

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, JUNE 25, 2018; 5:00 PM

COUNCIL CHAMBERS 226 WEST 4TH STREET DAVENPORT, IOWA 52801

I. Call to Order

- A. Approval of the May 21, 2018 meeting minutes.

II. Roll Call

III. Old Business

IV. New Business

- A. Case No. DR18-13: Certificate of Design Approval – “DDOD” Downtown Design Overlay District – 321 East 2nd Street. New wall mounted sign. Johnathon Carstens with Streamline Architects, petitioner. [Ward 3]

V. General Discussion

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting:

- A. Monday, July 23 2018, 5:00 pm, City Hall Council Chambers, 226 West 4th 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**  
**6/25/2018**

Subject:  
Approval of the May 21, 2018 meeting minutes.

Recommendation:  
Approve the minutes.

ATTACHMENTS:

Type	Description
▣ Backup Material	5-21-2018 Meeting Minutes

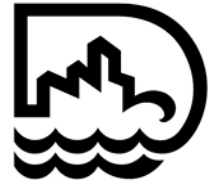
REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Flynn, Matt	Approved	6/22/2018 - 10:58 AM



## DESIGN REVIEW BOARD

- Meeting Minutes -  
Monday, May 21, 2018, 5:00 pm  
City Council Chambers  
226 W 4<sup>th</sup> Street  
Davenport, Iowa



### I. Call to Order

Roll Call: Present: Davidson (5:10), Howell, Kvapil, Lundgren, Maness (5:05), Rashid, Slobojan, Wilkinson and Young

Absent: Quijas, Nix

Staff: Rusnak, Flynn

Motion by Young, second by Slobojan to approve the March 26, 2018 meeting minutes. Minutes were approved by voice vote (7-0).

### II. Old Business

None.

### III. New Business

1. Case No. DR18-08: Certificate of Design Approval – "DDOD" Downtown Design Overlay District – 502 Brady Street. New wall mounted sign. Scott Tunncliff, petitioner. [Ward 3] Jeff Young presented in lieu of Scott Tunncliff. Young explained the final design which will not include a 'hump' and the bracketing system into the mortar.

Motion: Motion by Slobojan, seconded by Maness, to approve the sign as presented. Motion was approved by roll call vote (7-0) with Young abstaining.

2. 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] Jeff Young explained the proposal. The signs will be at least 8 feet off the ground to discourage vandalism.

Motion: Motion by Slobojan, seconded by Maness, to approve the signs as presented. Motion was approved by roll call vote (8-0) with Young abstaining.

3. Case No. DR18-10: Certificate of Design Approval – "HCVOD" Hilltop Campus Overlay District – 1605 Harrison Street. Building rehabilitation. Andrew Wold, petitioner. [Ward 5] Andrew Wold was present. Rusnak explained with the lack of design standards, there was no standard to which the style of windows can be evaluated.

Motion: Motion by Slobojan, seconded by Rashid, to approve the work as presented. Motion was approved by roll call vote (9-0).

4. 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] Andrew Dasso and Jim Thompson were present. Considerable discussion took place regarding appropriate design for this storefront.

Motion by Lundgren, seconded by Young, to approve the request with a whole panel of glass and stone/concrete bulkhead with a brick ledge. Design preference (not required) is to install the door in the center. Motion was approved by roll call vote (9-0).

5. 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] Steve Ahrens was present. Material will be charcoal grey in color. Dumpster location will be moved east away from the existing sidewalk.

Motion: Motion by Lundgren, seconded by Slobojan, to approve the request as presented. Motion was approved by roll call vote (9-0).

#### **IV. General Discussion**

There was none.

#### **V. Public Comment**

There was none.

#### **VI. Adjournment**

The meeting adjourned at approximately 5:50 pm.

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**  
**6/25/2018**

**Subject:**

Case No. DR18-13: Certificate of Design Approval – “DDOD” Downtown Design Overlay District – 321 East 2nd Street. New wall mounted sign. Johnathon Carstens with Streamline Architects, petitioner. [Ward 3]

**Recommendation:**

Approve DR18-13 in accordance with the work write up and renderings.

**Background:**

It is staff's opinion that the design and placement of the sign is consistent with the Downtown Design Guidelines. Staff has asked the petitioner for a little more detail on the material of the sign.

**ATTACHMENTS:**

Type	Description
▣ Backup Material	DR18-13 - Application
▣ Backup Material	Design Guidelines for Signs and Canopies

**REVIEWERS:**

Department	Reviewer	Action	Date
City Clerk	Flynn, Matt	Approved	6/22/2018 - 4:04 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 charges 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:

- 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.

Installation of a new LED back lit sign on the planned aluminum bronze electric raceway at 321 E Second St. Davenport IA.

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.



① NORTH ELEVATION - PROPOSED  
1/8" = 1'-0"



321 PARTNERS, LLC

N.O. NELSON

NORTH ELEVATION

Project #	16-032
Date	18-06-18
Drawn-	Author
Check-	Checker

XA200

Scale 1/8" = 1'-0"

8'6"

3'2"



# 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.

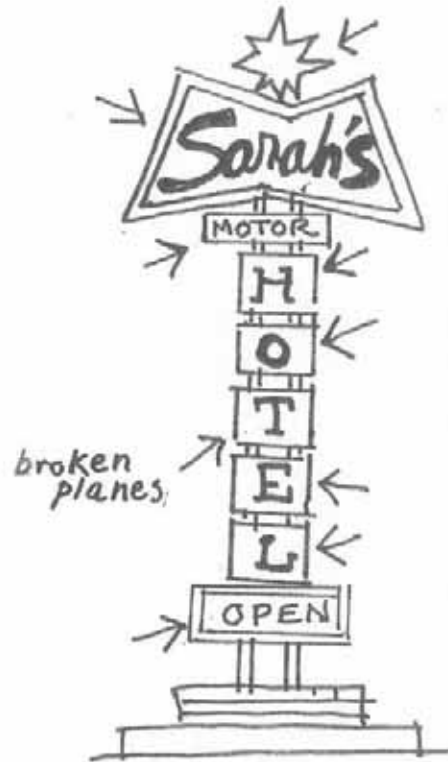


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

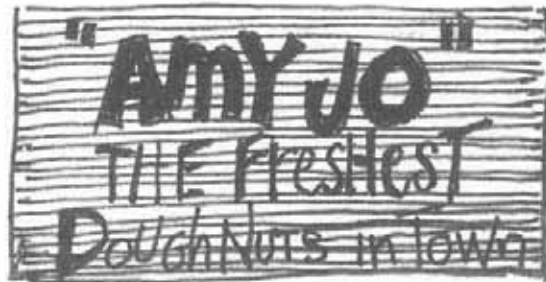




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

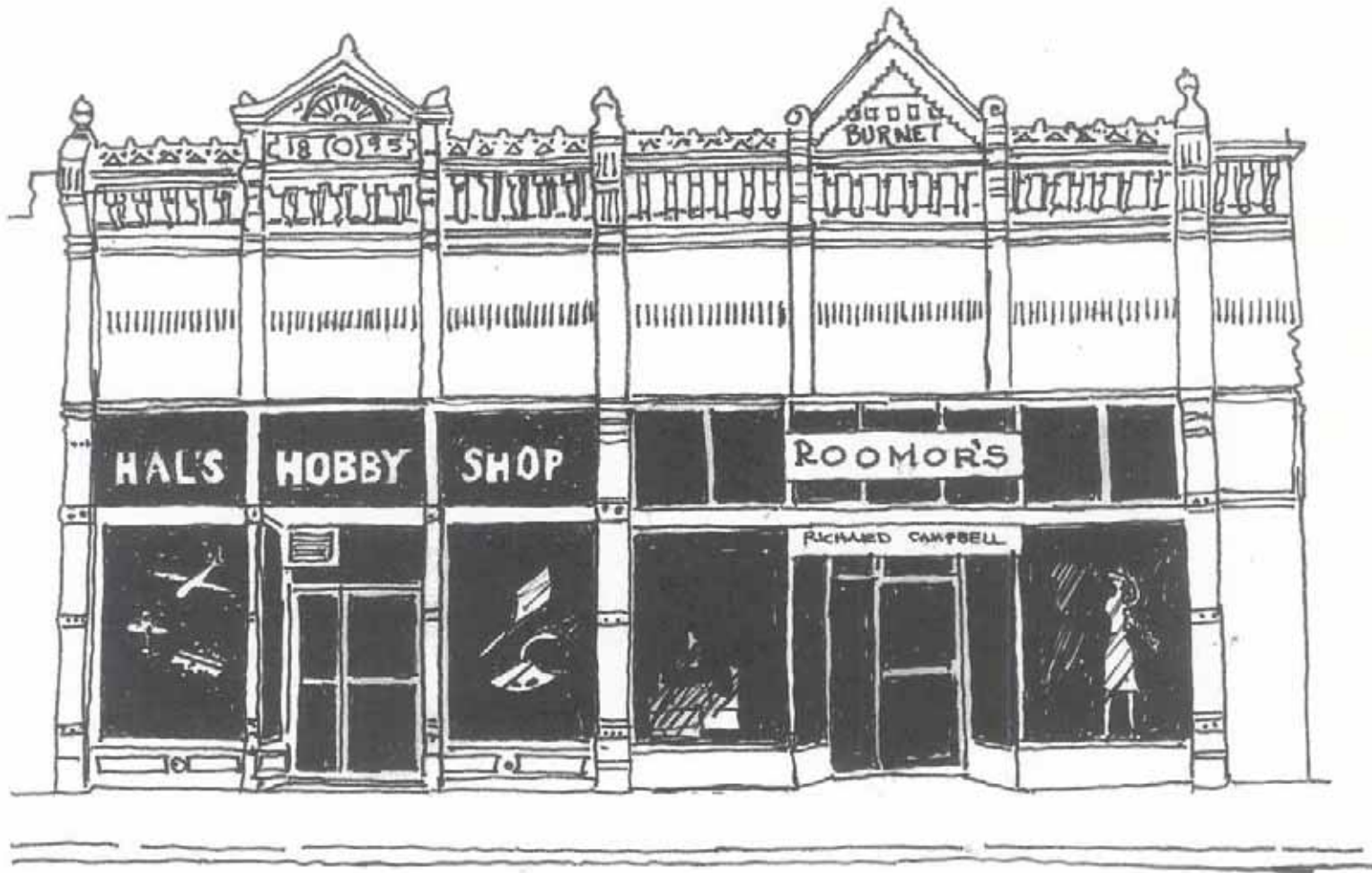


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

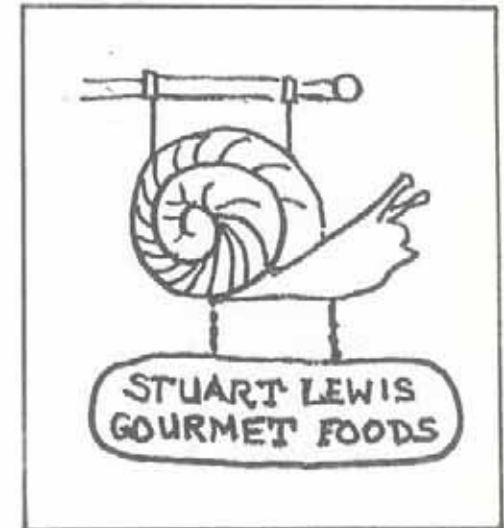
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

- 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.

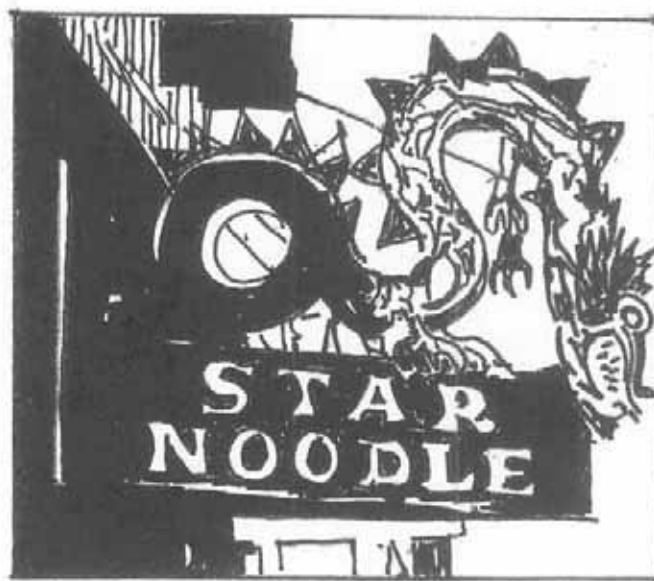
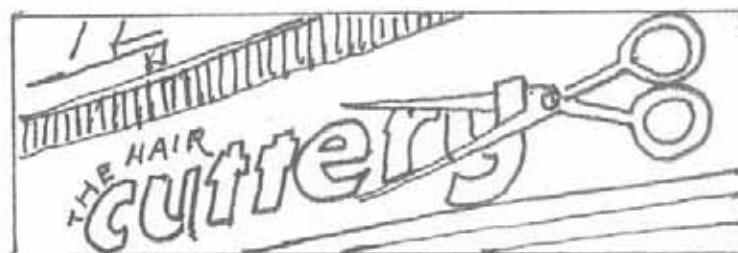
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

## 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.

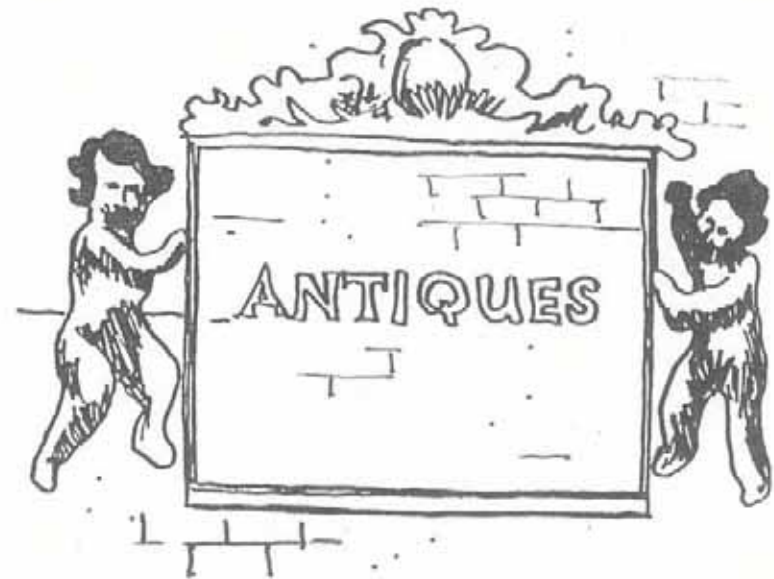
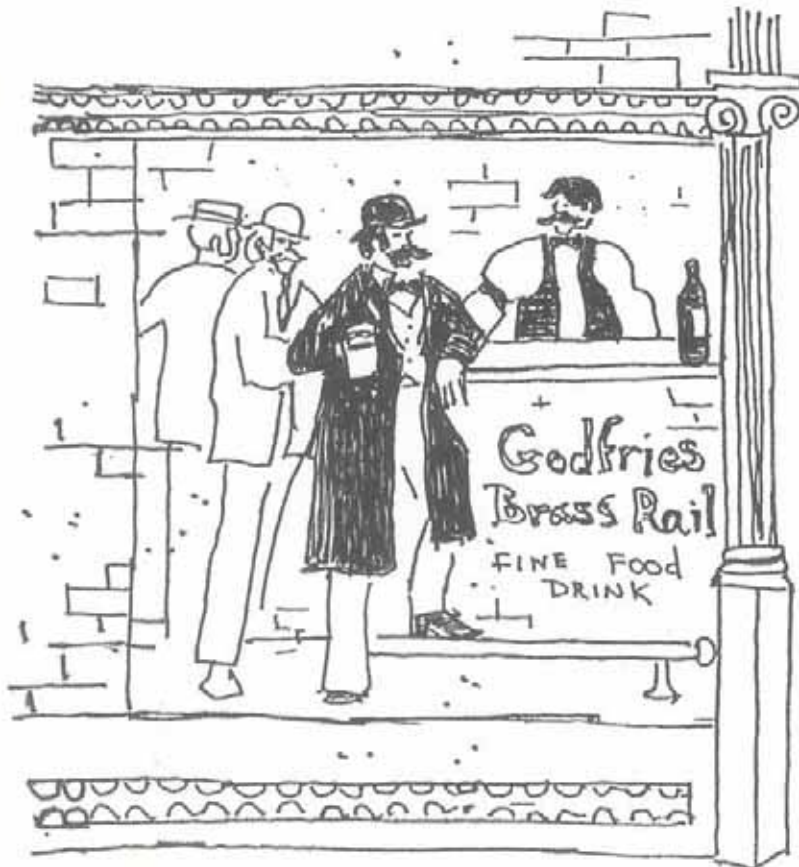




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

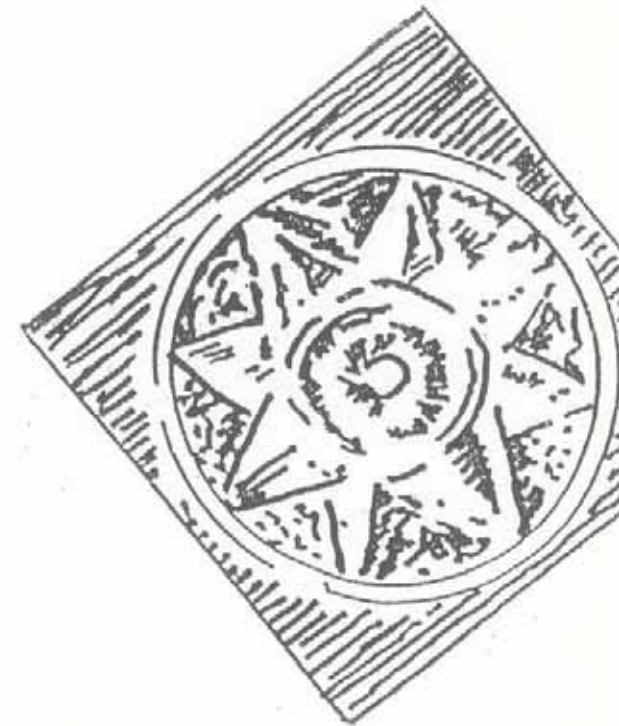
Changing signs are signs where the copy changes such as on an electronically controlled time and temperature sign.

- 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.

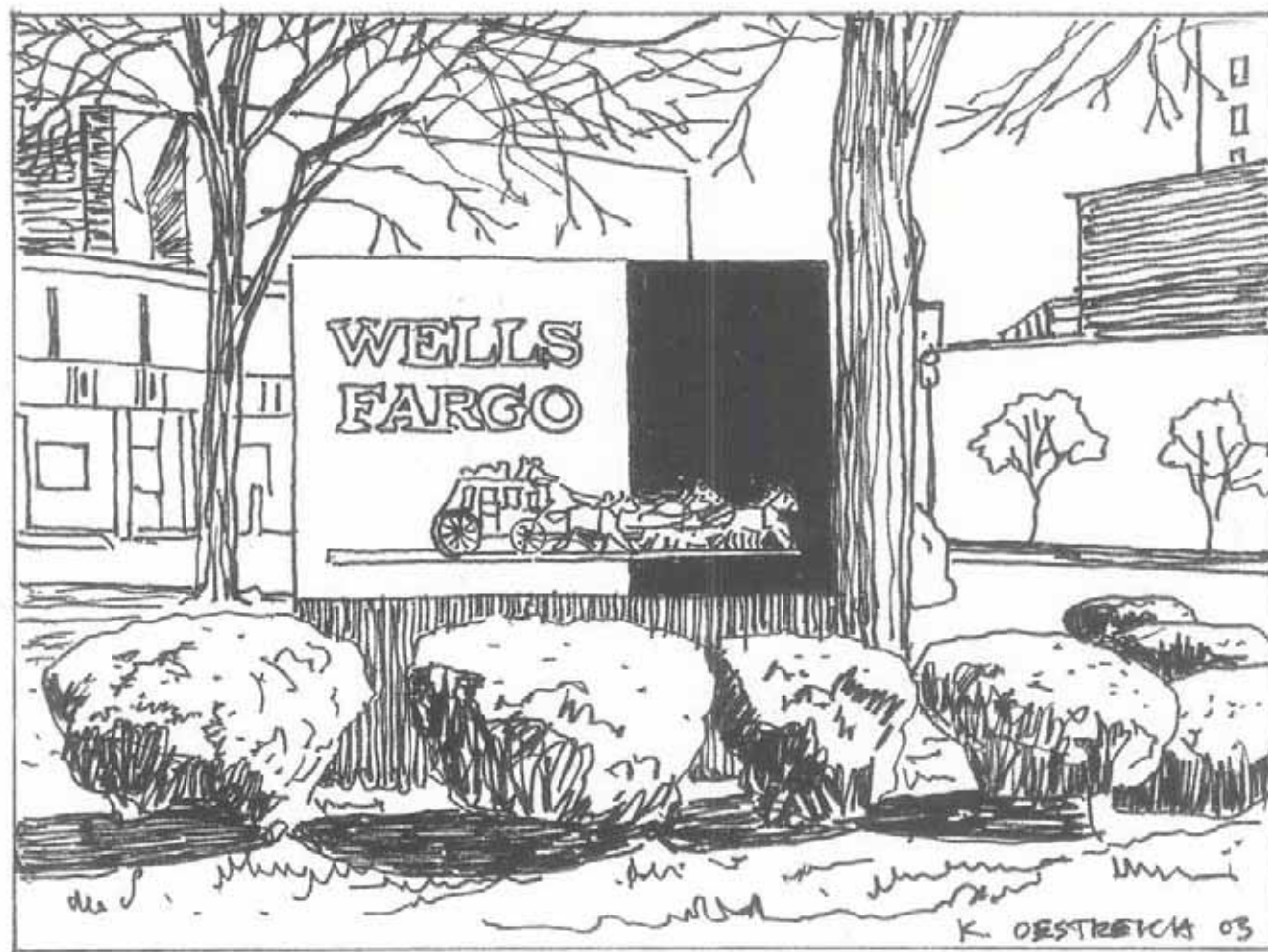
## Monument or Ground Signs

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.



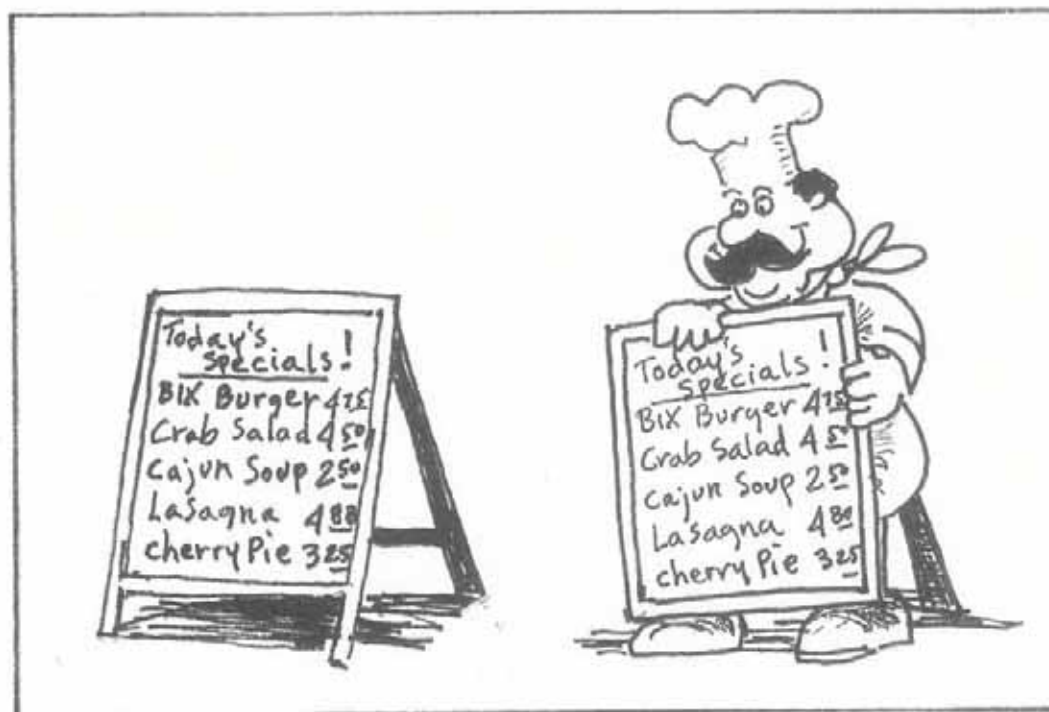
## **Directional Signage for Parking Lots**

- 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.

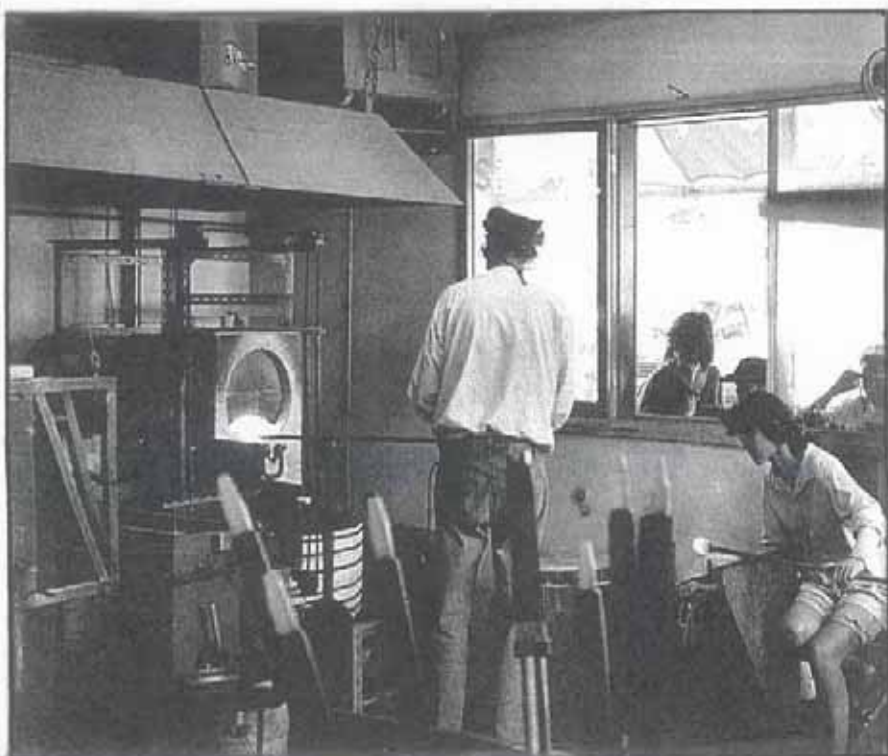


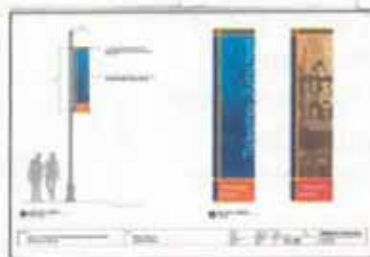
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



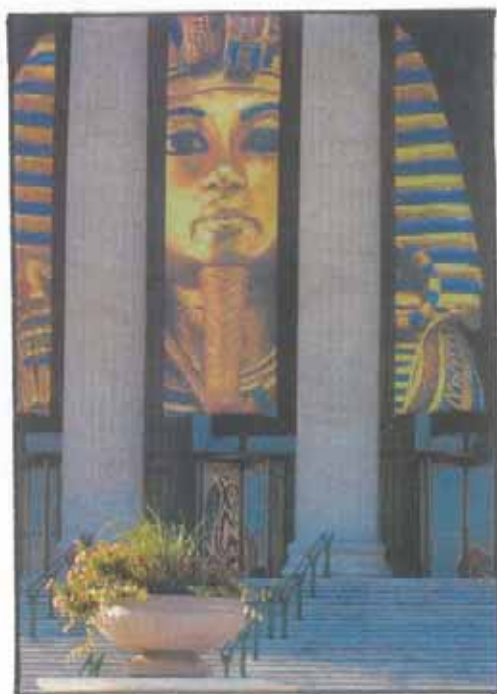
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

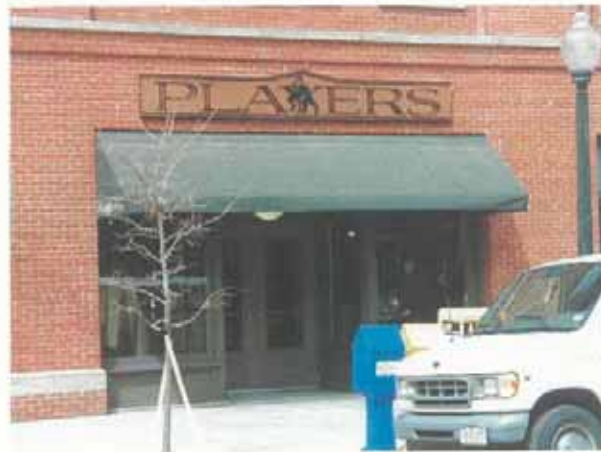
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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





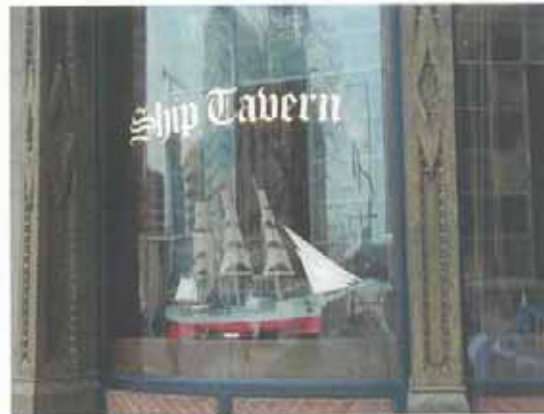
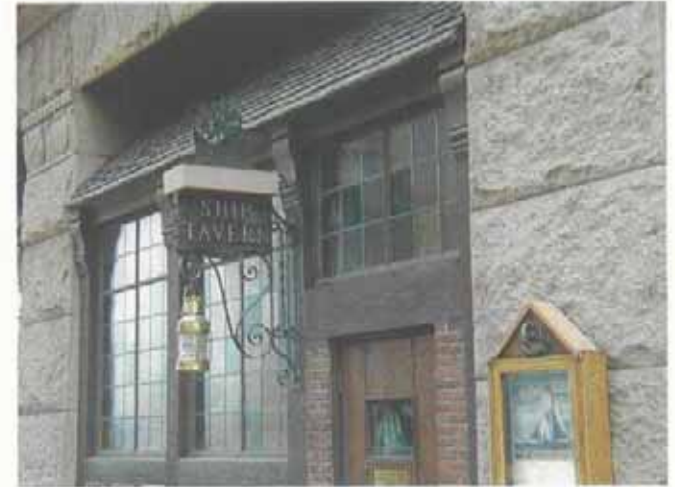
**Signage:** various forms of attractive signage meeting the guidelines



**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**

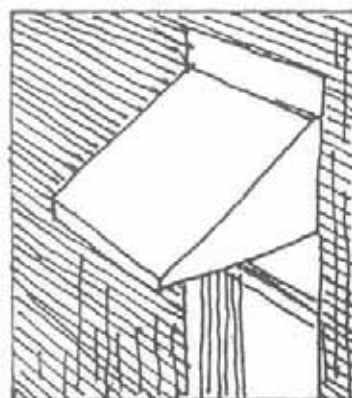
Canopies, arcades, awnings and overhangs provide shade and weather protection while enhancing the pedestrian environment at ground level. They help to define the pedestrian space along the street. Canopies and awnings can also serve as an architectural element on buildings to help articulate a building’s 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).

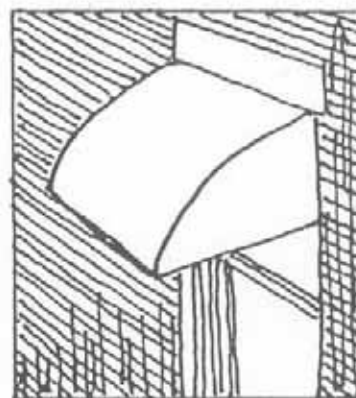
## AWNING TYPES

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.

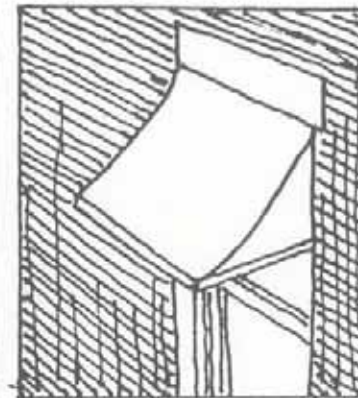
In the case of a canvas marquee the structure’s clearance above the sidewalk must be a minimum of 8 feet. Awnings of any sort (including marquees) can extend no more than two-thirds of the width of the sidewalk. Any supporting poles for a marquee need to be located at least 2 feet behind the curb. Finally,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



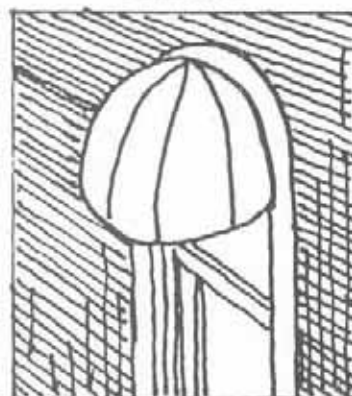
Standard



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.

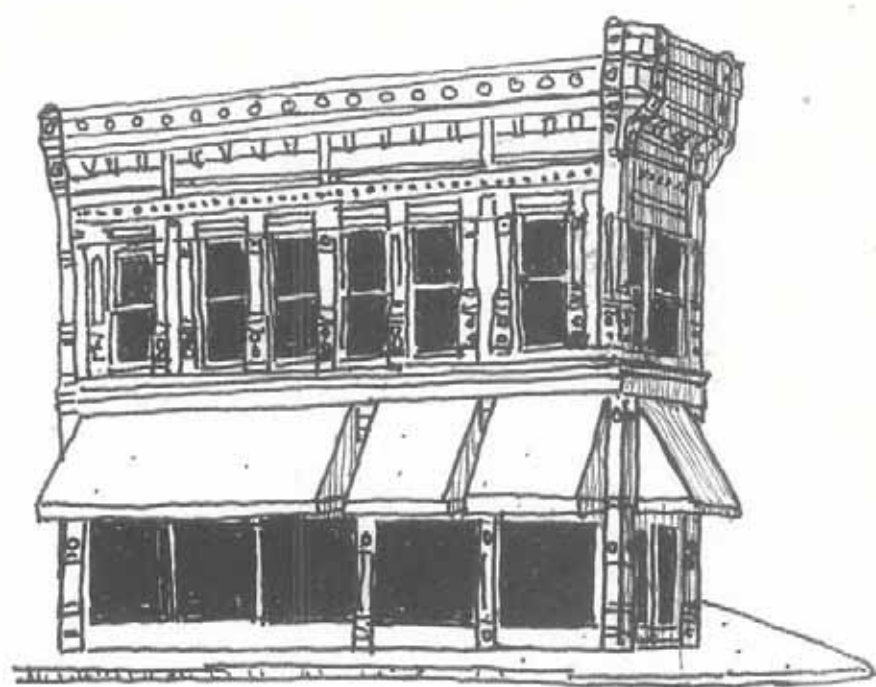
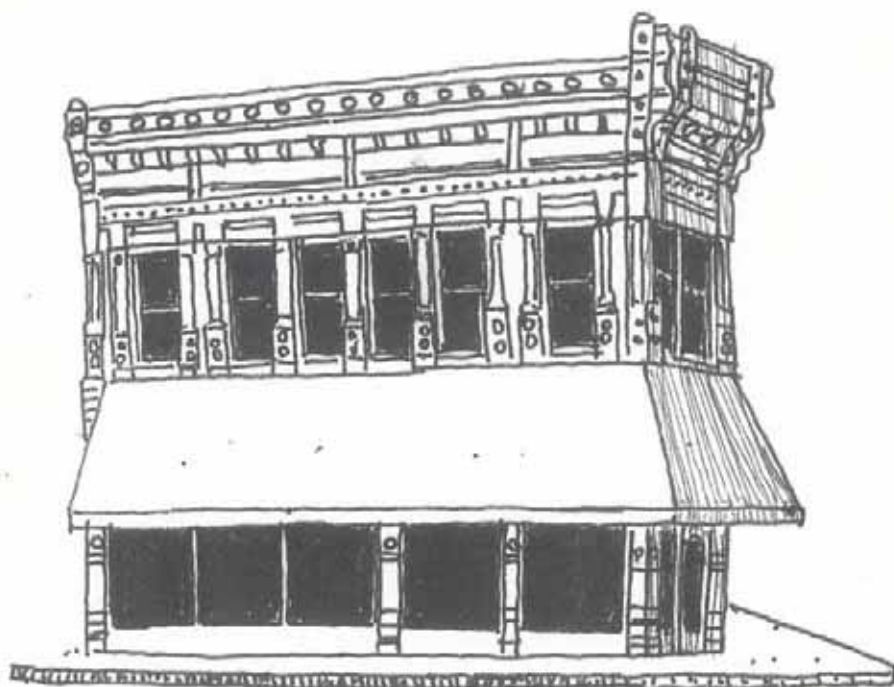
## Climate

- 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.

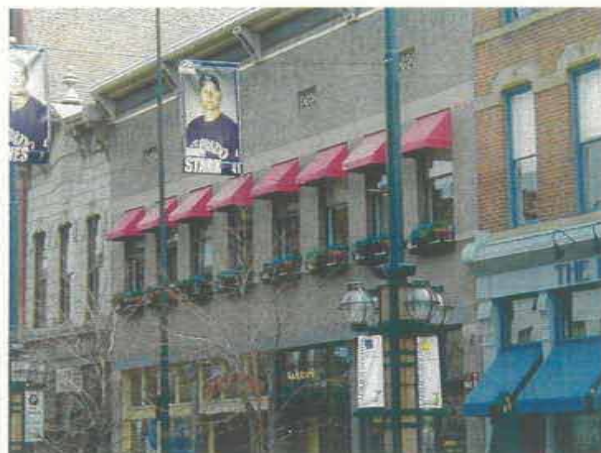
## Awnings and Canopy Materials

- 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

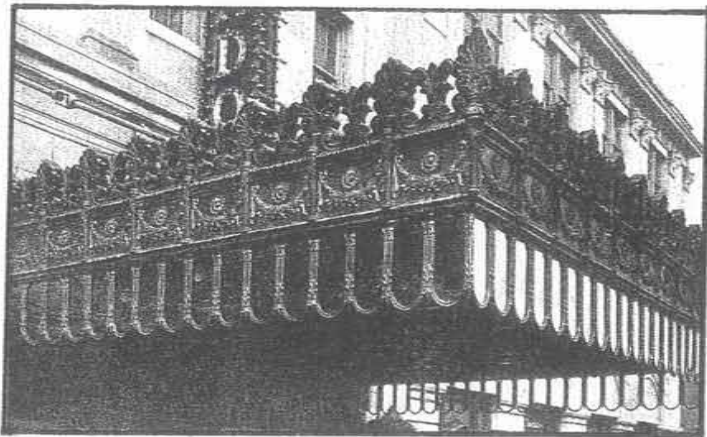
- Fabric awnings often have patterns (usually stripes). Patterned awnings can be used to add interest to plain buildings. Care must be taken, however, not to overpower building details with too bold of a pattern.

## 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:  
Contact Info:

**Date**

Subject:

Monday, July 23 2018, 5:00 pm, City Hall Council Chambers, 226 West 4th Street.

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Flynn, Matt	Approved	6/22/2018 - 4:08 PM