#### **DESIGN REVIEW BOARD MEETING**

#### CITY OF DAVENPORT, IOWA

### MONDAY, OCTOBER 22, 2018; 5:00 PM

#### COUNCIL CHAMBERS 226 WEST 4TH STREET DAVENPORT, IOWA 52801

- I. Call to Order
- II. Secretary's Report
  - A. Approval of the September 24, 2018 Design Review Board minutes.
- III. Old Business
- IV. New Business
  - A. Case DR18-20: Certificate of Design Approval "DDOD" Downtown Design Overlay District – 218 Iowa Street. One projecting wall sign and three painted wall signs. Randy and Mary McDonald, petitioner. [Ward 3]
  - B. Case No. DR18-21: Certificate of Design Approval "DDOD" Downtown Design Overlay District 221 East 2nd Street. Remove exterior metal cladding, repair or replace masonry where needed, replace glass storefront and replace upper windows. Scott Ryder, petitioner. [Ward 3]
  - C. Case No. DR18-22: Certificate of Design Approval "DDOD" Downtown Design Overlay District – 418 East 2nd Street. Install new fencing. Tara Elkins, petitioner. [Ward 3]

#### V. General Discussion

- A. Discussion regarding freestanding sign concept at the Freight House located at 421 West River Drive.
- VI. Public Comment
- VII. Adjournment
- VIII. Next Board Meeting:
  - A. November 26, 2018

### City of Davenport Design Review Board

Department: Community Planning and Economic Development

Department

Date 10/22/2018

Contact Info: Ryan Rusnak 563-888-2022

rrusnak@ci.davenport.ia.us

Subject:

Approval of the September 24, 2018 Design Review Board minutes.

Recommendation:

Approve the minutes.

ATTACHMENTS:

Type Description

■ Backup Material Minutes

**REVIEWERS:** 

Department Reviewer Action Date

City Clerk Rusnak, Ryan Approved 10/17/2018 - 4:10 PM

#### **DESIGN REVIEW BOARD MINUTES**

#### CITY OF DAVENPORT, IOWA

### MONDAY, SEPTEMBER 24, 2018; 5:00 PM

#### COUNCIL CHAMBERS 226 WEST 4TH STREET DAVENPORT, IOWA 52801

#### I. Call to Order

The meeting was called to order at approximately 5:00 pm with the following present:

Board members present: Davidson, Howell, Kvapil, Maness, Wilkinson and Young. Board members excused: Lundgren, Nix, Rashid, Quijas and Slobojan.

City staff present: Rusnak.

A. Consideration of the August 27, 2018 meeting minutes.

Motion by Maness, second by Howell to approve the August 27, 2018 meeting Minutes. Vote to approve was unanimous by voice vote (6-0).

- II. Roll Call
- III. Old Business
- IV. New Business
  - A. Case DR18-19: Certificate of Design Approval "DDOD" Downtown Design Overlay District – 418 East 2nd Street. Repair brick veneer and replace awning. Tara Elkins. [Ward 3]

Rusnak summarized the staff report. Staff recommends approval of DR18-19 in accordance with the submitted work write up subject to the following condition:

1. That a type N mortar be used. The preferred option would be to test the mortar and have custom mortar mixed to match the color of the historic mortar.

Motion by Davidson, second by Maness to approve DR18-19 in accordance with the work write up subject to the condition that a Type N mortar be used and that the color of the mortar match the original mortar. Vote to approve was unanimous by roll call (6-0).

B. Case DR18-20: Certificate of Design Approval – "RIDO" Residential Infill Design Overlay – 304 McClellan Boulevard. Modification to approved house plans (DR17-32). Jason Curtis. [Ward 6]

The revised plans were presented at the meeting. The relocation of the garage to the front was because there would have to be extensive grading south of the house.

### City of Davenport **Design Review Board**

Department: Community Planning and Economic Development

**Date** Department 10/22/2018

Contact Info: Ryan Rusnak 563-888-2022

rrusnak@ci.davenport.ia.us

#### Subject:

Case DR18-20: Certificate of Design Approval – "DDOD" Downtown Design Overlay District – 218 Iowa Street. One projecting wall sign and three painted wall signs. Randy and Mary McDonald, petitioner. [Ward 3]

#### Recommendation:

Staff recommends approval of DR18-20 in accordance with submitted renderings.

#### Background:

It appears that the projecting wall sign is an homage to the former Emeis sign.

The Downtown Design Guidelines provide for painted signs on buildings. It reads in part,

Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800s and early 1900s. 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 more appropriate at a bar or an antique store attempting to create historic ambiance. The style does not lend itself nearly as well for the use on more contemporary structures.

It also reads in part,

Painted signs often are found on the side or upper floors of older buildings...

While the building is not historic, the building retains much of the 1920s building form. It is staff's opinion that the building would be appropriate for painted signs.

#### ATTACHMENTS:

	Туре	Description
D	Backup Material	Application
D	Backup Material	Downtown Design Guidelines for Signage

#### REVIEWERS:

Department	Reviewer	Action	Date
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10/17/2018 - 5:11 PM City Clerk Rusnak, Ryan Approved

### **CERTIFICATE OF DESIGN APPROVAL (CDA) APPLICATION**

### **Design Review Board** City of Davenport, Iowa

Date: 10-15-18						
Property Address: 218 Iowa St.						
2	Owner	Petitioner* (If not owner)				
Name:	Sean Terrell	Randy & Mary McDonald				
Address (Including Zip):						
Daytime Phone: 563-940-7777		563-529-9266				
Email Address:	sean@terrelllandscape.com	margomac19@msn.com				
*If the petitioner is different from the property owner, please submit a letter signed by the property authorizing the applicant						
Applicable District:						
X Downtown Design Overlay District Hilltop Campus Village Overlay District						
Historic Shopping Distr	rict Residential	Residential Infill Design Overlay District				
Not sure which district you are in? You can click <a href="mailto:here">here</a> for a map of the districts or you can contact Community Planning and Economic Development staff at (563) 326-7765 or <a href="mailto:blanning@ci.davenport.ia.us">blanning@ci.davenport.ia.us</a> 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).

#### 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
Randy & Mary McDonald	10-15-18
By typing or signing your name, you acknowledge and agree to the afore	ementioned requirements.
Received by:	Date
Commission Secretary or Designee	Date
Date of Downtown Design Review Board Public Meeting:	

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:

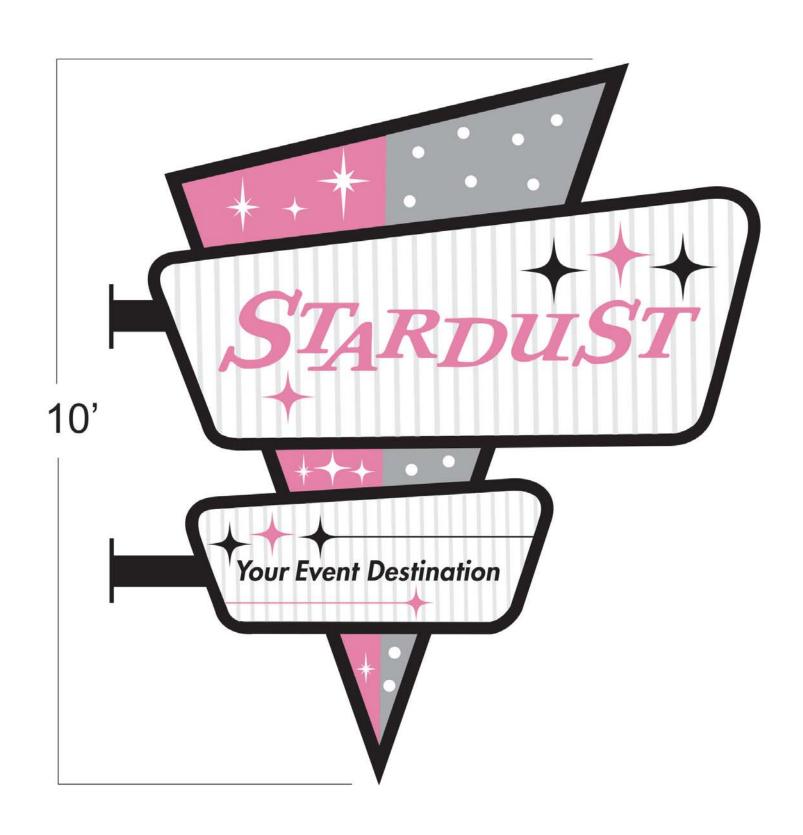
Design Review Board C/O Community Planning and Economic Development Department 226 W. 4th Street Davenport, Iowa 52801

### Work Plan

Please describe the work being performed. Please note that only work described in the application may be approved by the Board.		
- Install LED internally illuminated aluminum/acrylic double sided sign as per mockup. Dimensions approx. 8'w x 10'h.		
- Paint signs on north, east and south facades (direct to new brick).		



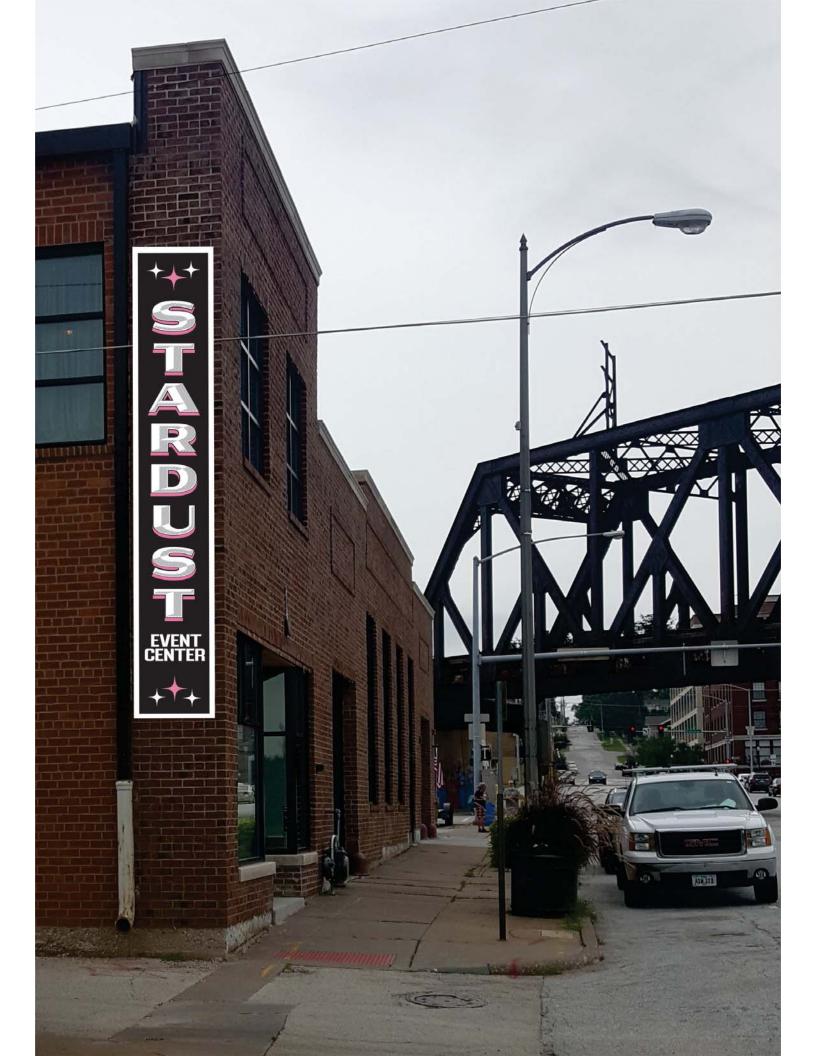












# Signage

### Design Objective:

### Reinforce the unique character of downtown Davenport

Signs shall be designed as an integral part of the site and architectural design of proposed projects rather than as afterthoughts.

#### Discussion:

The economic health of any downtown depends, in part, on the quality of its retailing, promotional activities, marketing and management. Underlying the success or failure of these factors, however, is the physical appearance of the downtown business district. Because first impressions can be lasting, it is important that a commercial district present an appealing image to potential customers, tenants and investors. New and rehabilitated buildings, attractive landscaping and public places, welcoming storefronts, enticing window displays, and clean streets and sidewalks all help to create an inviting environment where people want to work, shop and spend time.

Signs play a particularly important role in the appearance of traditional commercial areas. The prominent locations and design characteristics of signs strongly influence people's perceptions of the downtown and its individual businesses. Signs, if well designed and properly maintained, enhance the unique image of a downtown. However, when designed without regard for the surrounding architecture, and haphazardly placed, signs can detract from the downtown's overall appearance.

In many communities, the visual distinction between traditional business districts and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses to adopt the large scale signs used on commercial highways. This is unfortunate as downtowns were designed to accommodate pedestrians strolling down sidewalks and vehicles traveling at relatively low speeds. A pace of this nature allows people to take in more of their surroundings, including signs. Signs in this situation can, and should, be scaled more appropriately for a pedestrian environment.



Along the strip, businesses in relatively nondescript buildings compete for attention with large, flashy signs. In contrast, downtown offers an exciting variety of building types, architectural styles, materials and well crafted details that form a distinctive context for individual businesses. Thus, large signs are not only out of scale in traditional commercial districts, they also can overwhelm the very architectural features that make downtown different from its competitors.

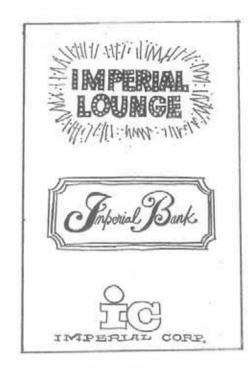
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

In general, signs should relate in placement and size with the other architectural features of the building. They should not obscure building elements such as windows, cornices, or decorative details. Sign materials should complement building facades. Individual shop signs in a single storefront should relate to each other in design, size, color, lettering style and placement on the building. Franchises and chain stores should adapt their graphics to meet local guidelines and ordinances. This will contribute to a downtown that effectively orients visitors, while supporting an attractive, pedestrian-friendly experience.

It should be noted that within the Downtown Design Overlay District the City is taking something of a different direction with regards to sign regulation. In other zoning districts signs are controlled by restricting their number and size. What signs look like is largely ignored. In the Downtown Design Overlay District, the city, while not ignoring sign numbers, size, etc., is searching for quality by focusing very much on sign design and materials. Given this greater design control, the city may, at its discretion, allow sign types that may not be legal in other districts (projecting signs and sandwich board signs, for example), and approve a larger total number of signs (if they are part of a tasteful and creative sign package) than might otherwise be the case.

### General Sign Guidelines

- Creating a network of quality, well-designed signs, clearly announcing the types
  of services offered makes the downtown an attractive, friendly experience for
  the downtown visitor. This experience is further enhanced when building
  signage indicates the names of businesses and reflects the activities that occur
  within buildings
- Merchants are encouraged to create their own unique signs, symbolic of their personal business.
- The use of lighter letters against a darker background makes signage more legible for viewers and is encouraged. Dark colors have a tendency to recede while lighter or brighter colors stand out.
- Avoid the placement of signs at locations that hide architectural details. Most buildings, both historic and contemporary, were designed with logical places to locate signs that do not negatively impact the architectural design.
- Maintaining a minimum clearance above the public right-of-way for signs that project from buildings helps prevent accidents and promotes pedestrian safety.
- Locating flush-mounted wall signs on a historic storefront along the first floor belt course, at the clerestory, above any awning or on transom windows helps maintain the architectural identity of the building.



Sign design in many ways establishes a business' identity.

- · Create simple signs with strong graphics.
- Avoid using too many words on signs. If the information provided is more than someone can take in with a glance they will simply turn their attention elsewhere.
- Avoid complex color schemes and garish colors and lighting. Use simple
  designs that provide a clear contrast between any lettering and/or graphics
  and the sign background.
- Avoid typefaces that are difficult to read. This often will include signs written in script.
- Avoid complex signs broken into numerous planes (individual boxes or shaped signs).
- As a general rule, signs provided by national distributors are not appropriate. They often appear to be "add ons".
- Quality workmanship, materials and construction are essential when creating attractive and long-lasting signage.



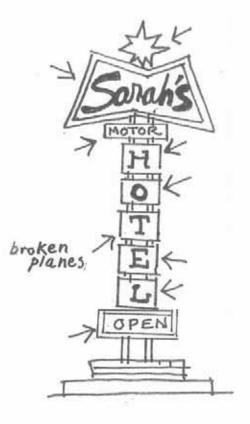
- Centering signs within storefront bays and not extending beyond the limits
  of the storefront or over elements such as columns, pilasters or transoms
  and decorative ornament prevents signage from being detrimental to the
  architectural character of the façade.
- Die-cut letters should be constructed of materials that are consistent with the age of the building, plastic die-cut letters being more appropriate on a contemporary structure rather than a historic one.
- Allowing signs to protrude above rooflines, eaves or parapets creates unsightly facades and detracts from the architectural quality of the building. (The Kahl Building – Capitol Theatre signs is an exception due to its historic significance).
- Firmly anchor signs that project from the building to the building façade with attractive, non-corrosive hardware that will not damage the façade of the building. This prevents accidents and enhances pedestrian safety.
- In the case of large buildings with multiple tenants use signage that relates in terms of height, proportion, color and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition, while still retaining each business' identity.



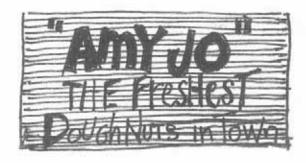




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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



To the left is a sign that does everything wrong. The pole sign design is more appropriate for a suburban commercial strip than a downtown setting. Second, its complexity creates confusion. The design forces the eye to focus on 18 items of information in a series of uninteresting internally illuminated boxes. There are 9 separate pieces of copy and 9 broken planes. Sign graphics work best when they are kept simple.

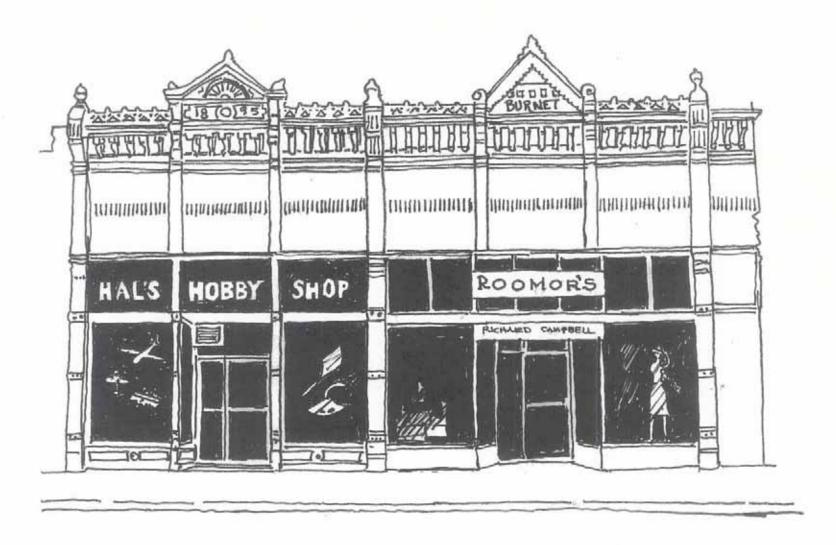




Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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



Avoid unusual type faces that are difficult to read.



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

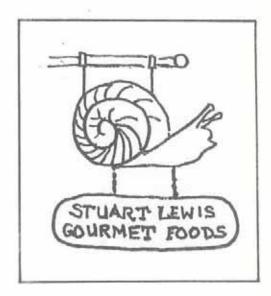
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

 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.

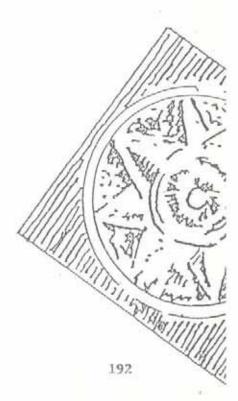
- Maintaining a minimum clearance above the sidewalk enhances public safety (minimum clearance 8 feet).
- Designing projecting signs with a sign area of more than three feet makes them obtrusive and unsightly.
- Encouraging projecting signs that use logos, business icons and symbols, creates a user friendly 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

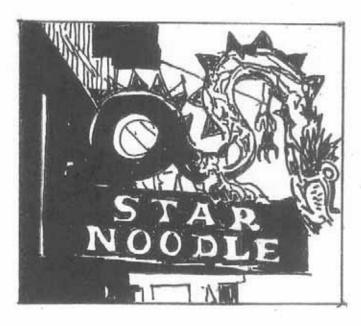
From the mid-19<sup>th</sup> Century to the early 20<sup>th</sup> Century, signs painted directly on buildings were a popular form of advertising. Painted signs do require a sign permit and do fall within the purview of these design regulations.

- 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.









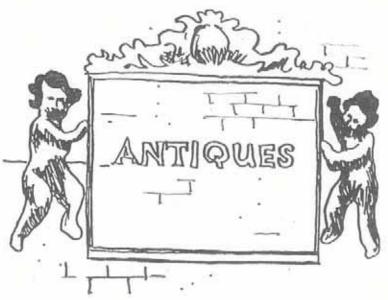


While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

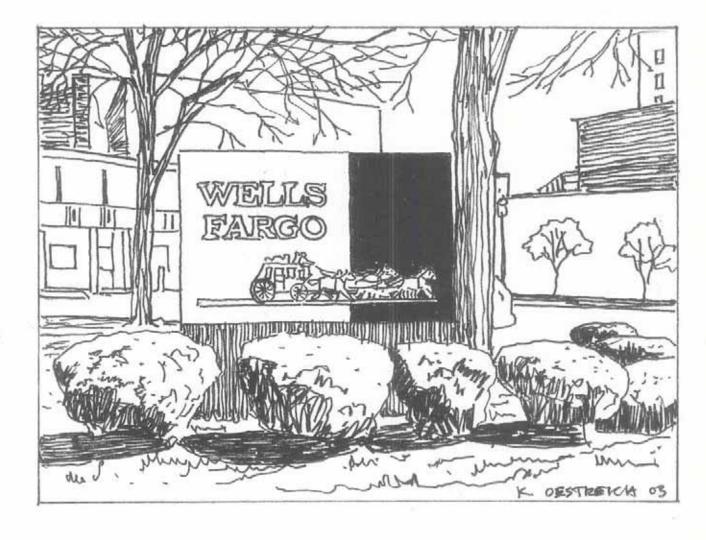
### Monument or Ground Signs

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 drivethrough 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.



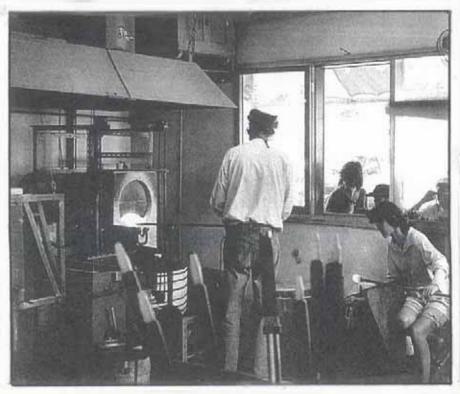


Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



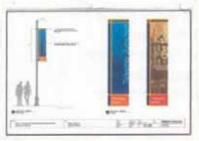




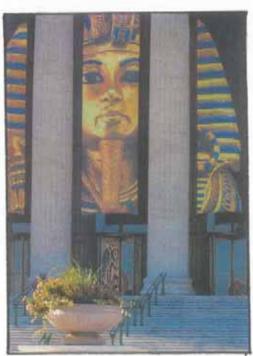


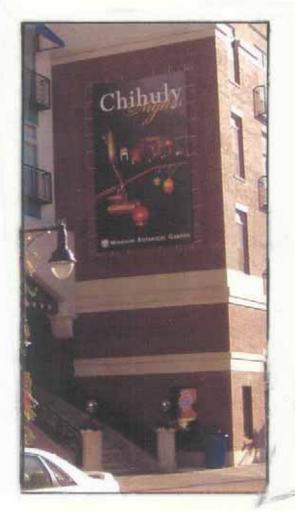






The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located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

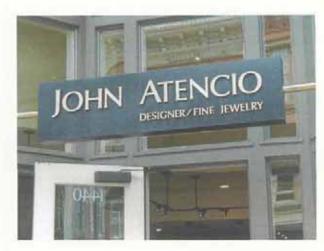


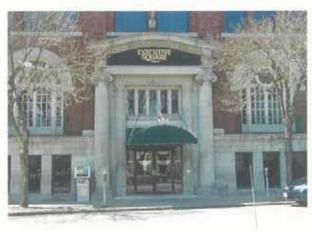






















Signage: various forms of attractive signage meeting the guidelines



















Signage: various forms of attractive signage consistent with the guidelines

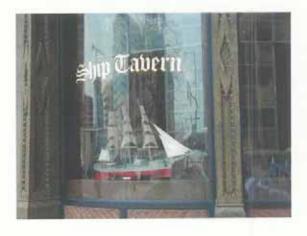
# The Ship Tavern:

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.









# Sign Types Not in Keeping with the Urban Character of the Downtown

- Building signs advertising products and vendors rather than business types and services.
- Flashing, animated, blinking, rotating, reflecting or revolving signs.
- Standard product and logo signs provided by national distributors (merchants are encouraged to create their own unique signs, symbolic of their personal business).
- Pennants and balloons (other than as holiday decorations).
- Signs using fluorescent material.
- Signs using a graffiti art style.
- Advertising signs, other than graphic symbols or logos unique to a business, located on the sloping surface of awnings.
- Chalkboards or blackboards, other than for use as a restaurant or café menu board.
- Large freestanding pole signs on a single pole.
- Signs on privately owned benches.
- Any sign, except a menu board of a drive through restaurant, emitting sound other than the normal for their internal operation.
- Signs of such brightness that they constitute a hazard to pedestrians, vehicles or aircraft.



- Signs which are affixed to trees, utility poles, fire hydrants, fire escapes, bus stop shelters, or other structures in a public right-of-way except signs permitted by these standards with all of the appropriate permits.
- Any signs listed as prohibited by Section 17.45.030 of the Zoning Ordinance entitled "Prohibited Signs" unless specifically listed as allowable in the Downtown Design District by these standards.

#### City of Davenport **Design Review Board**

Department: Community Planning and Economic Development

**Date** Department 10/22/2018

Contact Info: Ryan Rusnak 563-888-2022

rrusnak@ci.davenport.ia.us

#### Subject:

Case No. DR18-21: Certificate of Design Approval – "DDOD" Downtown Design Overlay District 221 East 2nd Street. Remove exterior metal cladding, repair or replace masonry where needed, replace glass storefront and replace upper windows. Scott Ryder, petitioner. [Ward 3]

#### Recommendation:

Staff recommends the DR18-21 be limited in approval to removing the metal cladding and repairing or replacing masonry. The approval is subject to using a type N mortar for the masonry repair and matching the color of the historic mortar.

Staff recommends the rest of the application be returned to the petitioner and resubmitted with additional detail.

#### Background:

This application was received past the deadline. It is staff's opinion that the majority of the application is incomplete. There is not sufficient detail on the replacement of the storefront or the upper windows.

However, there are elements of the request that should be approved, such as removing the metal cladding and repairing or replacing masonry.

Notably, the property is located within Flood Zone AE, which is referred to as the 1% flood, since its annual exceedance probability is 1%. Substantial renovations would require the building to achieve consistency with the City's Floodplain Protection Ordinance.

#### ATTACHMENTS:

Description Type Application Backup Material

#### **REVIEWERS:**

Department Reviewer Action Date

City Clerk Rusnak, Ryan Approved 10/17/2018 - 5:26 PM

Property Address* 221 E 2nd Street, Davenport IA 52801			
*If no property address, please submit a legal description of the property.			
Name: Company: Address:	imary Contact) * * Scott Ryder  EXIT Realty Fireside 4540 N Brady Street  Davenport, IA 52801 563-505-9190  sryder@exitqc.com	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	
Name: Company: Address: City/State/Zip Phone: Email:	ent from Applicant)	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	
Engineer (if ap Name: Company: Address: City/State/Zip Phone: Email:	pplicable)  sryder@exitqc.com	Design Review Board  Certificate of Design Approval  Demolition Request in the Downtown  Historic Preservation Commission  Certificate of Appropriateness	
Architect (if ap Name: Company Address: City/State/Zip: Phone: Email:	oplicable)	Landmark Nomination Demolition Request Demolition Request Mathematical Plant Development Cell Tower Co-Location Identification Signs Site Plan Site	
Attorney (if ap Name: Company: Address: City/State/Zip: Phone: Email:	plicable)		

<sup>\*\*</sup>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 <u>here</u> 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 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 <u>planning@ci.davenport.ia.us</u> so we can help you determine what exactly is required to be <u>sumitted</u>.
- 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 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 reqest 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 may be approved by the Board.	. Please note that only work described in the application
Please see attached.	

Applicant: Scott Ryder	Date: 10/17/18
By typing your name, you acknowledge and agree to the aforemention procedure and that you must be present at scheduled meetings.	ned submittal requirements and formal
Received by: Ryan Rusnak Planning staff	Date: 10/17/2018
Date of the Public Meeting: 10/22/2018	

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

## City of Davenport Design Review Board 2018 Meeting Schedule

All meetings to be held typically on the fourth Monday of the Month in the City Hall Council Chambers, at 5:00 pm (subject to change due to holidays and unforeseen circumstances)

Submittal Deadline	Meeting Date
January 15, 2018	January 22, 2018
February 19, 2018	February 26, 2018
March 19, 2018	March 26, 2018
April 16, 2018	April 23, 2018
May 14, 2018	May 21, 2018
June 18, 2018	June 25, 2018
July 16, 2018	July 23, 2018
August 20, 2018	August 27, 2018
September 17, 2018	September 24, 2018
October 15, 2018	October 22, 2018
November 19, 2018	November 26, 2018
December 10, 2018	December 17, 2018



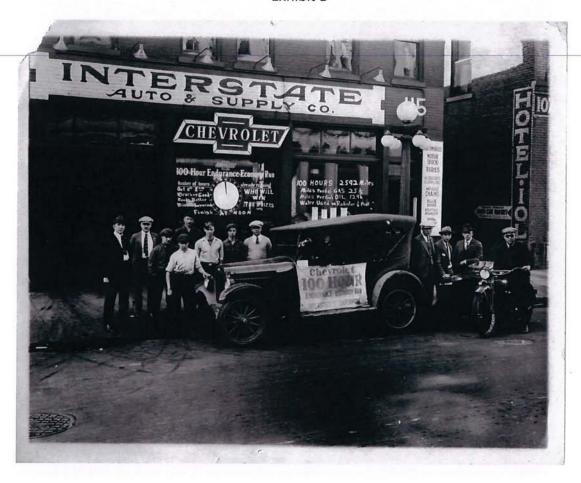
The office of EXIT Realty Fireside is currently located at 4540 N Brady Street, Davenport IA. In order to serve our agents and clients as well as prepare for continued growth, the company is moving downtown Davenport to 221 E 2nd Street. Our plan is to remove the existing metal façade, as seen in Exhibit A. Exhibit B is an old picture of the building supplied by the previous owners, which shows the red brick and upper level windows that will be revealed upon the removal of the metal. We will be restoring the red brick and the existing upper level windows will be replaced. Additionally, a complete glass storefront will be installed – from the black concrete foundation (Exhibit A) to the bottom of the 1st floor frame. Currently, there is an exterior door, a vestibule, and an interior door. We will be removing the first door. The vestibule area will be weather proofed and the current interior door will be used as our main entrance. This door will also be replaced with a new glass door.

#### Exhibit A



Door to be removed

Exhibit B



#### **East Moline Glass**

1333 13th Street
East Moline, Illinois 61244
Phone – 309-755-1422 – Fax – 309-755-4912

Date:

October 17, 2018

Re:

221 East 2nd Street Day

**BUDGET NUMBER** 

#### Scope of Work

Demo existing storefront and glass and replace with new 2"x4-1/2" storefront framing in either a clear or dark bronze anodized finish. Approx. size to be 46' wide x 11' tall. All other facades to be by others. Glass supplied to be 1 OA Clear/Clear. This would include one single aluminum door.

No permits

No altering openings

No Automatic Operators

No framing

No abatement or asbestos

No Protection

No Temporary Enclosures

No Structural Calculations No Metal Wall Panels

No Interior work

No Final Keying

No Insulation

No Field Tests

No Mirrors

No Blocking

Quote Valid for 45 Days

Base Bid:

\$

35,300.00

**BUDGET NUMBER** 

Thank you,

Ken Linder

#### City of Davenport Design Review Board

Department: Community Planning and Economic Development

Date Department 10/22/2018

Contact Info: Ryan Rusnak 563-888-2022

rrusnak@ci.davenport.ia.us

#### Subject:

Case No. DR18-22: Certificate of Design Approval – "DDOD" Downtown Design Overlay District

418 East 2nd Street. Install new fencing. Tara Elkins, petitioner. [Ward 3]

#### Recommendation:

Staff recommends approval of DR18-22 subject to the following conditions:

- 1. That the exterior color of the fiber cement material be black or a dark grey:
- 2. That the fence at the rear of the property be the same fiber cement material; and
- 3. That approval is secured from the proper regulatory agency as it appears the fence is being constructed within the railroad right of way.

#### Background:

The fencing should (closely) match the Downtown color palate, which is black.

It appears the fence is being constructed within the railroad right of way so approval from the proper regulatory agency is necessary.

#### ATTACHMENTS:

	Туре	Description
	Backup Material	Application
	Backup Material	Aerial Map
D	Backup Material	Excerpt from the Downtown Design Guidelines

#### REVIEWERS:

Department	Reviewer	Action	Date

Approved City Clerk Rusnak, Ryan 10/18/2018 - 1:32 PM \*If no property address, please submit a legal description of the property.

*If no property address, please submit a legal description of			
Applicant (Pr	imary Contact)**		
Name:	Tara Elkins		
Company:	Dam View Inn		
Address:	410 E 2ml St		
City/State/Zip:	Davenport, 1A 52801		
Phone:	543 650 91008		
Email:	tara elkins 82 @amil. com		
Owner (if differ	ent from Applicant)		
Name:	Marc Van Severen		
Company:	Dam Views Inn		
Address:	4IDE 2nd St		
City/State/Zip	Davenport, 1A 52801		
Phone:	563 210 1408		
Email:	Vanserm@uahoo.com		
Engineer (if ap	plicable) N//		
Name:			
Company:			
Address:			
City/State/Zip			
Phone:			
Email:			
Architect (if ap	oplicable)		

### 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

#### Attorney (if applicable)

Name: Mike Motto
Company: Bush, Motto, Creen Knung Halligan PLC
Address: 5505 Victoria Avenue, State 100
City/State/Zip: Davenport, 1A 52807
Phone: 563 344 4900
Email: Memotto@bmc.klaw.com

Mike Heberling

City/State/Zip: Bettendort JA 52722

738 Brown Street

5403 570 7298

S. N.P. Bilding & Design

#### **Historic Preservation Commission**

Certificate of Appropriateness Landmark Nomination Demolition Request

Name:

Company

Address:

Phone: Email:

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

Design District:		
Ì	Downtown Design Overlay District	
	Hilltop Campus Village Overlay District	
	Historic Shopping District	
	Residential Infill Design Overlay District	
	<b>lot sure which district you are in?</b> You can click <u>here</u> for a map of the districts or you can ontact Community Planning and Economic Development staff at (563) 326-7765 or	

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

planning@ci.davenport.ia.us and we can help you.

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 <u>planning@ci.davenport.ia.us</u> so we can help you determine what exactly is required to be sumitted.
- Incomplete applications will not be accepted.

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- A work plan that accurately and completely describes the work to be done.
- Color photographs depicting the building elevations and proposed construction.

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- 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
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#### **Formal Procedure**

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- (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 reqest 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.

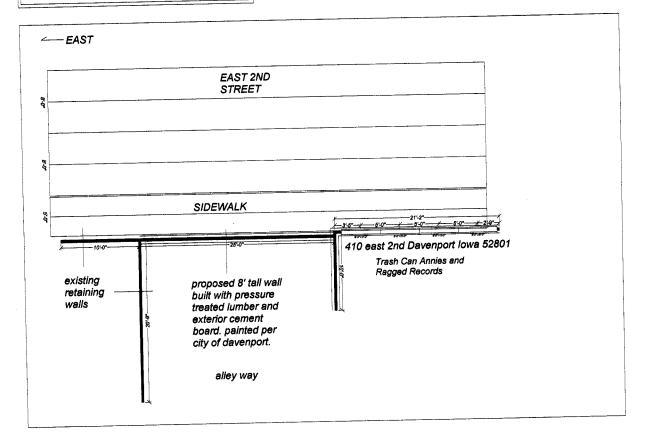
#### Work Plan

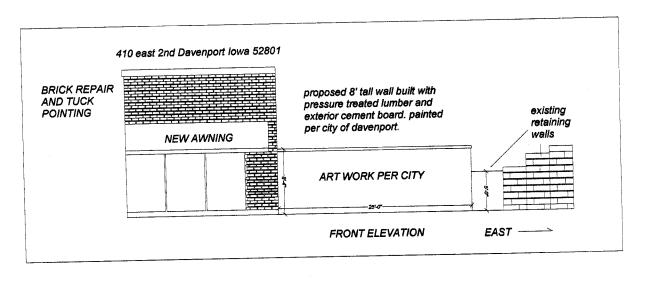
Please describe the work being performed. may be approved by the Board.	Please note that only work described in the application
See attached plans.	

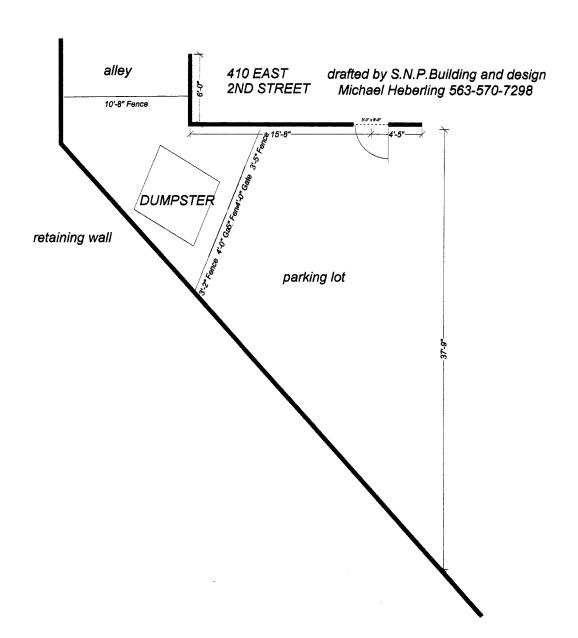
Applicant:  Do you acknowledge and agree to the aforementioned submittal require understand that you must be present at scheduled meetings: Yes	Date: 10-18-2018 ements, formal procedure and
Received by: Ryan Rusnak Planning staff	Date: 10-18-2018
Date of the Public Meeting: 10-24-2018	

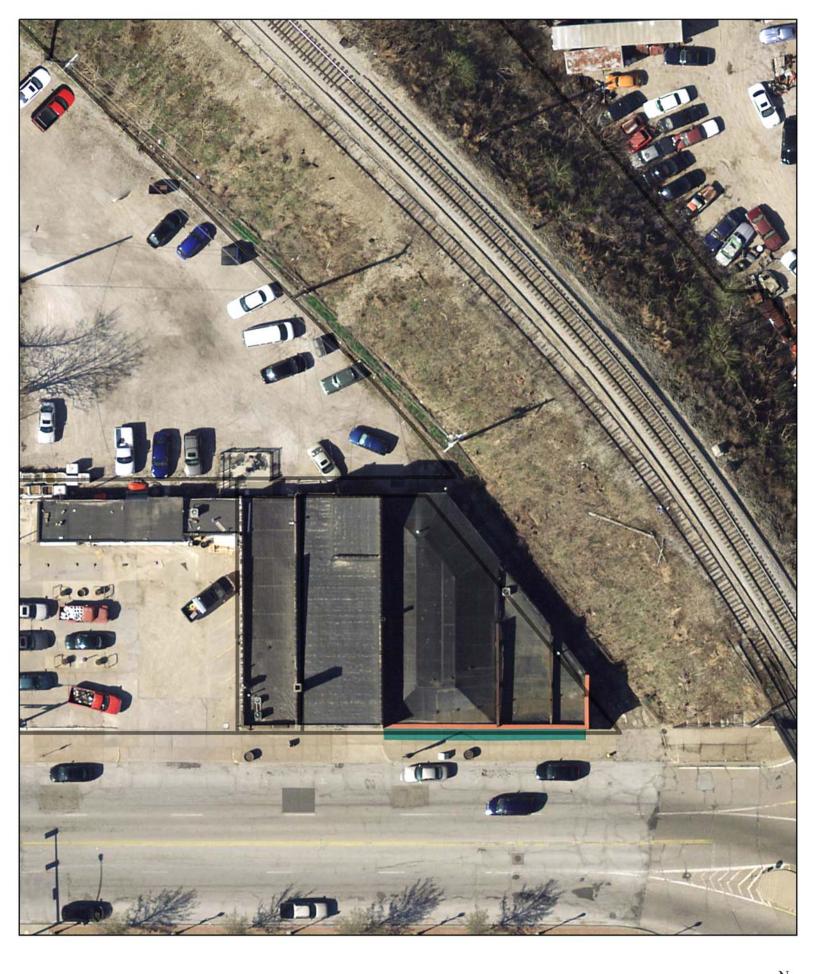
Meetings are held in City Hall Council Chambers located at 226 West 4<sup>th</sup> Street, Davenport, Iowa.

DRAFTED BY S.N.P. BUILDING AND DESIGN MICHAEL HEBERLING 563-570-7298 410 east 2nd Davenport Iowa 52801 Trash Can Annies and Ragged Records







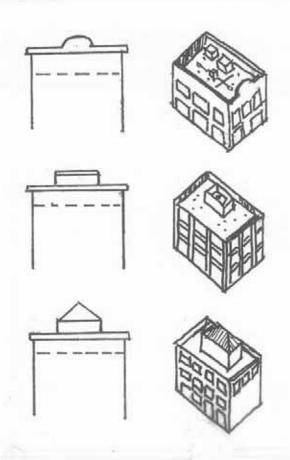


#### Mechanical Equipment

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.

#### City of Davenport **Design Review Board**

Department: Community Planning and Economic Development

Date Department 10/22/2018

Contact Info: Ryan Rusnak 563-888-2022

rrusnak@ci.davenport.ia.us

Subject:

Discussion regarding freestanding sign concept at the Freight House located at 421 West River

Drive.

ATTACHMENTS:

Description Type

Freestanding sign concept Backup Material

**REVIEWERS:** 

Department Action Date Reviewer

Approved City Clerk Rusnak, Ryan 10/17/2018 - 4:16 PM







#### City of Davenport Design Review Board

Department: Date Contact Info:

Subject:

November 26, 2018

**REVIEWERS:** 

Department Reviewer Action Date

City Clerk Rusnak, Ryan Approved 10/18/2018 - 5:01 PM