

# DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, MAY 21, 2018; 5:00 PM

COUNCIL CHAMBERS 226 WEST 4TH STREET DAVENPORT, IOWA 52801

## I. Call to Order

- A. Approval of the March 26, 2018 meeting minutes.

## II. Roll Call

## III. Old Business

## IV. New Business

- A. Case No. DR18-08: Certificate of Design Approval – “DDOD” Downtown Design Overlay District – 502 Brady Street. New wall mounted sign. Scott Tunnicliff, petitioner. [Ward 3]
- B. Case No. DR18-09: Certificate of Design Approval – “HSD” Historic Shopping District – 2109 and 2112 East 12<sup>th</sup> Street. Two projecting wall signs. Jeff Young, petitioner. [Ward 5]
- C. Case No. DR18-10: Certificate of Design Approval – “HCVOD” Hilltop Campus Overlay District – 1605 Harrison Street. Building rehabilitation. Andrew Wold, petitioner. [Ward 5]
- D. Case No. DR18-11: Certificate of Design Approval – “DDOD” Downtown Design Overlay District – 318 East 2<sup>nd</sup> Street. New storefront and building mounted sign. Andrew Dasso, petitioner. [Ward 3]
- E. Case No. DR18-12: Certificate of Design Approval – “DDOD” Downtown Design Overlay District – 102 South Harrison Street. New Dumpster Enclosure. City of Davenport, petitioner. [Ward 3]

## V. General Discussion

## VI. Public Comment

## VII. Adjournment

## VIII. Next Board Meeting: June 25, 2018

City of Davenport  
Design Review Board

Department: Community Planning and Economic Development  
Department  
Contact Info: Ryan Rusnak 563-888-2022  
rrusnak@ci.davenport.ia.us

**Date**  
**5/21/2018**

Subject:  
Approval of the March 26, 2018 meeting minutes.

Recommendation:  
Approve the minutes.

ATTACHMENTS:

Type	Description
▢ Backup Material	3-26-2018 meeting minutes

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	5/16/2018 - 4:17 PM



## DESIGN REVIEW BOARD

- Meeting Minutes -  
Monday, March 26, 2018, 5:00 pm  
City Council Chambers  
226 W 4<sup>th</sup> Street  
Davenport, Iowa



### I. Call to Order

Roll Call: Present: Rashid, Nix, Wilkinson, Maness, Slobojan, Young, Howell, Kvapil, Quijas, Lundgren. Excused: Davidson. Staff: Flynn

The minutes of the February 26, 2018 meeting were approved unanimously following a correction of a typo and motion by Slobojan and a second by Maness.

### II. Old Business

None.

### III. New Business

1. Case No. DR18-05: Certificate of Design Approval – “RIDO” Residential Infill Design Overlay – 408 East 6<sup>th</sup> Street. Replace wall mounted sign. Robert Sendgikoski, petitioner. [Ward 3] Robert Sendgikoski was present for Habitiat. He stated Ryan Rusnak indicated the house here and the one proposed at 414 East 6<sup>th</sup> Street should be setback 12 feet from the pin to the front of the porch. Board concurred the 2 story design was preferred.

Motion by Maness, seconded by Young, to approve the plan with the 12 foot setback noted. Vote to approve was unanimous.

2. Case No. DR18-06: Certificate of Design Approval – “RIDO” Residential Infill Design Overlay – 414 East 6th Street. Replace wall mounted sign. Robert Sendgikoski, petitioner. [Ward 3] See discussion above.

Motion by Slobojan, seconded by Lundgren, to approve the plan with the 12 foot setback noted. Vote to approve was unanimous.

3. Case No. DR18-07: Certificate of Design Approval – “DDOD” Downtown Design Overlay District – 735 Federal Street. New wall mounted sign. Patricia Collins, petitioner. [Ward 3] Patricia Collins was present. Young excused himself as he was working with the petitioner. After discussion, it was determined that the phone number and web address should not be on the sign as it is inconsistent with the Downtown Design Guidelines.

Motion by Maness, seconded by Lundgren, to approve the sign with the removal of the phone number and web address. Motion to approve was unanimous.

### IV. General Discussion

None.

### V. Public Comment

No public comments were received

## **VI. Adjournment**

The meeting adjourned at 5:30 pm

**Next Board Meeting:** Monday, April 23, 2018, 5:00 pm, City Hall Council Chambers, 226 West 4<sup>th</sup> Street.



City of Davenport  
Design Review Board

Department: Community Planning and Economic Development  
Department  
Contact Info: Ryan Rusnak 563-888-2022  
rrusnak@ci.davenport.ia.us

**Date**  
**5/21/2018**

**Subject:**

Case No. DR18-08: Certificate of Design Approval – “DDOD” Downtown Design Overlay District  
– 502 Brady Street. New wall mounted sign. Scott Tunnickliff, petitioner. [Ward 3]

**Recommendation:**

Staff recommends approval of DR18-08 in accordance with the work write up and renderings.

**Background:**

The City owns the property at the northwest corner of Brady Street and West 5th Street. The wall was constructed in 2013 to stabilize the adjacent building to the north.

The proposed sign would serve as a gateway into the Hilltop Campus Village.

**ATTACHMENTS:**

Type	Description
▣ Backup Material	Application
▣ Backup Material	Design Guidelines for Signs and Canopies

**REVIEWERS:**

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	5/16/2018 - 4:15 PM

**COMMUNITY PLANNING & ECONOMIC DEVELOPMENT**

**Property Address\***

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

**Applicant (Primary Contact)\*\***

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

**Owner** (if different from Applicant)

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

**Engineer** (if applicable)

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

**Architect** (if applicable)

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

**Attorney** (if applicable)

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

*Application For Type:*

**Plan and Zoning Commission**

Rezoning (Zoning Map Amendment)  
Subdivision  
Final Development Plan  
Right-of-way or Easement Vacation  
Voluntary Annexation  
Zoning Ordinance Text Amendment

**Zoning Board of Adjustment**

Hardship Variance  
Special Use Permit  
Special Use Permit - New Cell Tower  
Home Occupation Permit  
Special Exception  
Appeal from an Administrative Decision

**Design Review Board**

Certificate of Design Approval Demolition  
Request in the Downtown

**Historic Preservation Commission**

Certificate of Appropriateness  
Landmark Nomination  
Demolition Request

**\*\*If the applicant is different from the property owner, please submit an authorization form or an accepted contract for purchase.**

**Design District:**

- ☐ Downtown Design Overlay District
- ☒ Hilltop Campus Village Overlay District
- ☐ Historic Shopping District
- ☐ Residential Infill Design Overlay District

**Not sure which district you are in?** You can click [here](#) for a map of the districts or you can contact Community Planning and Economic Development staff at (563) 326-7765 or [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) and we can help you.

**When is a certificate of design approval required?**

Prior to the commencement of the work.

**What type of activity requires the approval of a certificate of design approval?****Downtown Design Overlay District:**

- The construction of a building, structure, improvement or sign and which affects the exterior appearance
- Any substantial external appearance changes not requiring a building permit where changes are visible from the public right-of-way.
- Encroachments into and over the public right-of-way.
- The demolition of structures.

**Hilltop Campus Village Overlay District**

- Alteration or the construction of a new building, structure, parking lot or fence.

**Historic Shopping District**

- Alteration or the construction of a new building, structure, parking lot or fence.

**Residential Infill Design Overlay District**

- Any new dwelling or an addition to a dwelling which is visible from a street and exceeds twenty-five percent of the square footage of the original structure and is located within the R-1, R-2, R-3, R-4, R-5, R-5M and R-6M zoning districts (generally south of Duck Creek).

**Submittal requirements**

- Please contact Community Planning and Economic Development staff at (563) 326-7765 or [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) so we can help you determine what exactly is required to be submitted.
- Incomplete applications will not be accepted.

**Submittal requirements for all types of requests:**

- The following items should be submitted to [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) for review:
- The completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:

Minor alterations to existing buildings and new and replacement signs (all of the above and):

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

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

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

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

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

**Formal Procedure**

**(1) Application:**

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

**(2) Design Review Board consideration of the request:**

- Applicant must be present at the public meeting.
- Only work described in the application may be approved by the Board.
- The Board may continue the Certificate of Design approval until its next meeting, if it determines there is insufficient information to make a proper judgment on the proposed activity. The Board shall not continue any request more than three regularly scheduled consecutive meetings unless the applicant requests additional continuances. If the continuances are based on the applicant's failure to provide required information, the board may make a decision on the information available, or it may return the application to the party submitting it for future resubmission. Notwithstanding the provisions described above and provided the application submitted is complete, the request shall be considered approved if the board should fail to take action within sixty days of the complete application having been submitted.
- The owner(s) of record may appeal the board's decision to the city council by filing a written appeal with the city clerk's office within thirty calendar days of the official notification of determination.

### ***Work Plan***

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

Affixing of a "Welcome to the Hilltop Campus Village" sign to the brick wall at 5th and Brady, owned by the city which was erected to help secure the integrity of the building to the north.

The signage will be 10' x 12', mounted on a Alupanel sign with painted/vinyle graphics, as is shown in the accompanying photo.

It will be installed using formed galvanized "hat" shaped stringer anchored to mortar. As such the sign will not be painted on the existing brick, and may be easily removed if desired.

No installation or wall preparation will be begun without approval of the Design Review Board, the Dept of Public Worksm The Hilltop Campus Village Design Work Group and the Hilltop Campus Village Board of Directors.

Applicant: Scott Tunncliff

Date: 04/17/2018

Do you acknowledge and agree to the aforementioned submittal requirements, formal procedure and understand that you must be present at scheduled meetings: Yes ☐

Received by: Ryan Tushnet  
Planning staff

Date: 4/17/2018

Date of the Public Meeting: 4/23/2018

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





# Signage

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## 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.

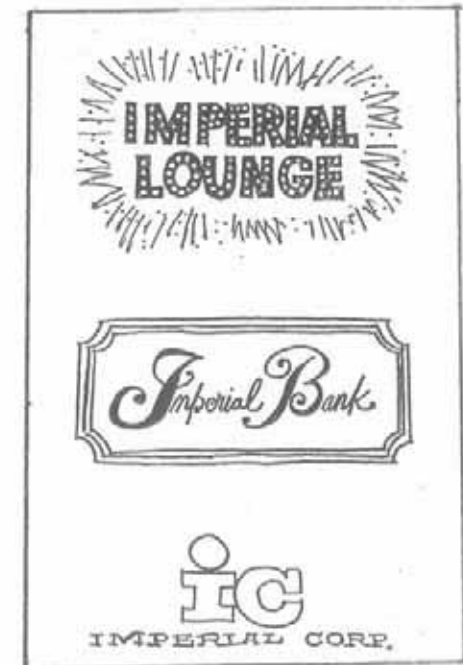
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

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.



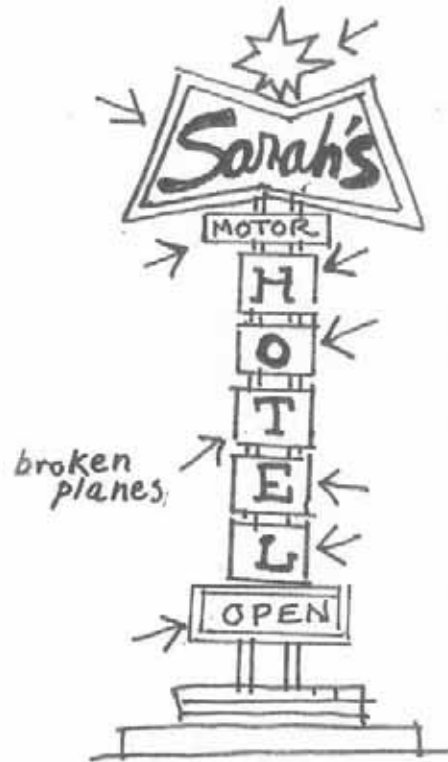
- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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



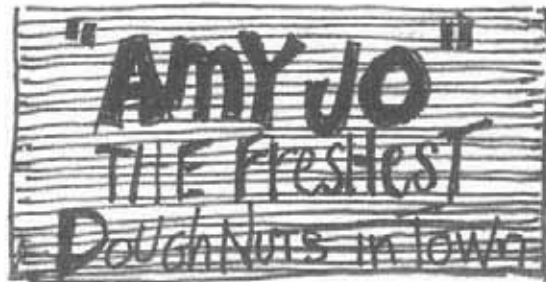




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

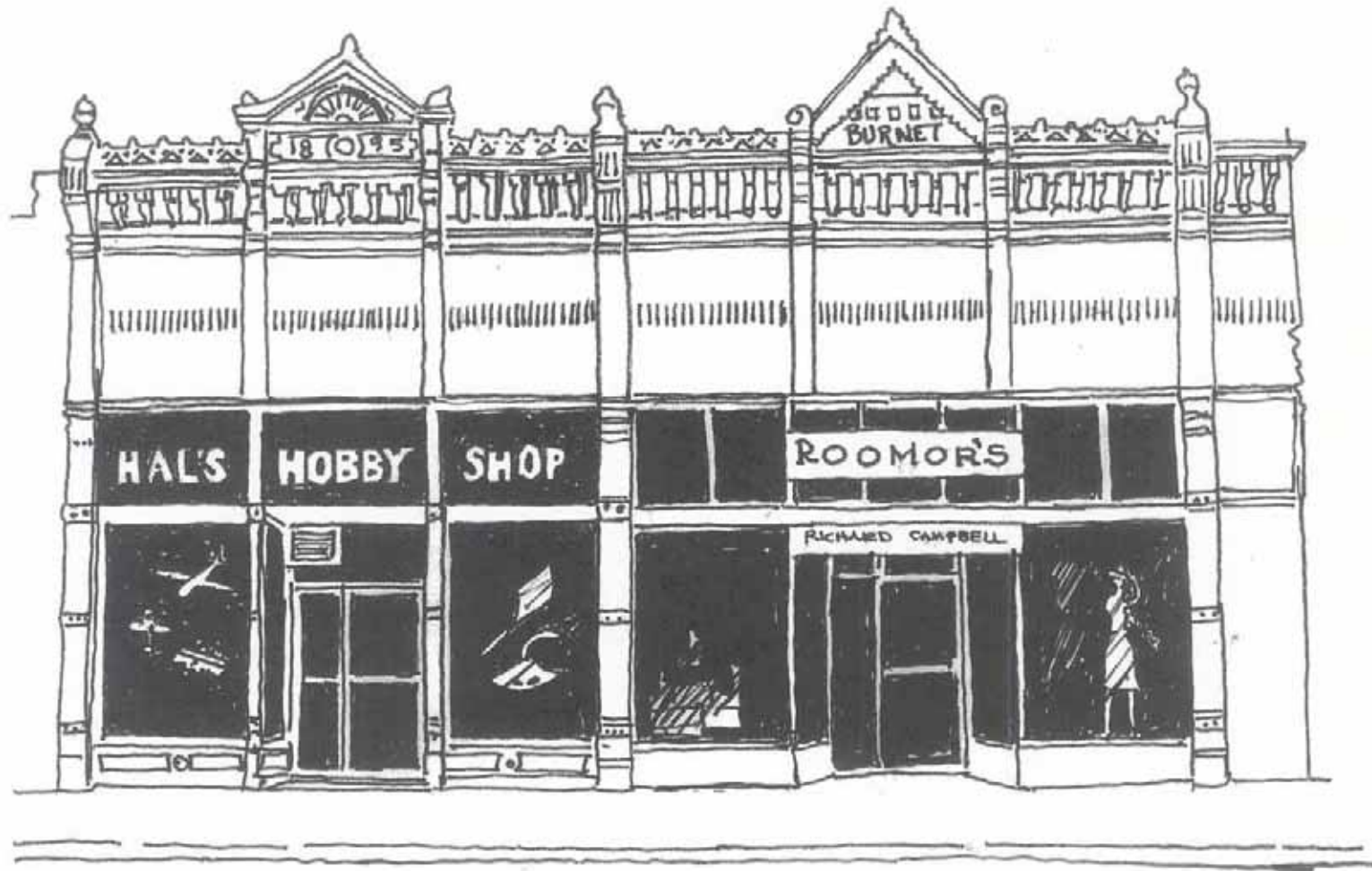


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

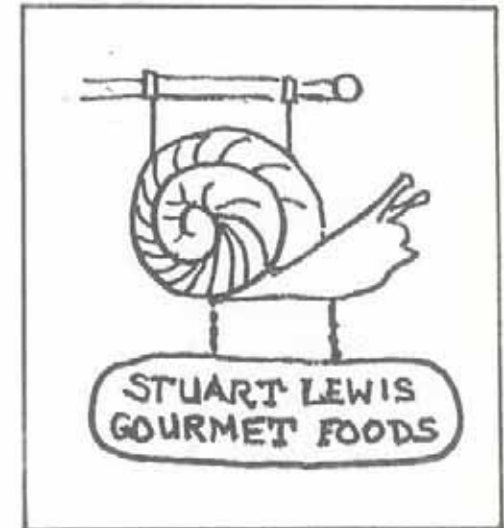
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

- 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 19<sup>th</sup> and early 20<sup>th</sup> 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.

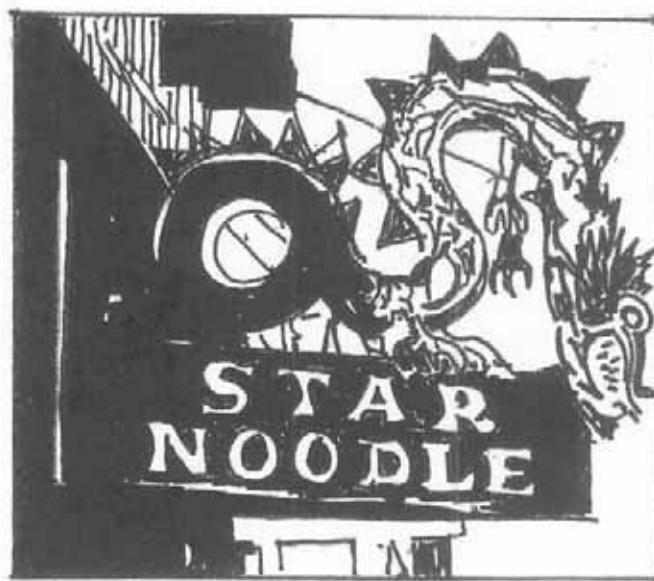
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

## Painted Wall Signs

From the mid-19<sup>th</sup> Century to the early 20<sup>th</sup> 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.



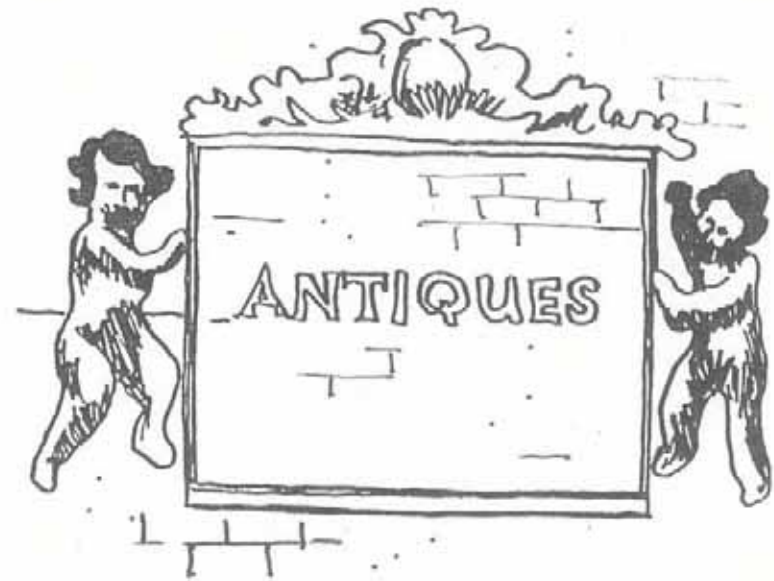
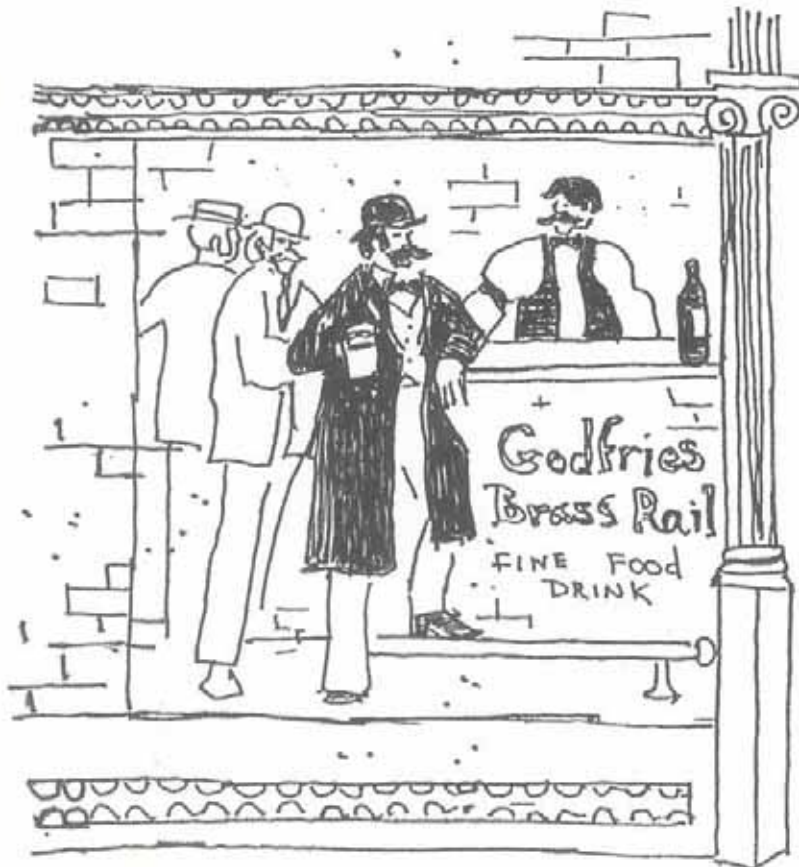


While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

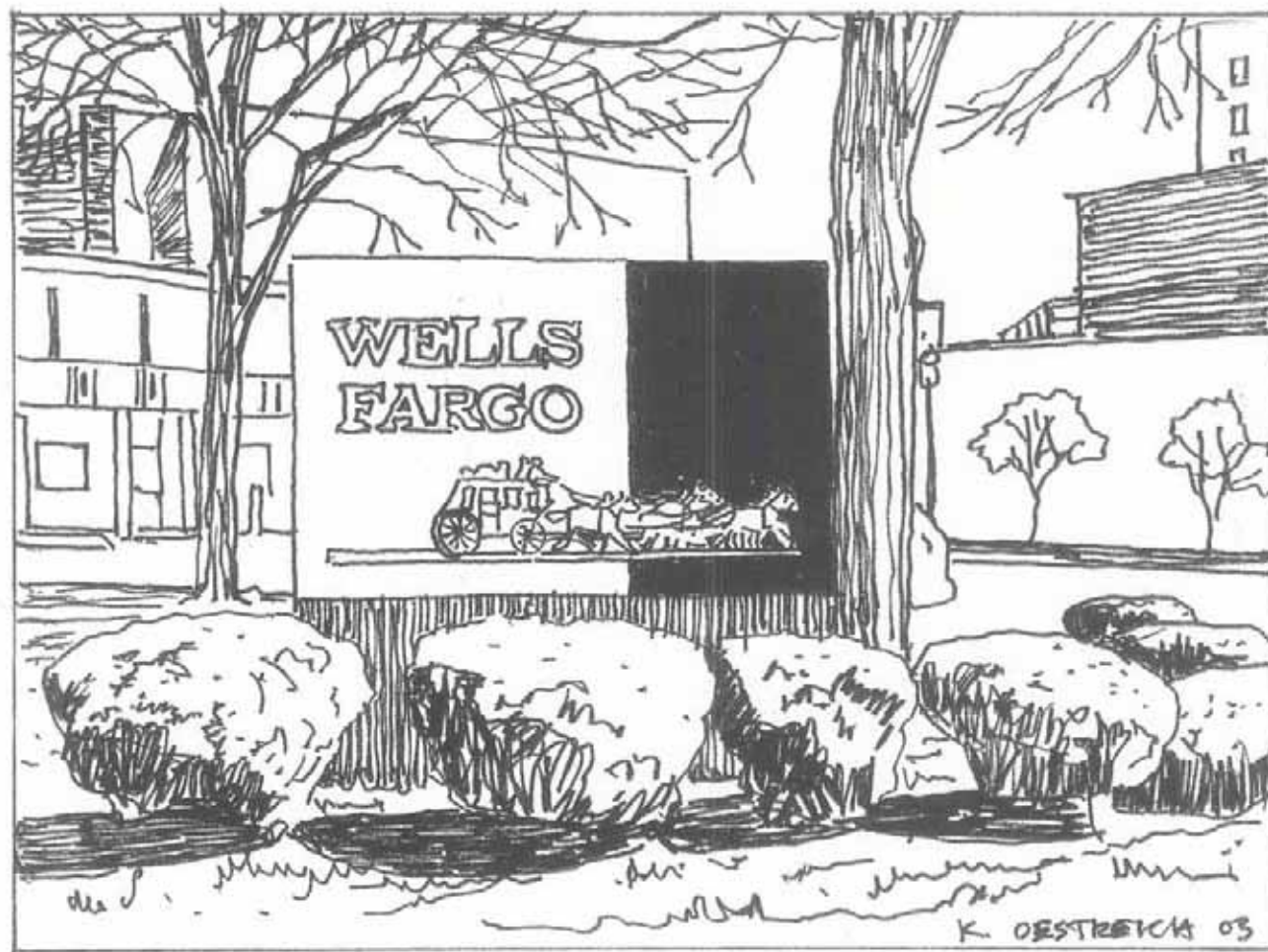
Monument or ground signs are signs, often on a masonry base, placed directly on the ground. Monument signs are limited to 48 inches and ground signs to 15 feet.

- 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.



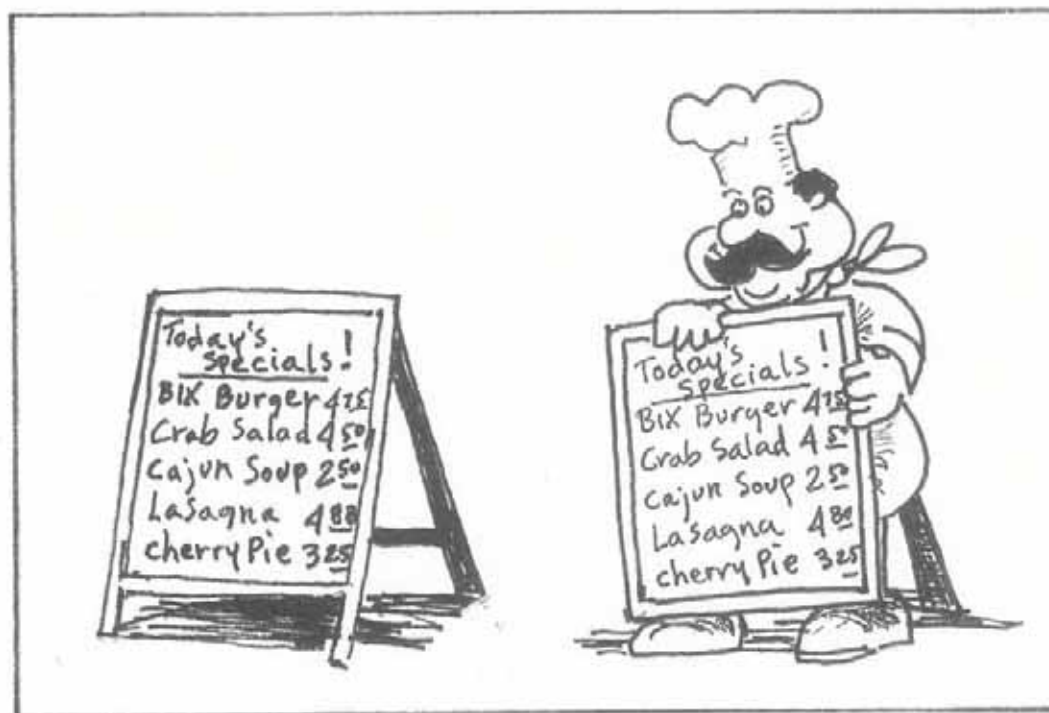
## **Directional Signage for Parking Lots**

- 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**

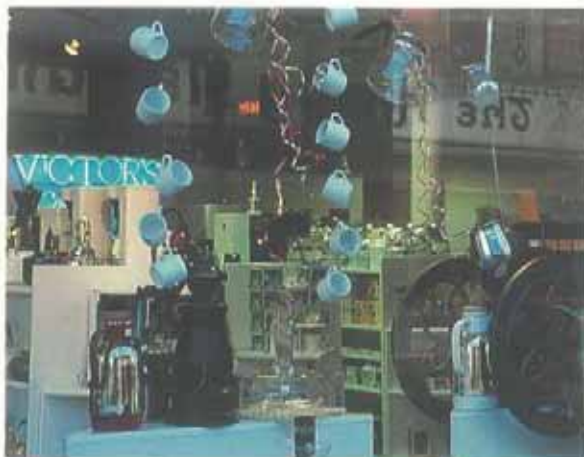
Sandwich board or “A-frame” signs may, at the City’s discretion, be placed on city sidewalks listing restaurant menus or advertising special sales or events if the City approves an “encroachment permit.”

- 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.



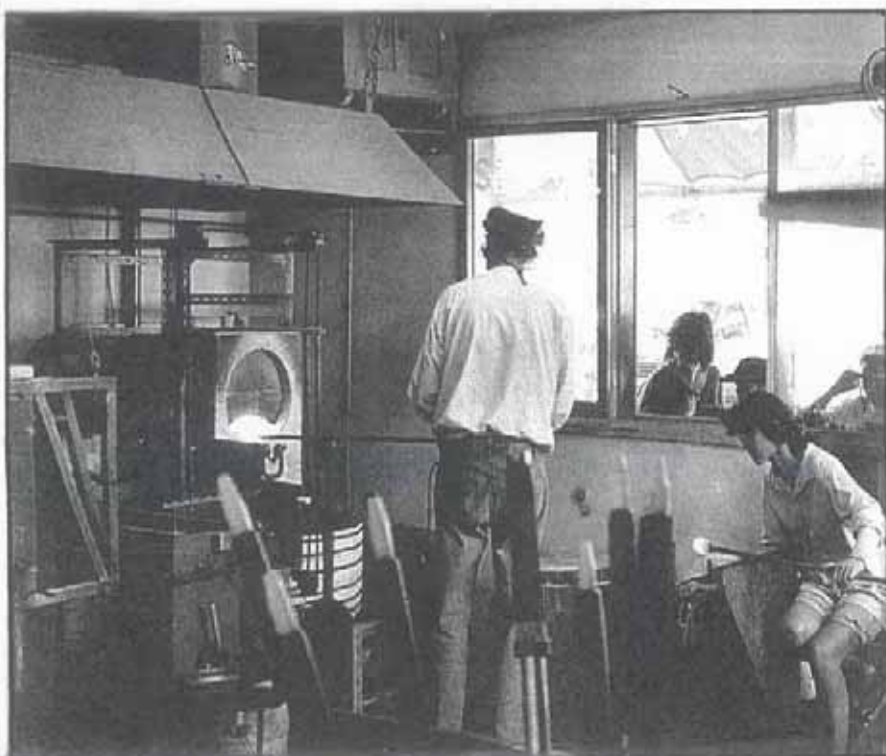
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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

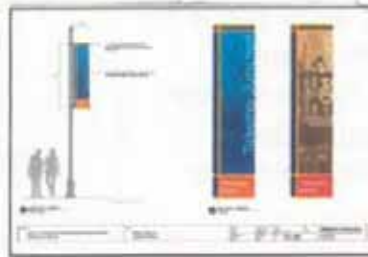




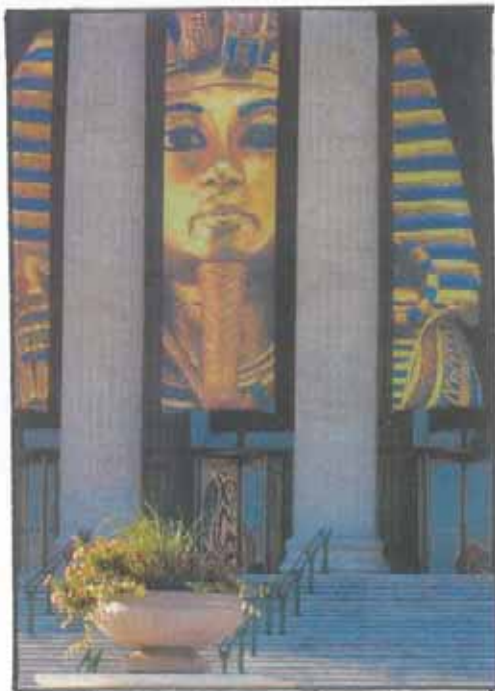
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

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.

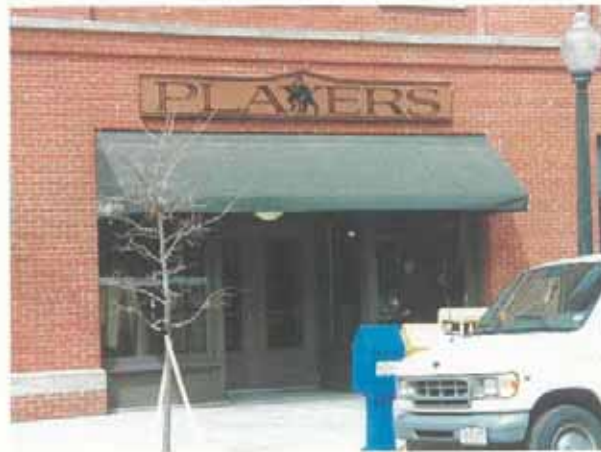




The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located "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



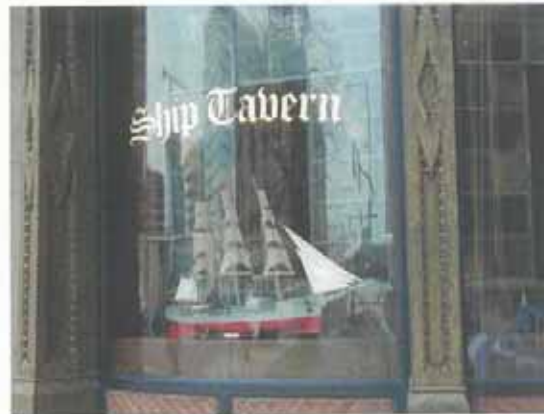
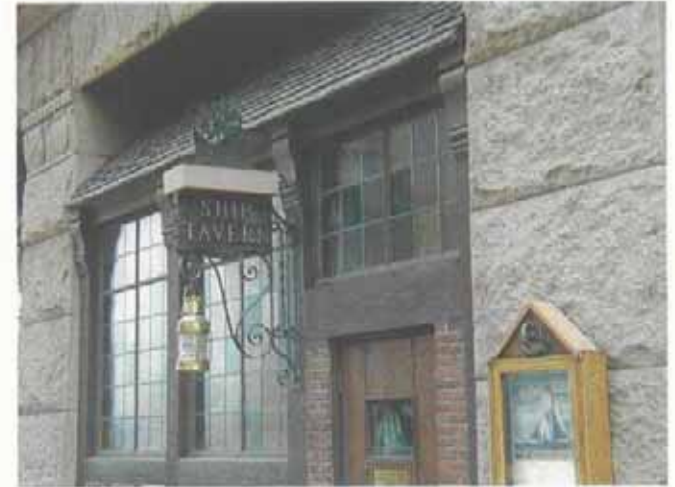


**Signage:** various forms of attractive signage consistent with the guidelines



## 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.

## **Design Details – Awnings and Canopies**

### **Design Objective**

Awnings and canopies are encouraged.

### **Discussion**

Canopies, arcades, awnings and overhangs provide shade and weather protection while enhancing the pedestrian environment at ground level. They help to define the pedestrian space along the street. Canopies and awnings can also serve as an architectural element on buildings to help articulate a building’s façade, creating greater variety and interest at street level. Awnings and canopies are also a traditional design element common to commercial buildings in Downtown Davenport. Finally, they can also provide an additional location for business signage.

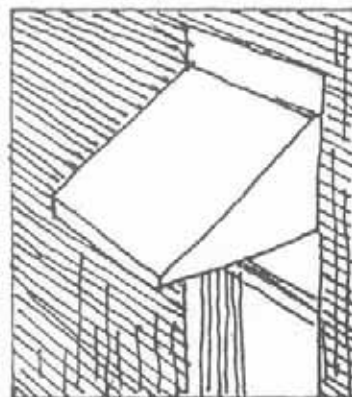
Awnings and canopies come in many shapes, styles and colors. In general awnings should fit the architecture of the building, be well maintained, functional and be at a height that will not obstruct pedestrian movement along the sidewalk (7’ minimum).



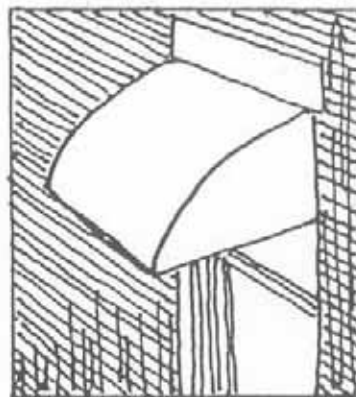
## AWNING TYPES

Awnings come in many styles as is shown in the examples to the right. As a general rule “standard” awnings and “marquee awnings” are more appropriate on historic buildings. Contemporary buildings, on the other hand, can effectively use any awning style depending on the building’s architectural design.

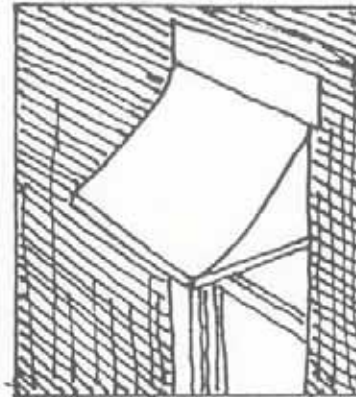
In the case of a canvas marquee the structure’s clearance above the sidewalk must be a minimum of 8 feet. Awnings of any sort (including marquees) can extend no more than two-thirds of the width of the sidewalk. Any supporting poles for a marquee need to be located at least 2 feet behind the curb. Finally, the marquee must not interfere with wheelchair movement on the sidewalk or wheelchair access to buildings.



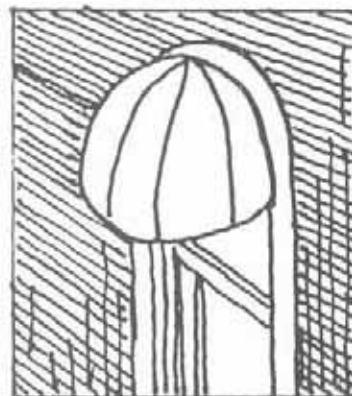
Standard



Convex



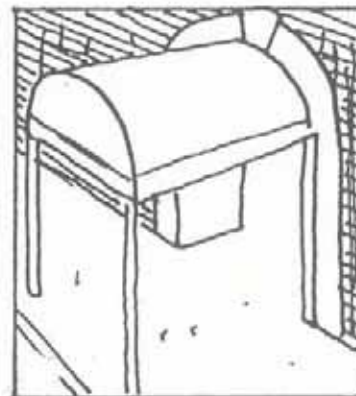
Concave



Dome



Bullnose



Marquee





## Guidelines

- A pedestrian friendly environment includes the regular use of awnings, canopies and arcades throughout the district. Consider locating them above window displays and entries.
- Using awnings and canopies in ways that reinforce the design characteristics of traditional commercial architecture can improve the image of individual buildings, the businesses within, and the entire streetscape.
- When suitably designed and kept in good repair, awnings and canopies convey merchant's concern for their customers and their business district.
- Because the repair or installation of awnings and canopies is relatively inexpensive, these fixtures can provide a highly visible means of generating enthusiasm early in the downtown revitalization process as well as building a foundation for further improvements.



This “before” and “after” illustration demonstrates the ability of awnings to enrich a building façade.

Awnings also make simple and effective signage. When used as signage, lettering should be limited to the valance with the sloped portion of the awning limited to logos or symbols.





Davenport businesses on Third Street making good use of awnings.





The Radisson Quad City Plaza is a contemporary building that makes good use of awnings. Note that the bullnose style works very well with the hotel's modern architecture. In this case the awning's main purpose is to enrich the façade and bring color into the architectural design. The deep blue-green color of the awnings contrasts sharply with the orange and yellow color palette of the first floor façade.



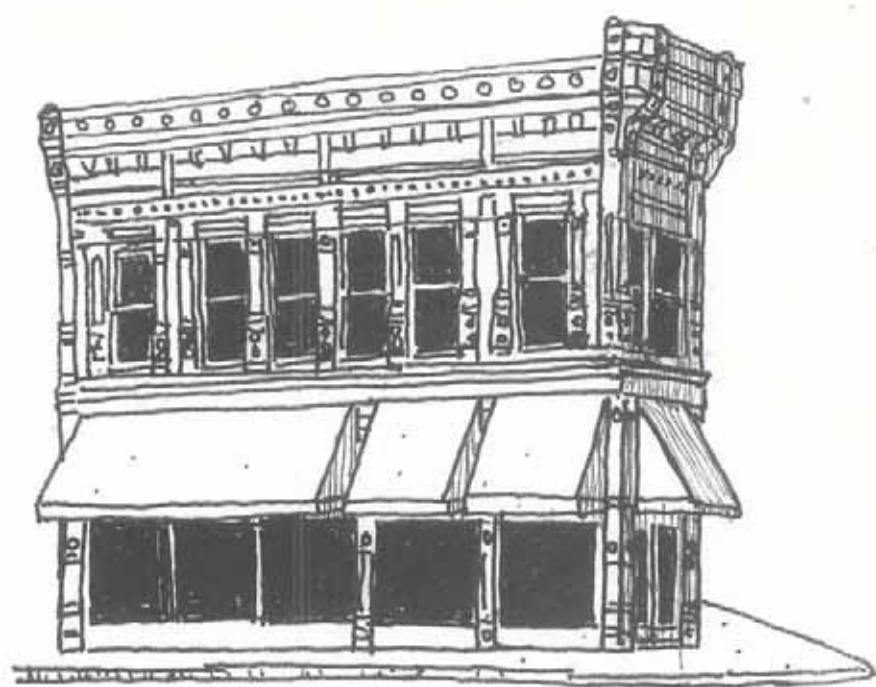
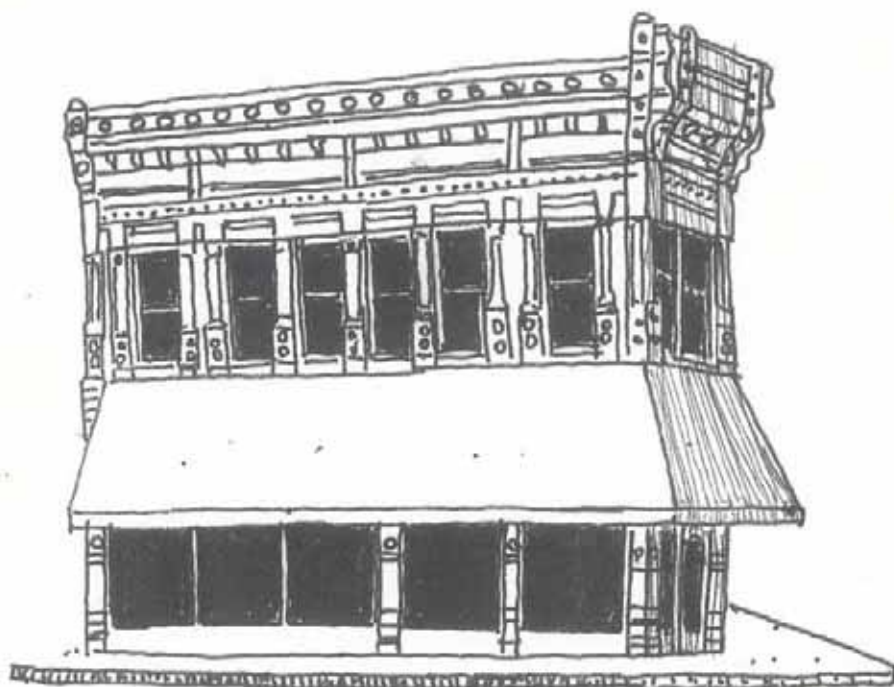
## Climate

- Awnings and canopies should be suited to the climate of the region. All climatic forces – sun, rain, hail, snow and wind should be considered.
- In northern regions (the City of Davenport is borderline “northern”) buildings with southern exposures generally should have retractable fabric awnings as the awning can be extended during the summer to block the sun and reduce heat build up, while being lowered during the winter when sunlight is at a premium.
- Dark areas similarly can benefit from awnings that can be raised when appropriate.
- Retractable awnings may also be useful where they, otherwise, would need to carry heavy snow loads.
- Awnings protect storefront windows from moisture penetration and prevent excessive light and heat build up inside buildings. By blocking out the sun, awnings and canopies keep merchandise in display windows from fading and prevent other damage caused by heat and sunlight.



## Awnings and Architectural Detail

- Carefully design awnings in terms of size, shape and placement. The new fixture should preserve the integrity of the building's architectural style by complementing the façade's detailing, color, materials, scale, proportion and form.
- Carefully design awnings in terms of size, shape and placement. Awnings should fit individual window bays or structural divisions of the building rather than extending beyond a single bay. The correct use of awnings enhances the architecture of most buildings. Conversely, poorly placed awnings can cover historical decorative ornament, transoms and other architectural elements of the façade that should be left visible.
- The proportions of a building provide clues for the proper dimensions of awnings and canopies. Buildings with a horizontal emphasis, such as those built in the Prairie or Art Moderne styles should have flat canopies or low-pitched awnings to reinforce these styles. Victorian buildings, on the other hand, are more vertical and awnings placed over storefront windows, entrances, etc., should emphasize that verticality.
- As a general rule, awnings should only cover about one third of the opening in which they are placed. Larger awnings obscure too much of the business inside.
- Awnings should also match the shape of the opening it is placed in or over. A square opening should have a square, standard sloped awning, while round or arched openings should have awnings that match the curve of the opening.
- Canopies should be designed to cover as little of the building and store front as possible as they tend to be relatively flat. Given their shape, it may be appropriate to allow them (unlike awnings) to cross the bays on a multi-bay building.



When factors such as climate and building orientation call for the use of awnings or canopies, the architectural character of the building should determine their design. The new fixtures should preserve the integrity and coherence of the building's style by complementing the façade's detailing, color, materials, scale, proportion and form.

Awnings and canopies should complement the scale of the building rather than overwhelm it. Awnings that are too large may cover important architectural features on the façade and destroy the continuity and coherence of it's design. Store fronts were designed to fit within a visual framework formed by the storefront cornice, at the top, and by the vertical columns on either side. Awnings should fit within this framework to ensure the visual continuity of the building's primary structural members from the ground floor to the upper stories. This is true not only for small businesses that occupy a single storefront but also for larger stores that occupy several bays in a single building.

Awnings that cover up these strong vertical elements destroy the visual relationship between the upper and lower stories, thereby distorting the scale of the building. The examples above illustrate this point. One need not be an architect to look at the building on the left to realize something is just not working. In the example on the right the building's verticality has been restored.



## Awnings and Canopy Materials

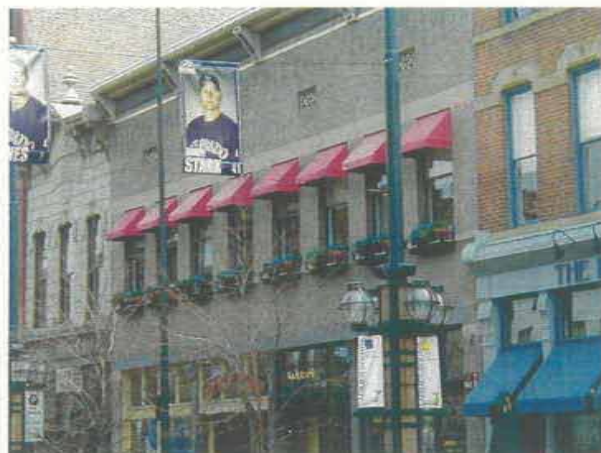
- Historically, fabric, metal and wood were the most common materials used for awnings and canopies and they remain the most appropriate today. On contemporary structures glass may also be in keeping with the architecture of the building.

## Color

- Using awnings and canopies over storefronts and entries provide opportunities for colorful accent and signage. This helps create an interesting and active street front. Avoid harsh or gaudy colors that compete for attention and detract from the buildings overall image. Simplicity and restraint often produce the best results.
- The use of second and upper floor awnings that complement the ground floor awnings in terms of size, style and color creates a consistent design image for a building façade.
- On small buildings where the awning is a prominent part of the façade, its color should harmonize with the building. The visual impact of potentially obtrusive fixtures such as marquees can also be minimized by using a complementary color. Conversely on large buildings where awnings constitute a smaller part of the facade, their color can complement the accent colors used for ornamental details, window frames and other building trim.
- Signage on awnings should be limited to the valance with the exception of a logo which may appear on the slope portion of the awning. Solid colors work better if signage is being used, as stripes can make reading signage difficult.







Awnings, Canopies and Marquees



## Patterns

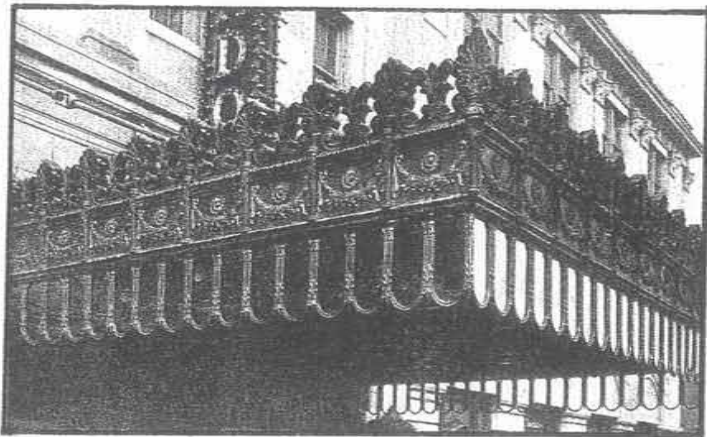
- Fabric awnings often have patterns (usually stripes). Patterned awnings can be used to add interest to plain buildings. Care must be taken, however, not to overpower building details with too bold of a pattern.

## Ornament

- Canopies can be ornamental with pressed tin ceilings and other ornamental details. Ornament, like other aspects of canopy design, should suit the character of the building.

## Illumination

- For most downtown buildings, awnings that are fully illuminated should be avoided. Exterior illumination, if necessary, should be carefully controlled by using spotlights mounted to the façade above the awning.



The most elaborate marquees were typically created for theatres and Victorian office buildings and retail stores. Bare bulb marquees (with or without neon additions) were commonly used on theatres. The Capitol Theatre provides a good local example. Elaborate pressed-tin marquees were often used on office buildings and department stores. The Petersen and Sons Department Store Building once had one (it was not original to the building, however). The M.L. Parker Building, 104 West 2<sup>nd</sup> Street, constructed in 1922 also had an intricate pressed metal marquee which was lost in recent years. (The marquee anchors in the form of lion heads are still on the building's east façade.) These pressed tin marquees are still being made, typically being available in either galvanized metal or copper, at a cost that is fairly reasonable.

City of Davenport  
Design Review Board

Department: Community Planning and Economic Development  
Department  
Contact Info: Ryan Rusnak 563-888-2022  
rrusnak@ci.davenport.ia.us

**Date**  
**5/21/2018**

**Subject:**

Case No. DR18-09: Certificate of Design Approval – “HSD” Historic Shopping District – 2109 and 2112 East 12<sup>th</sup> Street. Two projecting wall signs. Jeff Young, petitioner. [Ward 5]

**Recommendation:**

Staff recommends approval of DR18-09 in accordance with the work write up and renderings.

**Background:**

The application proposes two 1' x 3' non-illuminated signs. The signs would be located on the building fascia below the soffit.

**ATTACHMENTS:**

Type	Description
▢ Backup Material	Application
▢ Backup Material	Village Performance Standards

**REVIEWERS:**

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	5/18/2018 - 12:34 PM



**CERTIFICATE OF DESIGN APPROVAL (CDA)  
APPLICATION  
Design Review Board  
City of Davenport, Iowa**

Date: 5-8-18

Property Address: 2109 + 2115 12<sup>th</sup> St.

	Owner	Petitioner* (If not owner)
Name:	<u>John Wisor</u>	<u>Jeff Young</u>
Address (Including Zip):	<u></u>	<u>1514 W. 15<sup>th</sup> St. Dav.</u>
Daytime Phone:	<u>847-370-3573</u>	<u>563-322-8402</u>
Email Address:	<u>wisor1@hotmail.com</u>	<u>jeff@youngartandsign.com</u>

**\*If the petitioner is different from the property owner, please submit a letter signed by the property authorizing the applicant**

**Applicable District:**

- |  |   |
|--|---|
| <input type="checkbox"/> Downtown Design Overlay District      | <input type="checkbox"/> Hilltop Campus Village Overlay District    |
| <input checked="" type="checkbox"/> Historic Shopping District | <input type="checkbox"/> Residential Infill Design Overlay District |

**Not sure which district you are in?** You can click [here](#) for a map of the districts or you can contact Community Planning and Economic Development staff at (563) 326-7765 or [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) and we can help you.

**When is a certificate of design approval required?**

Prior to the commencement of the work.

**What type of activity requires the approval of a certificate of design approval?**

Downtown Design Overlay District:

- The construction of a building, structure, improvement or sign and which affects the exterior appearance
- Any substantial external appearance changes not requiring a building permit where changes are visible from the public right-of-way.
- Encroachments into and over the public right-of-way.
- The demolition of structures.

Hilltop Campus Village Overlay District

- Alteration or the construction of a new building, structure, parking lot or fence.

Historic Shopping District

- Alteration or the construction of a new building, structure, parking lot or fence.

Residential Infill Design Overlay District

- Any new dwelling or an addition to a dwelling which is visible from a street and exceeds twenty-five percent of the square footage of the original structure and is located within the R-1, R-2, R-3, R-4, R-5, R-5M and R-6M zoning districts (generally south of Duck Creek).



### **Work Plan**

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

Install two double sided blade signs with  
ornamental iron hangers. Attach to fascia  
just below porch soffit. No electric.



**The applicant hereby acknowledges and agrees to the following requirements:**

- (1) No Application for a Certificate of Design Approval will be presented to the Design Review Board for consideration until the applicant has submitted all requested information to the Board Secretary.
- (2) No work subject to Design Review Board approval may commence until the Design Review Board has issued a Certificate of Design Approval approving said work.
- (3) All work shall be in accordance with Design Review Board approval. Changes not in accordance with the approval may require a subsequent Design Review Board approval.
- (4) Once commenced, all work must be completed within a timely manner. If the work is not in accordance with the Design Review Board approval, the applicant may be required to remove the improvements or vacate the premises until compliance with the approval is achieved.
- (5) Design Review Board approval would not vest against other required land development regulations or other regulatory approvals that may apply. The applicant must contact the City's Office of Construction Code Enforcement located in the Public Works Facility at East 46th Street and Tremont Avenue (1200 Tremont) to apply for all necessary permits prior to the commencement of said work.
- (6) If the Design Review Board denies the Application for a Certificate of Design Approval, the applicant may file a written appeal with the City Clerk within 30 calendar days to bring the issue before the City Council.
- (7) In the event work has been completed without the required Certificate of Design Approval, the applicant and persons performing may be subject to a municipal infraction. Every day each said violation shall continue to exist shall constitute a separate violation.

*Owner(s) of Record or Authorized Agent*

*Date*

*Jeff Young*

*5-8-18*

*By typing or signing your name, you acknowledge and agree to the aforementioned requirements.*

*Received by:*

*Commission Secretary or Designee*

*Date*

*Ryan Rusnak*

*5-8-2018*

*Date of Downtown Design Review Board Public Meeting: 5-21-2018*

*All Design Review Board Meetings are held in City Hall Council Chambers located at 226 West 4<sup>th</sup> Street, Davenport, Iowa.*

*Hand delivered applications may be submitted to:*

*Design Review Board  
C/O Community Planning and Economic Development Department  
226 W. 4th Street  
Davenport, Iowa 52801*





Sign faces are 1'x3'



Bottom of sign approx. 8' above grade.



# Signage

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## Discussion:

The economic health of any commercial district 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 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.

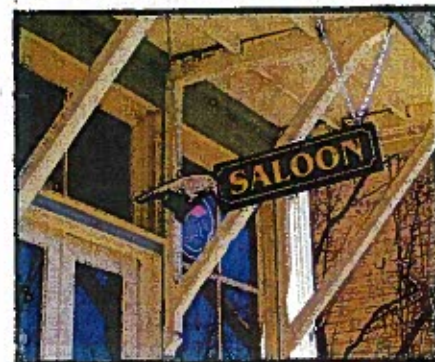
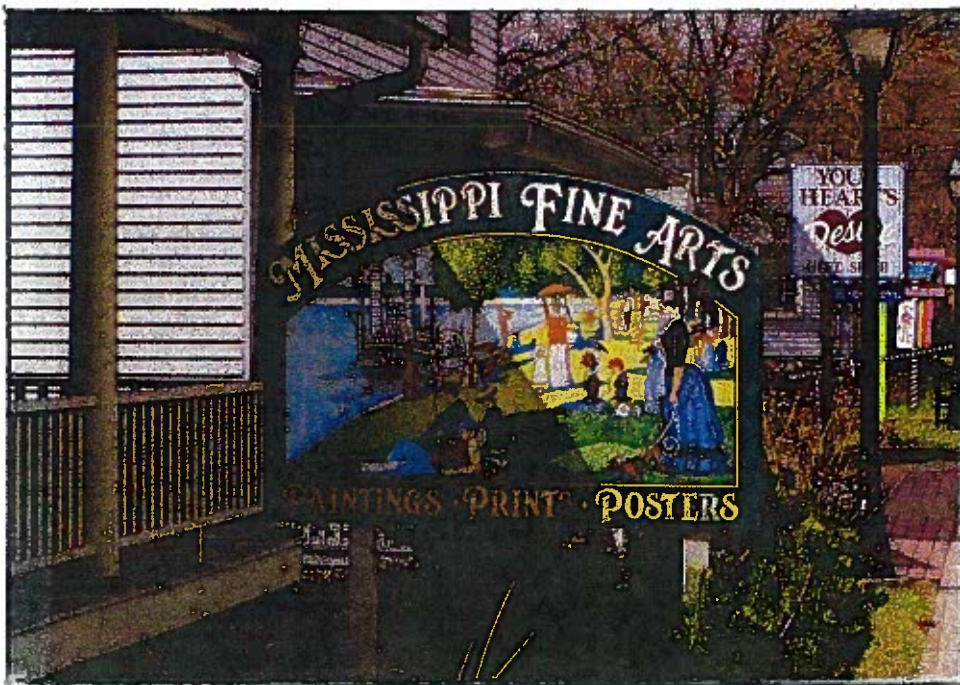
Signs play a particularly important role in the appearance of traditional commercial areas. The prominent locations and design characteristics of signs strongly influence people's perceptions of the Village of East Davenport and its individual businesses. Signs, if well designed and properly maintained, enhance the unique image of a business district. However, when designed without regard for the surrounding architecture, and haphazardly placed, signs can detract from a business district's overall appearance. This is particularly true when the commercial area seeks to create an image that it is "historic".

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 historic shopping districts, like the Village of East Davenport, 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, the Village of East Davenport 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 a historic commercial district different from its competitors.

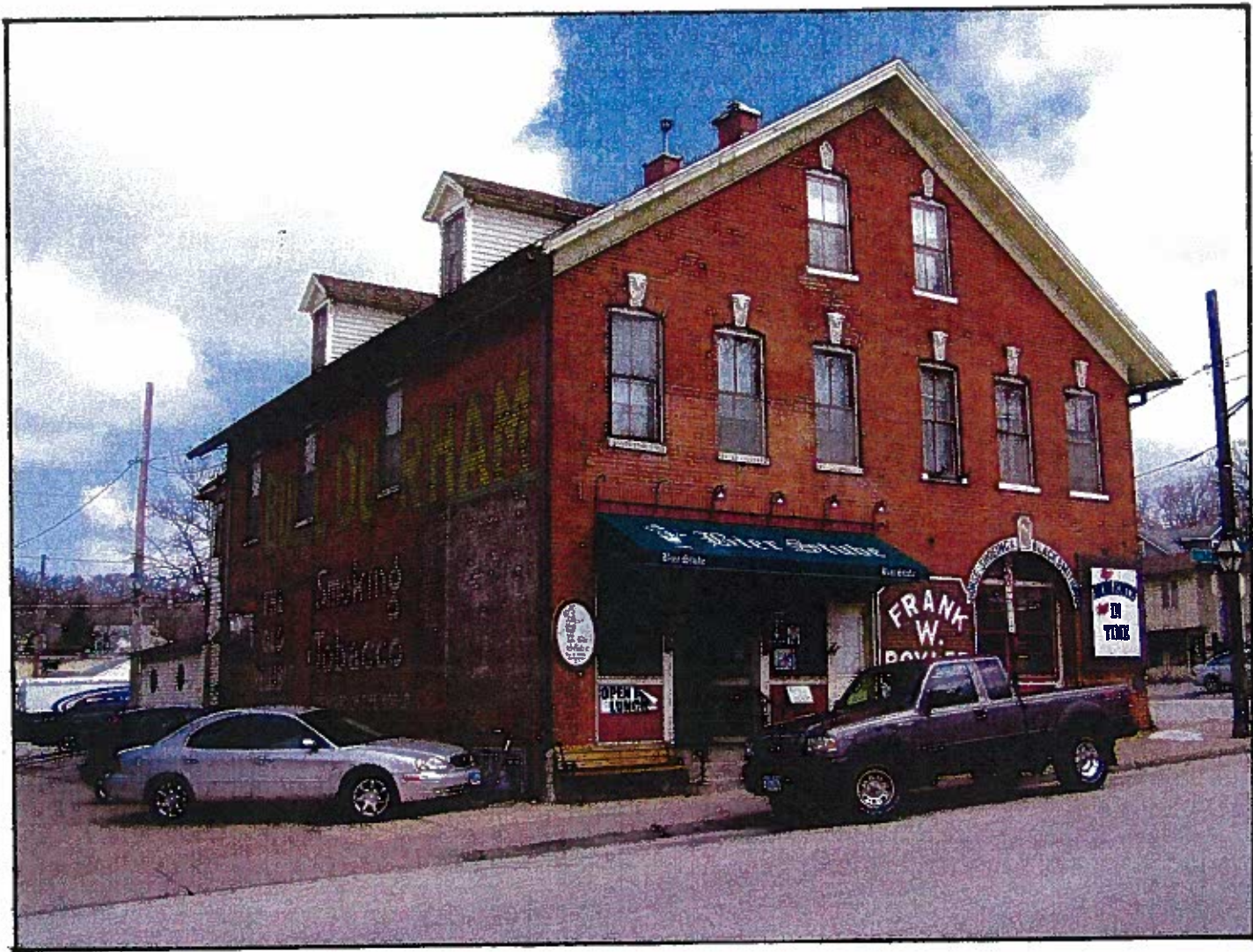
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of the Village of East Davenport.





The Village of East Davenport has its share of outstanding signage. These range from the restrained but attractive signage of Village Market Place to the signage for Mississippi Fine Arts which whimsically places the famous painting "Sunday in the Park" by French artist George Seurat on the Mississippi River complete with steamboat. While the general rule is for simple graphics, this sign and the "Split Rail Cardinals" sign above are works of art.



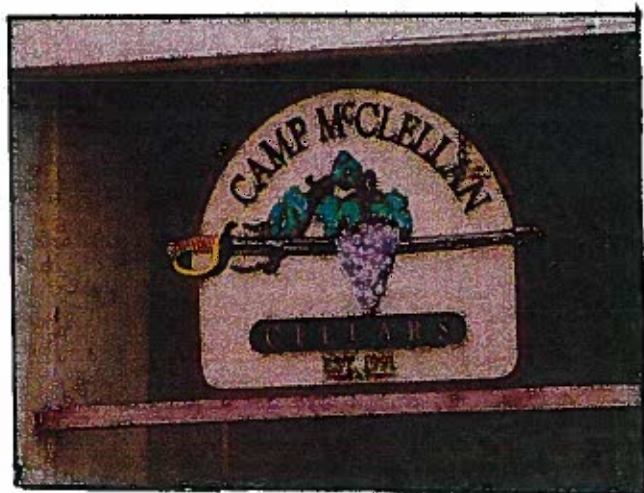


The building at 2228 East 11<sup>th</sup> Street (above) provides a wealth of interesting signage. The most intriguing is perhaps the "Bull Durham Smoking Tobacco" sign which takes up much of the west wall. "Ghost" or "phantom" signs of this nature which advertise past businesses or products should be kept whenever possible. They are interesting in almost any setting but are particularly important when located in a historic shopping district. They provide clues to the district's commercial history and make it obvious to shoppers that these buildings are truly historic. The same can be said for the "horseshoeing and blacksmithing" sign which also advertises the structure's past.

The building also provides a good example of an awning sign (although it also illustrates that signage on the top of an awning can be difficult to read.)

Finally, the "Bierstube" sign to the left of the door is tasteful with strong graphics. The same can be said about the "Plaid Rabbit" sign (not seen, around the corner).

Another example of outstanding signage is the sign for Camp McClellan Cellars. The name reminds the public that the Village was also adjacent to the location of the Civil War encampment named after Union General George McClellan. The cavalry sword combined with a "bunch" of grapes further graphically makes this connection from Civil War training camp to wine shop.



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, if they choose to be in the village, should adapt their graphics to meet these local guidelines. This will contribute to a historic shopping area that effectively orients visitors, while supporting an attractive pedestrian-friendly experience.

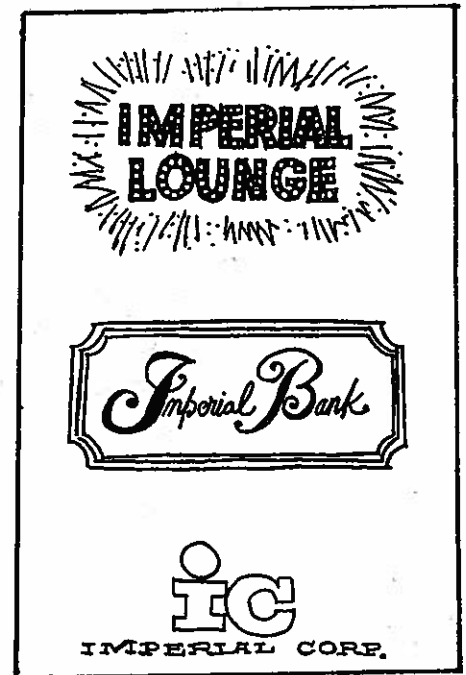
It should be noted that within the historic shopping district zoning classification the City is taking something of a different direction with regards to sign regulation. In other zoning districts signs are controlled by restricting their number and size. (Generally, businesses are limited to two signs, one freestanding and one building mounted; the overall square footage for signs is limited to one foot or two feet per lineal foot of lot frontage - depending on the zoning district. Finally, the minimum sign setback is ten feet. What signs in these districts look like is largely ignored. In the historic shopping district, the city, while not completely 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 (hanging 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 or plan) than might otherwise be the case. These signage plans will be reviewed by the Design Review Committee of the City Plan and Zoning Commission. Their approval will determine the number of signs allowed, their size, type and setback.



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.

## General Sign Guidelines

- Creating a network of quality, well-designed signs, clearly announcing the types of services offered makes the shopping district an attractive, friendly experience for the 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 (8 feet).
- 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.
- 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 plans (individual boxes or shaped signs).
- As a general rule, signs provided by national distributors are not appropriate. They often appear to be "add ons".



Sign design in many ways establishes a business' identity.



- 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.
- 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.

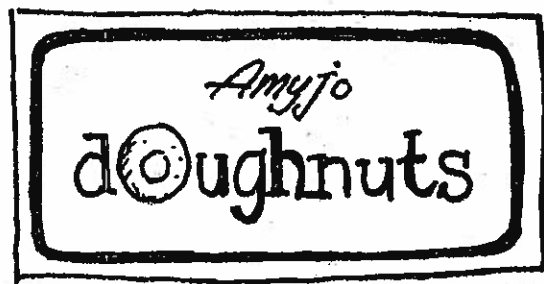
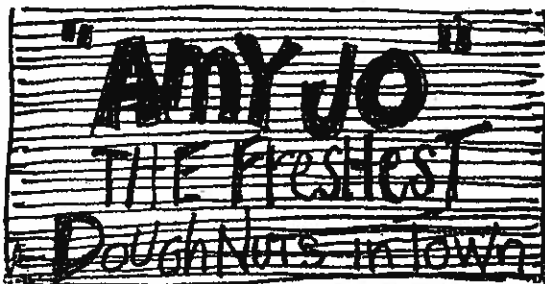
## SIGN PROBLEMS



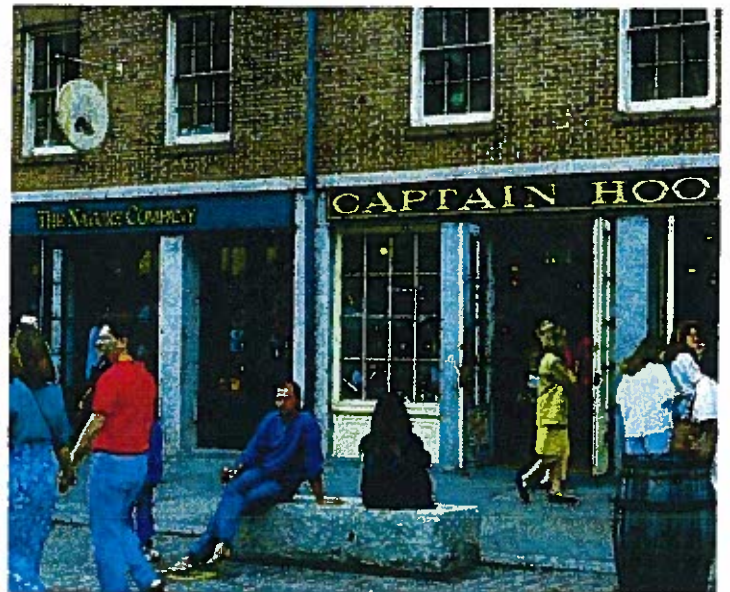
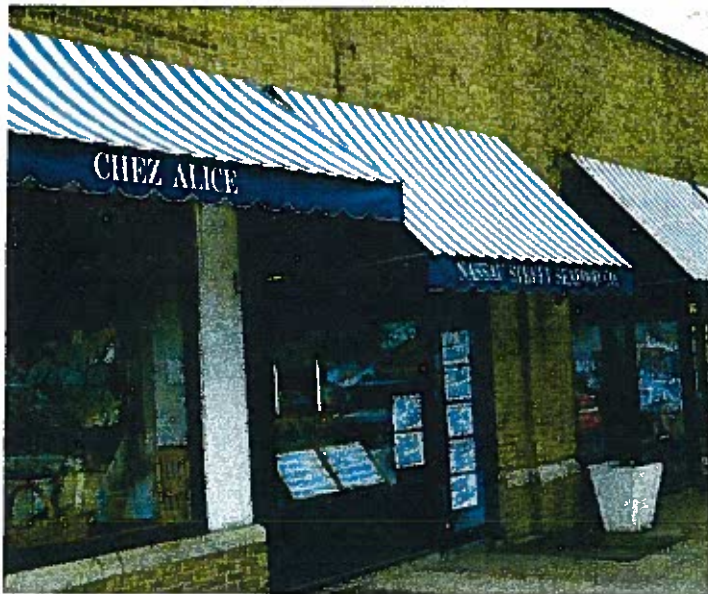
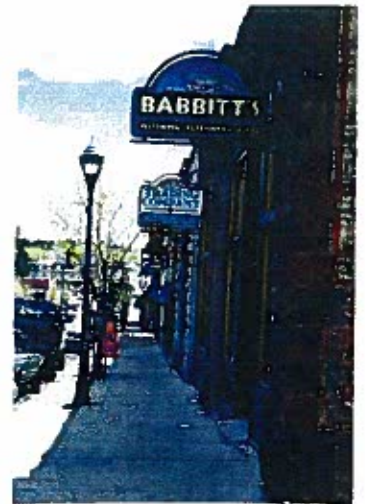
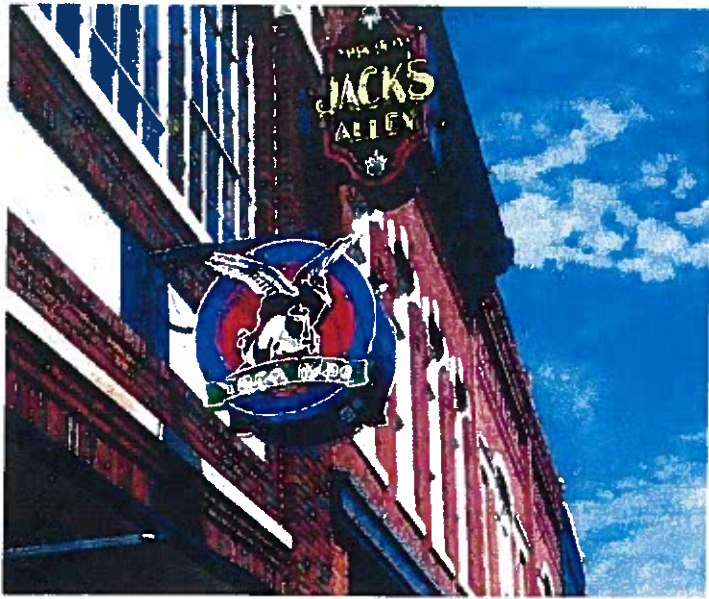
Left: A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

**Baflics**

Avoid unusual type faces that are difficult to read.



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.



## Wall Signs

Flush mounted wall signs are signboards 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.

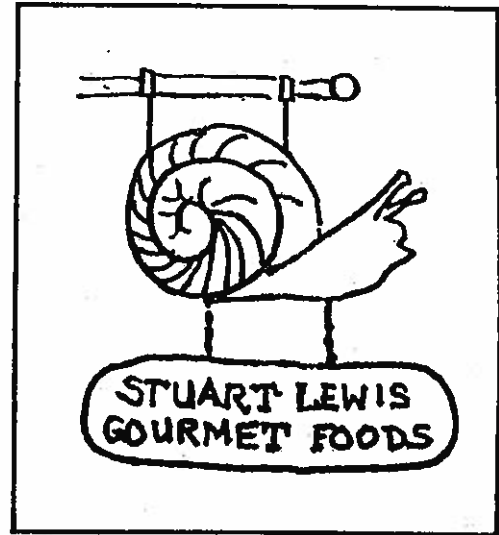
- Sizing signs to fit within the proportions of the building façade maintains the architectural quality of the building design.

## Hanging Signs

Hanging signs (also sometimes called projecting 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 and, therefore, help create the image expected of a historic shopping district.

- Maintaining a minimum clearance above the sidewalk enhances public safety (eight feet minimum).
- 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 experience for district visitors.

## Window Signs

Signs etched or painted directly onto glass storefront display windows and entrances were popular in the late 19<sup>th</sup> and early 20<sup>th</sup> 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 historic shopping 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.

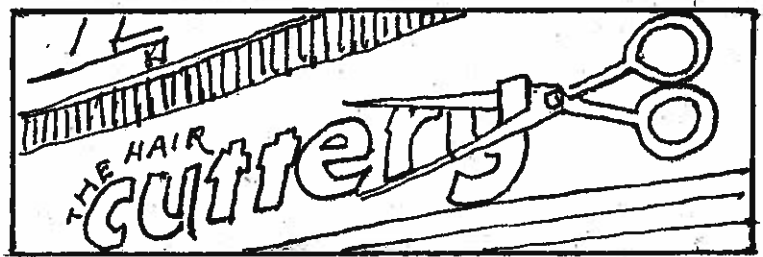
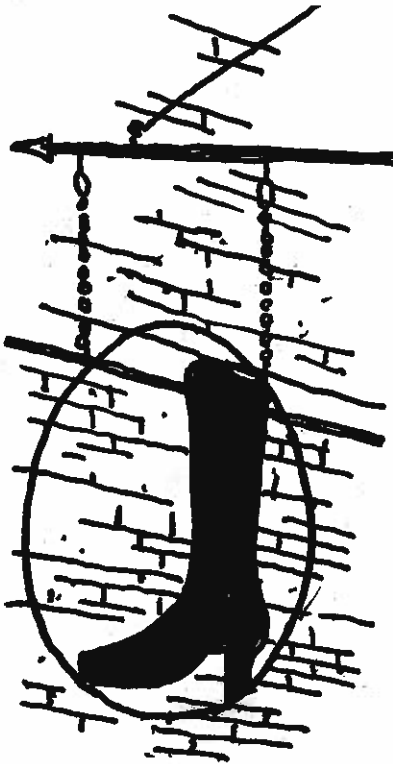
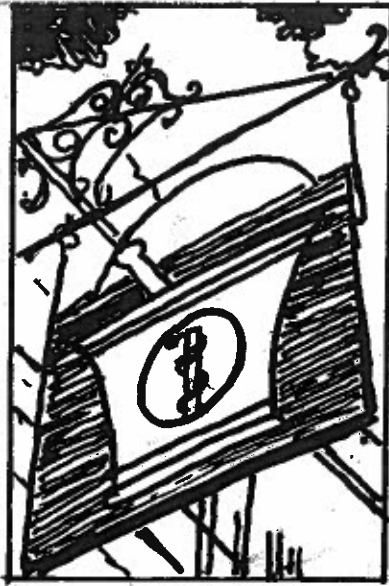
Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complimented by the display in both color and proportion. It is best to let products speak for 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.



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. A boot, a shoe, a pair of glasses – all of these symbols or icons tell potential customers exactly what a retailer sells in a glance. As these types of signage were more commonly used in the past, they also help establish a historic atmosphere.



## 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) rather than using internal illumination.
- Some colors work better as awnings than others. The colors should not be too abrupt or jarring.

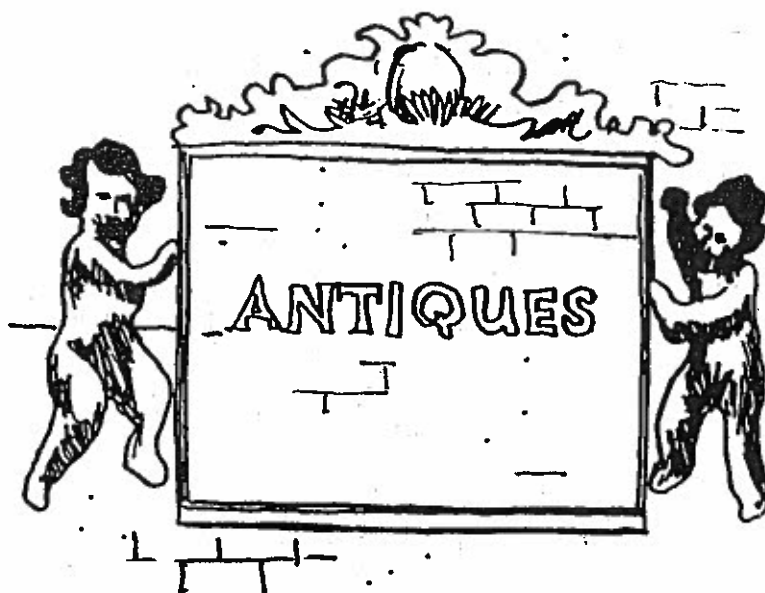


Christ Kuehl & Son Grocery, 1029 Mound-2103 East Eleventh Streets c. 1910 – Historically awning signs (raised in this drawing) were among the most commonly used signage in the Village.

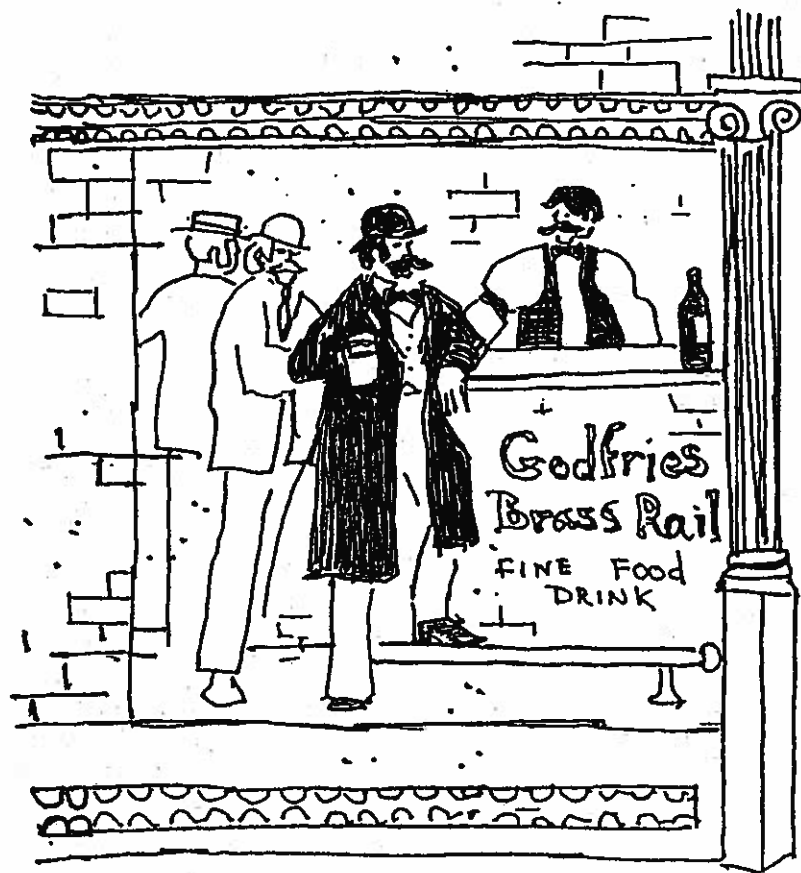
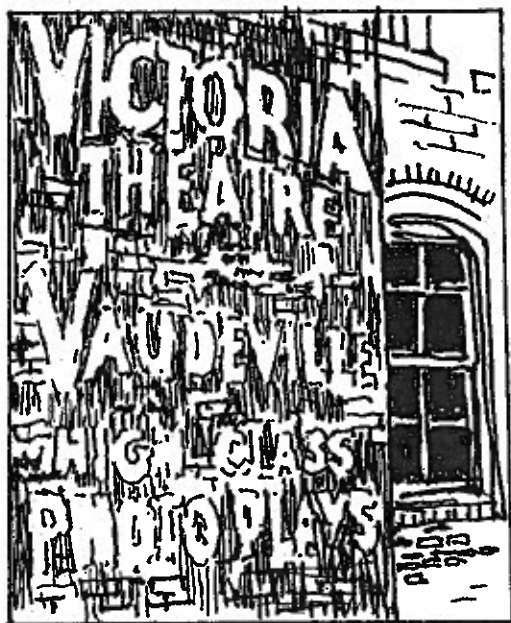


**To the right:**

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.

**Below:**

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



Painted Wall Signs

Ghost or Phantom Signs



## **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 a historic shopping district.

One exception to this rule are smaller historic looking 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 historic shopping district. They are, however, most common in the windows of bars and/or taverns. The city does not regulate signage on the inside of a building.





Freestanding pole signs are more appropriate on a suburban arterial street rather than in a historic neighborhood. The internally illuminated message board similarly does not fit. There is nothing "historic" about signs of this nature. The Lagomarcino's clock, on the other hand is an outstanding addition to the Village of East Davenport.

More appropriate signage would include a double pole historic sign for business identification with perhaps a sandwich board sign to replace the function of the internally illuminated message board.

Existing signs that differ from these guidelines are grandfathered. They can remain in use indefinitely. Should the business cease at some time, however, the signage for any new business would need to be consistent with these design guidelines.

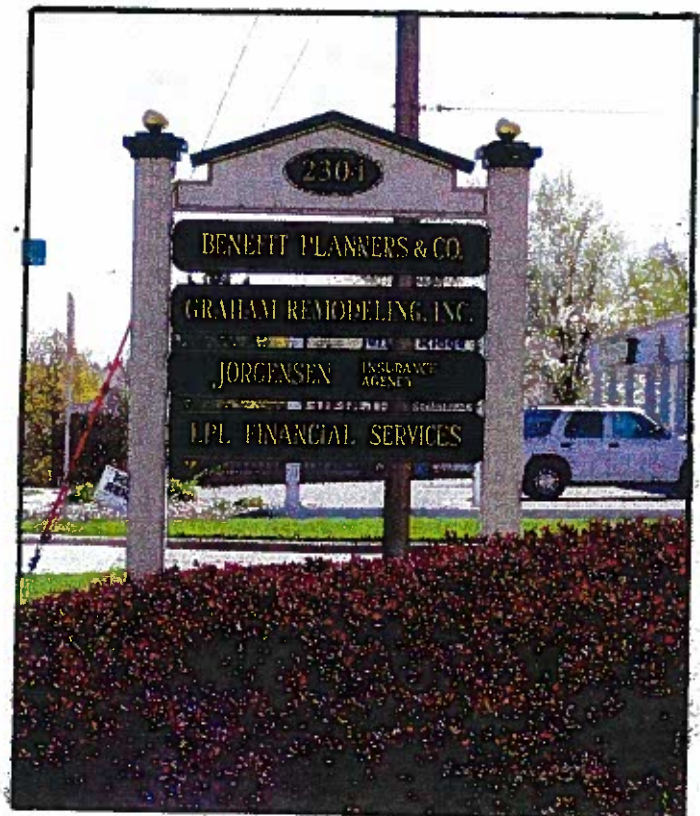




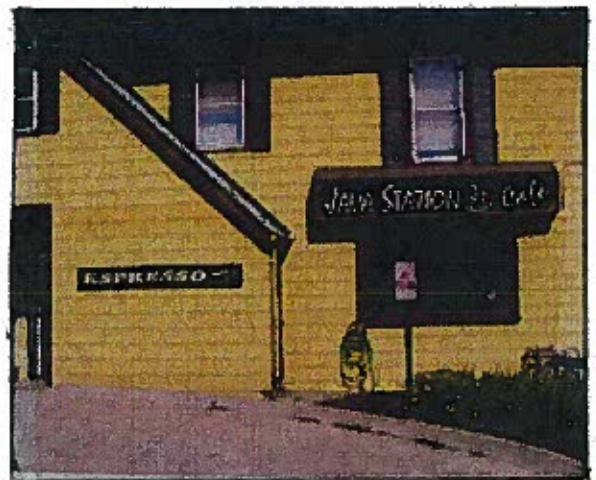
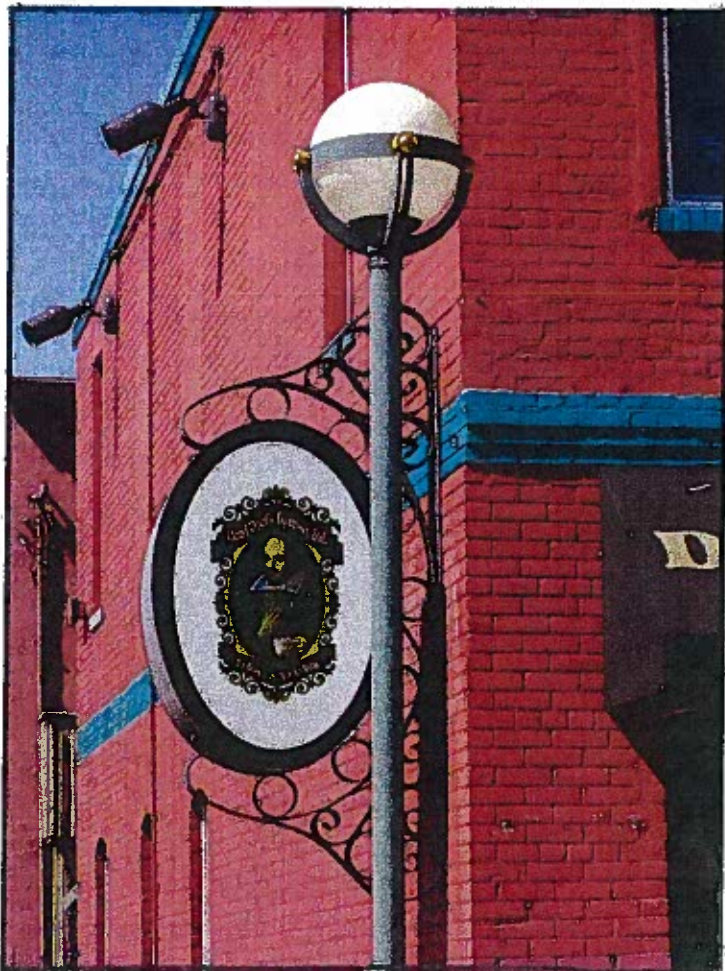
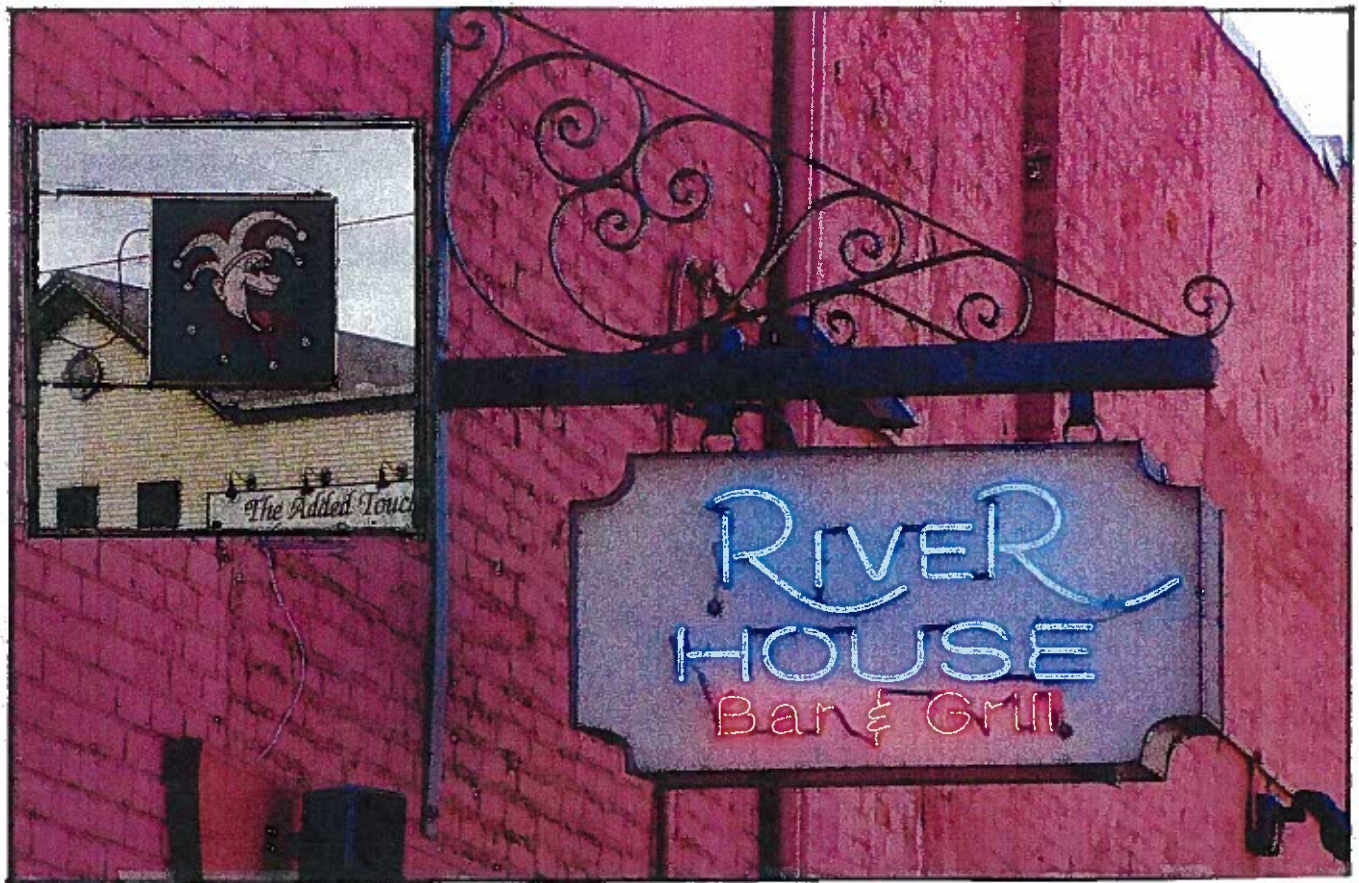


Top and right: This page presents two examples of historic double post signs. What separates them from the freestanding pole signs of a highway is scale (they should be no higher than necessary and in no case exceed 12 feet) and materials (typically wood or a material that imitates wood). If lighted, they should not be internally illuminated. They can be spot lighted by fixtures on the ground.

In the case of "Mrs. McGregor's Cottage" the rabbit and the rocking chairs in a quaint way provide additional signage. These guidelines are not intended to stamp out individuality or whimsy. With regards to signage business owners are welcome to use their creativity.







Internally illuminated and neon signage should be approached with care in a historic shopping district. In the 1800's there was no such thing as an internally illuminated sign. Certainly a white illuminated box with a name painted on it adds little to the character of a historic neighborhood and should not be approved. Staff nonetheless is aware that many businesses want their name clearly visible at night. If that is the case there are things that can be done to make an internally illuminated sign more acceptable. The sign on the left for the "Dead Poet's Espresso Ltd" first uses a shape that is more interesting than a box and then adds an excellent graphic image of Shakespeare (one dead poet). Finally, the wrought iron brackets attaching the sign to the wall do much to give the sign a historic feel.

Neon, on the one hand, can sometimes be an actual historic material and many older neon signs can be actual works of art. The "River House" sign above again uses a wrought iron bracket and a historic sign shape to help it fit in an historic business district.

The approval of a specific design is up to the Committee.



## Banner Signs and Flags

Banner signs and flags may be used for special events or as everyday signage.



- Decorative banner signs can be used to add color and create a festive atmosphere for special events, holidays and seasonal events.
- Banners should be removed or replaced when they show signs of fading or unattractive wear.
- Flags may emphasize the seasons, present business graphics and products or simply say "open".

## Sandwich Board Signs

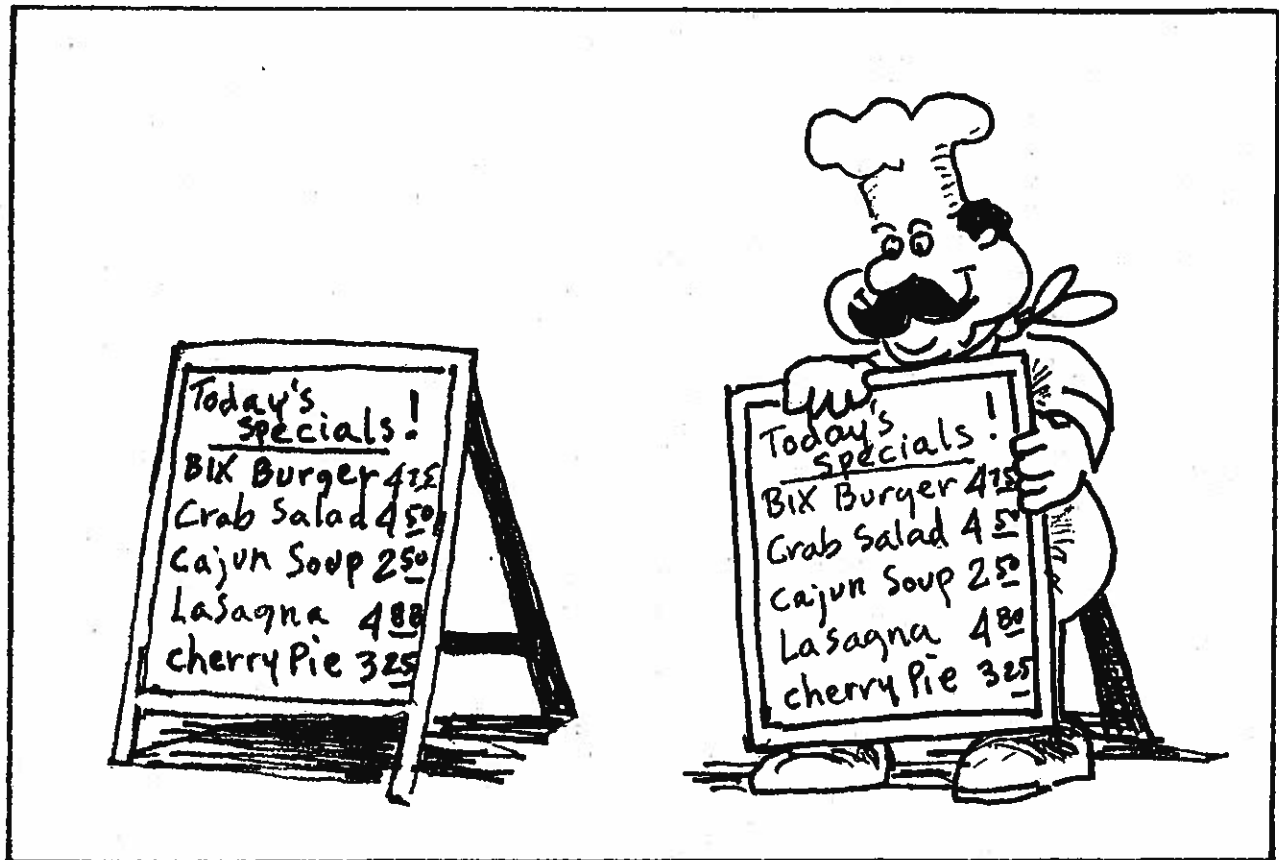
Sandwich board or "A-frame" signs may, at the City's discretion, be placed on sidewalks listing restaurant menus or advertising special sales or events if the City approves an "encroachment permit."

- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access (a minimum of 3 or 4 feet).
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.

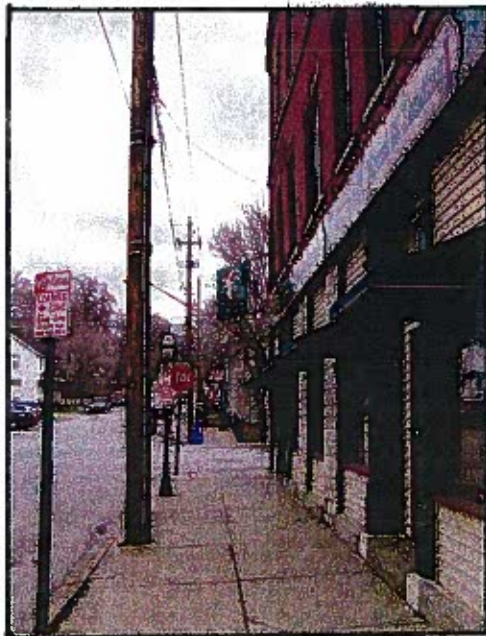
## Signage Plans

To recreate the ambiance of a historic shopping district signs that may be legal in other commercial districts may not be appropriate. Similarly, the Historic Shopping District shall allow signage types that may not be legal in other more contemporary commercial districts, again to help recreate the distinctiveness of an earlier historic era. In other commercial districts the Zoning Ordinance controls signage by number (generally two per business), square footage (one or two feet of signage per lineal foot of lot frontage), height and setbacks. In the HSD Historic Shopping District, signage is to be controlled by design review. Petitioners will submit "signage plans" to the Design Review Committee of the City Plan and Zoning Commission for review and approval. Signage plans may propose a variety of signage types and any reasonable number of signs. The approved signage plan will determine sign types, sign numbers, heights and setbacks. As a general rule a well-designed signage plan will allow the City to approve additional signage and possibly lesser setbacks than required in other commercial zoning districts.





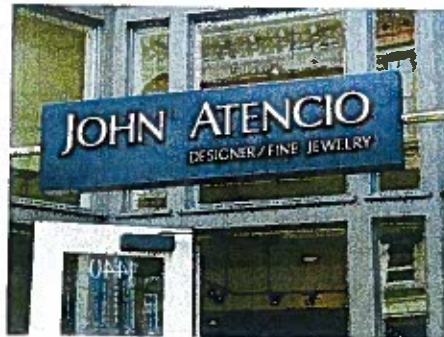
Sandwich board or A-frame signs are allowed on city sidewalks in the historic shopping district at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative.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



Mound Street Landing is an example of the sort of business that could benefit from a signage plan approval. The business has a hanging sign, additional building mounted signage ("Mound Street Landing" and "Food & Spirits") wraps around the entire street frontage (both Mound and 11<sup>th</sup> Streets). Finally, each of the numerous windows have signage painted on the glass. This may sound like it is too much signage but if one looks at the building, the signage is attractive and very much in keeping with the sort of signage used historically. In many cases, these guidelines legalize the sign patterns already being used in the Village of East Davenport. (As an existing business Mound Street Landing would not be required to apply for a "signage plan" approval. These guidelines only apply to future signage requests.)

## Signage Plans



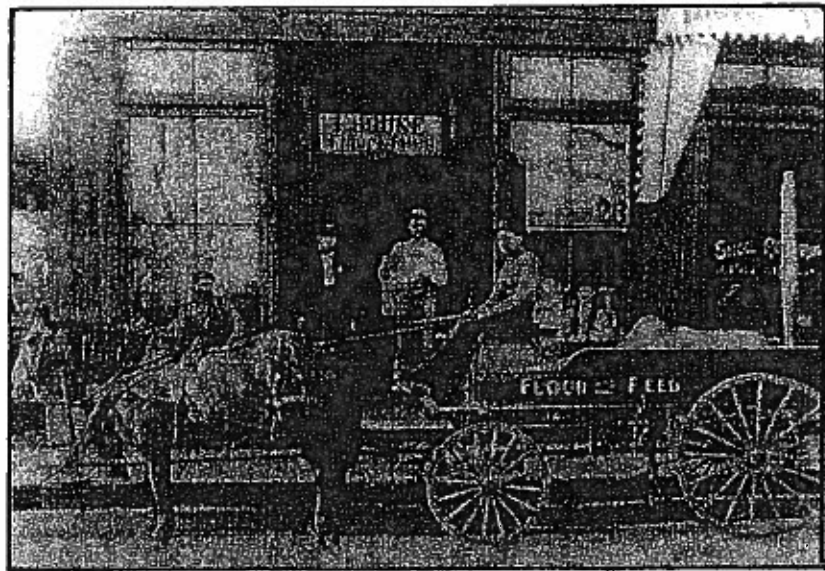


The photographs above illustrate a wide variety of acceptable signage. Sign types shown include awning signs, wall signs and hanging signs.



## Sign Types Not in Keeping with the Character of a Historic Shopping District.

- 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.
- Billboards.



E. House Flour and Feed Store, 2124 East 11<sup>th</sup> Street, c.1910  
(William Tubbs, *A Pictorial History of Scott County*, 1901, p. 61)

City of Davenport  
Design Review Board

Department: Community Planning and Economic Development  
Department  
Contact Info: Ryan Rusnak 563-888-2022  
rrusnak@ci.davenport.ia.us

**Date**  
**5/21/2018**

**Subject:**

Case No. DR18-10: Certificate of Design Approval – “HCVOD” Hilltop Campus Overlay District  
– 1605 Harrison Street. Building rehabilitation. Andrew Wold, petitioner. [Ward 5]

**Recommendation:**

Staff recommends approval of DR18-10 in accordance with the work write up and submitted plans.

**Background:**

The Hilltop Campus Village Overlay District does not have design standards beyond basic requirements.

**ATTACHMENTS:**

Type	Description
▢ Backup Material	Application

**REVIEWERS:**

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	5/18/2018 - 1:20 PM

COMMUNITY PLANNING & ECONOMIC DEVELOPMENT

**Property Address\***

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

**Applicant (Primary Contact) \*\***

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

**Owner** (if different from Applicant)

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

**Engineer** (if applicable)

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

**Architect** (if applicable)

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

**Attorney** (if applicable)

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

*Application For Type:*

**Plan and Zoning Commission**

Rezoning (Zoning Map Amendment)  
Subdivision  
Final Development Plan  
Right-of-way or Easement Vacation  
Voluntary Annexation  
Zoning Ordinance Text Amendment

**Zoning Board of Adjustment**

Hardship Variance  
Special Use Permit  
Special Use Permit - New Cell Tower  
Home Occupation Permit  
Special Exception  
Appeal from an Administrative Decision

**Design Review Board**

Certificate of Design Approval Demolition  
Request in the Downtown

**Historic Preservation Commission**

Certificate of Appropriateness  
Landmark Nomination  
Demolition Request

\*\*If the applicant is different from the property owner, please submit an authorization form or an accepted contract for purchase.



## Design District:

- ☐ Downtown Design Overlay District
- ☒ Hilltop Campus Village Overlay District
- ☐ Historic Shopping District
- ☐ Residential Infill Design Overlay District

**Not sure which district you are in?** You can click [here](#) for a map of the districts or you can contact Community Planning and Economic Development staff at (563) 326-7765 or [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) and we can help you.

## When is a certificate of design approval required?

Prior to the commencement of the work.

## What type of activity requires the approval of a certificate of design approval?

### Downtown Design Overlay District:

- The construction of a building, structure, improvement or sign and which affects the exterior appearance
- Any substantial external appearance changes not requiring a building permit where changes are visible from the public right-of-way.
- Encroachments into and over the public right-of-way.
- The demolition of structures.

### Hilltop Campus Village Overlay District

- Alteration or the construction of a new building, structure, parking lot or fence.

### Historic Shopping District

- Alteration or the construction of a new building, structure, parking lot or fence.

### Residential Infill Design Overlay District

- Any new dwelling or an addition to a dwelling which is visible from a street and exceeds twenty-five percent of the square footage of the original structure and is located within the R-1, R-2, R-3, R-4, R-5, R-5M and R-6M zoning districts (generally south of Duck Creek).

## Submittal requirements

- Please contact Community Planning and Economic Development staff at (563) 326-7765 or [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) so we can help you determine what exactly is required to be submitted.
- Incomplete applications will not be accepted.

### Submittal requirements for all types of requests:

- The following items should be submitted to [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) for review:
- The completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:

Minor alterations to existing buildings and new and replacement signs (all of the above and):

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

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

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

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

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

**Formal Procedure**

(1) Application:

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

(2) Design Review Board consideration of the request:

- Applicant must be present at the public meeting.
- Only work described in the application may be approved by the Board.
- The Board may continue the Certificate of Design approval until its next meeting, if it determines there is insufficient information to make a proper judgment on the proposed activity. The Board shall not continue any request more than three regularly scheduled consecutive meetings unless the applicant requests additional continuances. If the continuances are based on the applicant's failure to provide required information, the board may make a decision on the information available, or it may return the application to the party submitting it for future resubmission. Notwithstanding the provisions described above and provided the application submitted is complete, the request shall be considered approved if the board should fail to take action within sixty days of the complete application having been submitted.
- The owner(s) of record may appeal the board's decision to the city council by filing a written appeal with the city clerk's office within thirty calendar days of the official notification of determination.

## ***Work Plan***

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

The work being performed involves the replacement of the commercial exterior windows and doors located at 1605 N. Harrison St Davenport, IA. These windows are located on the first floor of the building. More specifically the first location is occupied by Winnies Wishes. The second location is a vacant store front located directly north (left) of Winnies Wishes. Windows & doors will have a Architectural Bronze exterior finish. This finish looks almost black in appearance. They will be similar in appearance to the new coffee shop located adjacent from the 1605 location to keep a similar theme in the neighborhood.



Applicant:

Date:

Do you acknowledge and agree to the aforementioned submittal requirements, formal procedure and understand that you must be present at scheduled meetings: Yes ☒

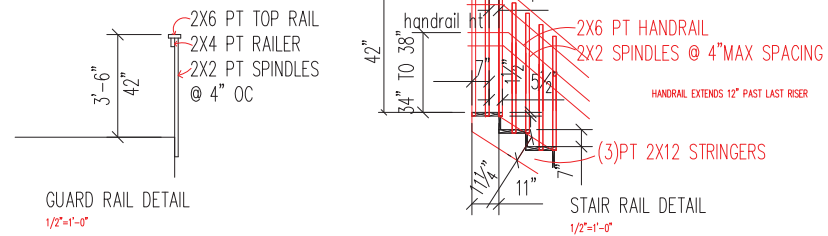
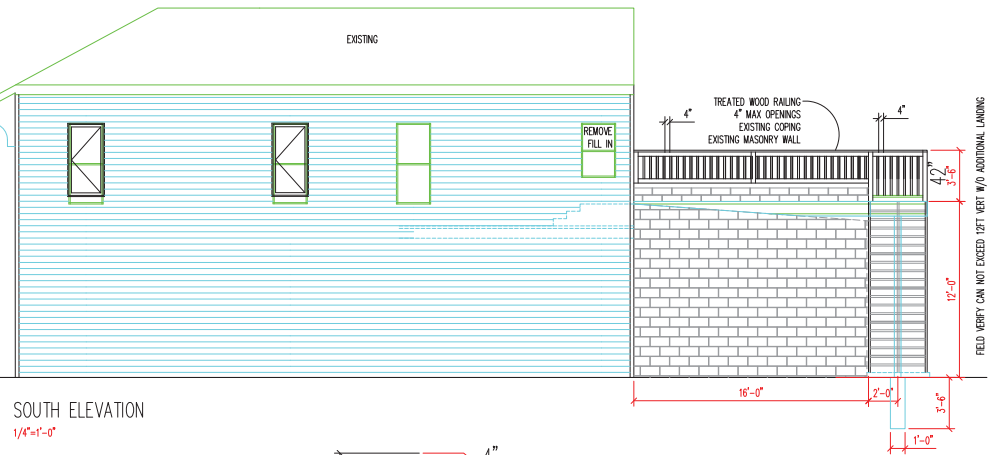
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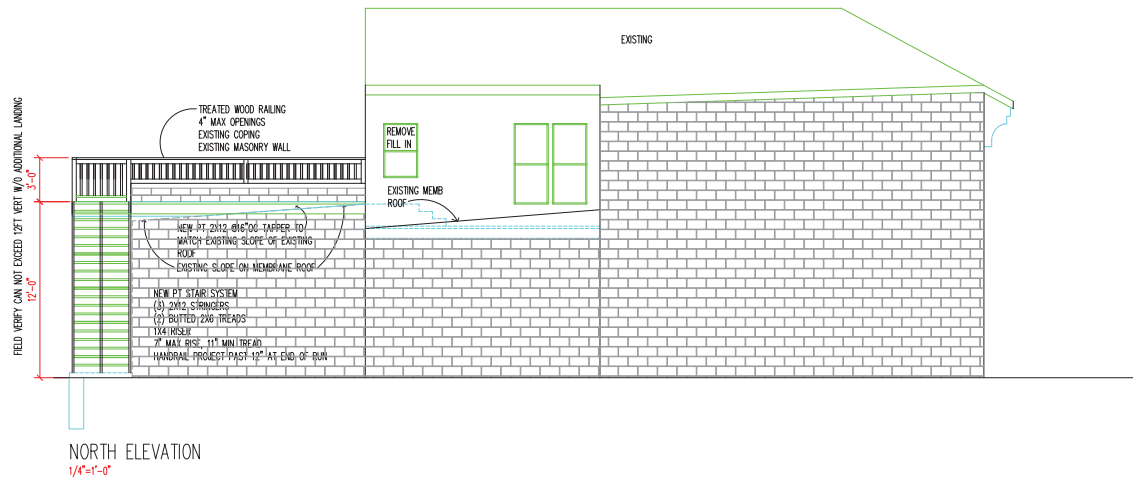
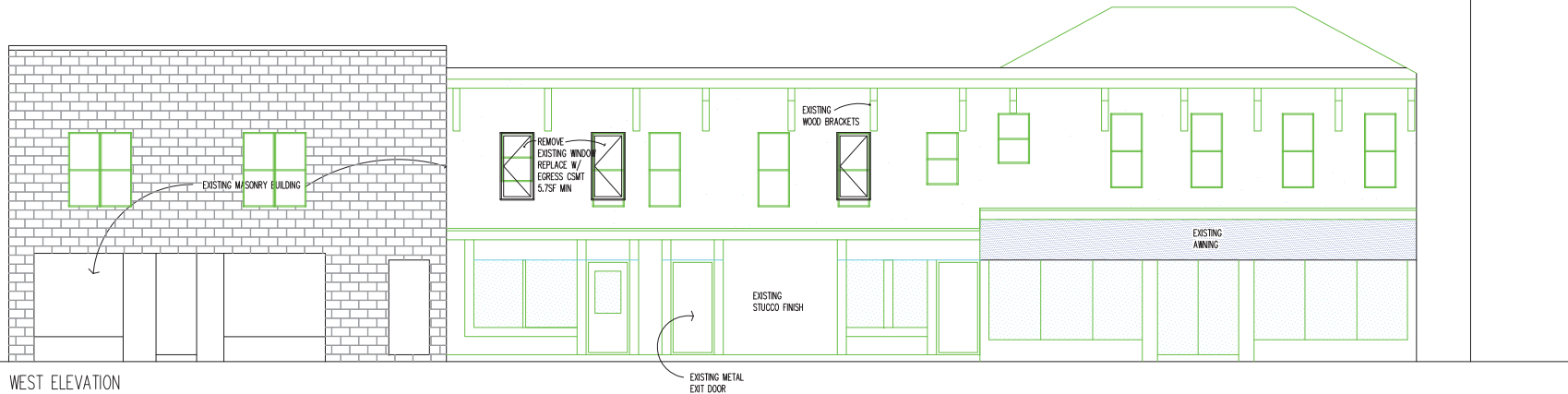
Date:

Planning staff

Date of the Public Meeting:

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









**1605 HARRISON REMODEL**

DATE 3/16/15

REVISIONS	
4/7/15	
4/22/15	

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City of Davenport  
Design Review Board

Department: Community Planning and Economic Development  
Department  
Contact Info: Ryan Rusnak 563-888-2022  
rrusnak@ci.davenport.ia.us

**Date**  
**5/21/2018**

**Subject:**

Case No. DR18-11: Certificate of Design Approval – “DDOD” Downtown Design Overlay District  
– 318 East 2<sup>nd</sup> Street. New storefront and building mounted sign. Andrew Dasso, petitioner.  
[Ward 3]

**Recommendation:**

Staff recommends that the petitioner amend the application to address the concerns articulated below.

**Background:**

The application proposes to remove the overhead door and replace it with a new storefront and add a building mounted sign above the storefront. Staff has a few concerns with the proposal.

It is staff opinion that there should be a better effort toward making the facade symmetrical with the west bay. This includes the location of brick, window spacer bars and the color of the window spacer bars.

Also, considering the overhead door is being removed, the curb should be restored and the sloping sidewalk replaced.

**ATTACHMENTS:**

Type	Description
□ Backup Material	Application

**REVIEWERS:**

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	5/18/2018 - 2:06 PM



**Property Address\***

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

**Applicant (Primary Contact)\*\***

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

**Owner** (if different from Applicant)

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

**Engineer** (if applicable)

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

**Architect** (if applicable)

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

**Attorney** (if applicable)

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

*Application Form Type:*

**Plan and Zoning Commission**

- Rezoning (Zoning Map Amendment) ☐  
 Zoning Ordinance Text Amendment ☐  
 Right-of-way or Easement Vacation ☐  
 Final Development Plan ☐  
 Voluntary Annexation ☐  
 Subdivision ☐

**Zoning Board of Adjustment**

- Appeal from an Administrative Decision ☐  
 Special Use Permit - New Cell Tower ☐  
 Home Occupation Permit ☐  
 Special Exception ☐  
 Special Use Permit ☐  
 Hardship Variance ☐

**Design Review Board**

- Certificate of Design Approval ☒  
 Demolition Request in the Downtown ☐

**Historic Preservation Commission**

- Certificate of Appropriateness ☐  
 Landmark Nomination ☐  
 Demolition Request ☐

**Administrative**

- Floodplain Development ☐  
 Cell Tower Co-Location ☐  
 Identification Signs ☐  
 Site Plan ☐

**\*\*If the applicant is different from the property owner, please submit an authorization form or an accepted contract for purchase.**



## Design District:

- ☒ Downtown Design Overlay District
- ☐ Hilltop Campus Village Overlay District
- ☐ Historic Shopping District
- ☐ Residential Infill Design Overlay District

**Not sure which district you are in?** You can click [here](#) for a map of the districts or you can contact Community Planning and Economic Development staff at (563) 326-7765 or [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) and we can help you.

## When is a certificate of design approval required?

Prior to the commencement of the work.

## What type of activity requires the approval of a certificate of design approval?

### Downtown Design Overlay District:

- The construction of a building, structure, improvement or sign and which affects the exterior appearance
- Any substantial external appearance changes not requiring a building permit where changes are visible from the public right-of-way.
- Encroachments into and over the public right-of-way.
- The demolition of structures.

### Hilltop Campus Village Overlay District

- Alteration or the construction of a new building, structure, parking lot or fence.

### Historic Shopping District

- Alteration or the construction of a new building, structure, parking lot or fence.

### Residential Infill Design Overlay District

- Any new dwelling or an addition to a dwelling which is visible from a street and exceeds twenty-five percent of the square footage of the original structure and is located within the R-1, R-2, R-3, R-4, R-5, R-5M and R-6M zoning districts (generally south of Duck Creek).

## Submittal requirements

- Please contact Community Planning and Economic Development staff at (563) 326-7765 or [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) so we can help you determine what exactly is required to be submitted.
- Incomplete applications will not be accepted.

### Submittal requirements for all types of requests:

- The following items should be submitted to [planning@ci.davenport.ia.us](mailto:planning@ci.davenport.ia.us) for review:
- The completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:

Minor alterations to existing buildings and new and replacement signs (all of the above and):

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

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

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

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

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

**Formal Procedure**

(1) Application:

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- The submission of the application does not constitute official acceptance by the City of Davenport. Planning staff will review the application for completeness and notify the applicant that the application has been accepted or additional information is required. Inaccurate or incomplete applications may result in delay of required public hearings.

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- The Board may continue the Certificate of Design approval until its next meeting, if it determines there is insufficient information to make a proper judgment on the proposed activity. The Board shall not continue any request more than three regularly scheduled consecutive meetings unless the applicant requests additional continuances. If the continuances are based on the applicant's failure to provide required information, the board may make a decision on the information available, or it may return the application to the party submitting it for future resubmission. Notwithstanding the provisions described above and provided the application submitted is complete, the request shall be considered approved if the board should fail to take action within sixty days of the complete application having been submitted.
- The owner(s) of record may appeal the board's decision to the city council by filing a written appeal with the city clerk's office within thirty calendar days of the official notification of determination.

### ***Work Plan***

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

The existing garage door on the second street side of the structure will be replaced with aluminum storefront windows with a 36" glass door. The existing windows above the garaged door will remain. Above the existing windows a 24" tall 94" wide aluminum sign will be installed. That sign will be back-lit by an LED light fixture.



Applicant:

Date:

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

Received by:

Date:

Planning staff

Date of the Public Meeting:

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



New Aluminum Sign-  
LED back-lit.

New Aluminum  
Storefront /w Door

New Aluminum Sign-  
LED back-lit.

New Aluminum  
Storefront /w Door







City of Davenport  
Design Review Board

Department: Community Planning and Economic Development  
Department  
Contact Info: Ryan Rusnak 563-888-2022  
rrusnak@ci.davenport.ia.us

**Date**  
**5/21/2018**

**Subject:**

Case No. DR18-12: Certificate of Design Approval – “DDOD” Downtown Design Overlay District – 102 South Harrison Street. New Dumpster Enclosure. City of Davenport, petitioner. [Ward 3]

**Recommendation:**

Staff recommends approval of DR18-12 in accordance with submitted bid and renderings.

**Background:**

The application proposes to construct a dumpster enclosure at the southwest portion of the property. Currently there is no dumpster enclosure in that location. Staff recognizes that the Board's preference for a metal enclosure. The Central Fire Station enclosure cost \$21,800, which was 8' x 11'. The City would like to construct a 14' x 16' dumpster. A metal enclosure would be cost prohibitive. Staff has been exploring a more cost effective solution. Therefore, the application proposes to construct an enclosure with fiber black or charcoal cement lap board siding. The structural supports would be pressure treated but would not be visible.

**ATTACHMENTS:**

Type	Description
▣ Backup Material	Bid
▣ Backup Material	Aerial Map
▣ Backup Material	Fiber Cement Example
▣ Backup Material	Design Guidelines for Screening

**REVIEWERS:**

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	5/18/2018 - 3:32 PM

# **SWENSEN CONSTRUCTION, INC.**

**Building & Restoration**

**3990 Highway 61**

**Blue Grass, IA 52726**

Ph. 563-320-4972

[RSWEN78683@aol.com](mailto:RSWEN78683@aol.com)

## **PROPOSAL**

**05-16-2018**

**Mr. Steve Ahrens**

**Davenport Riverfront Improvement Commission**

We propose to construct a rectangular structure (14' x 16') to enclose the dumpster at the Union Station parking lot. The framework of the structure will be pressure treated lumber. Composite decking (\$1.65/lf allowance) applied horizontally will enclose the structure. The east end of the structure will consist of two doors to completely open that end of the structure for access to the dumpster. Hold backs will be installed so the the doors can be secured at an open position. Thanks for the opportunity to quote this project.

Our quote for this project as described is \$15,000.00.

Sincerely;

**Reed Swensen**

**Swensen Construction, Inc.**





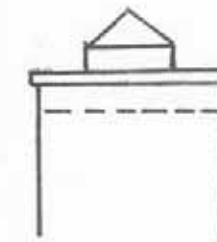
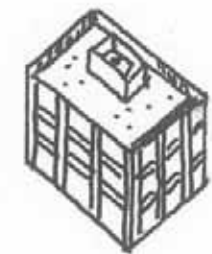
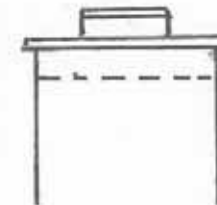
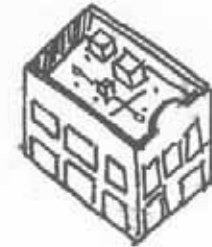
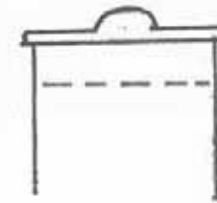
**Sample Only**

## 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.