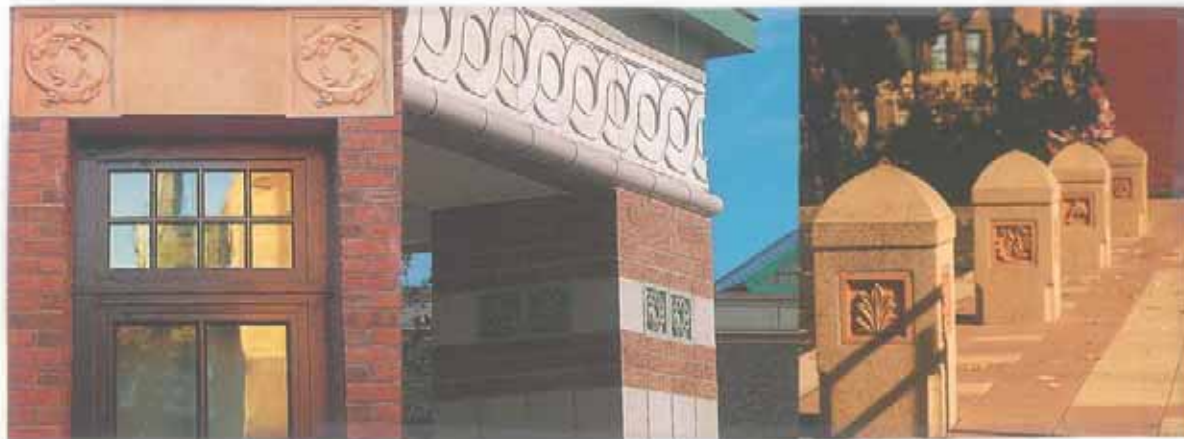
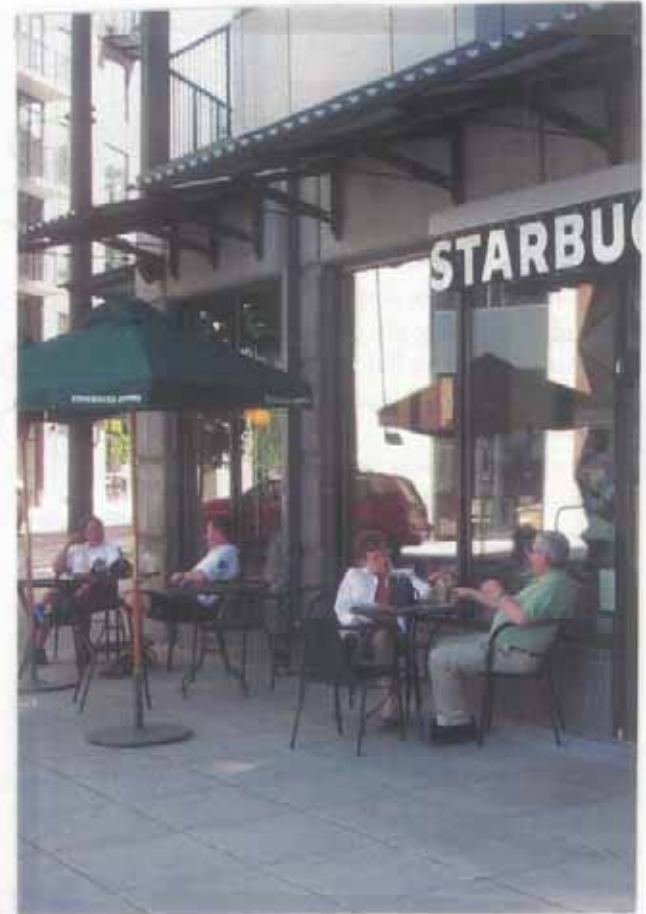
- Reinforce existing retail concentrations
- Vary in size, width and depth
- Enhance main pedestrian links between areas
- Establish new pedestrian activity where appropriate to meet area objectives



Design for uses that are accessible to the general public, open during established shopping hours, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity. Where appropriate consider configuring retail space to attract tenants with products or services that will “spill out” onto the sidewalk (up to six feet where sidewalk width is sufficiently wide. Allowed with an “encroachment permit”. Appropriate uses, for example, could be a flower shop).

Further articulate the street level façade to provide an engaging pedestrian experience via:

- Open facades (i.e., arcades and shop fronts)
- Multiple building entries
- Windows that encourage pedestrians to look into the building interior
- Merchandising display windows
- Exterior finish material having texture, pattern, lending themselves to high quality detailing.



Design facades on many scales

Design architectural features, fenestration patterns, and material compositions refer to the scale of human activities contained within. Building facades should be composed of elements scaled to promote pedestrian comfort, safety and orientation.

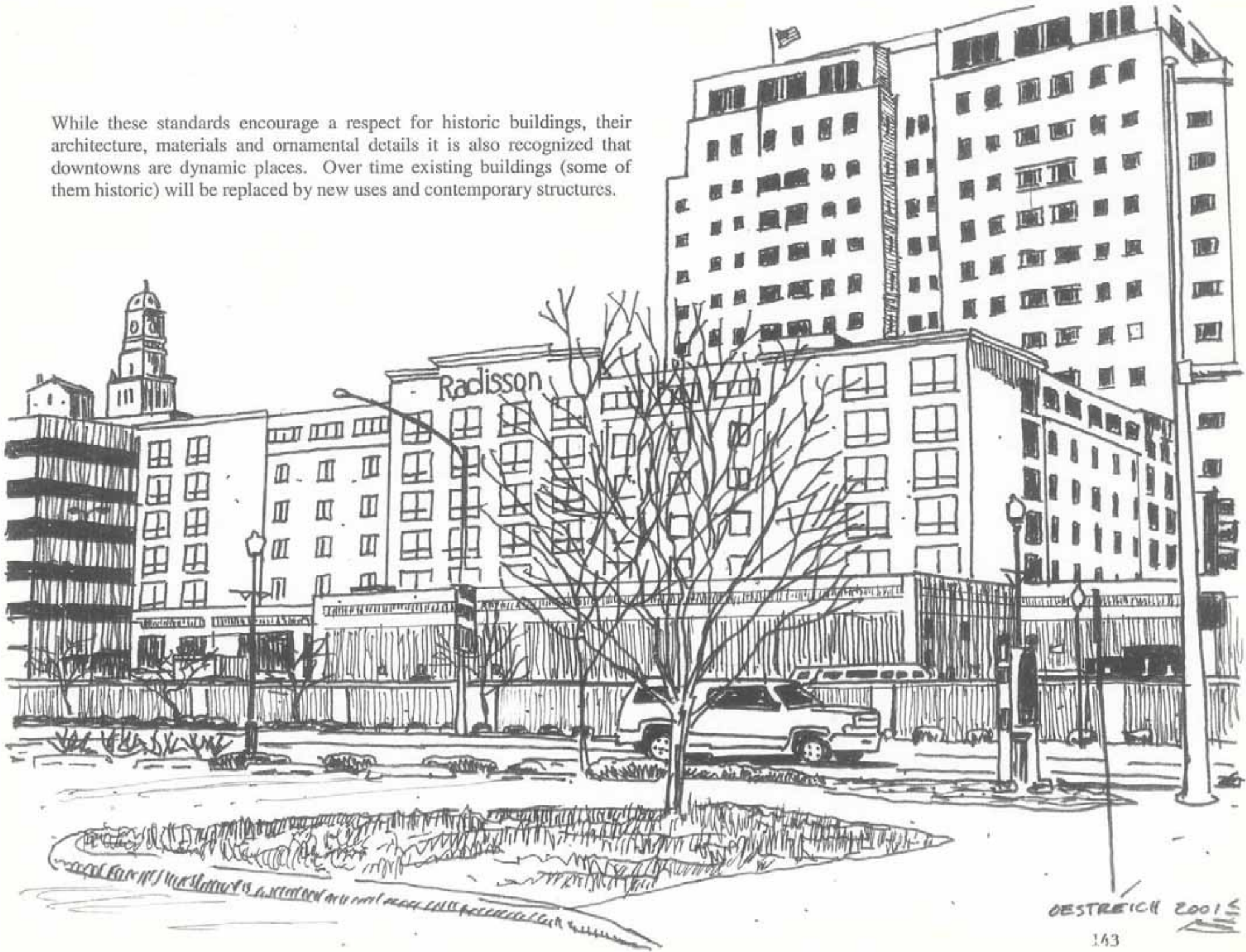
Building modulations and articulated structural bays establish a framework for composing facades scaled to reflect the activities performed within. Architectural elements arranged to enhance orientation, comfort, and visual interest invite pedestrian interaction. Transparency at the street level enlivens the street environment, providing interest and activity along the sidewalk and at night providing a secondary, more intimate, source of lighting.

Consider modulating the building facades and reinforcing this modulation with the composition of:

- the fenestration pattern
- exterior finish materials
- decorative and other architectural elements
- light fixtures and landscape elements
- the roof line



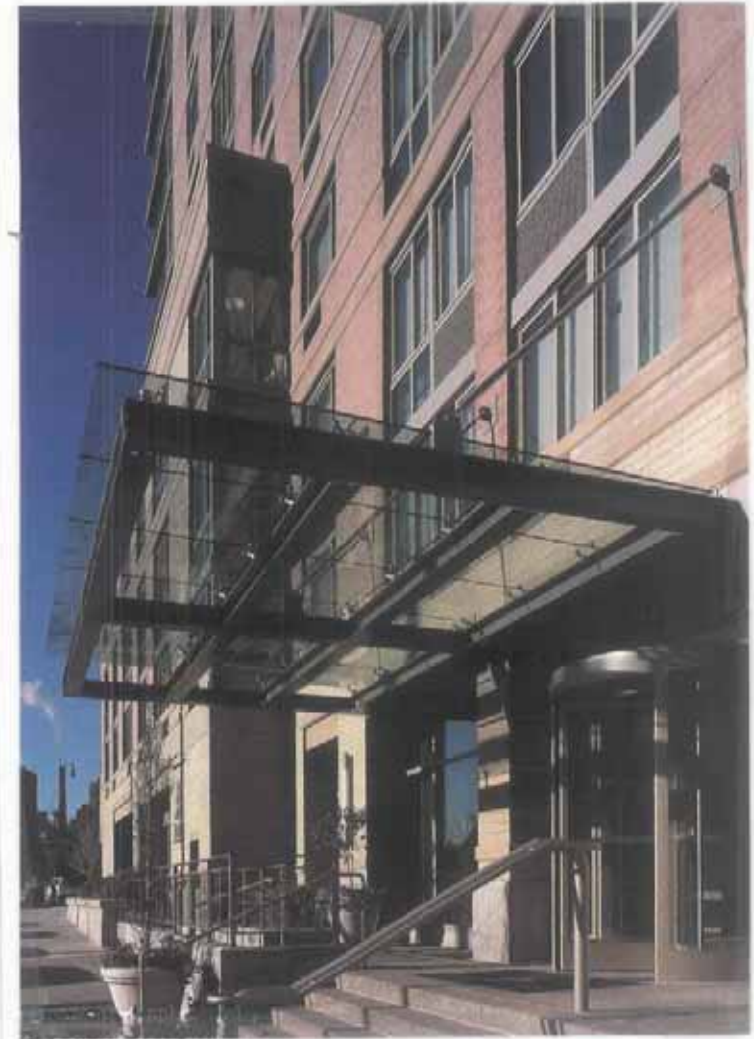
While these standards encourage a respect for historic buildings, their architecture, materials and ornamental details it is also recognized that downtowns are dynamic places. Over time existing buildings (some of them historic) will be replaced by new uses and contemporary structures.



Encourage overhead weather protection

Overhead weather protection helps to define the pedestrian realm and reduce the scale of tall buildings. Transparent or translucent canopies along the length of the street provide welcome weather protection, resulting in a more pedestrian friendly environment. Lighting beneath canopies and marquees add intimacy and promotes a sense of security. Busy downtown bus stops benefit greatly from canopies extending over the building façade.

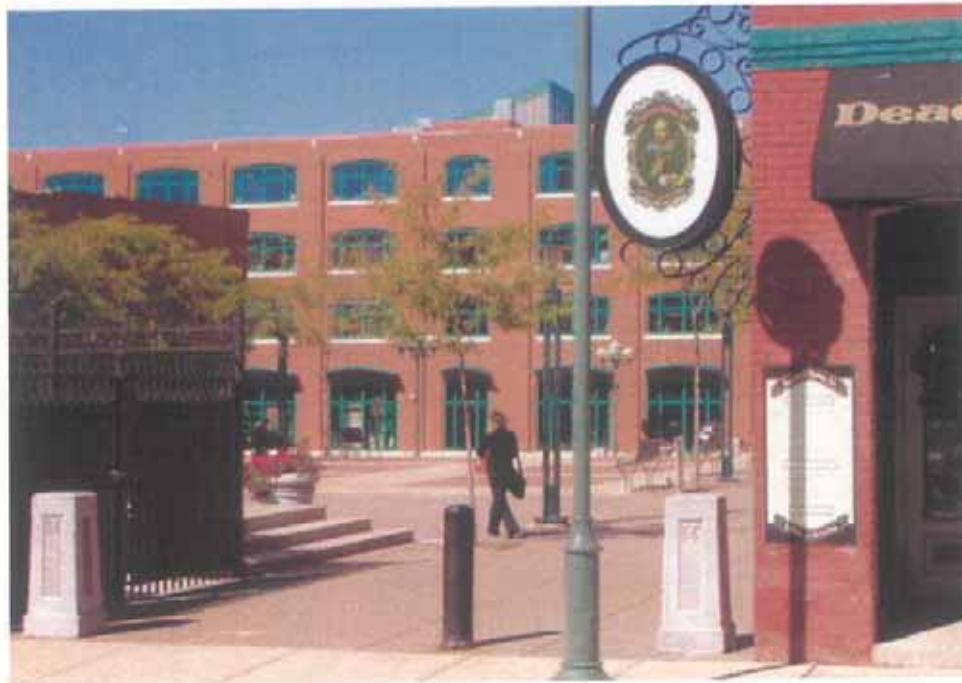
- Overhead weather protection should be designed with consideration given to:
- the overall architectural concept of the building
- uses occurring within the building (such as entries and retail spaces) or in the adjacent streetscape environment (such as bus stops and intersections)
- minimizing gaps in coverage
- a drainage strategy that keeps rain water off the street level façade and sidewalk
- continuity with weather protection provided on nearby buildings
- the relationship to architectural features and elements on adjacent development especially if abutting a building of historic or noteworthy character
- the scale of the space defined by the height and depth of the weather protection
- the use of translucent or transparent covering material to maintain a pleasant sidewalk environment with plenty of natural light
- if opaque material is used, the illumination of light-colored undersides to increase security after dark.



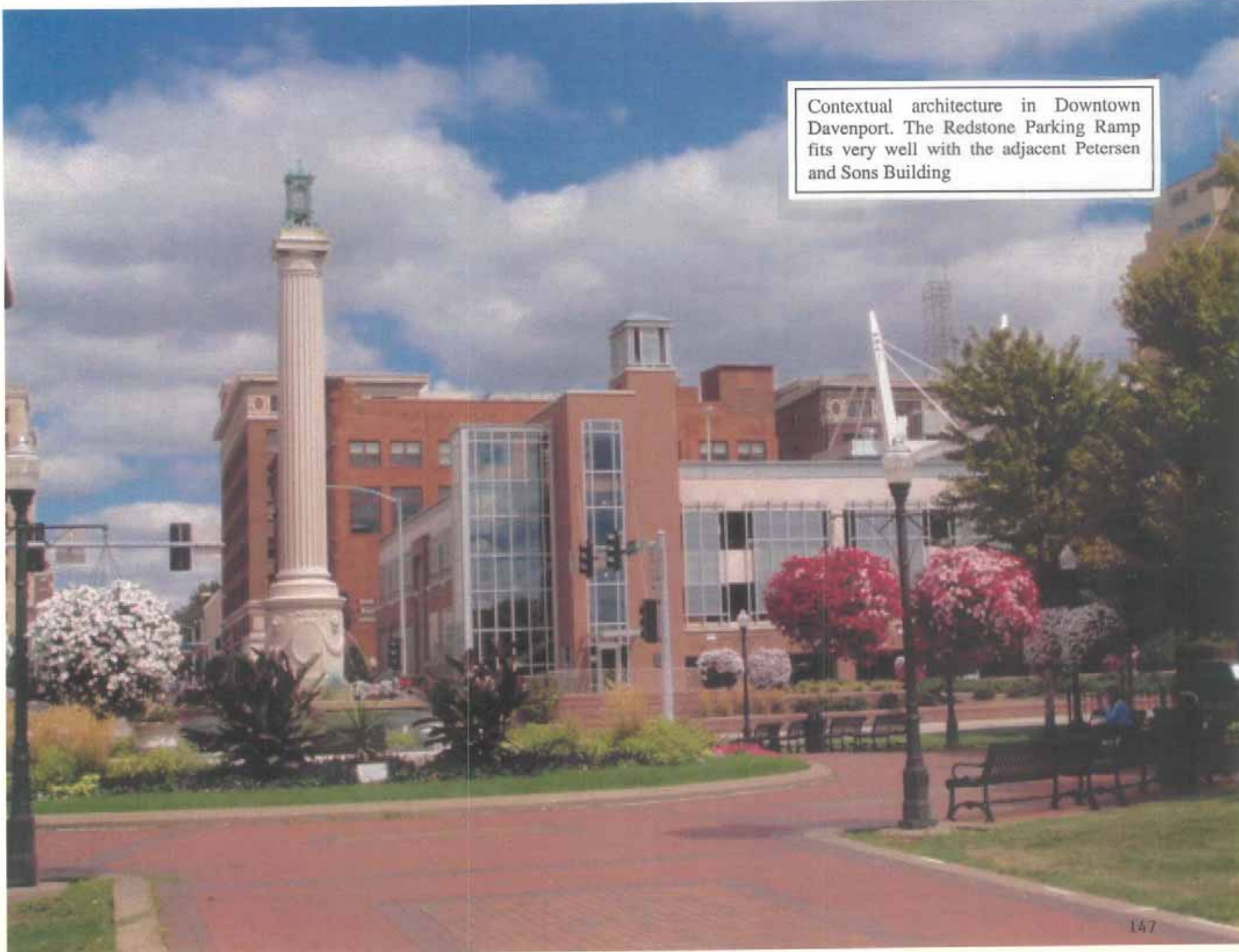


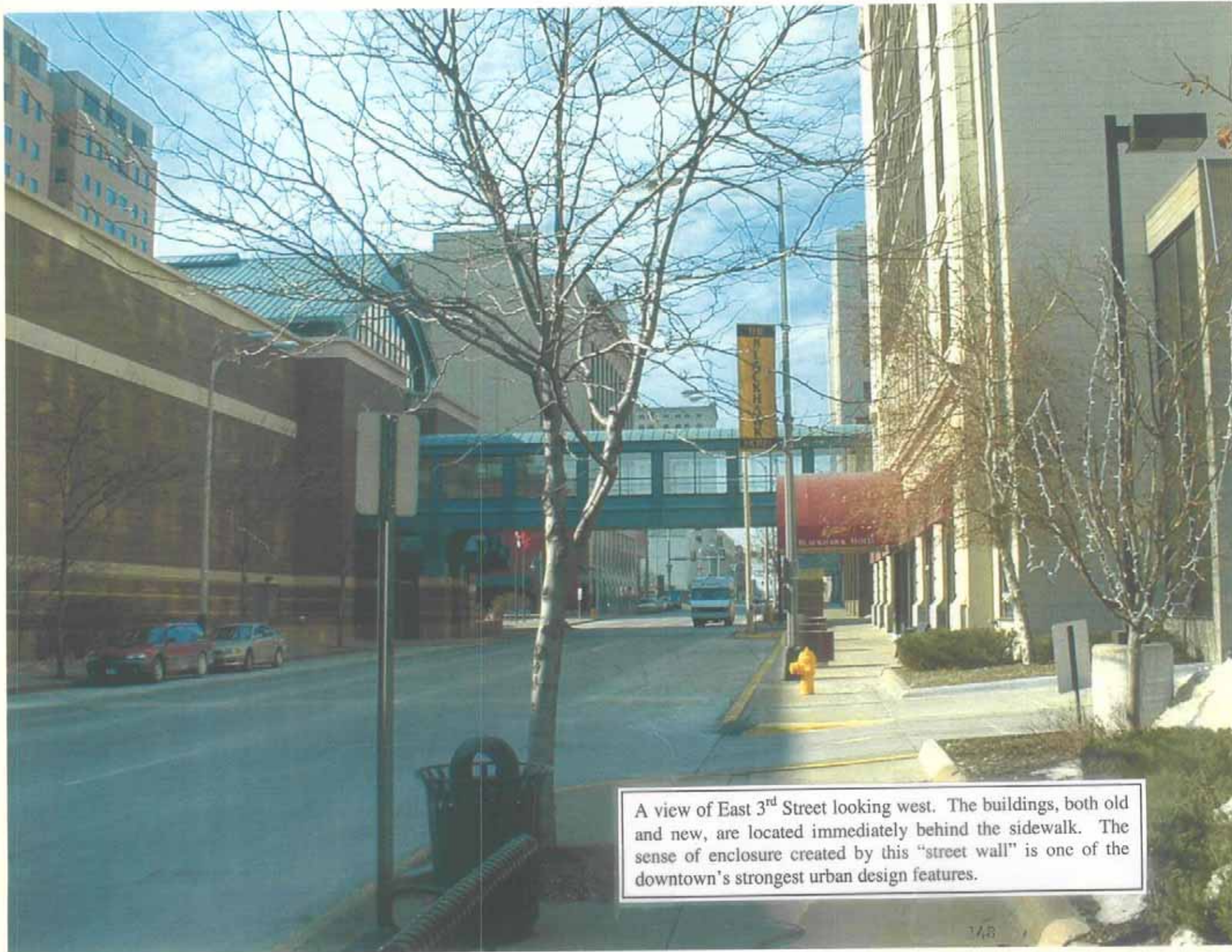
The nearby City of Moline provides a good example of the use of contextual architecture. The architectural designs of recently constructed buildings vary substantially. The structures, however, by using brick colors that are similar maintain a strong unity of design. The Radisson Hotel is worth noting in that the amount of the façade that is brick is quite small. Yet, it is enough to make this connection. (The gray EIFS or drivit that makes up the majority of the building's façade also works well in that it repeats a color which matches the limestone details that are common on both contemporary and historic structures in downtown Moline).





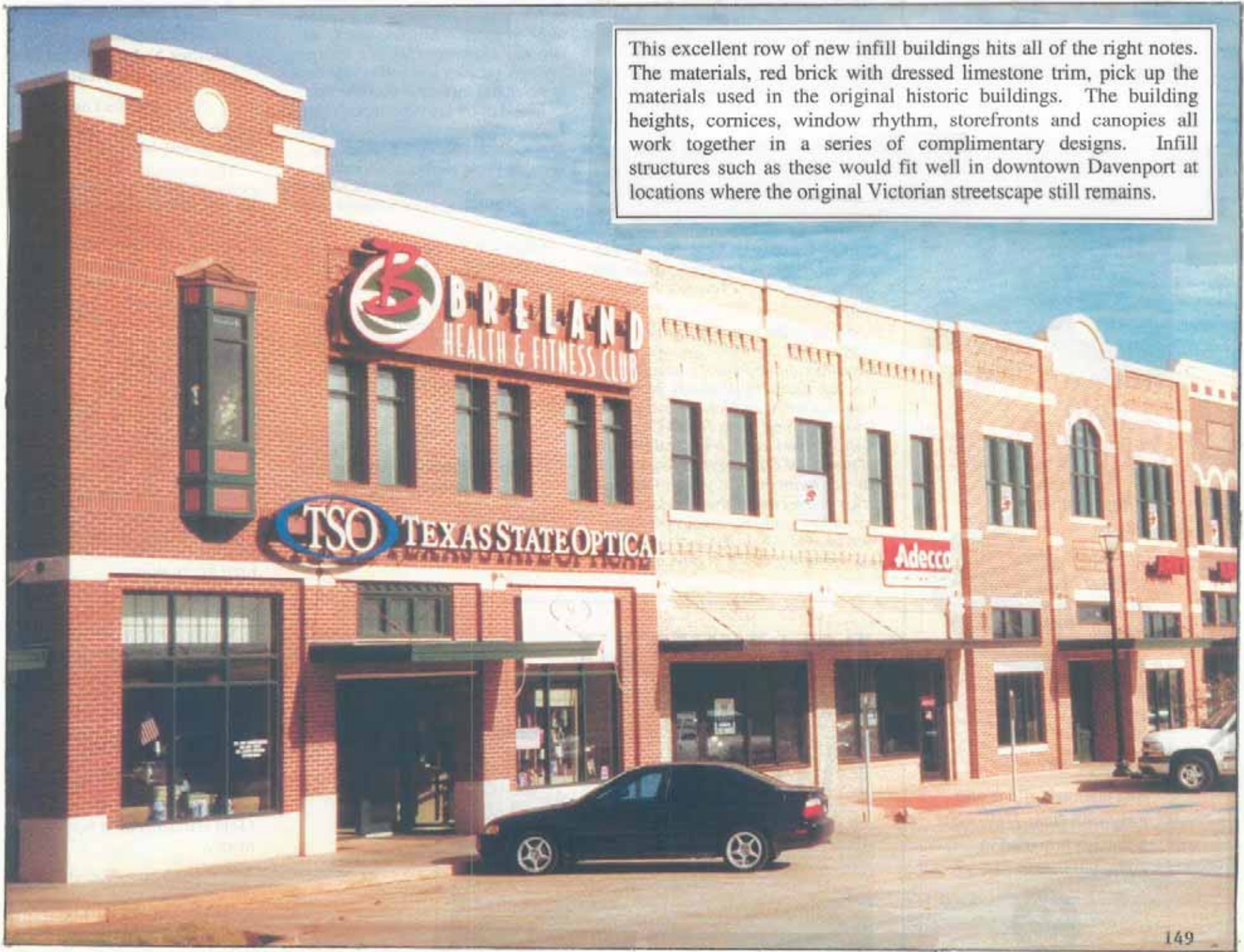
Contextual architecture in Downtown Davenport. The Redstone Parking Ramp fits very well with the adjacent Petersen and Sons Building





A view of East 3rd Street looking west. The buildings, both old and new, are located immediately behind the sidewalk. The sense of enclosure created by this "street wall" is one of the downtown's strongest urban design features.

This excellent row of new infill buildings hits all of the right notes. The materials, red brick with dressed limestone trim, pick up the materials used in the original historic buildings. The building heights, cornices, window rhythm, storefronts and canopies all work together in a series of complimentary designs. Infill structures such as these would fit well in downtown Davenport at locations where the original Victorian streetscape still remains.





The Figge Art Museum is an example of a Signature Building. Signature buildings are structures, often built by prominent designers, constructed with cutting edge designs and materials.





These design guidelines do not usually rule out specific building materials. Instead they use words like “quality”, “permanence” and “strength”. New structures using architectural metal, however, will be looked at very closely and approval will require a superior design. The cinema structure (left) is one example that meets that criteria. Note that much of the building’s façade is brick which readily ties it to many downtown structures. Its scale also fits well with the downtown’s Victorian architecture. The choice of an art deco design also makes the architectural metal a good choice in terms of materials. Art deco, being a “machine age” design, was often executed with metal. The structure’s exterior lighting also recalls the neon lighting of that era.



Above and below are examples of buildings utilizing some form of architectural metal that meets the requirement that designs be "superior". To the upper right is a building that clearly would not meet this requirement. Architecture of this nature is not appropriate in the Downtown Design District.

