

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, SEPTEMBER 23, 2019; 5:00 PM

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

I. Call to Order

II. Secretary's Report

- A. Consideration of the Minutes of the August 26, 2019 Meeting.

III. Old Business

IV. New Business

- A. Case DR19-14: Request for design review at 306 West River Drive. C-D Downtown Zoning District. Build two security fences at the Ground Transportation Center. Joe Reagan, Davenport Community Schools, petitioner. [Ward 3]
- B. Case DR19-15: Request for design review at 432 West 3rd Street. C-D Downtown Zoning District. Two wall mounted signs. Doug Foderberg, petitioner. [Ward 3]
- C. Case DR19-16: Request for design review at 1111 Jersey Ridge Road. C-V Village of East Davenport Zoning District. Two wall mounted signs. Rebecca Sebastian, petitioner. [Ward 6]
- D. Case DR19-17: Request for design review at 320 East 2nd Street. C-D Downtown Zoning District. Projecting wall sign. Justin Grubbs, petitioner. [Ward 3]
- E. Case DR19-18: Request for design review - 200 block of East 2nd Street. New mixed use building. Dan Drendel for Merge Urban Development, petitioner. [Ward 3]
- F. Case DR19-19: Request for design review at 208 East River Drive. C-D Downtown Zoning District. Replace sign in existing cabinet. Pamala Diedrich, petitioner. [Ward 3]
- G. Case DR19-19: Request for design review at 111 Perry Street. C-D Downtown Zoning District. Two projecting wall signs. Pamala Diedrich, petitioner. [Ward 3]
- H. Case DR19-21: Request for design review at 221 E 2nd Street. C-D Downtown Zoning District. New horizontal metal panel. Doug Foderberg, petitioner. [Ward 3]

V. General Discussion

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting: 10/28/2019

City of Davenport
Design Review Board

Department: CPED
Contact Info: Matt Flynn, 563-888-2286

Date
9/23/2019

Subject:
Consideration of the Minutes of the August 26, 2019 Meeting.

Recommendation:
Approve the Minutes

ATTACHMENTS:

Type	Description
▣ Backup Material	8-26-19 Minutes

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Flynn, Matt	Approved	9/17/2019 - 4:04 PM

MINUTES

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, AUGUST 26, 2019; 5:00 PM

CITY COUNCIL CHAMBERS

226 WEST 4TH STREET DAVENPORT, IOWA 52801

I. Call to Order. Roll Call: Present Wilkinson, Kvapil, Solero, Slobojan, Worden, Howell, Lundgren, Nix Absent Bass, Cooper, Young Staff: Flynn, Rusnak

II. Secretary's Report

A. The July 22, 2019 Design Review Board minutes were approved following a motion by Lundgren and a second by Howell.

III. Old Business None

IV. New Business

A. Case DR19-11: Request for Design Approval - 220 East 2nd Street - C-D Downtown District. Wade Baffa on behalf of TAG Communications. [Ward 3] Wade Baffa was present on behalf of TAG. Sign on the west elevation will not be installed.

Motion by Lundgren, second by Slobojan, to approve the signs as presented. Vote to approve was unanimous.

B. Case DR19-12: Request for Design Approval - 421 West River Drive - C-D Downtown Zoning District. Replace decking and balustrade and four new murals. City of Davenport, petitioner. [Ward 3] Mark Miller and Steve Ahrens were present.

Motion by Slobojan, seconded by Nix, to approve the work as presented. Vote to approve was unanimous.

C. Case DR19-13: Request for Design Review - 630 East 4th Street - C-D District. New Downtown YMCA and related site improvements. Scott County Family YMCA, petitioner. [Ward 3] Greg Gowey, Brad Martell, and Jason Holdorf were present.

Wilkinson abstained from the discussion and vote as she is a Board Member of the Scott County Family YMCA.

Motion Slobojan, seconded by Howell, to approve the plans as presented with the following conditions:

1. Staff and the owner are encouraged to work together to address property boundary issues along north side along Federal Street. City is encouraged to improve infrastructure on Federal Street.

2. The owner shall construct a pedestrian connection including stairway from the Early Learning Center to the Y main entrance.

Vote to approve was unanimous, with Wilkinson abstaining.

- V. General Discussion. Flynn presented a preview on a possible project to be reviewed in September.
- VI. Public Comment None
- VII. Adjournment. The meeting adjourned at 6:05 pm.
- VIII. Next Board Meeting: 9/23/2019

City of Davenport
Design Review Board

Department: CPED
Contact Info: Matt Flynn, 563-888-2286

Date
9/23/2019

Subject:

Case DR19-14: Request for design review at 306 West River Drive. C-D Downtown Zoning District. Build two security fences at the Ground Transportation Center. Joe Reagan, Davenport Community Schools, petitioner. [Ward 3]

Recommendation:

Staff recommends approval in accordance with the submitted plans. Fences to be painted to match to color of the metal stairs.

Background:

Proposed wrought iron fencing at base of the two open stairwells to deter loitering and to enhance security.

ATTACHMENTS:

Type	Description
▣ Backup Material	Application

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Flynn, Matt	Approved	9/17/2019 - 3:44 PM



226 West 4th Street
Davenport, Iowa 52801
(563) 326-7765
Planning@ci.davenport.ia.us

Complete application can be emailed to planning@ci.davenport.ia.us

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:

Application Form Type:

Plan and Zoning Commission

Zoning Map Amendment (Rezoning) ☐
Planned Unit Development ☐
Zoning Ordinance Text Amendment ☐
Right-of-way or Easement Vacation ☐
Voluntary Annexation ☐

Owner (if different from Applicant)

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

Zoning Board of Adjustment

Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Engineer (if applicable)

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

Design Review Board

Design Approval ☒
Demolition Request in the Downtown ☐
Demolition Request in the Village of East Davenport ☐

Architect (if applicable)

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

Historic Preservation Commission

Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Administrative

Administrative Exception ☐
Health Services and Congregate Living Permit ☐

Attorney (if applicable)

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

Design District:

- ☒ CD - Downtown
- ☐ CV – Village of East Davenport
- ☐ CE – Elmore Corners

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

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-7765 or 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 completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:

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

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant: 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:

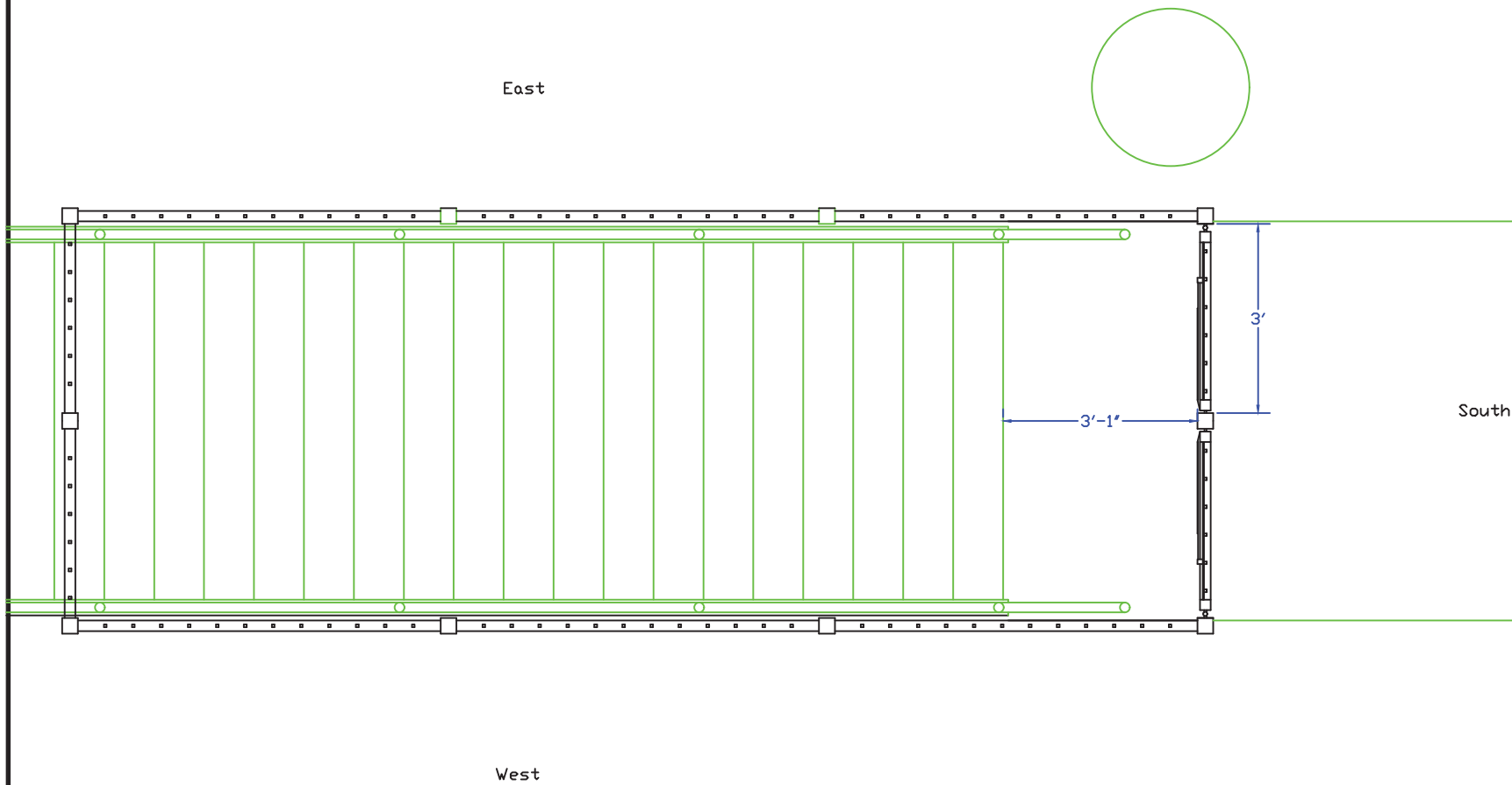
Meetings are held in City Hall Council Chambers located at 226 West 4th Street, Davenport, Iowa.

Work Plan

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

We would like to secure the east and west fire exit stairs. We will install custom security panels with security gates at the bottom with panic egress locks.

Thank you for considering this project.



BOYLER'S
ORNAMENTAL
IRON

4407 State Street
Bettendorf, Iowa
319-355-3709
1-800-798-IRON

Davenport Public Schools
Down Town Campus

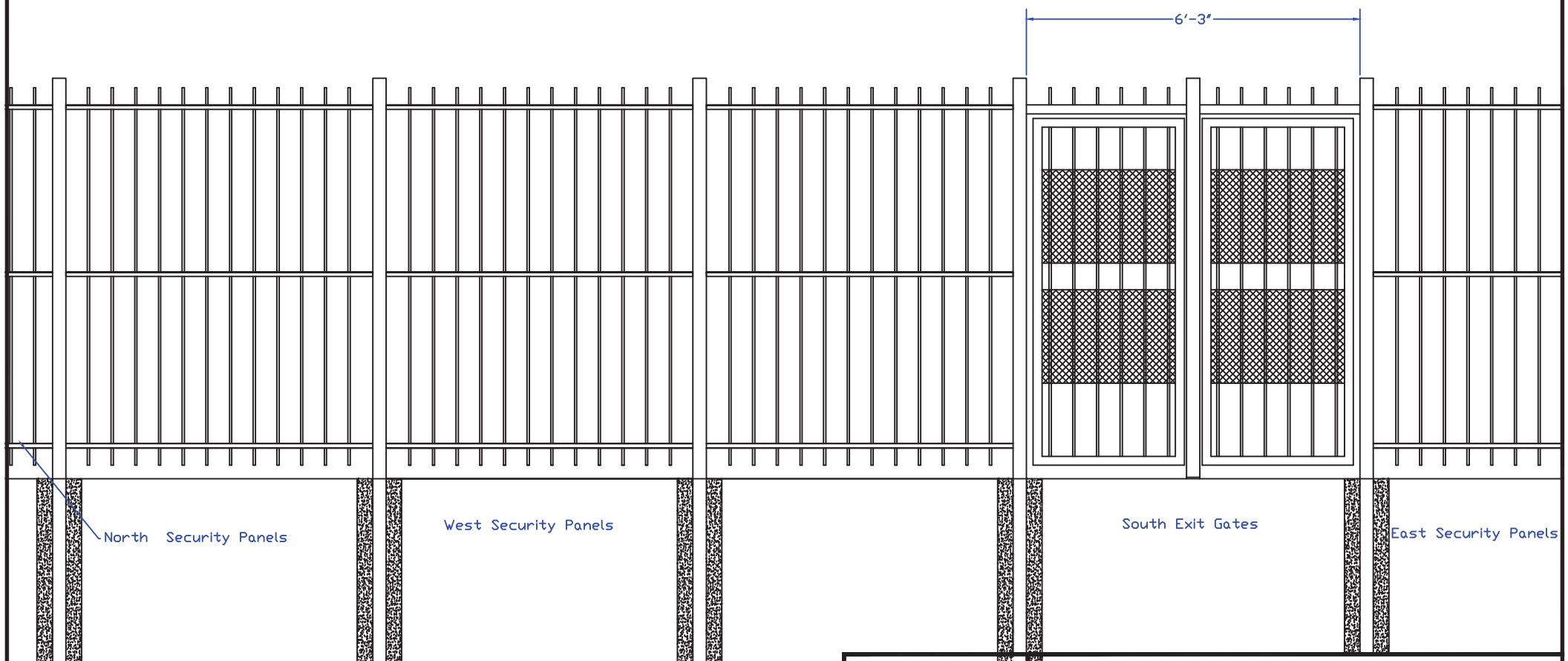
Install At Bottom Of East & West Egress Stairs

Custom Steel Gates - Black

10/9/18

2 Sets

BAB



BOYLER'S
ORNAMENTAL
IRON

4407 State Street
Bettendorf, Iowa
319-355-3709
1-800-798-IRON

Davenport Public Schools
Down Town Campus

Install At Bottom Of East & West Egress Stairs

Custom Steel Gates - Black

10/9/18

BAB

EAST STAIRWELL FROM HARRISON STREET



City of Davenport
Design Review Board

Department: CPED
Contact Info: Ryan Rusnak 563-888-2022
rrusnak@ci.davenport.ia.us

Date
9/23/2019

Subject:
Case DR19-15: Request for design review at 432 West 3rd Street. C-D Downtown Zoning District. Two wall mounted signs. Doug Foderberg, petitioner. [Ward 3]

Recommendation:
Staff recommends approval of the sign as presented.

Background:
Petitioner is proposing to install two wall mounted signs on what appears to be a transom covering. It appears that this covering has been in place for quite some time. The wall signs seems large, but it appears to fit the covering.



ATTACHMENTS:

Type	Description
Backup Material	Application
Backup Material	Downtown Design Guidelines - Signs

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	9/20/2019 - 9:25 AM



226 West 4th Street
Davenport, Iowa 52801
(563) 326-7765
Planning@ci.davenport.ia.us

Complete application can be emailed to planning@ci.davenport.ia.us

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Voluntary Annexation ☐

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Zoning Board of Adjustment

Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Design Review Board

Design Approval ☒
Demolition Request in the Downtown ☐
Demolition Request in the Village of East Davenport ☐

Engineer (if applicable)

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

Historic Preservation Commission

Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Architect (if applicable)

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

Administrative

Administrative Exception ☐
Health Services and Congregate Living Permit ☐

Attorney (if applicable)

Name:
Company:
Address:
City/State/Zip:
Phone:
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Design District:

- ☒ CD - Downtown
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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 4th Street, Davenport, Iowa.

Work Plan

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

Furnish and install the following non-illuminated single faced signs on customer's walls per sketches.
(Separate attachment)

Sign construction: 1" square aluminum tube frame faced with .063 aluminum

Finish: Sprayed black polyurethane

Copy: 3M Scotchcal white vinyl

Mount: Concealed angle mount

Faces 3rd Street

Sketch: abernathys12

Size: (1) 56 1/2" high x 203" wide

Faces Scott Street

Sketch: abernathys15

Size: (1) 56 1/4" high x 79" wide

LANGE

SIGN GROUP

www.langesign.com

Client: Abernathy's

Approved:

Scale: as indicated

Date: 8/22/19

Sketch: abernathys12

Drawn: Steph F

Sales: DF



PDF COPY
MAY NOT BE TO SCALE

TRI-STATE AREA

1780 IL Route 35 N
E. Dubuque, IL 61025
815.747.2448
(FAX) 815.747.3049
(Toll free) 888.582.6979

QUAD CITIES AREA

5569 Carey Ave.
Davenport, IA 52807
563.388.6650
(FAX) 563.388.6654
(Toll free) 800.804.8025

These plans are the exclusive property of the Lange Sign Group and are the result of the original work of it's employees, they are submitted to your company for the sole purpose of your consideration of whether to purchase from Lange Sign Group. A sign manufactured according to these plans, distribution, or exhibition of these plans to anyone other than the employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly forbidden.

© COPYRIGHT 2019 LSG



Scale: 1/4"=1'-0"



Existing



Scale: 1/2"=1'-0"

Furnish and install S/F non illuminated aluminum sign. Fabricated from square aluminum tubing, with flat aluminum panels attached sprayed black, white opaque vinyl applied, conceal mount to building

***Will need exact measurements**
***Will need quality artwork**

LANGE

SIGN GROUP

www.langesign.com

Client: Abernathy's

Approved:

Scale: as indicated

Date: 9/4/19

Sketch: abernathys15

Drawn: Steph F

Sales: DF



PDF COPY
MAY NOT BE TO SCALE

TRI-STATE AREA

1780 IL Route 35 N
E. Dubuque, IL 61025
815.747.2448
(FAX)815.747.3049
(Toll free)888.582.6979

QUAD CITIES AREA

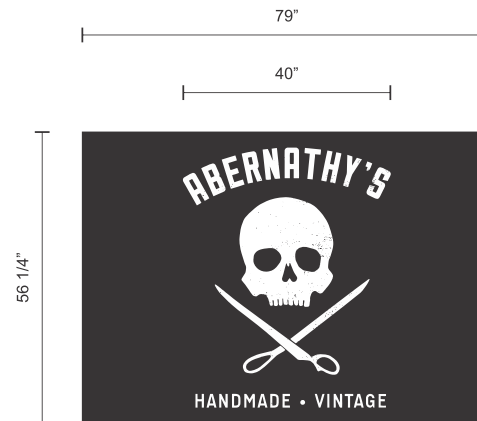
5569 Carey Ave.
Davenport, IA 52807
563.388.6650
(FAX)563.388.6654
(Toll free)800.804.8025

These plans are the exclusive property of the Lange Sign Group and are the result of the original work of it's employees, they are submitted to your company for the sole purpose of your consideration of whether to purchase from Lange Sign Group. A sign manufactured according to these plans, distribution, or exhibition of these plans to anyone other than the employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly forbidden.

© COPYRIGHT 2019 LSG



Scale: 3/8"=1'-0"



Scale: 1/2"=1'-0"

Furnish and install S/F non illuminated aluminum sign. Fabricated from square aluminum tubing, with flat aluminum panels attached sprayed black, white opaque vinyl applied, conceal mount to building

***Will need exact measurements**
***Will need quality artwork**



Existing

Signage

Design Objective:

Reinforce the unique character of downtown Davenport

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

Discussion:

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

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

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



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

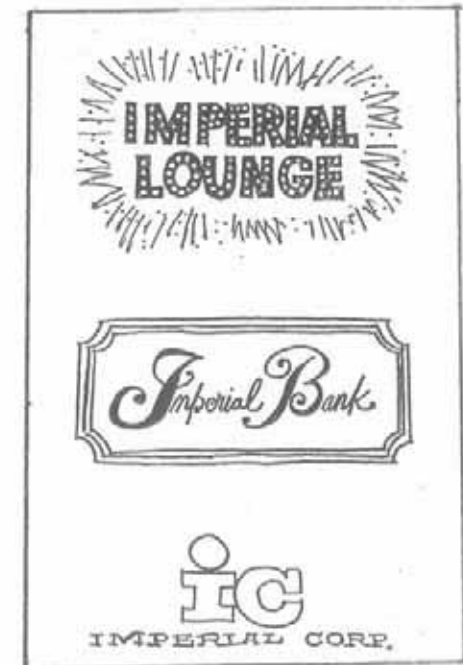
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

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

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

General Sign Guidelines

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



Sign design in many ways establishes a business' identity.

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

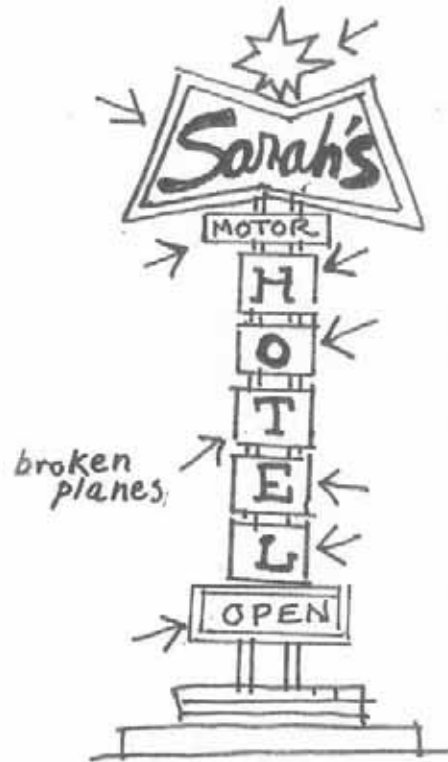


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

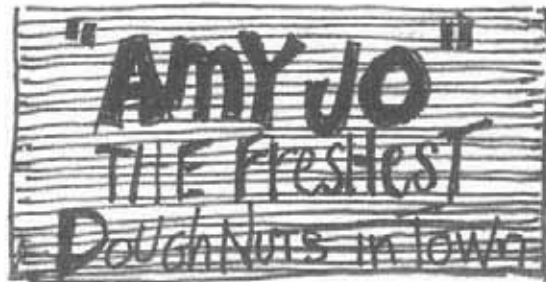




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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



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

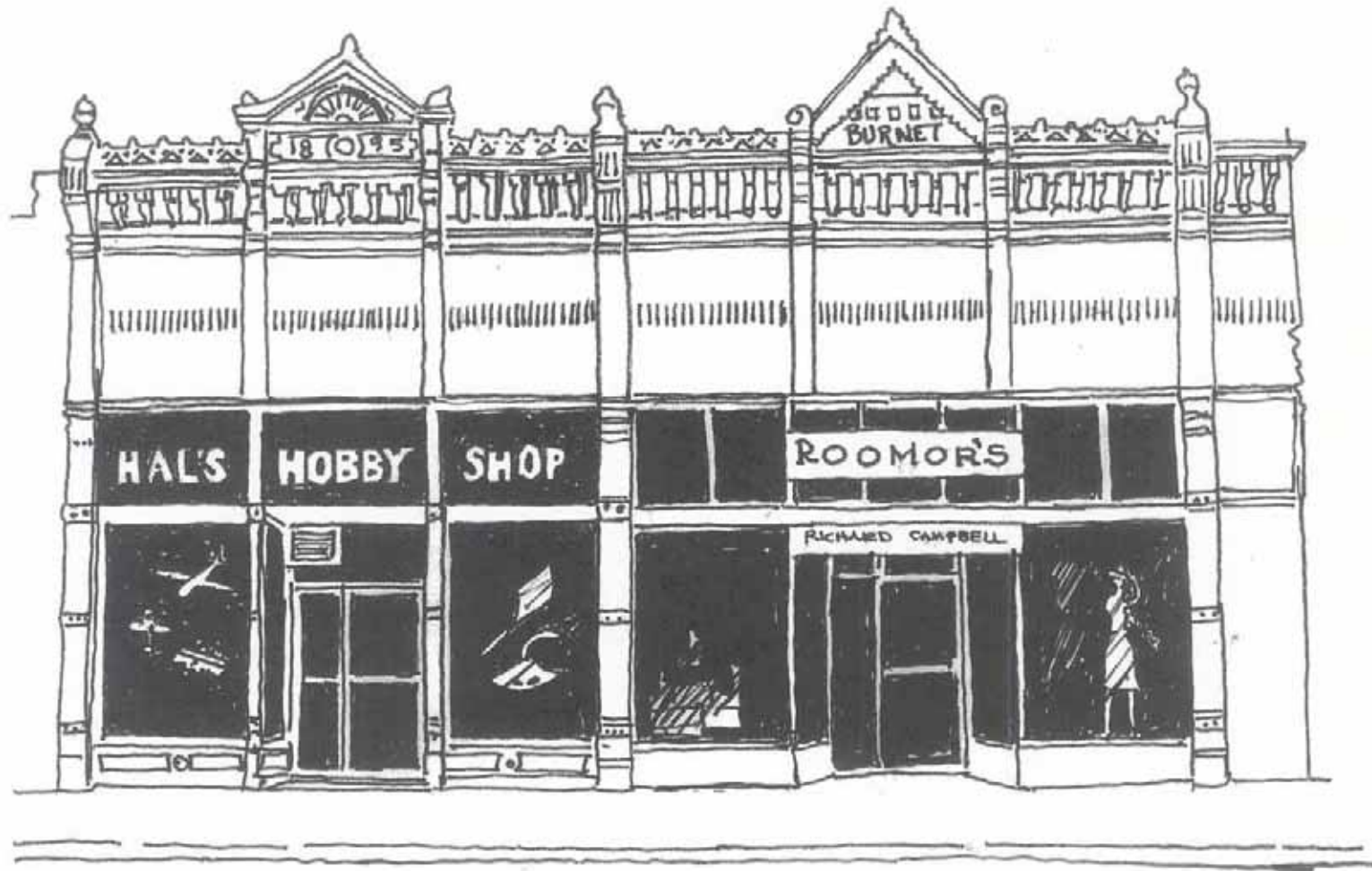


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



The above illustration suggests two locations for signage on an older commercial structure with architectural integrity. Both the "Hal's Hobby Shop" and "Roomor's" signs are shown utilizing the clerestory of the building. Another location is suggested by the "Richard Campbell" sign, which is located at the building entry's transom. Note that neither of these locations hide or cover important architectural features.

Wall Signs

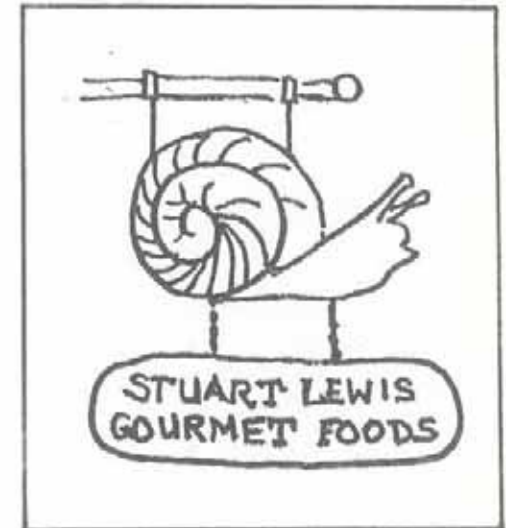
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Projecting Signs

Projecting signs (also sometimes called hanging signs or blade signs) mounted on buildings, perpendicular to the sidewalk are very effective in reaching pedestrians as they are placed only a little higher than eye level. They are also easily visible for drivers and passengers in vehicles given they are also perpendicular to the street. Finally, they are a sign type that historically has been commonly used on older buildings.

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



Window Signs

Signs etched or painted directly onto glass storefront display windows and entrances were popular in the late 19th and early 20th centuries. Painted signs were often used as they are low in cost; the highest quality were gilded, a thin layer of gold burnished onto the glass. Gold leaf window signs are still popular today, as are signs of enamel or acrylic paints and those using thin vinyl letters affixed directly to the window.

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.
- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.
- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.
- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.





Window displays are an integral part of any retail business. An attractive display contributes to

- The character and success of each store;
- The character of the street; and
- The character of the downtown business district as a whole.

The window display featuring an elk, to the left, grabs the eye while more effectively informing passers-by that the business sells outdoor products than the large sign placed immediately below the window.

Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complemented by the display in both color and proportion. It is best to let products speak for themselves. Displays that exhibit actual products provide immediate communication without words. If words are part of the display, they should be kept to a minimum. Type face for any signage should be simple and easy to read and be in colors that will not conflict with the colors in display merchandise.

Consideration should also be given to lighting. An attractive, well-lit display can entice window shoppers to return during business hours. A well-lit window display also improves public safety by lighting the sidewalk and allowing police to see into the store at night.

Icon, Symbol or Graphic Signs

Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle) that have come over time to represent certain types of businesses. When designed well, symbol signs convey their messages quickly and effectively because they are immediately recognizable as bold graphic descriptions of the goods and services offered.

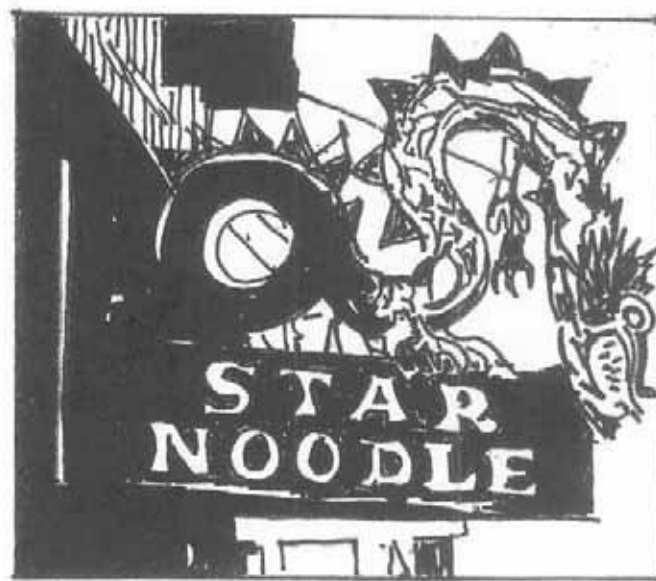
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

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

- Painted wall signs may in some circumstances be appropriate. As a general rule new painted signs are more appropriate on an older building than a newer one.
- Painted signs often are found on the side or upper floors of older buildings advertising past businesses that may no longer exist, at least at that location. Usually, faded with age, they are known as ghost or phantom signs. Painted wall signs can be important reminders of a community's commercial history and heritage. There may be occasions when they need to be painted over. However, as a general rule, they should be left exposed for the enjoyment of future generations.

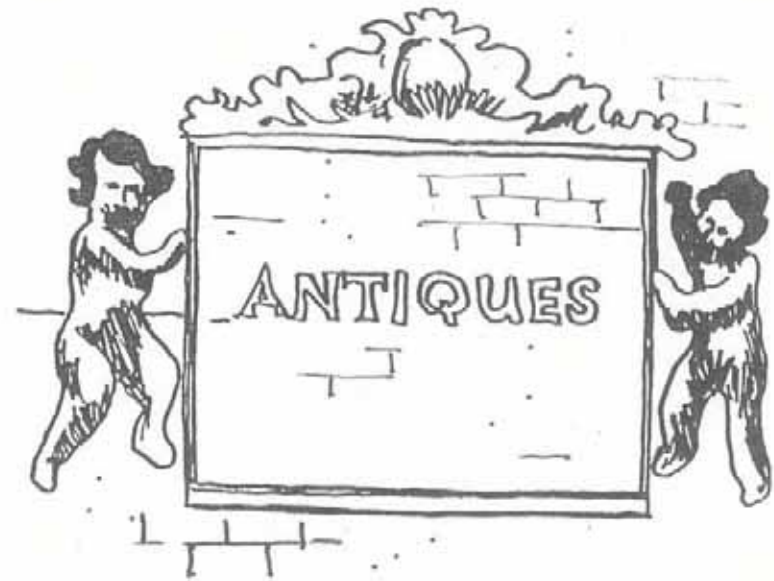
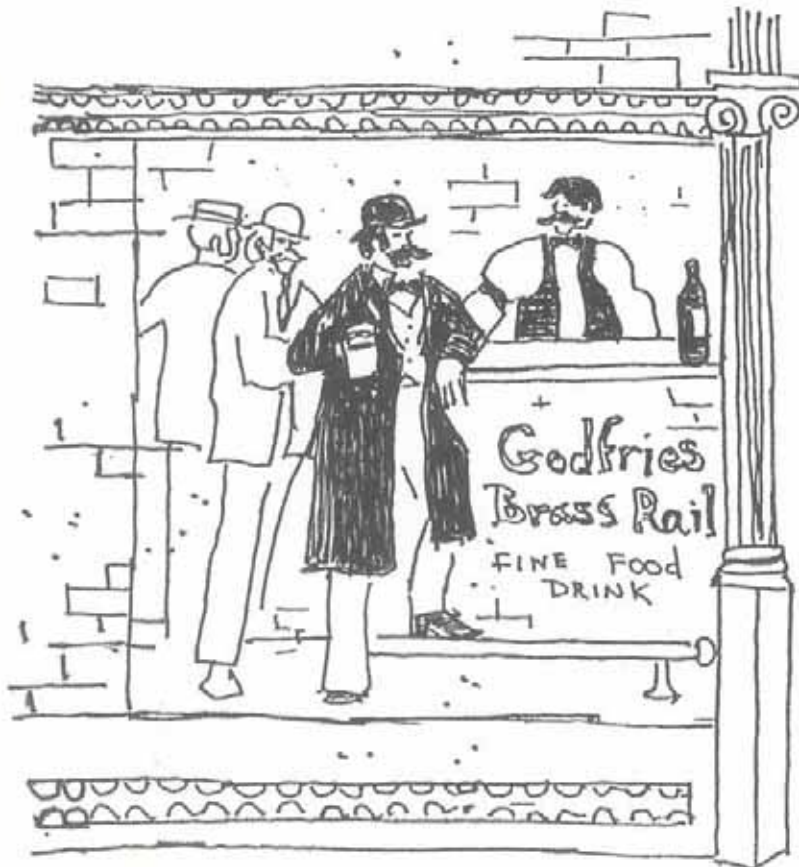




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today. In modern times, however, it can also be used as a symbol that says "antiques are sold here." A pair of scissors has perhaps become a more ubiquitous symbol for cutting hair than the barber's pole while adding the information that women or perhaps even both sexes, are welcome here. Oriental dragons or pagodas are often used as symbols for an oriental, particularly Chinese, restaurant. The "Star Noodle" sign above is not just a symbol for a certain type of restaurant but also is a superb, and rare, example of neon lighting (although this cannot be determined simply by examining the drawing).



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



Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at a bar or an antique store attempting to create a historic ambiance. The style does not lend itself nearly as well for use on more contemporary structures.

Changing Signs

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

- Changing signs are limited to displaying public information such as the time and temperature and the advertisement of on site services or products or information associated with a business on the premises. A newspaper, for example, may provide newspaper headlines or a stockbroker may provide the Dow Jones averages. Similarly, a retail store could have a reader board advertising on site products and sales.

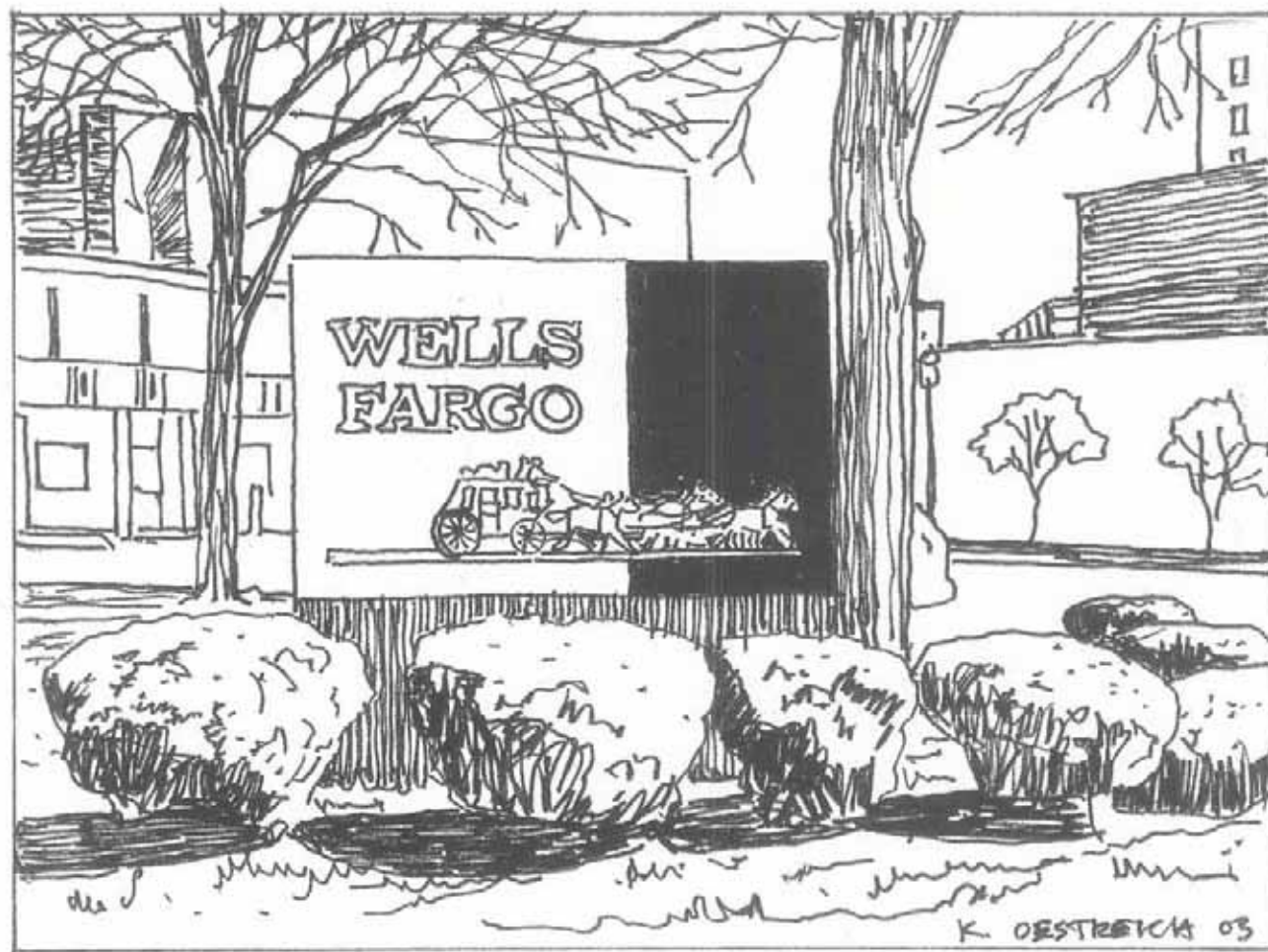
Monument or Ground Signs

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

- Monument or ground signs can be effective signage. They, however, need room and are only appropriate where building setbacks are sufficient to create an appropriate space.
- Monument or ground signs should, when possible, be placed in a landscaped base and repeat materials and colors used on the building it is advertising.



The Wells Fargo Bank drive-through facility at Third and Main Street provides an example of a monument sign that has a number of positive design elements. To begin with, the scale of the sign fits well with both the site and the building. In designing the sign, the bank has resisted the axiom that "the bigger the sign the better." Also the sign has been set within a landscaped base of evergreen shrubbery and has been placed at a location where there is enough room for a sign of this nature. Monument signs need space. Another feature of interest is the Wells Fargo logo itself, a picture of a stagecoach being pulled by a team of horses. At a glance the logo tells the viewer that this is an old and venerable company with a colorful history closely tied with America's own history.



Signs on Awnings

Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

- Individual letters painted directly on the valance of an awning facing the street makes for a distinguished and informative sign.
- Limiting signage on the sloping surface of an awning to small graphic symbols or logos unique to a particular business helps prevent the information on the signage from getting too cluttered for the viewer.
- Traditional awnings generally are more appropriate on older buildings than modern “bubble” type designs.
- Consider down lighting awnings (if they are lighted), particularly on older buildings, rather than using internal illumination.
- Some colors work better as awnings than others. The colors should not be too abrupt or jarring.

Freestanding Pole Sign

A freestanding pole sign is a sign mounted on one or more poles, uprights, or braces mounted in the ground and not attached to any structure other than the poles, uprights, or braces.

- The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate in the downtown.
- One type of pole sign that may be appropriate are smaller signs on double posts. Like monument or ground signs, these freestanding signs need space and look best if they are set in landscaping.

Neon and Bare Bulb Signs

Signs illuminated by electrified gas in slender glass tubes first appeared in the 1920's and became popular in the following two decades. Although various gases are used in these signs, over time, they have come to be called "neon" signs.

Although neon and bare bulb signs are becoming increasingly rare, they can add to the historic quality and uniqueness of the downtown.

- Continuing the use and maintenance of neon and bare bulb signs helps in maintaining the historic character of downtown.
- The use of neon and bare bulb signs in areas such as bars, restaurants, dance clubs, and other entertainment related businesses, is consistent with the traditional uses of such signs.

Banner Signs

Banner signs may be used for special events in the downtown.

- Decorative banner signs can be used to add color and create a festive atmosphere for special events, holidays and seasonal events.
- Banners may be attached to light standards (with an encroachment permit if they are on the public right-of-way) or project from building facades.
- Banners should be removed or replaced when they show signs of fading or unattractive wear.





Banners are a relatively inexpensive way to add color and create a festival atmosphere in the downtown. Banners can have words and graphics intended to inform the public about special events at retailers, the convention center, libraries and museums. Alternatively, banners can be there just to add color and do not have to say anything.

Note that the design and placement of any banners must be approved by the Downtown Design Review Board. Designs must be attractive (in the opinion of the Board) and must be constructed of quality materials. Be aware that the plastic pennants sometimes used at car dealerships and suburban grand openings would not be appropriate downtown and would not be allowed under the banner provisions of these guidelines.

Lighted Signs

Both internally or externally lit signs are appropriate in the downtown area. Internally illuminated signs, however, are more appropriate in some situations than others.

- Plastic is a modern material and generally fits better on more modern buildings rather than older ones.
- White internally illuminated boxes are particularly unappealing. Shaped plastic or cut plastic letters generally look better.
- Light letters on a dark black or colored background tend to be more legible from a distance.
- On older buildings, matte finishes generally are more appropriate than shiny finishes.
- Orienting and shielding spotlights such that the source of light is not directly visible focuses the attention of the viewer.



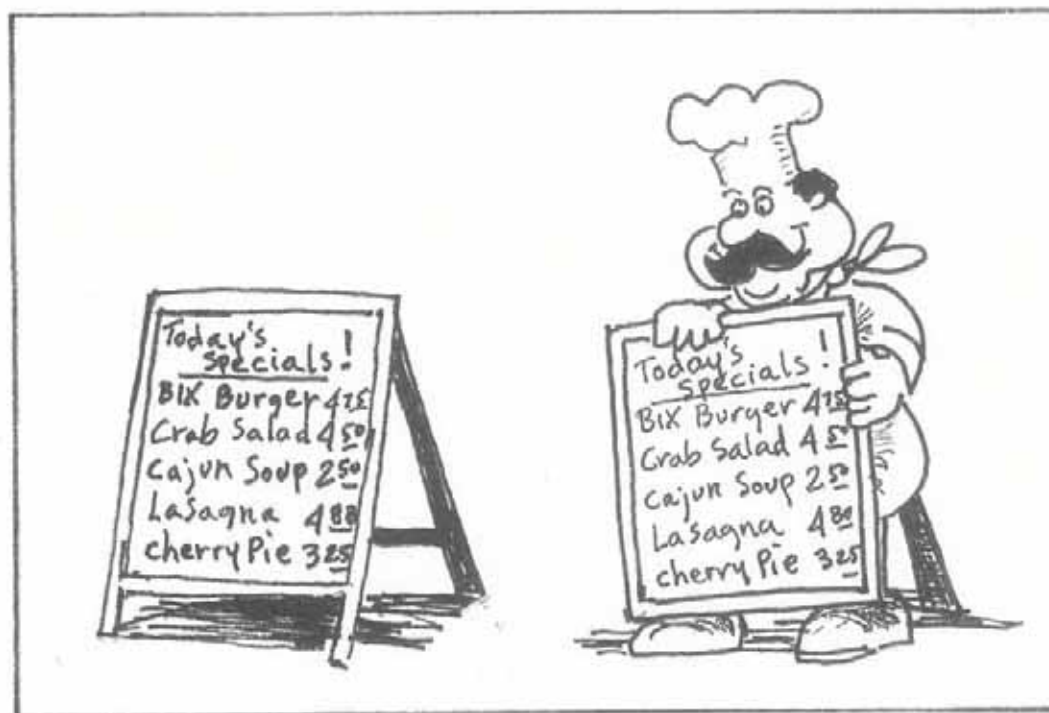
Directional Signage for Parking Lots

- Directional signs marking entries and exits to parking lots are to have no more than one commercial image, logo or message, which shall be subservient to text identifying the parking lots as “customer parking” makes the direction signage easily comprehensible.
- Limiting each driveway to no more than one directional sign, located on private property, near the sidewalk makes the signage more user friendly.

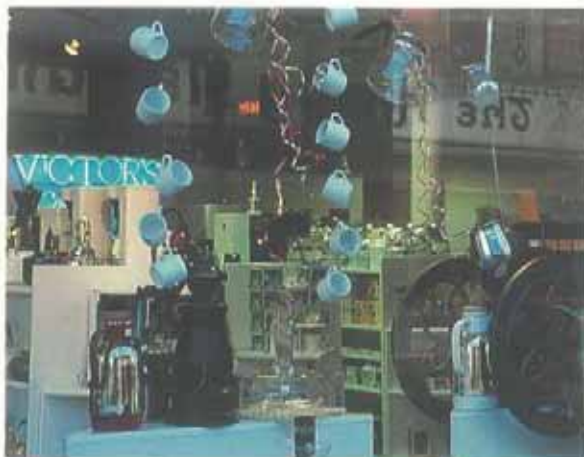
Sandwich Board Signs

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

- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access.
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.
- Sandwich board signs should be on City sidewalks only during business hours, being removed at the end of each day.

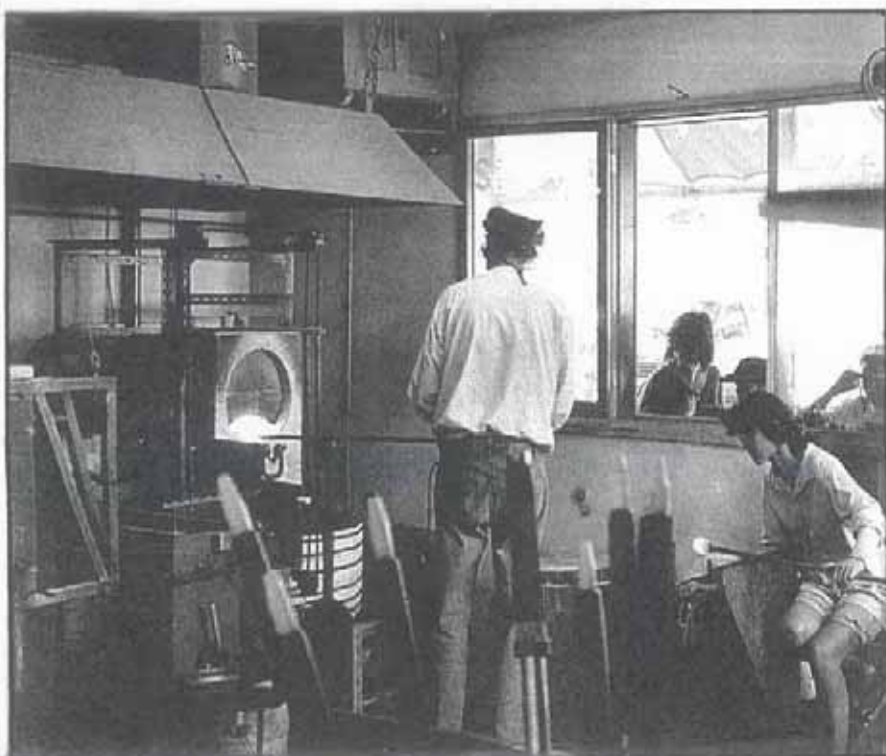


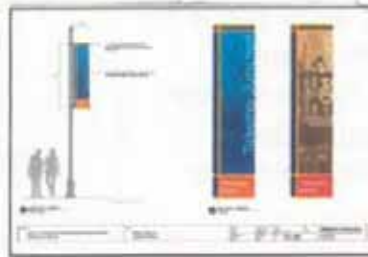
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of the two examples directly above, staff would suggest that the sign on the right would draw more attention than the sign on the left while making the downtown just a little more interesting. The sign on the far left at Trash Can Annie's Antique Clothing on Brady Street is an excellent existing sandwich board sign with considerable design merit.



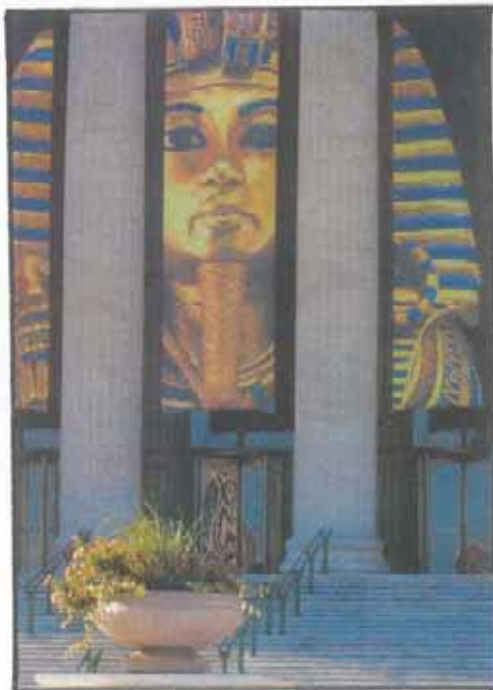
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

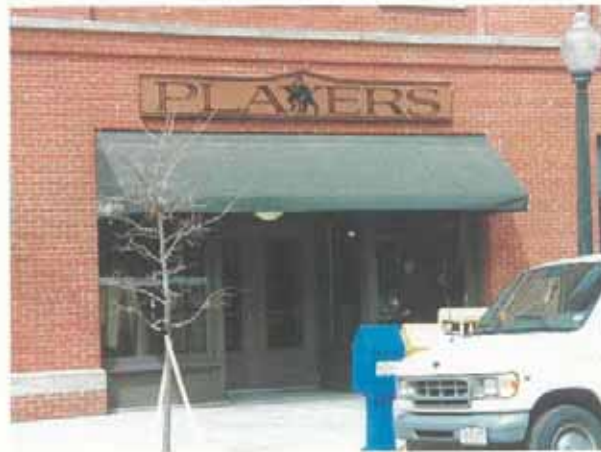
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this case, the glass blowing shop allows the public to see the creation of a glass object from raw material to finished product.





The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located "off premises". The Board may allow banner poles in the public right-of-way with an encroachment permit but only in locations that the Board deems appropriate.





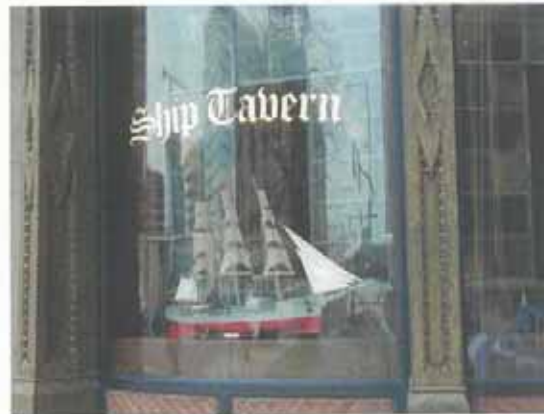
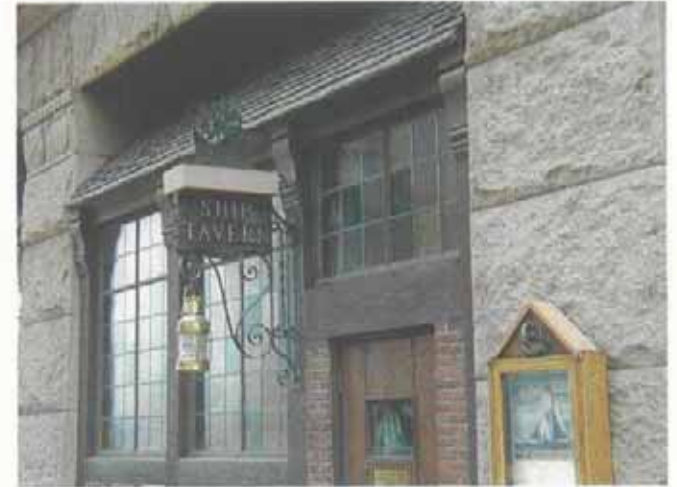
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

The Ship Tavern, a restaurant in another city, provides a good example of a well thought out signage plan. The signage is creative and works on many levels. It uses every opportunity to create an appealing identity for the restaurant and while doing so it makes its downtown neighborhood just a little more interesting. Among its various signs is a plastic, molded “shaped sign” in the form of a shield back lighting the form of a sailing ship. The words “Ship Tavern” are also spelled out in “cut letters.” These signs are oriented to passing automobiles. Note they do not hide any of the building’s architectural features. A second, more intimate, projecting sign oriented to pedestrians marks the restaurant’s entry. The sign includes, once more, the restaurant’s name coupled with a unique wrought iron sailing ship in silhouette and a ship’s sea lantern. On the window, a painted window sign once more tastefully repeats the restaurant’s name. Visible through the glass is a model of a clipper ship that helps grab the eye. Not shown are other windows which also feature model ships. Finally, a menu board placed by the door repeats the restaurant’s sailing motif. Of course, not every business has this much to work with. Every business, however, should use every opportunity to create a unique image for itself.



SIGNAGE PLANS

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

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



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

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).

City of Davenport
Design Review Board

Department: CPED
Contact Info: Ryan Rusnak 563-888-2022
rrusnak@ci.davenport.ia.us

Date
9/23/2019

Subject:

Case DR19-16: Request for design review at 1111 Jersey Ridge Road. C-V Village of East Davenport Zoning District. Two wall mounted signs. Rebecca Sebastian, petitioner. [Ward 6]

Recommendation:

Staff recommends approval of the sign as presented.

Background:

Petitioner is proposing to install two wall mounted signs.



ATTACHMENTS:

Type	Description
Backup Material	Application
Backup Material	Design Guidelines - Signage

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	9/20/2019 - 10:34 AM



226 West 4th Street
Davenport, Iowa 52801
(563) 326-7765
Planning@ci.davenport.ia.us

Complete application can be emailed to planning@ci.davenport.ia.us

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:

Application Form Type:

Plan and Zoning Commission

Zoning Map Amendment (Rezoning) ☐
Planned Unit Development ☐
Zoning Ordinance Text Amendment ☐
Right-of-way or Easement Vacation ☐
Voluntary Annexation ☐

Owner (if different from Applicant)

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

Zoning Board of Adjustment

Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Design Review Board

Design Approval ☒
Demolition Request in the Downtown ☐
Demolition Request in the Village of
East Davenport ☐

Engineer (if applicable)

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

Historic Preservation Commission

Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Architect (if applicable)

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

Administrative

Administrative Exception ☐
Health Services and Congregate
Living Permit ☐

Attorney (if applicable)

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

Design District:

- ☐ CD - Downtown
- ☒ CV – Village of East Davenport
- ☐ CE – Elmore Corners

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

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-7765 or 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 completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:**Minor alterations to existing buildings and new and replacement signs (all of the above and):**

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant: Douglas W. Small Date: 08/27/2019

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: Ryan Rusnak Date: 8/27/2019
Planning staff

Date of the Public Meeting: 9/23/2019

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

Work Plan

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

Install two non lit signs at location on shop drawing, to building

Add additional pages in needed.

S.C. _____
 S.C. _____
 S.C. _____



4' X 8'



26" X 43"



River City Sign Co.
 309-796-3606

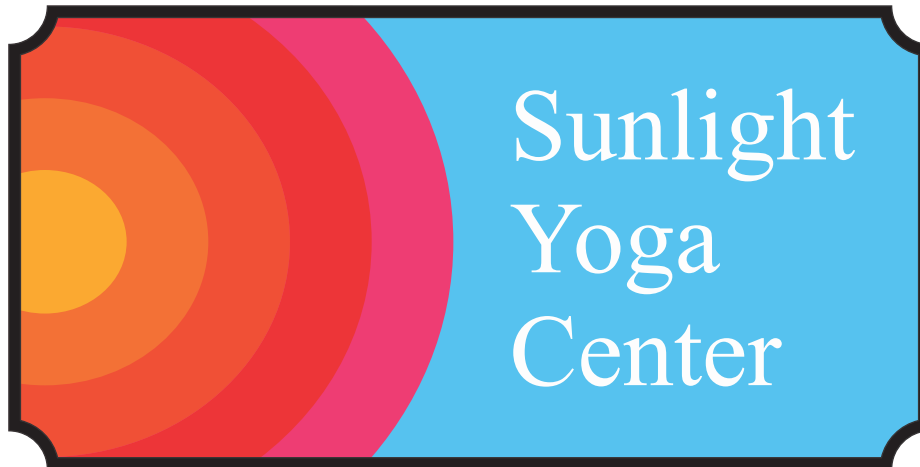
CLIENT
 SUNLIGHT YOGA

DATE
 08-07-19

SCALE

COPYRIGHTED BY RIVER CITY SIGN, AND MAY NOT BE REPRODUCED, PUBLISHED, CHANGED, OR USED IN ANY OTHER WAY WITHOUT WRITTEN CONSENT.

S.C. _____
 S.C. _____
 S.C. _____



4' X 8'

26" X 43"

APPROVE _____ Date _____

Please examine this proof carefully, any typos or misprints will not be the responsibility of River City Sign after it is sign and dated

River City Sign Co.
 309-796-3606

CLIENT
 SUNLIGHT YOGA

DATE
 08-14-19

SCALE

COPYRIGHTED BY RIVER CITY SIGN. AND MAY NOT BE REPRODUCED, PUBLISHED, CHANGED, OR USED IN ANY OTHER WAY WITHOUT WRITTEN CONSENT.

Signage



Discussion:

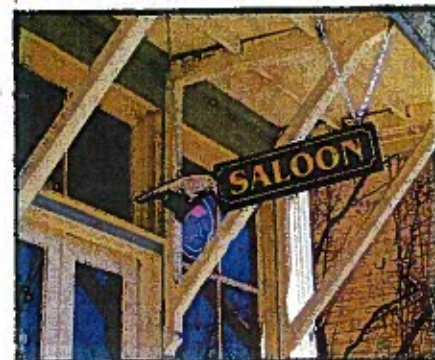
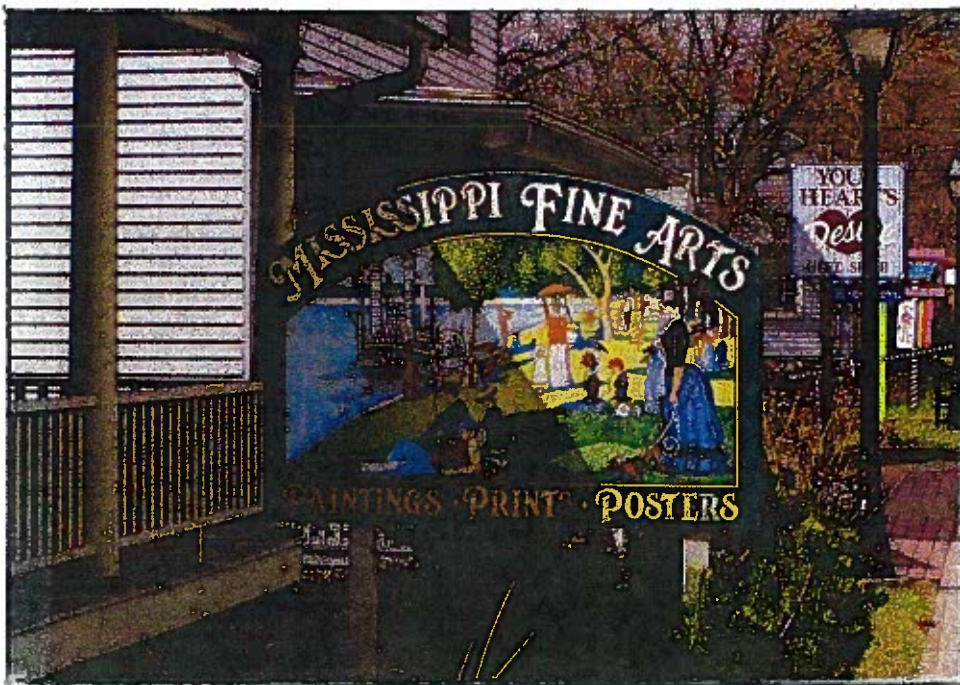
The economic health of any commercial district depends, in part, on the quality of its retailing, promotional activities, marketing and management. Underlying the success or failure of these factors, however, is the physical appearance of the business district. Because first impressions can be lasting,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

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

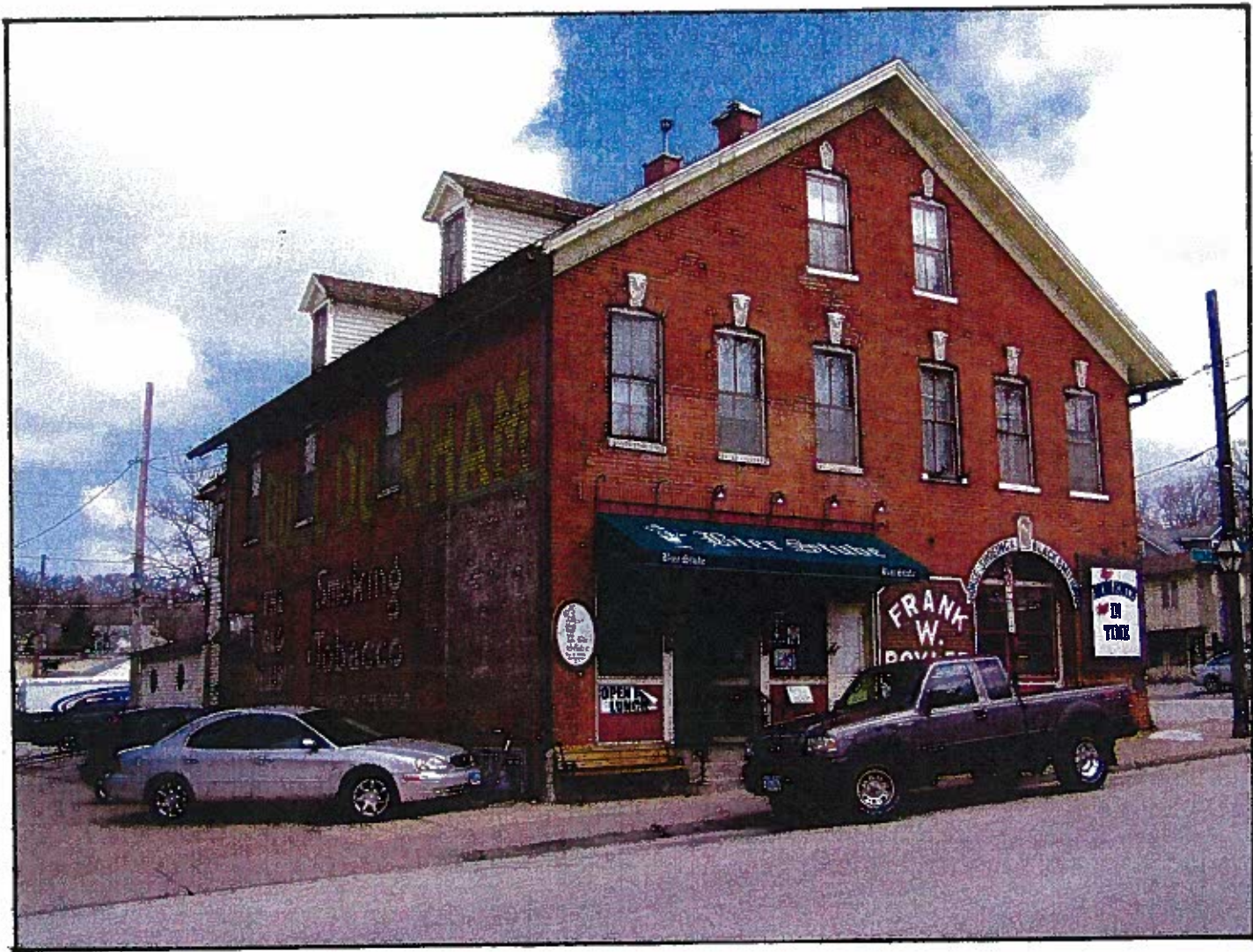
In many communities, the visual distinction between traditional business districts and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses to adopt the large-scale signs used on commercial highways. This is unfortunate as historic shopping districts,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

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

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



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

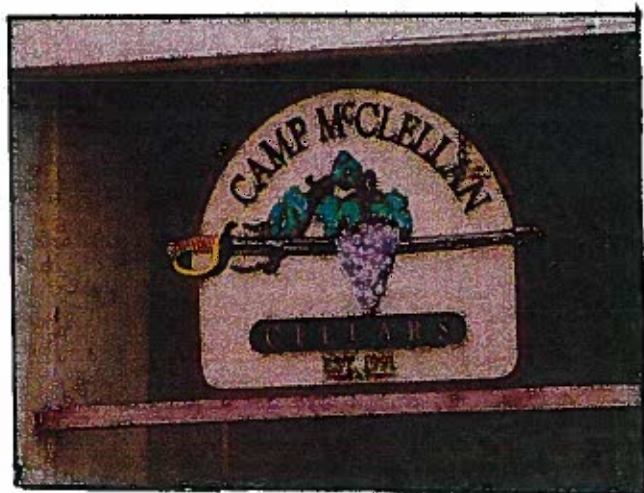


The building at 2228 East 11th Street (above) provides a wealth of interesting signage. The most intriguing is perhaps the "Bull Durham Smoking Tobacco" sign which takes up much of the west wall. "Ghost" or "phantom" signs of this nature which advertise past businesses or products should be kept whenever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

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

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

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



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

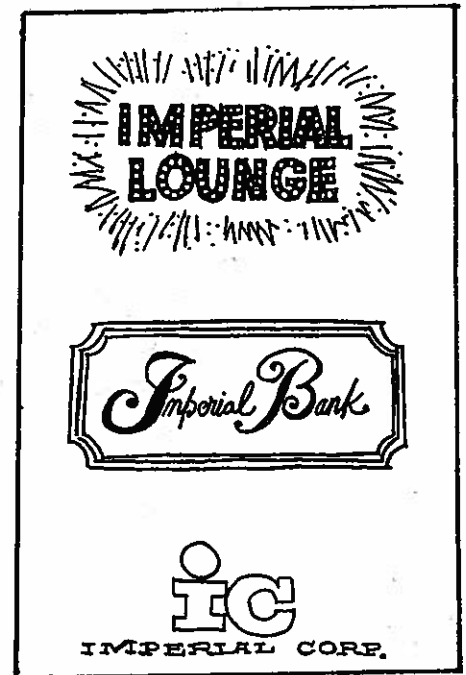
It should be noted that within the historic shopping district zoning classification the City is taking something of a different direction with regards to sign regulation. In other zoning districts signs are controlled by restricting their number and size. (Generally, businesses are limited to two signs, one freestanding and one building mounted; the overall square footage for signs is limited to one foot or two feet per lineal foot of lot frontage - depending on the zoning district. Finally, the minimum sign setback is ten feet. What signs in these districts look like is largely ignored. In the historic shopping district, the city, while not completely ignoring sign numbers, size, etc., is searching for quality by focusing very much on sign design and materials. Given this greater design control, the city may, at its discretion, allow sign types that may not be legal in other districts (hanging signs and sandwich board signs, for example), and approve a larger total number of signs (if they are part of a tasteful and creative sign package or plan) than might otherwise be the case. These signage plans will be reviewed by the Design Review Committee of the City Plan and Zoning Commission. Their approval will determine the number of signs allowed, their size, type and setback.



The above illustration suggests two locations for signage on an older commercial structure with architectural integrity. Both the "Hal's Hobby Shop" and "Roomor's" signs are shown utilizing the clerestory of the building. Another location is suggested by the "Richard Campbell" sign, which is located at the building entry's transom. Note that neither of these locations hide or cover important architectural features.

General Sign Guidelines

- Creating a network of quality, well-designed signs, clearly announcing the types of services offered makes the shopping district an attractive, friendly experience for the visitor. This experience is further enhanced when building signage indicates the names of businesses and reflects the activities that occur within buildings.
- Merchants are encouraged to create their own unique signs, symbolic of their personal business.
- The use of lighter letters against a darker background makes signage more legible for viewers and is encouraged. Dark colors have a tendency to recede while lighter or brighter colors stand out.
- Avoid the placement of signs at locations that hide architectural details. Most buildings, both historic and contemporary, were designed with logical places to locate signs that do not negatively impact the architectural design.
- Maintaining a minimum clearance above the public right-of-way for signs that project from buildings helps prevent accidents and promotes pedestrian safety (8 feet).
- Locating flush-mounted wall signs on a historic storefront along the first floor belt course, at the clerestory, above any awning or on transom windows helps maintain the architectural identity of the building.
- Create simple signs with strong graphics.
- Avoid using too many words on signs. If the information provided is more than someone can take in with a glance they will simply turn their attention elsewhere.
- Avoid complex color schemes and garish colors and lighting. Use simple designs that provide a clear contrast between any lettering and/or graphics and the sign background.
- Avoid typefaces that are difficult to read. This often will include signs written in script.
- Avoid complex signs broken into numerous plans (individual boxes or shaped signs).
- As a general rule, signs provided by national distributors are not appropriate. They often appear to be "add ons".



Sign design in many ways establishes a business' identity.

- Quality workmanship, materials and construction are essential when creating attractive and long-lasting signage.
- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Firmly anchor signs that project from the building to the building façade with attractive, non-corrosive hardware that will not damage the façade of the building. This prevents accidents and enhances pedestrian safety.
- In the case of large buildings with multiple tenants use signage that relates in terms of height, proportion, color and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition, while still retaining each business' identity.

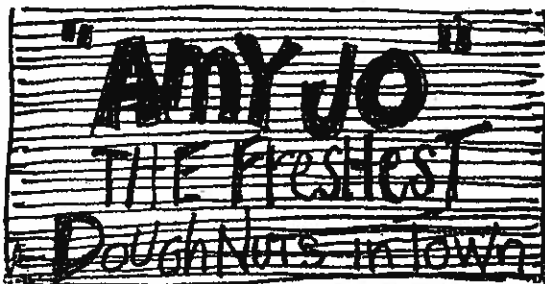
SIGN PROBLEMS



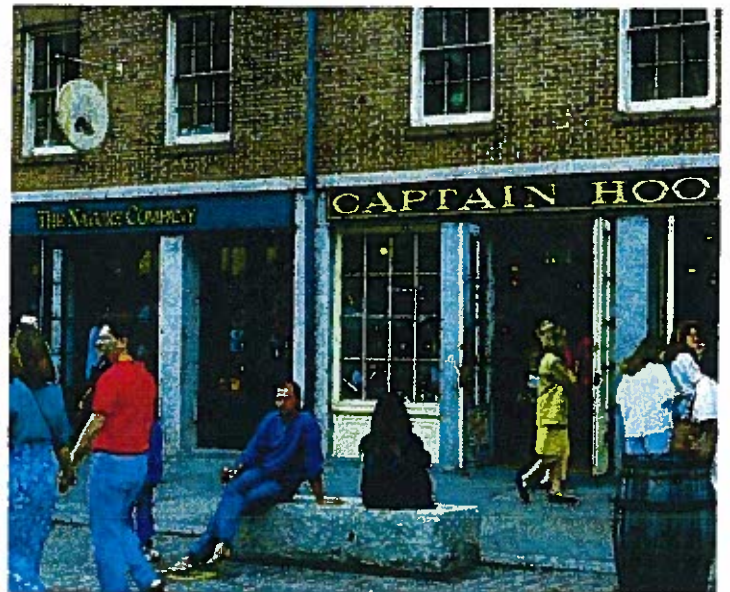
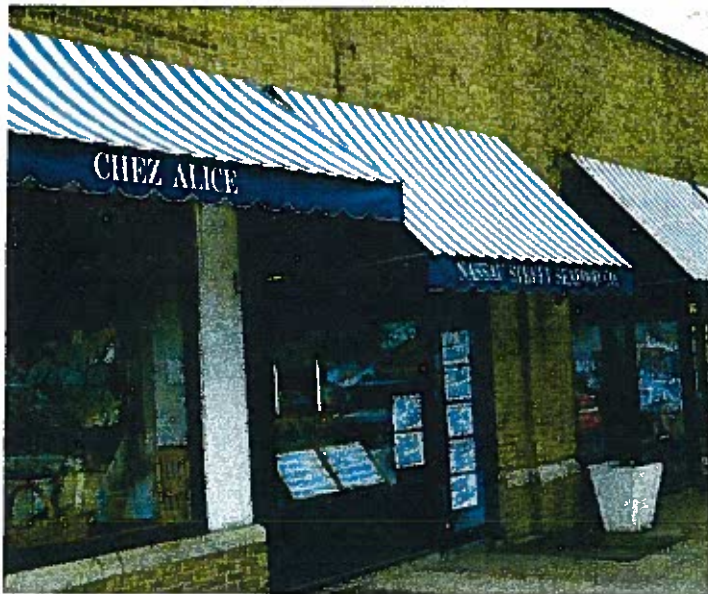
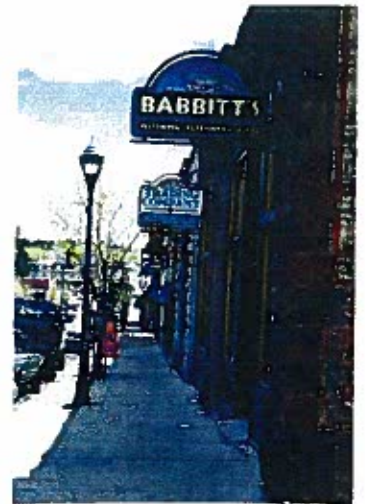
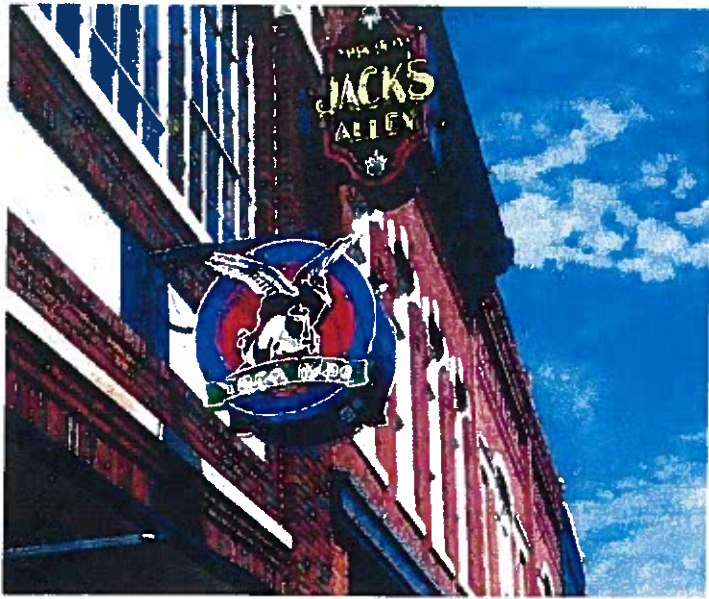
Left: A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

Baflics

Avoid unusual type faces that are difficult to read.



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



Wall Signs

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

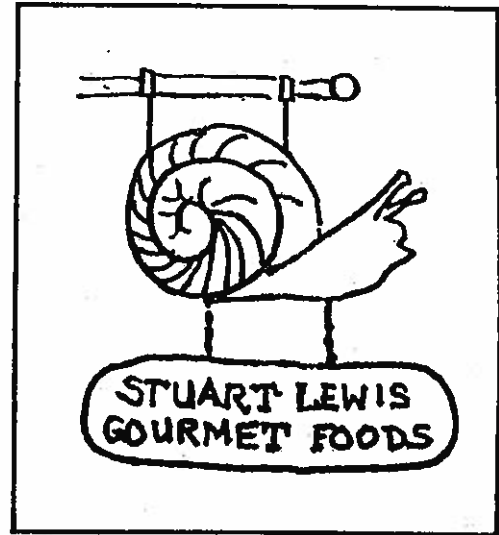
- Sizing signs to fit within the proportions of the building façade maintains the architectural quality of the building design.

Hanging Signs

Hanging signs (also sometimes called projecting signs or blade signs) mounted on buildings, perpendicular to the sidewalk are very effective in reaching pedestrians as they are placed

only a little higher than eye level. They are also easily visible for drivers and passengers in vehicles given they are also perpendicular to the street. Finally, they are a sign type that historically has been commonly used on older buildings and, therefore, help create the image expected of a historic shopping district.

- Maintaining a minimum clearance above the sidewalk enhances public safety (eight feet minimum).
- Designing projecting signs with a sign area of more than three feet makes them obtrusive and unsightly.



- Encouraging projecting signs that use logos, business icons and symbols, creates a user friendly experience for district visitors.

Window Signs

Signs etched or painted directly onto glass storefront display windows and entrances were popular in the late 19th and early 20th centuries. Painted signs were often used as they are low in cost; the highest quality were gilded, a thin layer of gold burnished onto the glass. Gold leaf window signs are still popular today, as are signs of enamel or acrylic paints and those using thin vinyl letters affixed directly to the window.

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.
- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.
- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.
- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.

Window displays are an integral part of any retail business. An attractive display contributes to

- The character and success of each store;
- The character of the street; and
- The character of the historic shopping district as a whole.



The window display featuring an elk, to the left, grabs the eye while more effectively informing passers-by that the business sells outdoor products than the large sign placed immediately below the window.

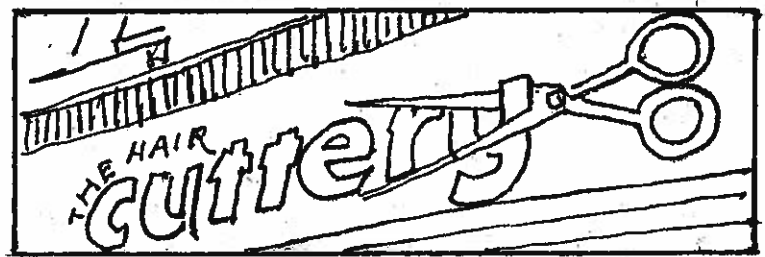
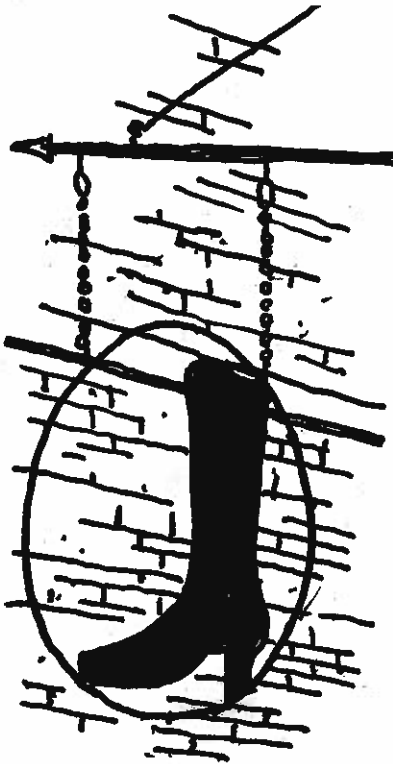
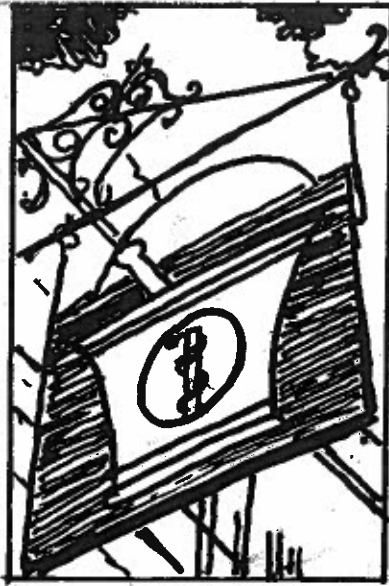
Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complimented by the display in both color and proportion. It is best to let products speak for themselves. Displays that exhibit actual products provide immediate communication without words. If words are part of the display, they should be kept to a minimum. Type face for any signage should be simple and easy to read and be in colors that will not conflict with the colors in display merchandise.

Consideration should also be given to lighting. An attractive, well-lit display can entice window shoppers to return during business hours. A well-lit window display also improves public safety by lighting the sidewalk and allowing police to see into the store at night.

Icon, Symbol or Graphic Signs

Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle) that have come over time to represent certain types of businesses. When designed well, symbol signs convey their messages quickly and effectively because they are immediately recognizable as bold graphic descriptions of the goods and services offered.

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



While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today. In modern times, however, it can also be used as a symbol that says "antiques are sold here." A pair of scissors has perhaps become a more ubiquitous symbol for cutting hair than the barber's pole while adding the information that women or perhaps even both sexes, are welcome here. A boot, a shoe, a pair of glasses – all of these symbols or icons tell potential customers exactly what a retailer sells in a glance. As these types of signage were more commonly used in the past, they also help establish a historic atmosphere.

Signs on Awnings

Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

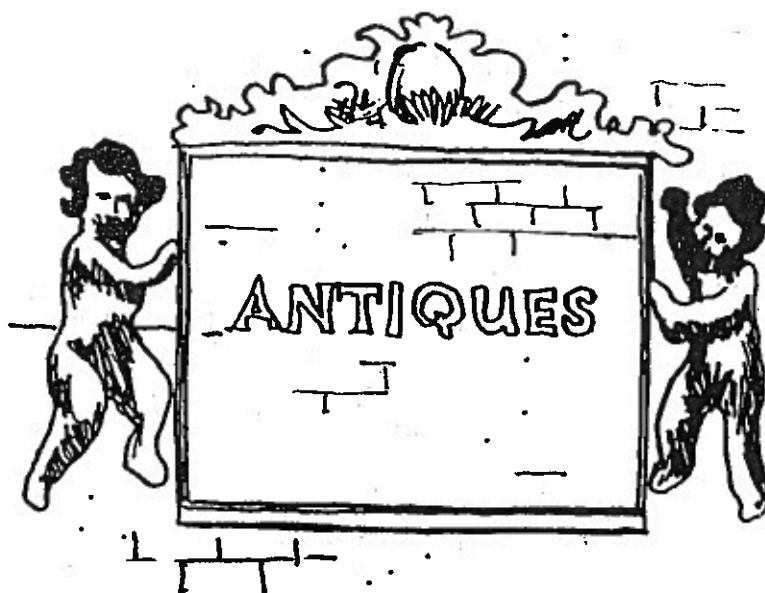
- Individual letters painted directly on the valance of an awning facing the street makes for a distinguished and informative sign.
- Limiting signage on the sloping surface of an awning to small graphic symbols or logos unique to a particular business helps prevent the information on the signage from getting too cluttered for the viewer.
- Traditional awnings generally are more appropriate on older buildings than modern “bubble” type designs.
- Consider down lighting awnings (if they are lighted) rather than using internal illumination.
- Some colors work better as awnings than others. The colors should not be too abrupt or jarring.



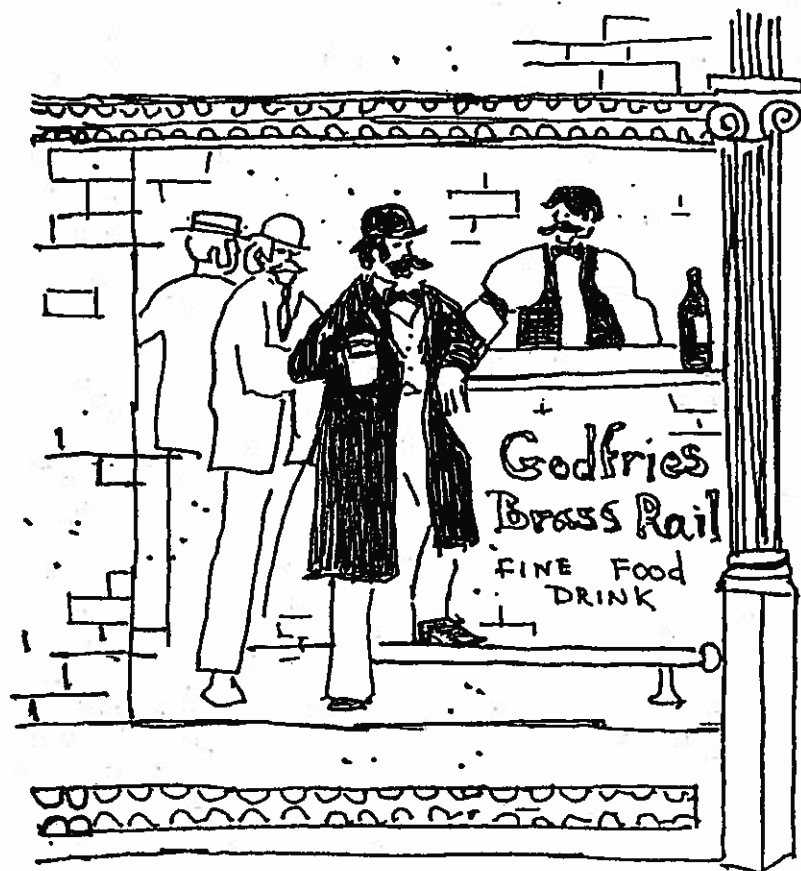
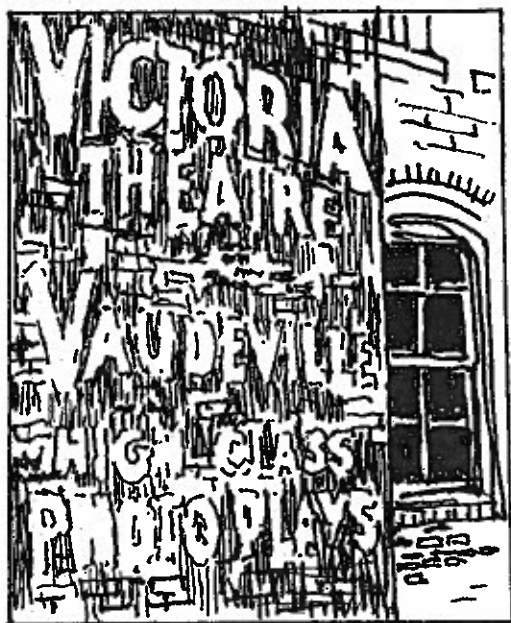
Christ Kuehl & Son Grocery, 1029 Mound-2103 East Eleventh Streets c. 1910 – Historically awning signs (raised in this drawing) were among the most commonly used signage in the Village.

To the right:

Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at a bar or an antique store attempting to create a historic ambiance. The style does not lend itself nearly as well for use on more contemporary structures.

**Below:**

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



Painted Wall Signs

Ghost or Phantom Signs



Freestanding Pole Sign

A freestanding pole sign is a sign mounted on one or more poles, uprights, or braces mounted in the ground and not attached to any structure other than the poles, uprights, or braces.

The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate in a historic shopping district.

One exception to this rule are smaller historic looking signs on double posts. Like monument or ground signs, these freestanding signs need space and look best if they are set in landscaping.

Neon and Bare Bulb Signs

Signs illuminated by electrified gas in slender glass tubes first appeared in the 1920's and became popular in the following two decades. Although various gases are used in these signs, over time, they have come to be called "neon" signs.

Although neon and bare bulb signs are becoming increasingly rare, they can add to the historic quality and uniqueness of the historic shopping district. They are, however, most common in the windows of bars and/or taverns. The city does not regulate signage on the inside of a building.



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

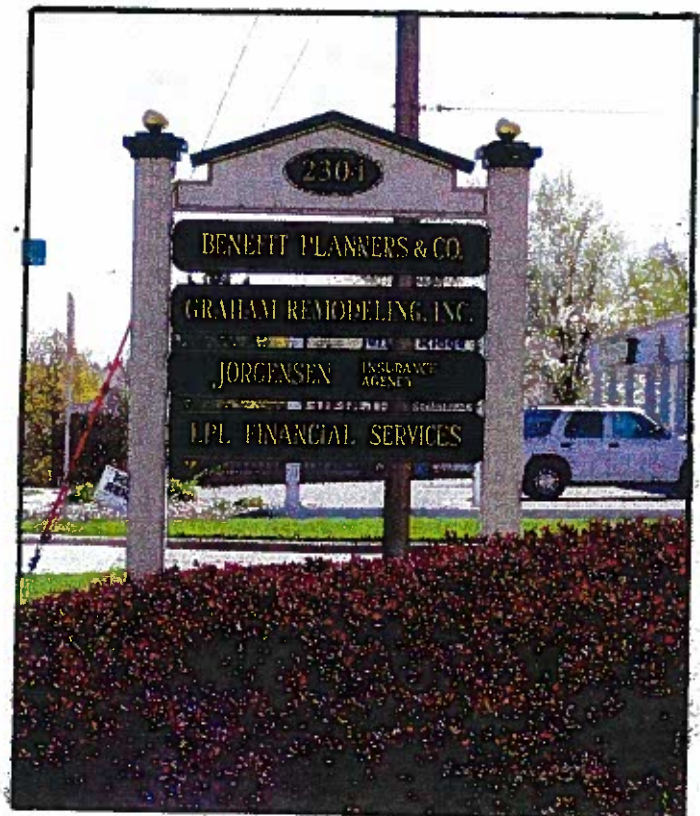
More appropriate signage would include a double pole historic sign for business identification with perhaps a sandwich board sign to replace the function of the internally illuminated message board.

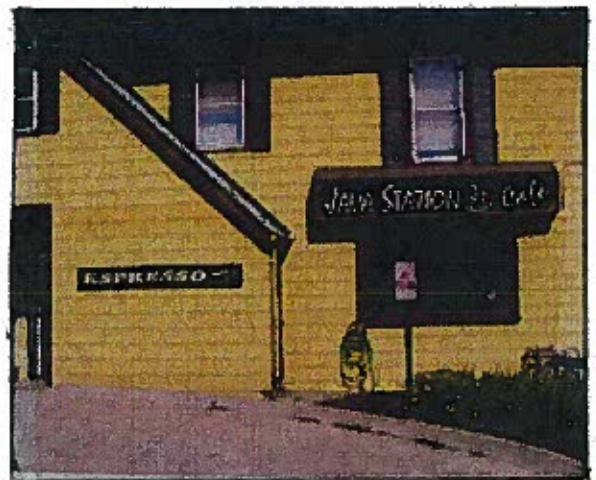
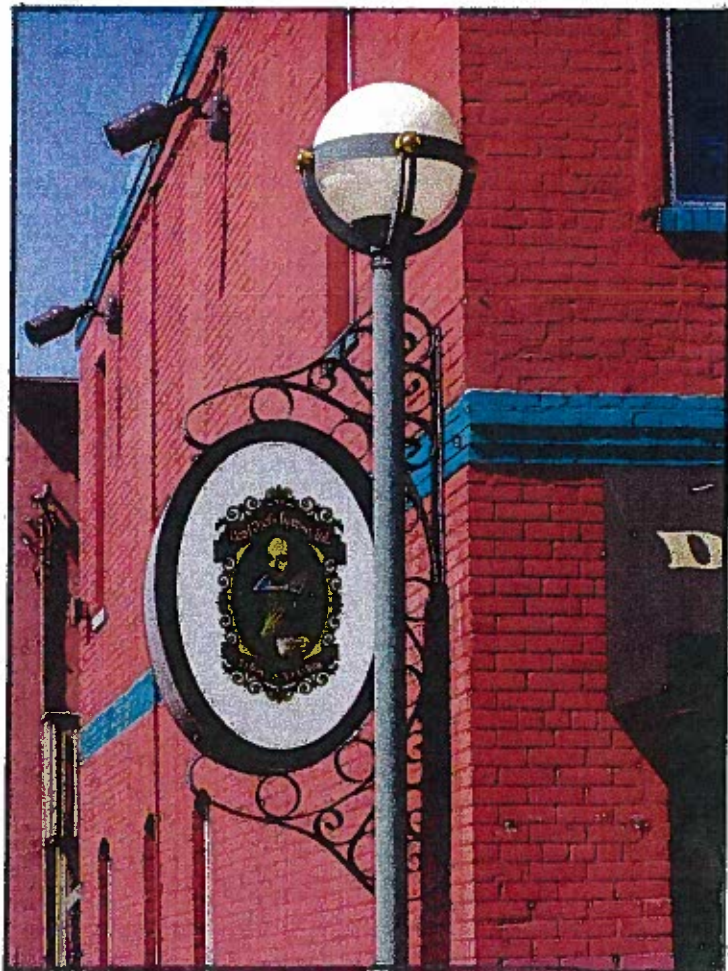
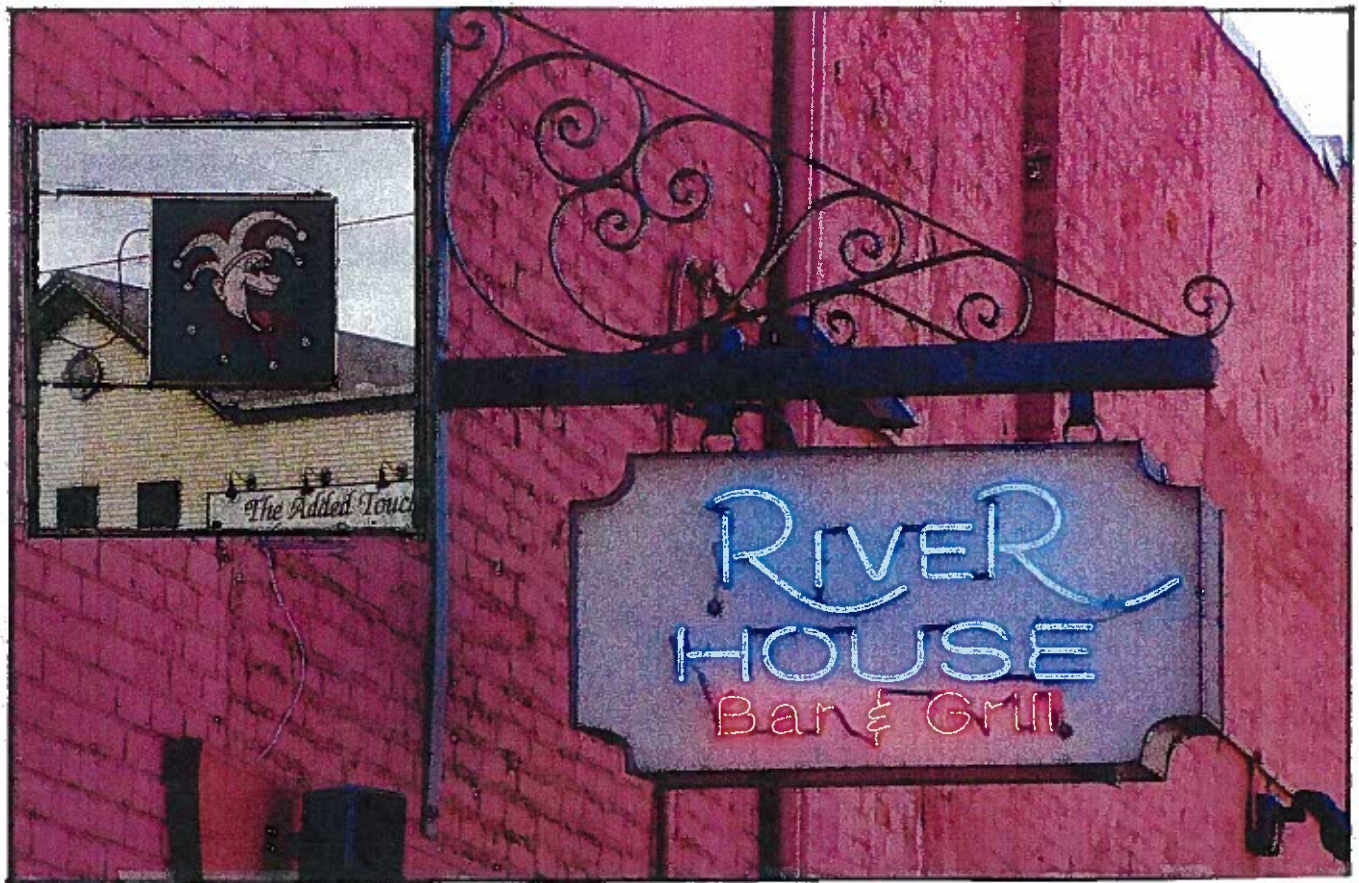
Existing signs that differ from these guidelines are grandfathered. They can remain in use indefinitely. Should the business cease at some time, however, the signage for any new business would need to be consistent with these design guidelines.



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

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





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

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

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

Banner Signs and Flags

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



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

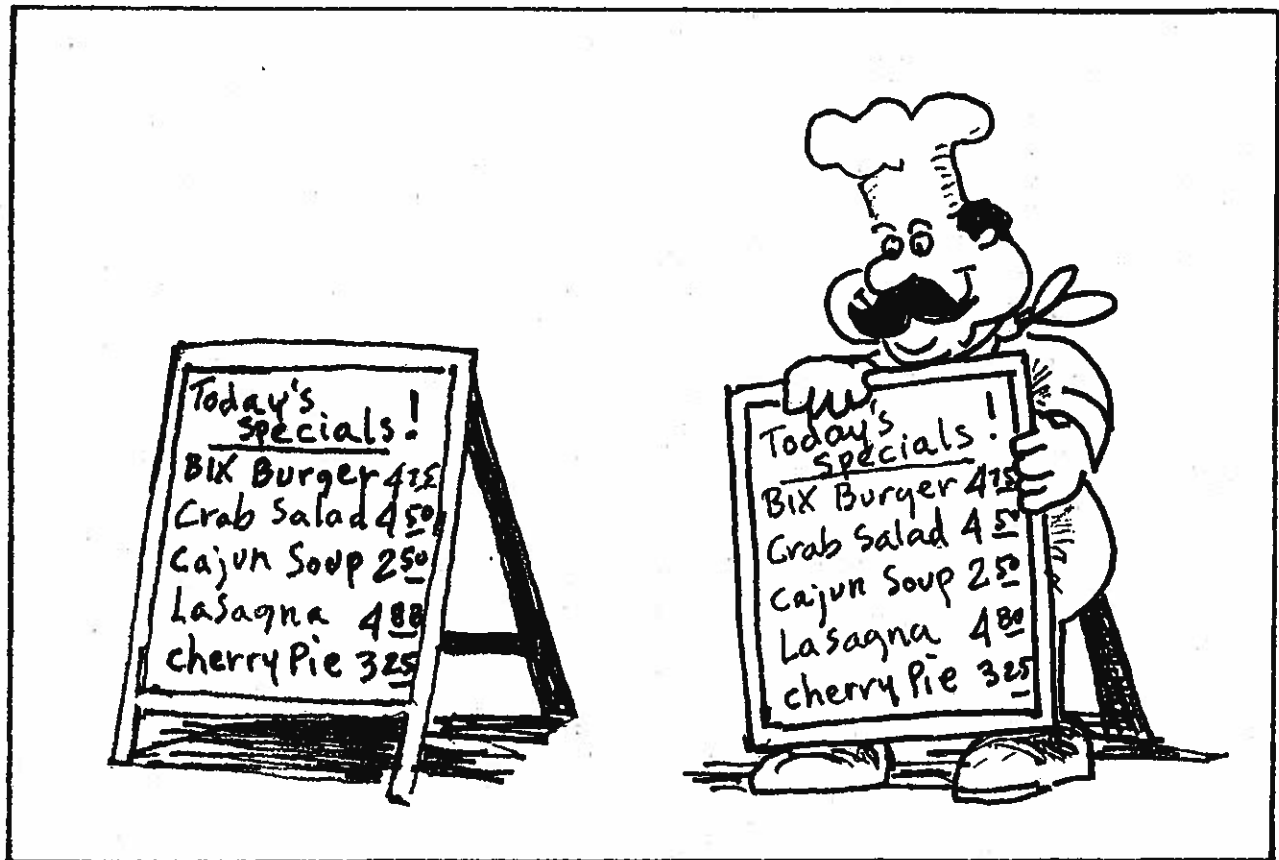
Sandwich Board Signs

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

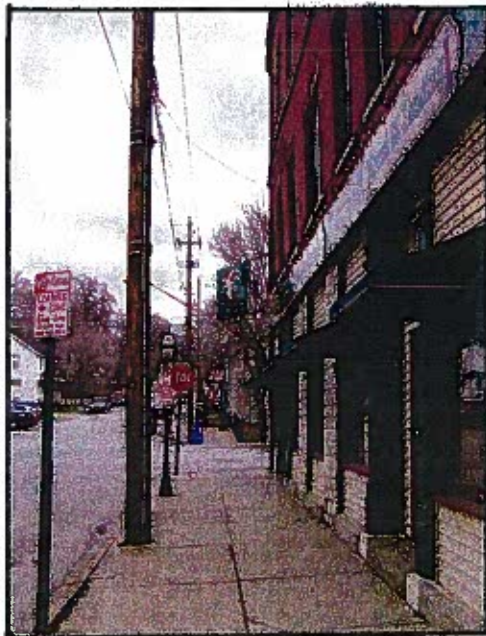
- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access (a minimum of 3 or 4 feet).
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.

Signage Plans

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

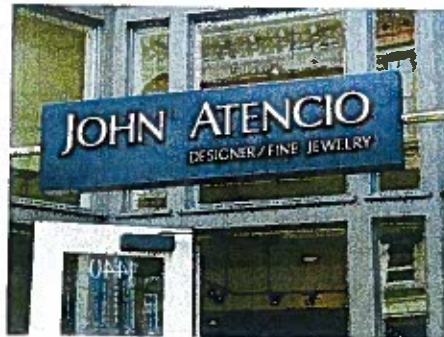


Sandwich board or A-frame signs are allowed on city sidewalks in the historic shopping district at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of the two examples directly above, staff would suggest that the sign on the right would draw more attention than the sign on the left while making the village just a little more interesting. The sign on the far left at Trash Can Annie's Antique Clothing on Brady Street is an excellent existing sandwich board sign with considerable design merit.



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

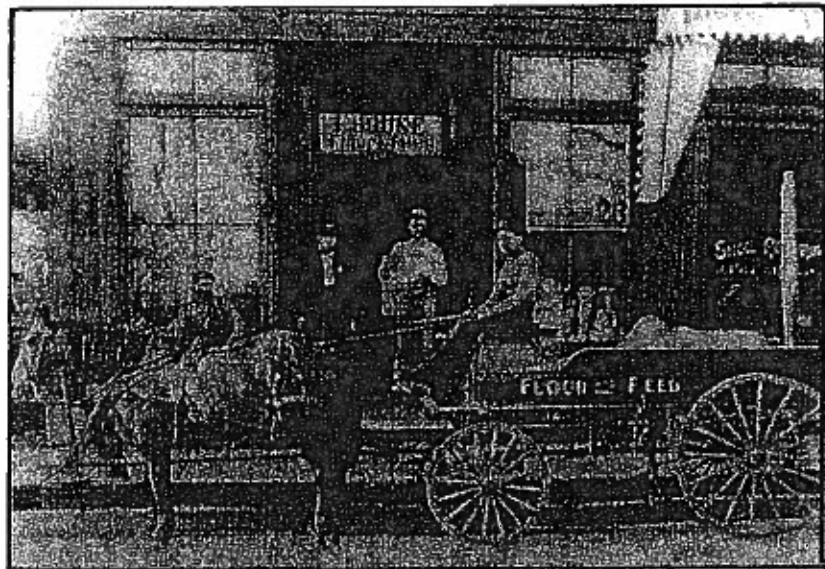
Signage Plans



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

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

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



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

City of Davenport
Design Review Board

Department: CPED
Contact Info: Matt Flynn, 563-888-2286

Date
9/23/2019

Subject:

Case DR19-17: Request for design review at 320 East 2nd Street. C-D Downtown Zoning District. Projecting wall sign. Justin Grubbs, petitioner. [Ward 3]

Recommendation:

Staff recommends approval of the sign as presented.

Background:

Proposed 4 by 4 foot projecting wall sign similar to many in the Downtown. In staff's opinion, this sign is consistent with the Downtown Design Guidelines.

ATTACHMENTS:

Type	Description
▣ Backup Material	Application
▣ Backup Material	Downtown Design Guidelines - Signs

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Flynn, Matt	Approved	9/17/2019 - 3:59 PM



Complete application can be emailed to planning@ci.davenport.ia.us

Property Address* 320 E 2nd St, Davenport, IA 52801

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

Applicant (Primary Contact)

Name:	Justin Grubbs
Company:	Paradigm
Address:	320 E 2nd St
City/State/Zip:	Davenport, IA 52801
Phone:	940-273-2401
Email:	Jjgrubbs@gmail.com

Application Form Type:

Plan and Zoning Commission

Zoning Map Amendment (Rezoning) ☐
 Planned Unit Development ☐
 Zoning Ordinance Text Amendment ☐
 Right-of-way or Easement Vacation ☐
 Voluntary Annexation ☐

Owner (if different from Applicant)

Name:	Steve & Kelli Grubbs
Company:	ChalkBites, Inc.
Address:	5200 SW 30th Street
City/State/Zip:	Davenport, IA 52802
Phone:	563-940-1729
Email:	steve@chalkbites.com

Zoning Board of Adjustment

Zoning Appeal ☐
 Special Use ☐
 Hardship Variance ☐

Design Review Board

Design Approval ☒
 Demolition Request in the Downtown ☐
 Demolition Request in the Village of East Davenport ☐

Engineer (if applicable)

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

Historic Preservation Commission

Certificate of Appropriateness ☐
 Landmark Nomination ☐
 Demolition Request ☐

Architect (if applicable)

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

Administrative

Administrative Exception ☐
 Health Services and Congregate Living Permit ☐

Attorney (if applicable)

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

Design District:

- ☒ CD - Downtown
- ☐ CV – Village of East Davenport
- ☐ CE – Elmore Corners

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

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-7765 or 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 completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:

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

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant: 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 4th Street, Davenport, Iowa.

Work Plan

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

Request for approval to install a company sign to the outside front of the building.

Location: propose to attach it to the left of the entry door (looking at the front of the building), above the light on the left side and hanging underneath the roof line. (See pictures). There is currently a black rod extending out and propose sign will be in that area.

Size: 4 ft. x 4ft

Aluminum with vinyl overlay. Logo, words "Paradigm ESPORTS VR TRAINING AND GAMING".

Black background and logo in yellow, letters in white.

Lit from inside so the "lightbulb" on logo and "Paradigm" are backlit.

Two sided.

Small lights also around the edge.

Please see pictures for rendition of how sign will look on the building. 2 views are provided.

Thank you!

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Signage

Design Objective:

Reinforce the unique character of downtown Davenport

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

Discussion:

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

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

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



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

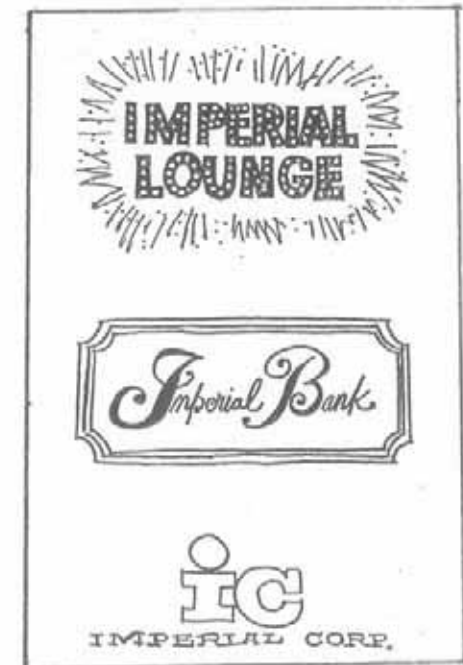
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

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

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

General Sign Guidelines

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



Sign design in many ways establishes a business' identity.

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

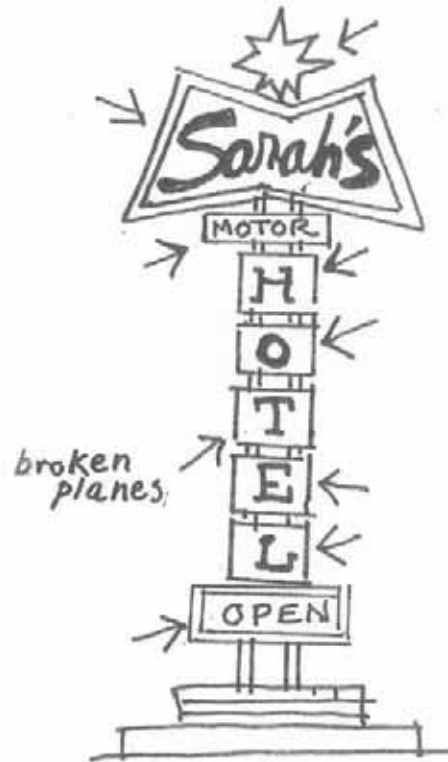


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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





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



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

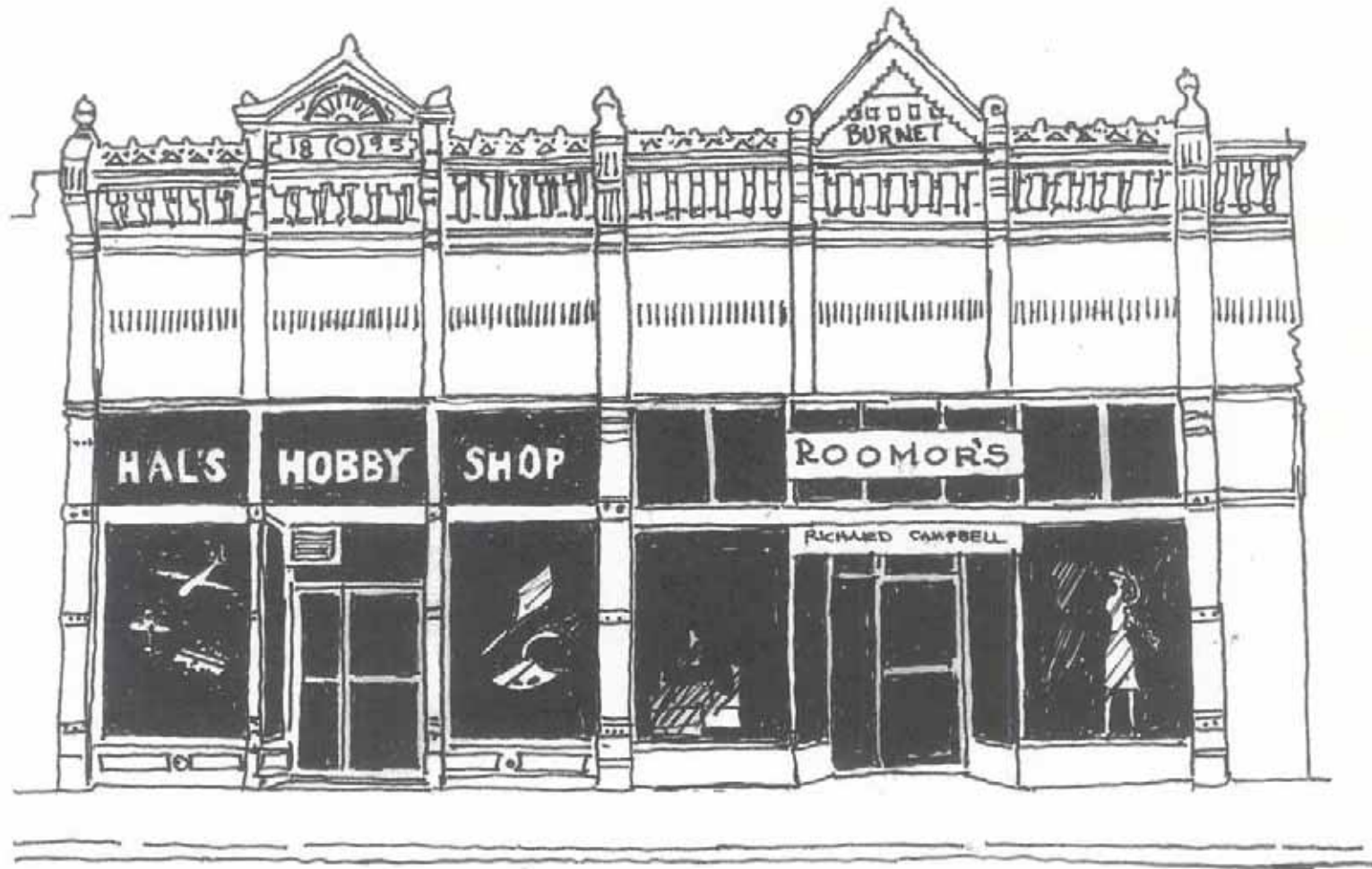


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



The above illustration suggests two locations for signage on an older commercial structure with architectural integrity. Both the "Hal's Hobby Shop" and "Roomor's" signs are shown utilizing the clerestory of the building. Another location is suggested by the "Richard Campbell" sign, which is located at the building entry's transom. Note that neither of these locations hide or cover important architectural features.

Wall Signs

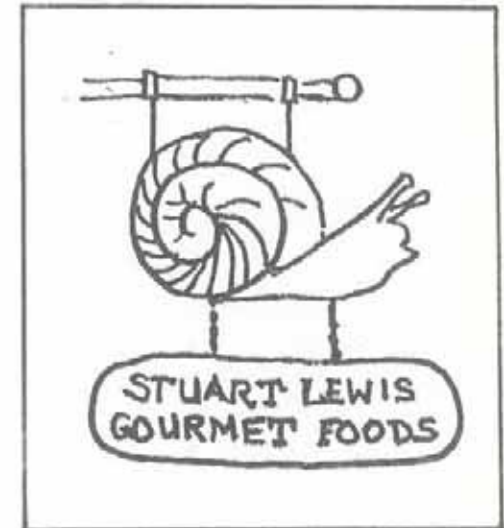
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Projecting Signs

Projecting signs (also sometimes called hanging signs or blade signs) mounted on buildings, perpendicular to the sidewalk are very effective in reaching pedestrians as they are placed only a little higher than eye level. They are also easily visible for drivers and passengers in vehicles given they are also perpendicular to the street. Finally, they are a sign type that historically has been commonly used on older buildings.

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



Window Signs

Signs etched or painted directly onto glass storefront display windows and entrances were popular in the late 19th and early 20th centuries. Painted signs were often used as they are low in cost; the highest quality were gilded, a thin layer of gold burnished onto the glass. Gold leaf window signs are still popular today, as are signs of enamel or acrylic paints and those using thin vinyl letters affixed directly to the window.

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.
- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.
- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.
- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.





Window displays are an integral part of any retail business. An attractive display contributes to

- The character and success of each store;
- The character of the street; and
- The character of the downtown business district as a whole.

The window display featuring an elk, to the left, grabs the eye while more effectively informing passers-by that the business sells outdoor products than the large sign placed immediately below the window.

Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complemented by the display in both color and proportion. It is best to let products speak for themselves. Displays that exhibit actual products provide immediate communication without words. If words are part of the display, they should be kept to a minimum. Type face for any signage should be simple and easy to read and be in colors that will not conflict with the colors in display merchandise.

Consideration should also be given to lighting. An attractive, well-lit display can entice window shoppers to return during business hours. A well-lit window display also improves public safety by lighting the sidewalk and allowing police to see into the store at night.

Icon, Symbol or Graphic Signs

Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle) that have come over time to represent certain types of businesses. When designed well, symbol signs convey their messages quickly and effectively because they are immediately recognizable as bold graphic descriptions of the goods and services offered.

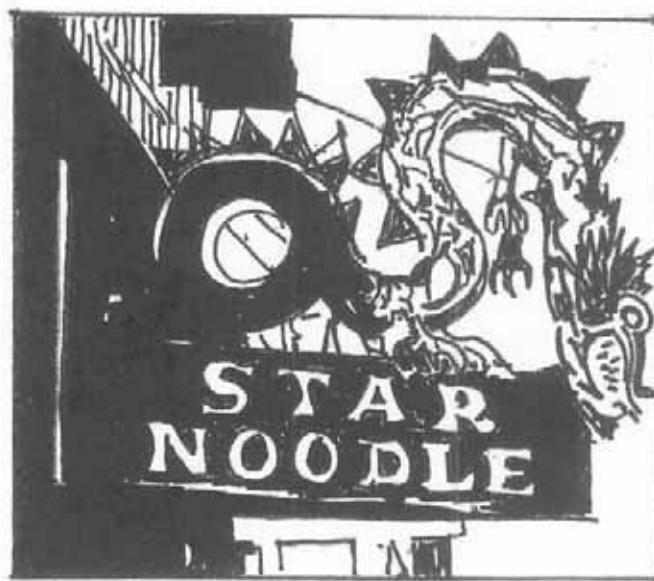
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

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

- Painted wall signs may in some circumstances be appropriate. As a general rule new painted signs are more appropriate on an older building than a newer one.
- Painted signs often are found on the side or upper floors of older buildings advertising past businesses that may no longer exist, at least at that location. Usually, faded with age, they are known as ghost or phantom signs. Painted wall signs can be important reminders of a community's commercial history and heritage. There may be occasions when they need to be painted over. However, as a general rule, they should be left exposed for the enjoyment of future generations.

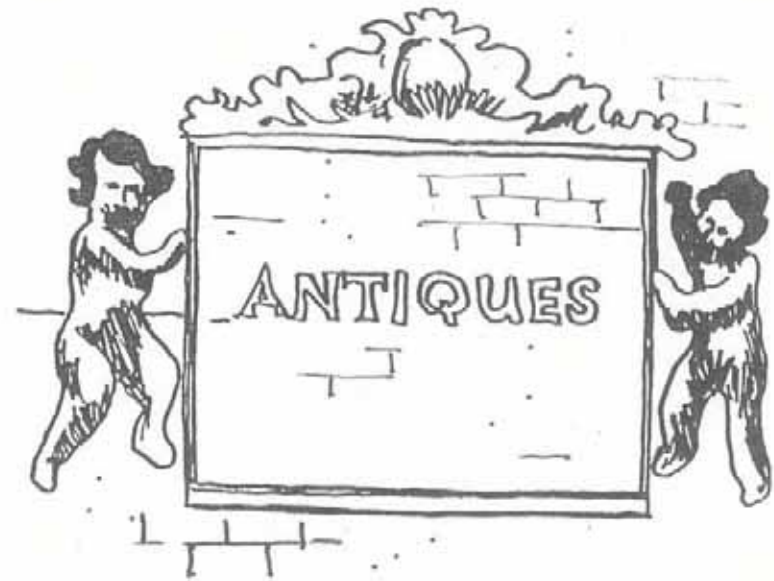
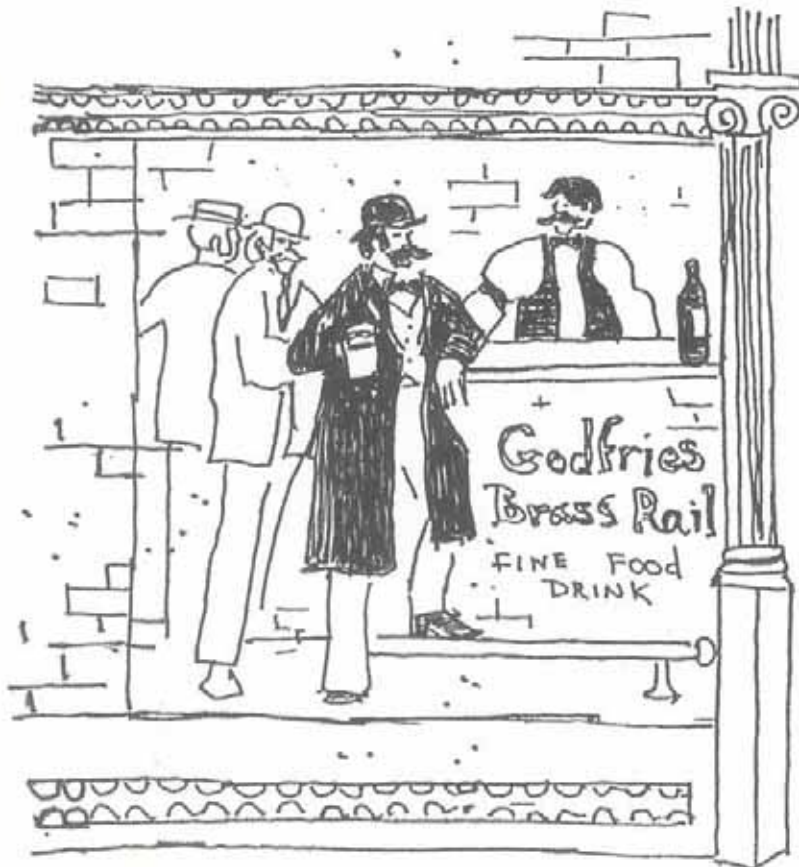




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today. In modern times, however, it can also be used as a symbol that says "antiques are sold here." A pair of scissors has perhaps become a more ubiquitous symbol for cutting hair than the barber's pole while adding the information that women or perhaps even both sexes, are welcome here. Oriental dragons or pagodas are often used as symbols for an oriental, particularly Chinese, restaurant. The "Star Noodle" sign above is not just a symbol for a certain type of restaurant but also is a superb, and rare, example of neon lighting (although this cannot be determined simply by examining the drawing).



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



Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at a bar or an antique store attempting to create a historic ambiance. The style does not lend itself nearly as well for use on more contemporary structures.

Changing Signs

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

- Changing signs are limited to displaying public information such as the time and temperature and the advertisement of on site services or products or information associated with a business on the premises. A newspaper, for example, may provide newspaper headlines or a stockbroker may provide the Dow Jones averages. Similarly, a retail store could have a reader board advertising on site products and sales.

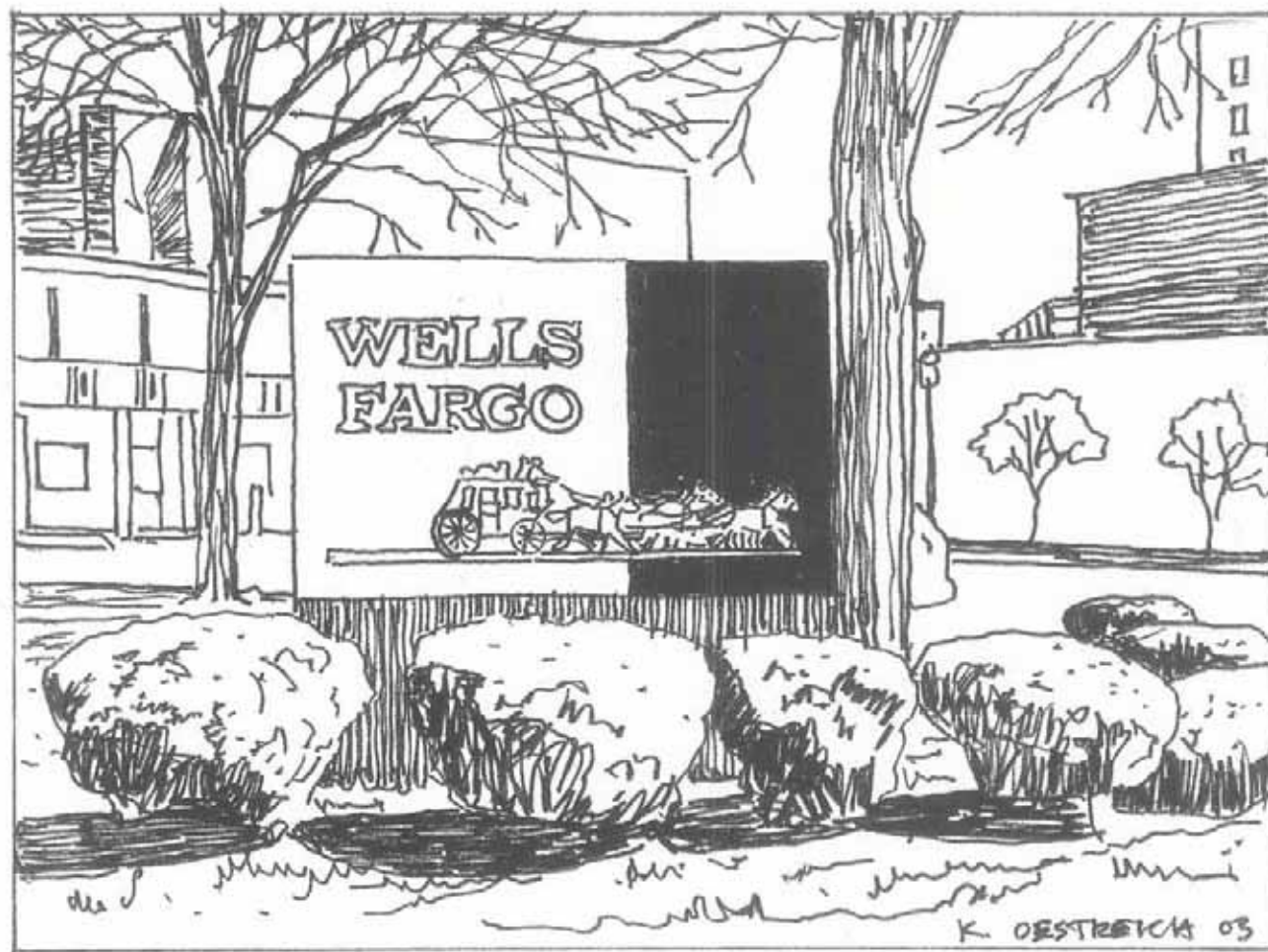
Monument or Ground Signs

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

- Monument or ground signs can be effective signage. They, however, need room and are only appropriate where building setbacks are sufficient to create an appropriate space.
- Monument or ground signs should, when possible, be placed in a landscaped base and repeat materials and colors used on the building it is advertising.



The Wells Fargo Bank drive-through facility at Third and Main Street provides an example of a monument sign that has a number of positive design elements. To begin with, the scale of the sign fits well with both the site and the building. In designing the sign, the bank has resisted the axiom that "the bigger the sign the better." Also the sign has been set within a landscaped base of evergreen shrubbery and has been placed at a location where there is enough room for a sign of this nature. Monument signs need space. Another feature of interest is the Wells Fargo logo itself, a picture of a stagecoach being pulled by a team of horses. At a glance the logo tells the viewer that this is an old and venerable company with a colorful history closely tied with America's own history.



Signs on Awnings

Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

- Individual letters painted directly on the valance of an awning facing the street makes for a distinguished and informative sign.
- Limiting signage on the sloping surface of an awning to small graphic symbols or logos unique to a particular business helps prevent the information on the signage from getting too cluttered for the viewer.
- Traditional awnings generally are more appropriate on older buildings than modern “bubble” type designs.
- Consider down lighting awnings (if they are lighted), particularly on older buildings, rather than using internal illumination.
- Some colors work better as awnings than others. The colors should not be too abrupt or jarring.

Freestanding Pole Sign

A freestanding pole sign is a sign mounted on one or more poles, uprights, or braces mounted in the ground and not attached to any structure other than the poles, uprights, or braces.

- The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate in the downtown.
- One type of pole sign that may be appropriate are smaller signs on double posts. Like monument or ground signs, these freestanding signs need space and look best if they are set in landscaping.

Neon and Bare Bulb Signs

Signs illuminated by electrified gas in slender glass tubes first appeared in the 1920's and became popular in the following two decades. Although various gases are used in these signs, over time, they have come to be called "neon" signs.

Although neon and bare bulb signs are becoming increasingly rare, they can add to the historic quality and uniqueness of the downtown.

- Continuing the use and maintenance of neon and bare bulb signs helps in maintaining the historic character of downtown.
- The use of neon and bare bulb signs in areas such as bars, restaurants, dance clubs, and other entertainment related businesses, is consistent with the traditional uses of such signs.

Banner Signs

Banner signs may be used for special events in the downtown.

- Decorative banner signs can be used to add color and create a festive atmosphere for special events, holidays and seasonal events.
- Banners may be attached to light standards (with an encroachment permit if they are on the public right-of-way) or project from building facades.
- Banners should be removed or replaced when they show signs of fading or unattractive wear.





Banners are a relatively inexpensive way to add color and create a festival atmosphere in the downtown. Banners can have words and graphics intended to inform the public about special events at retailers, the convention center, libraries and museums. Alternatively, banners can be there just to add color and do not have to say anything.

Note that the design and placement of any banners must be approved by the Downtown Design Review Board. Designs must be attractive (in the opinion of the Board) and must be constructed of quality materials. Be aware that the plastic pennants sometimes used at car dealerships and suburban grand openings would not be appropriate downtown and would not be allowed under the banner provisions of these guidelines.

Lighted Signs

Both internally or externally lit signs are appropriate in the downtown area. Internally illuminated signs, however, are more appropriate in some situations than others.

- Plastic is a modern material and generally fits better on more modern buildings rather than older ones.
- White internally illuminated boxes are particularly unappealing. Shaped plastic or cut plastic letters generally look better.
- Light letters on a dark black or colored background tend to be more legible from a distance.
- On older buildings, matte finishes generally are more appropriate than shiny finishes.
- Orienting and shielding spotlights such that the source of light is not directly visible focuses the attention of the viewer.



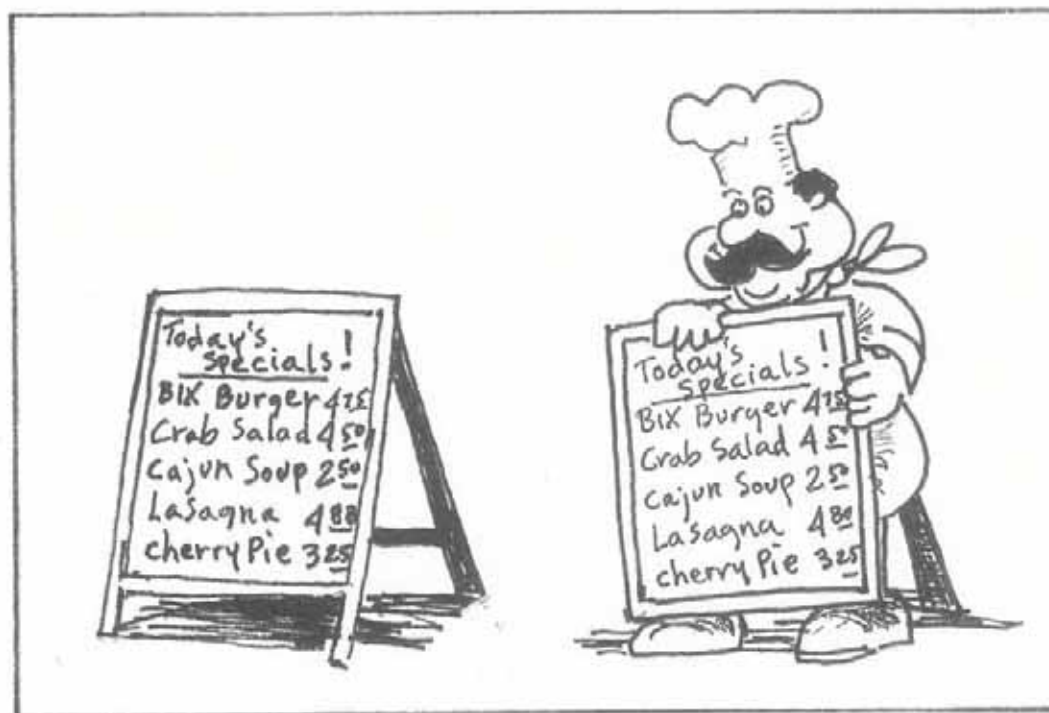
Directional Signage for Parking Lots

- Directional signs marking entries and exits to parking lots are to have no more than one commercial image, logo or message, which shall be subservient to text identifying the parking lots as “customer parking” makes the direction signage easily comprehensible.
- Limiting each driveway to no more than one directional sign, located on private property, near the sidewalk makes the signage more user friendly.

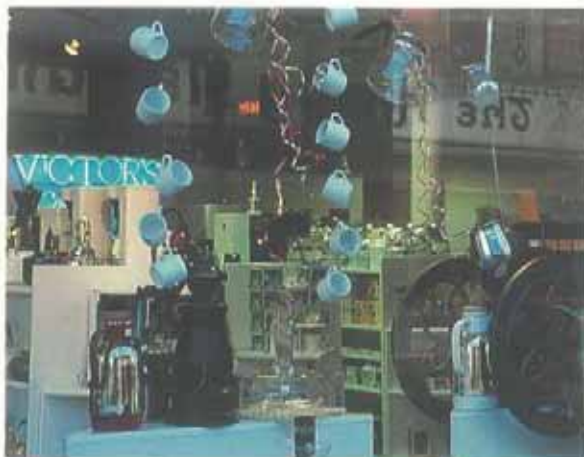
Sandwich Board Signs

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

- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access.
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.
- Sandwich board signs should be on City sidewalks only during business hours, being removed at the end of each day.

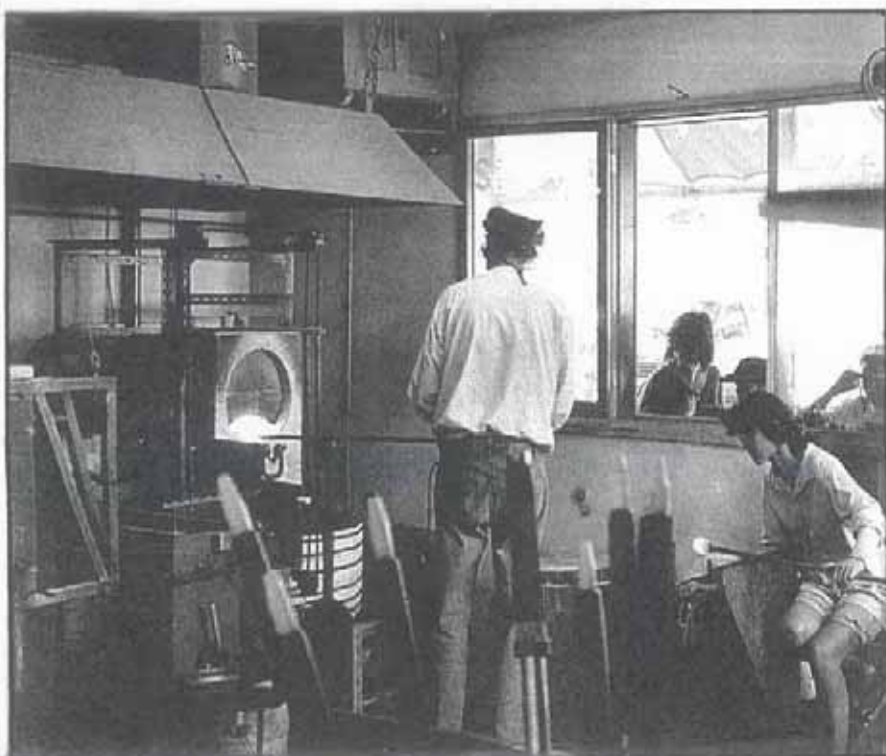


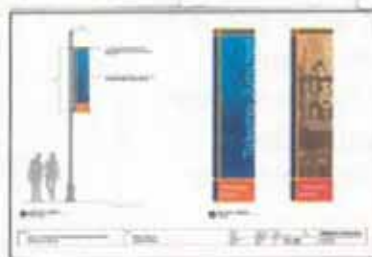
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of the two examples directly above, staff would suggest that the sign on the right would draw more attention than the sign on the left while making the downtown just a little more interesting. The sign on the far left at Trash Can Annie's Antique Clothing on Brady Street is an excellent existing sandwich board sign with considerable design merit.



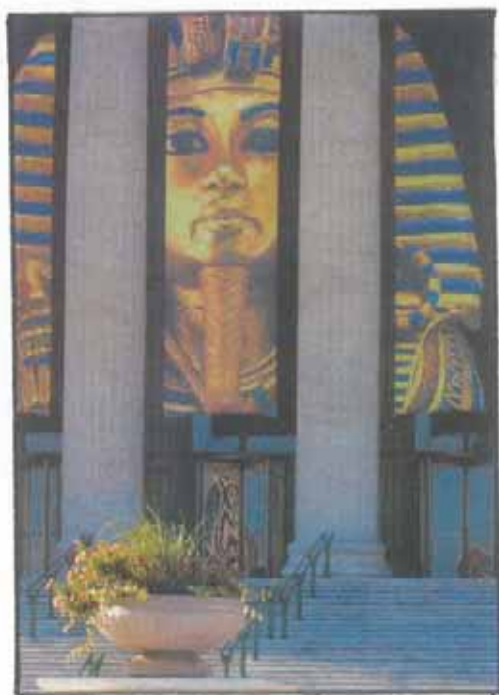
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

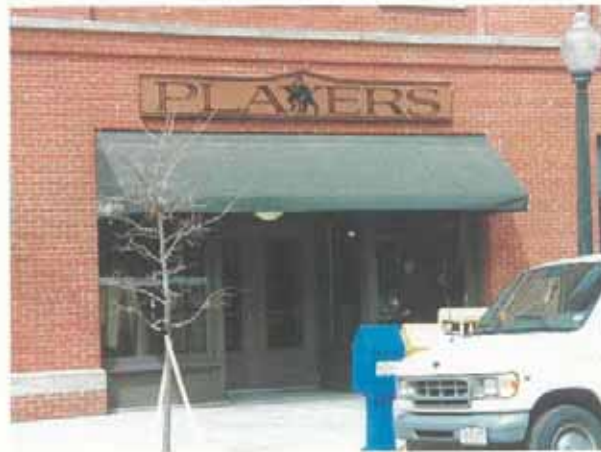
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this case, the glass blowing shop allows the public to see the creation of a glass object from raw material to finished product.





The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located "off premises". The Board may allow banner poles in the public right-of-way with an encroachment permit but only in locations that the Board deems appropriate.





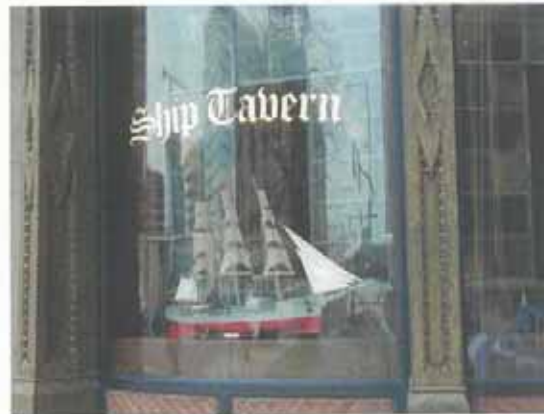
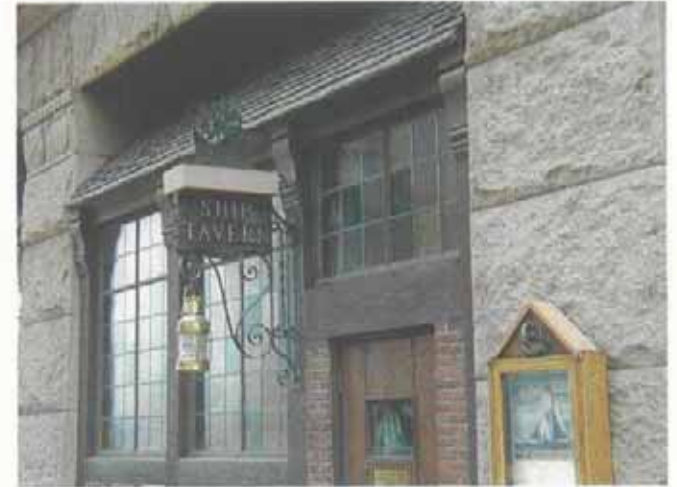
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

The Ship Tavern, a restaurant in another city, provides a good example of a well thought out signage plan. The signage is creative and works on many levels. It uses every opportunity to create an appealing identity for the restaurant and while doing so it makes its downtown neighborhood just a little more interesting. Among its various signs is a plastic, molded “shaped sign” in the form of a shield back lighting the form of a sailing ship. The words “Ship Tavern” are also spelled out in “cut letters.” These signs are oriented to passing automobiles. Note they do not hide any of the building’s architectural features. A second, more intimate, projecting sign oriented to pedestrians marks the restaurant’s entry. The sign includes, once more, the restaurant’s name coupled with a unique wrought iron sailing ship in silhouette and a ship’s sea lantern. On the window, a painted window sign once more tastefully repeats the restaurant’s name. Visible through the glass is a model of a clipper ship that helps grab the eye. Not shown are other windows which also feature model ships. Finally, a menu board placed by the door repeats the restaurant’s sailing motif. Of course, not every business has this much to work with. Every business, however, should use every opportunity to create a unique image for itself.



SIGNAGE PLANS

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

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



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

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).

City of Davenport
Design Review Board

Department: CPED
Contact Info: Matt Flynn, 563-888-2286

Date
9/23/2019

Subject:

Case DR19-18: Request for design review - 200 block of East 2nd Street. New mixed use building. Dan Drendel for Merge Urban Development, petitioner. [Ward 3]

Recommendation:

Staff recommends approval of the plans as submitted, with the condition that individual signs be subject to their own review at a later time.

Background:

This project is a proposed 50,000 sq ft building consisting of ground floor retail (6600 sq ft) and 60 apartment on 4 floors above.

The plans for this project are attached, as well as the of the Downtown Design Guidelines. Pay particular attention to the "Building New" section beginning on page 124. (In Part 2)

Staff has requested samples of building materials be presented at the meeting.

In staff's opinion, the project meets the Design Guidelines and will be a welcome addition to the Second St. corridor.

Signage for this project will need to be reviewed at a later time.

ATTACHMENTS:

Type	Description
▣ Backup Material	Application
▣ Backup Material	Design Guidelines - Building New

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Flynn, Matt	Approved	9/18/2019 - 1:45 PM



226 West 4th Street
Davenport, Iowa 52801
(563) 326-7765
Planning@ci.davenport.ia.us

Complete application can be emailed to planning@ci.davenport.ia.us

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:

Application Form Type:

Plan and Zoning Commission

Zoning Map Amendment (Rezoning) ☐
Planned Unit Development ☐
Zoning Ordinance Text Amendment ☐
Right-of-way or Easement Vacation ☐
Voluntary Annexation ☐

Owner (if different from Applicant)

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

Zoning Board of Adjustment

Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Design Review Board

Design Approval ☒
Demolition Request in the Downtown ☐
Demolition Request in the Village of East Davenport ☐

Engineer (if applicable)

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

Historic Preservation Commission

Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Architect (if applicable)

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

Administrative

Administrative Exception ☐
Health Services and Congregate Living Permit ☐

Attorney (if applicable)

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

Design District:

- ☒ CD - Downtown
- ☐ CV – Village of East Davenport
- ☐ CE – Elmore Corners

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

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-7765 or 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 completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:**Minor alterations to existing buildings and new and replacement signs (all of the above and):**

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant: 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 4th Street, Davenport, Iowa.

Work Plan

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

5-story, mixed-use building with 60 residential units and 6,300 sq ft of commercial.

Add additional pages in needed.



ONITSHOT
ARCHITECTURE



SECOND STREET CORRIDOR

DAVENPORT, IA

MIXED-USE MASS

A mixed-use mass, with diverse ground level uses, strengthens the edge of the 2nd Street Corridor and stitches into the vibrant activity of downtown. The dark color massing is in dialogue with the light glass box form of the Figge museum to the west.

MICRO - RETAIL

Micro retail spaces provide frequent points of entry for pedestrian activity with the opportunity for new retail ventures to start up in smaller footprints.

URBAN LIVING

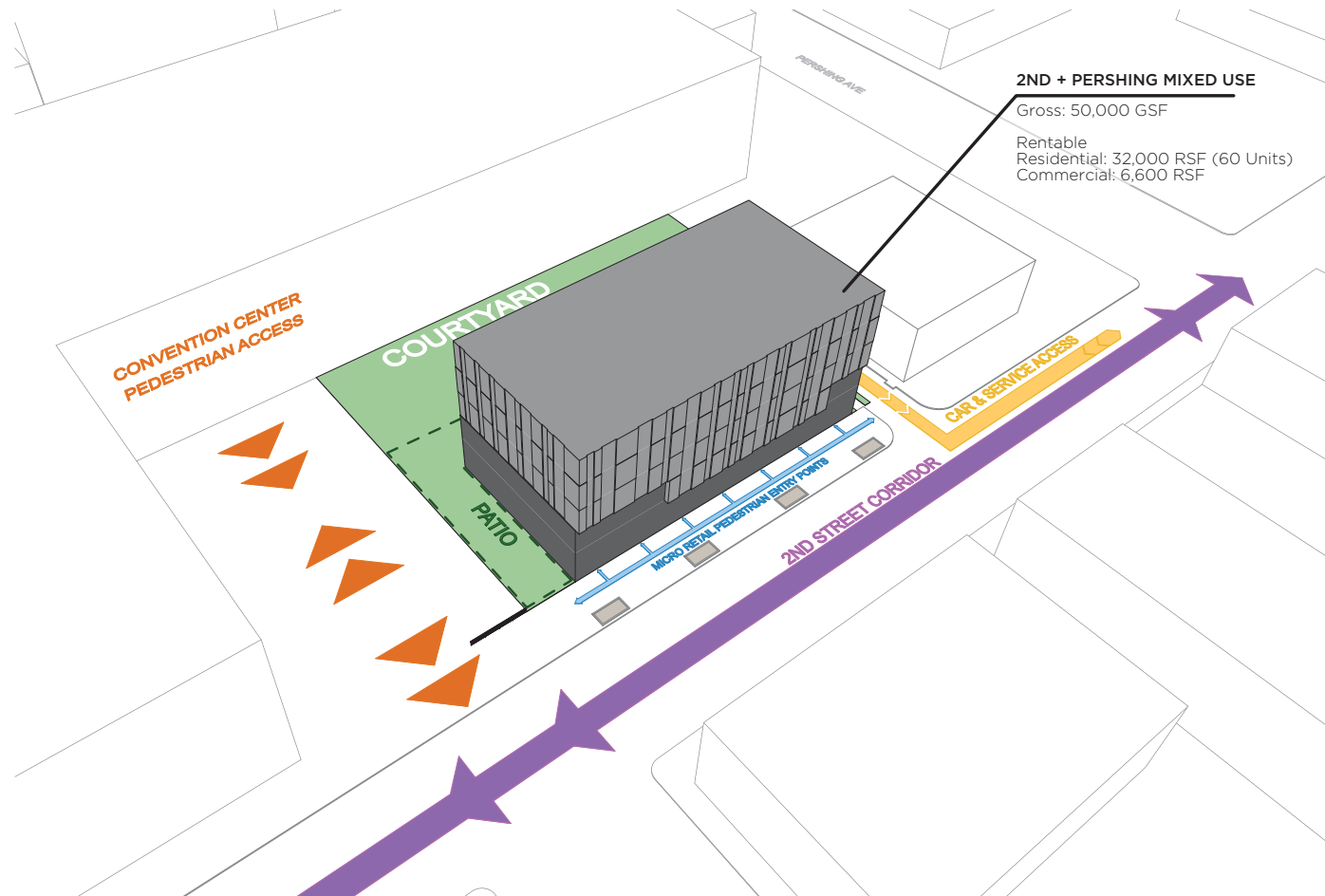
Residential units front urban street space and also quieter urban green space for a variety of living options.

TOTAL DEVELOPMENT

Gross: 50,000 SF

Residential: 32,000 RSF (60 Units)

Commercial: 6,600 RSF



FLOOR PLAN

MIXED-USE MASS

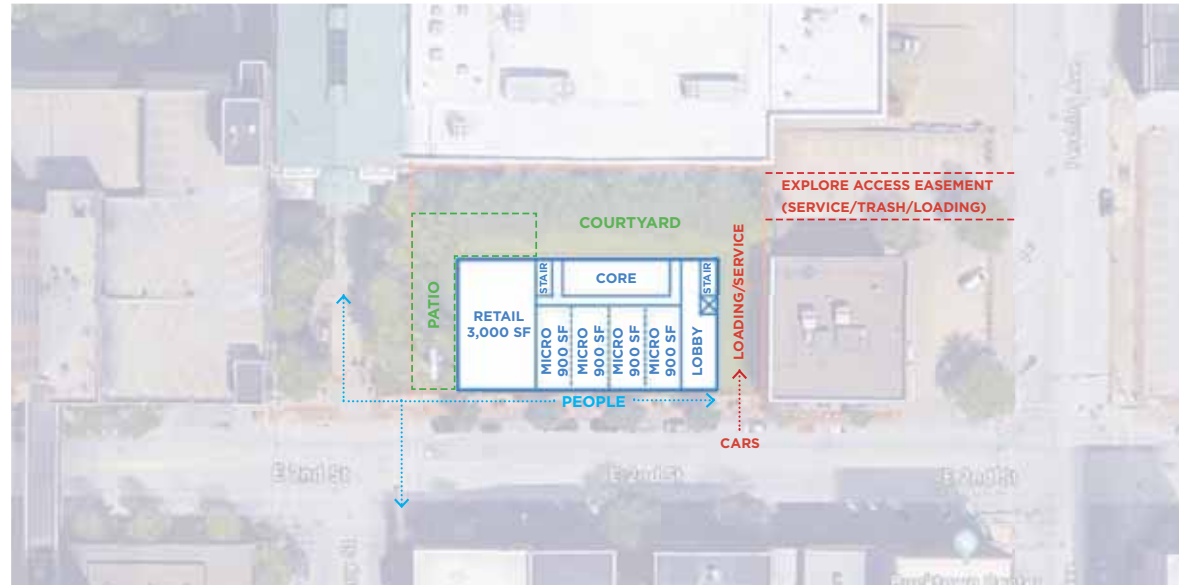
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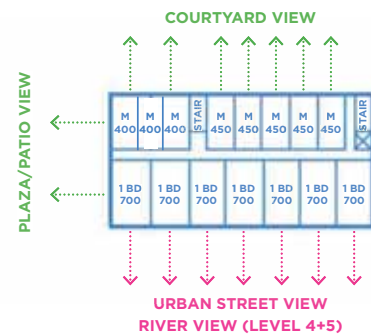


Ground Floor Plan

NTS

MAXIMIZE LIVING AREA

The residential floor plate is maximized for varied unit sizes and access to daylight into the living spaces. This balance of unit size also creates a successful mix of attainable housing.



5 STORY MIXED-USE CONCEPT

C-D Zoning

- No max building height
- Exempt from onsite parking requirement

Total Project = 50,000 GSF

Residential = 32,000 RSF = 60 DU

Commercial = 6,600 RSF

UNIT MIX

Micro 400 SF = 12 DU

Micro+ 450 SF = 20 DU

1 Bed 700 SF = 28 DU

Total = 60 DU

SECOND STREET CORRIDOR

SOUTHWEST VIEW

MIXED-USE MASS

A mixed-use mass, with diverse ground level uses, strengthens the edge of the 2nd Street Corridor and stitches into the vibrant activity of downtown. The dark color massing is in dialogue with the light glass box form of the Figge museum to the west.

MICRO - RETAIL

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URBAN LIVING

Residential units front urban street space and also quieter urban green space for a variety of living options.

2ND STREET CONCEPT

DAVENPORT, IA



SECOND STREET CORRIDOR

SOUTHEAST VIEW

MIXED-USE MASS

A mixed-use mass, with diverse ground level uses, strengthens the edge of the 2nd Street Corridor and stitches into the vibrant activity of downtown. The dark color massing is in dialogue with the light glass box form of the Figge museum to the west.

MICRO - RETAIL

Micro retail spaces provide frequent points of entry for pedestrian activity with the opportunity for new retail ventures to start up in smaller footprints.

URBAN LIVING

Residential units front urban street space and also quieter urban green space for a variety of living options.

2ND STREET CONCEPT

DAVENPORT, IA



DAVENPORT OPPORTUNITY ZONE

VISUAL DISCOVERY



SECOND STREET CORRIDOR

SITE PLAN

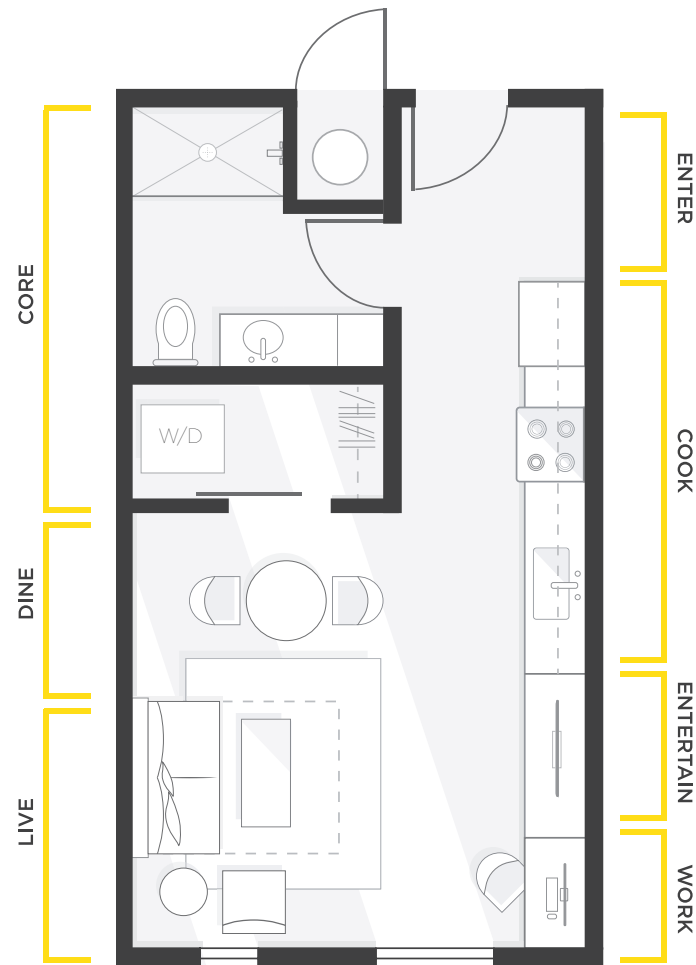


SECOND STREET CORRIDOR

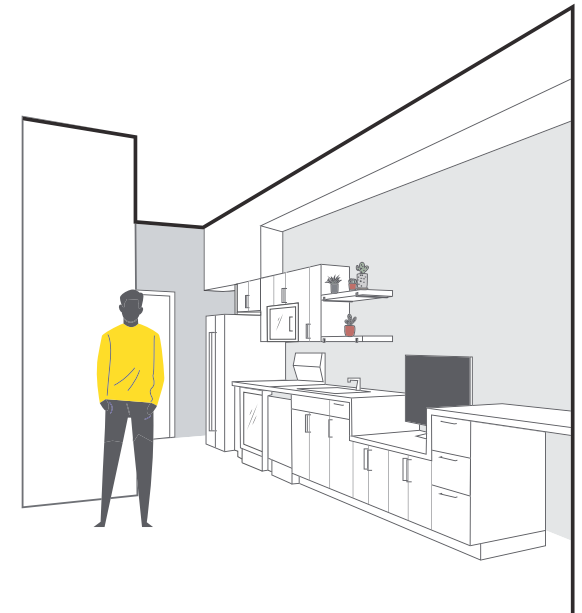
LIVING WELL IN 400 SQ FT

FEATURES

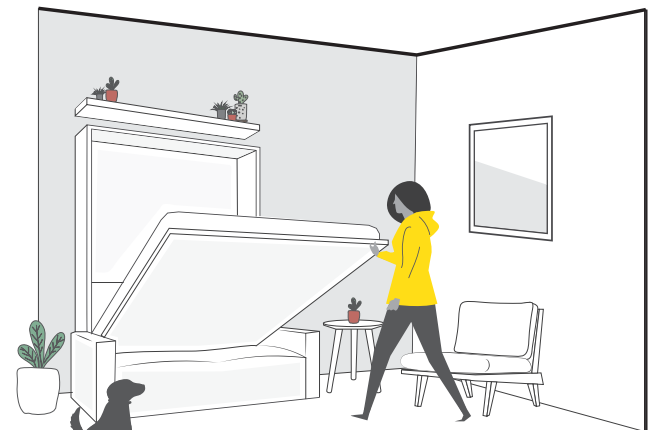
- Living room and dining area
- Built-in Murphy bed and sofa
- Ample cook and prep areas
- Built-in media center and desk work surface
- Stacked washer and dryer
- Closet / linen storage



457SF



EFFICIENT, COMFORTABLE, AND COMPACT KITCHEN SPACE WITH AMPLE WORK SURFACES AND STORAGE.



BUILT-IN MURPHY BED TRANSITIONS SEAMLESSLY FROM DAY TO NIGHT, OFFERING ADDITIONAL FLEXIBILITY.

Building New

Design Objectives:

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

Discussion:

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



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

Building Design

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

Major Design Principles

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

Contextual fit

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



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

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

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

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

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

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



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

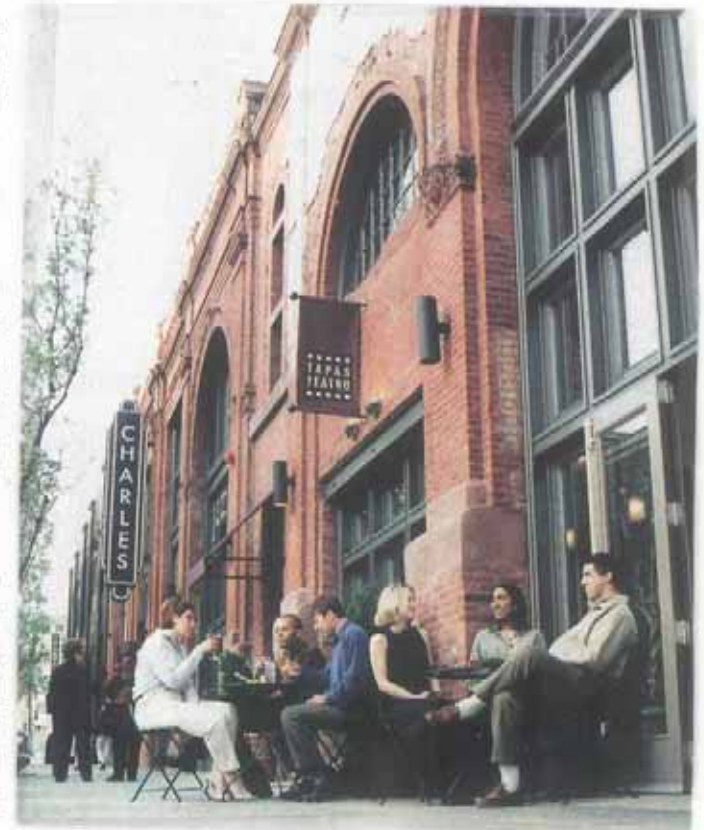
Creating many “signature” building designs within one district creates visual confusion and clutter. Thus, it is important to determine when and where a “signature” building design would be appropriate in the Downtown. Many signature buildings are created for public or civic use such as museums, government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

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

Pedestrian-friendly streets

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

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



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

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

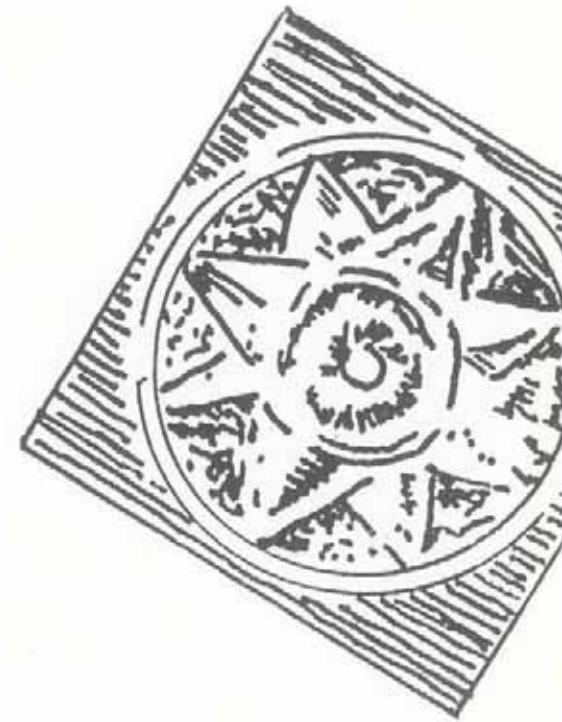
Respond to the neighborhood context

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

Considerations:

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

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



Consider complementing the existing structures in terms of:

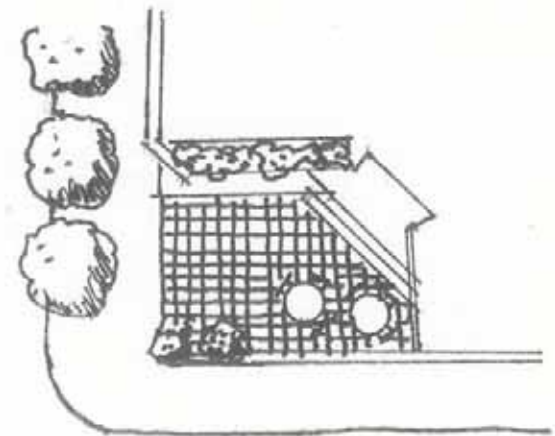
- massing and setbacks
- scale and proportions
- structural bays and modulations
- fenestration patterns and detailing
- architectural styles and roof form

Site Design and Layout – Building Setbacks

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

Setback guidelines:

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



Design a well-proportioned and unified building

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

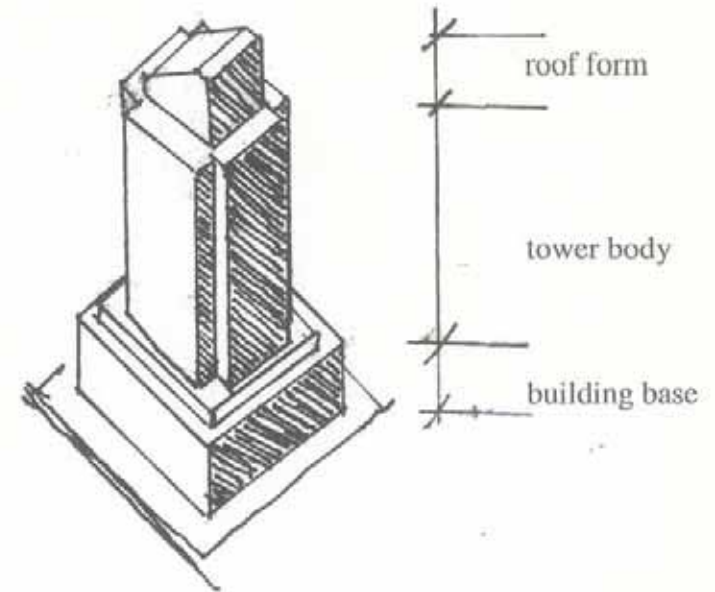
Considerations:

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

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

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

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



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

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

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



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

Building height and massing

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

Building height guidelines:

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



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

Building Materials

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

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

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

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

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



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

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

Continuity and compatibility

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

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

Façade Organization

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



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

Provide Active – not blank – facades

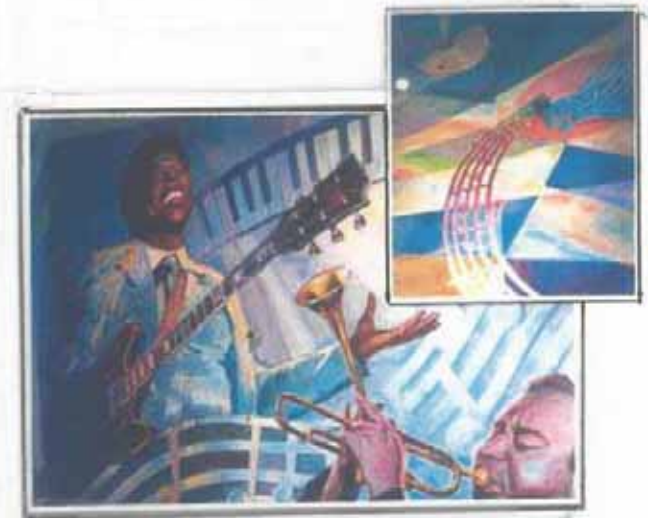
Buildings should not have large blank walls facing the street, especially near sidewalks. Blank facades limit pedestrian interaction with the building, effectively “deadening” the street environment where they occur. They provide opportunities for defacement with graffiti and encourage other undesirable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

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

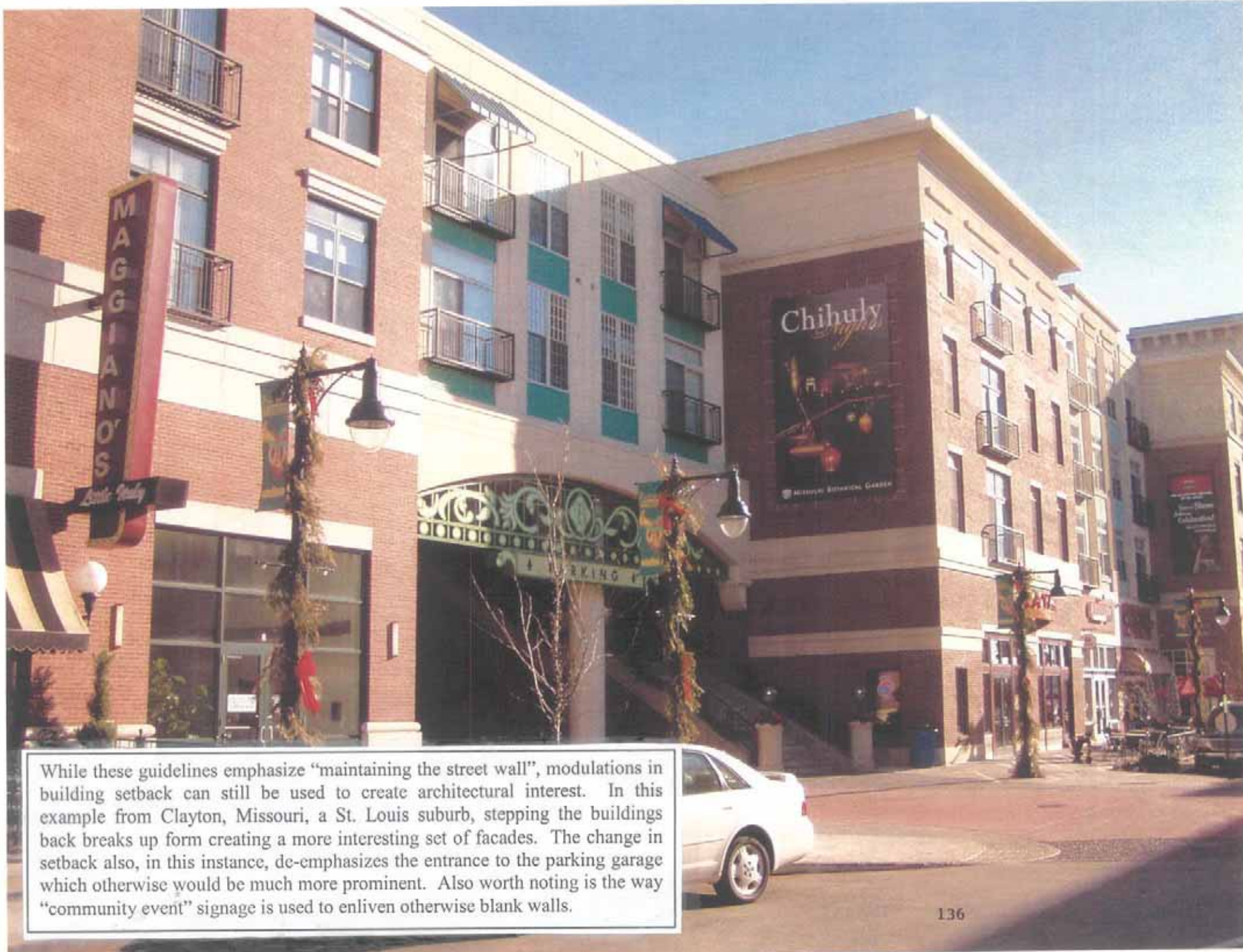
- small retail spaces (as small as 50 square feet) for food bars, newsstands, and other specialized retail tenants;
- visibility into building interiors;
- limited lengths of blank walls;
- a landscaped or raised bed planted with vegetation that will grow up a vertical trellis or frame installed to obscure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



Small shops create street life.



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



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

Accentuate primary entrances

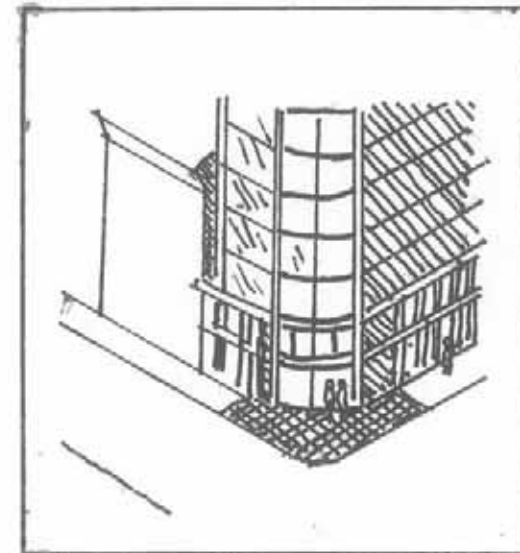
Building entrances should be oriented towards major streets. The spacing and articulation of entrances should, when possible, replicate those of existing buildings. Ease-of-use issues such as these can increase the sense that downtown was created for and belongs to everyone. Buildings which cooperate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

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

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



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



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

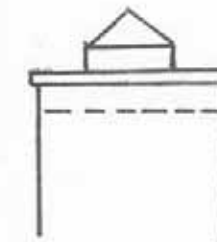
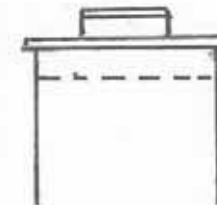
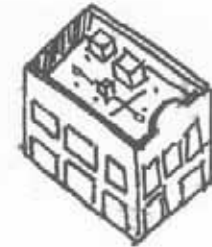
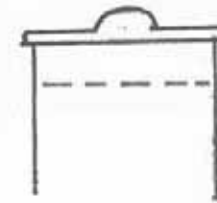
Special pavers can also be used for this same purpose. They will be reviewed, however, for consistency with sidewalk paving.

Mechanical Equipment

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



Screening for dumpsters is required where possible.



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

Develop the alley façade

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

Considerations

Consider enlivening and enhancing the alley entrance by:

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



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

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

Promote pedestrian interaction

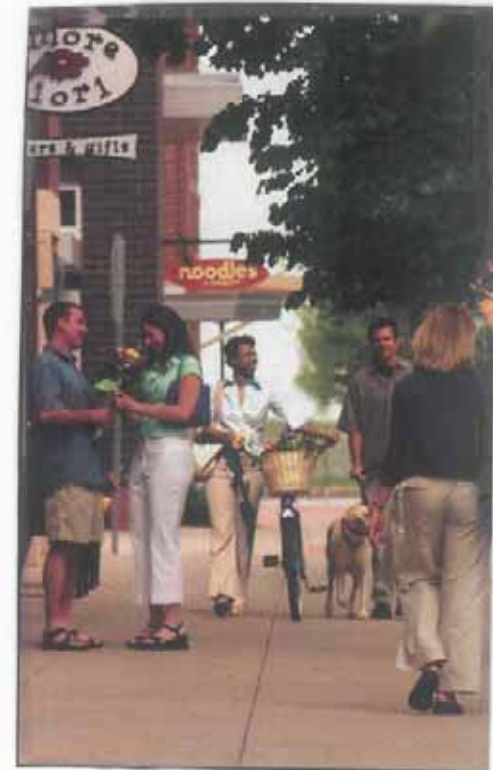
Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.

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

Considerations:

Provide spaces for street level uses that:

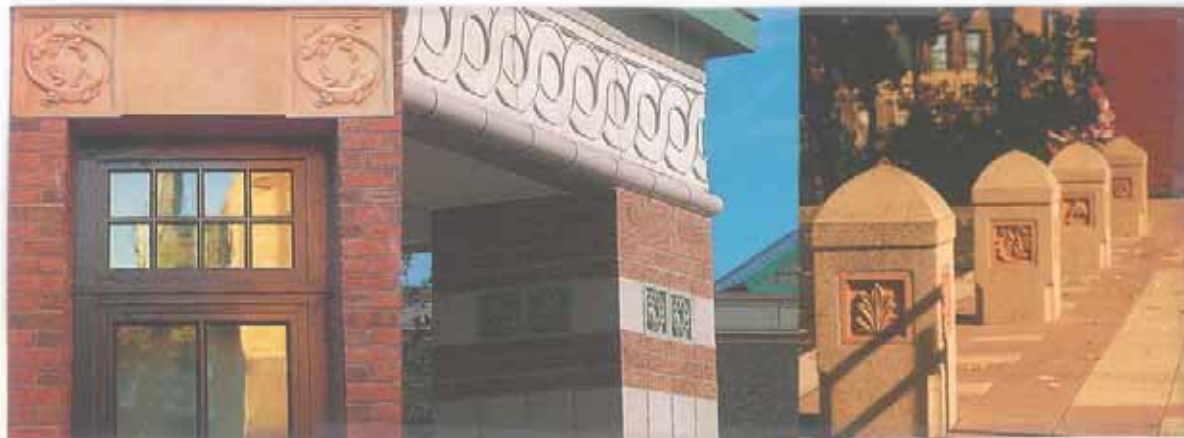
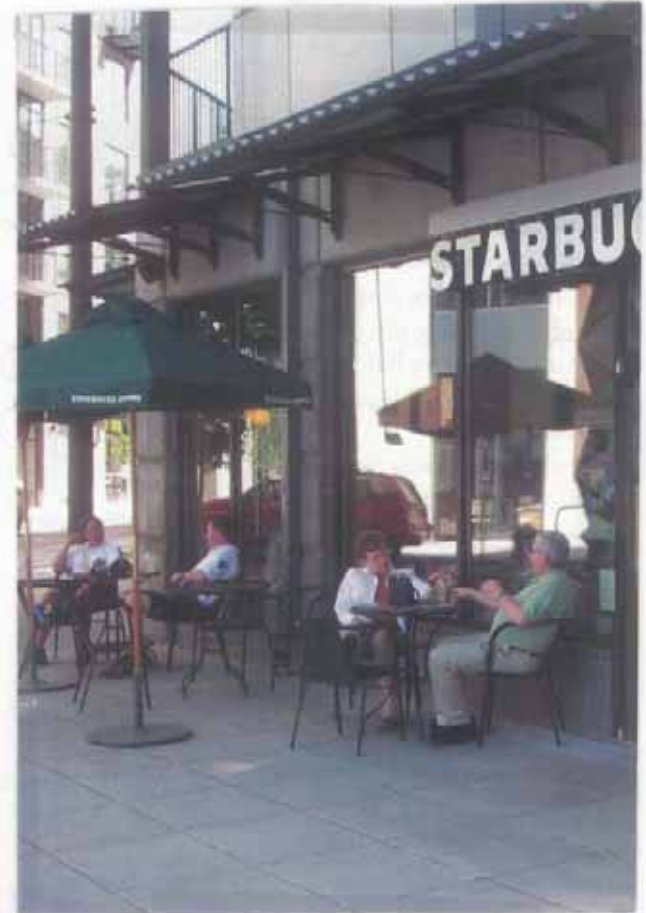
- Reinforce existing retail concentrations
- Vary in size, width and depth
- Enhance main pedestrian links between areas
- Establish new pedestrian activity where appropriate to meet area objectives



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

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

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



Design facades on many scales

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

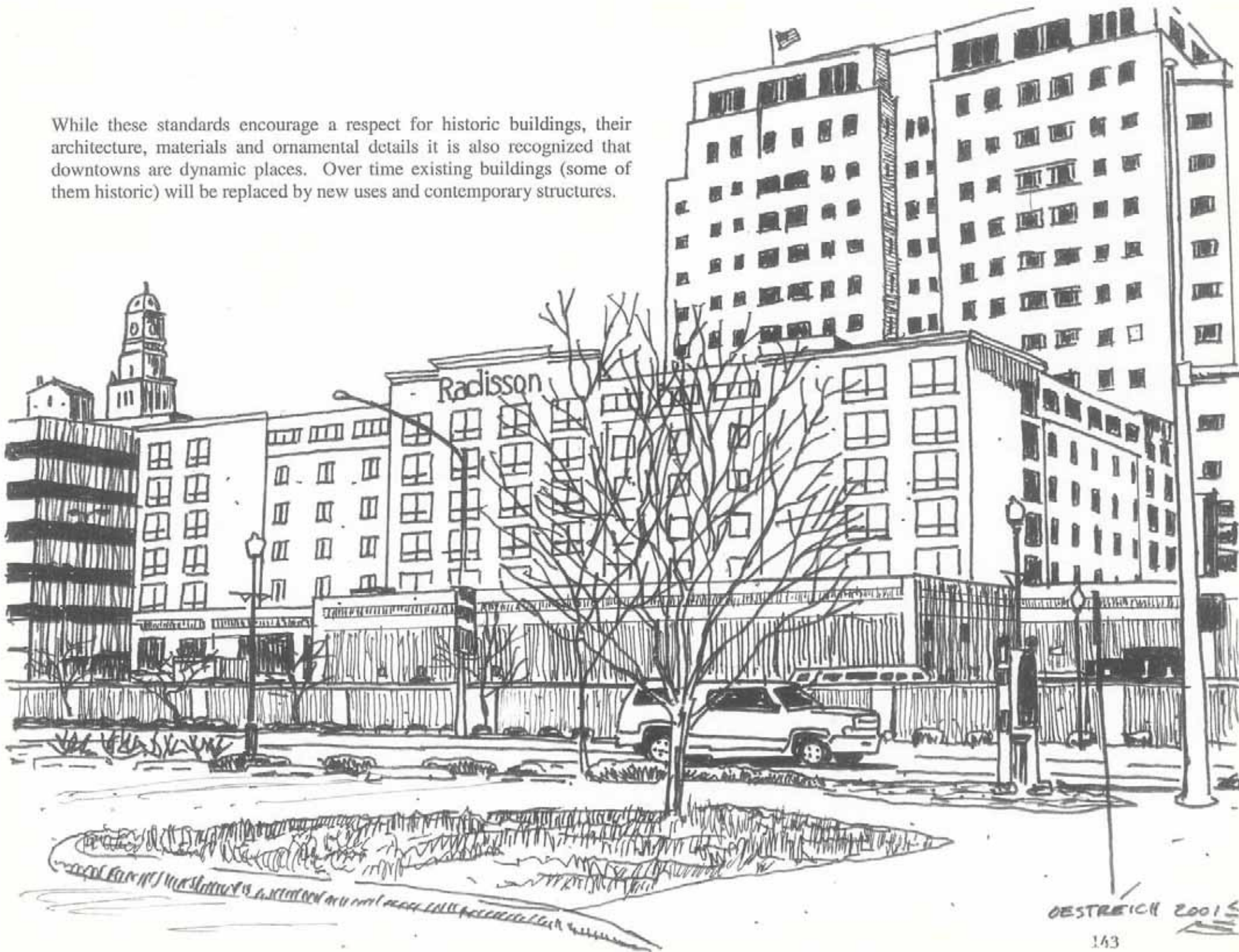
Building modulations and articulated structural bays establish a framework for composing facades scaled to reflect the activities performed within. Architectural elements arranged to enhance orientation, comfort, and visual interest invite pedestrian interaction. Transparency at the street level enlivens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

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

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



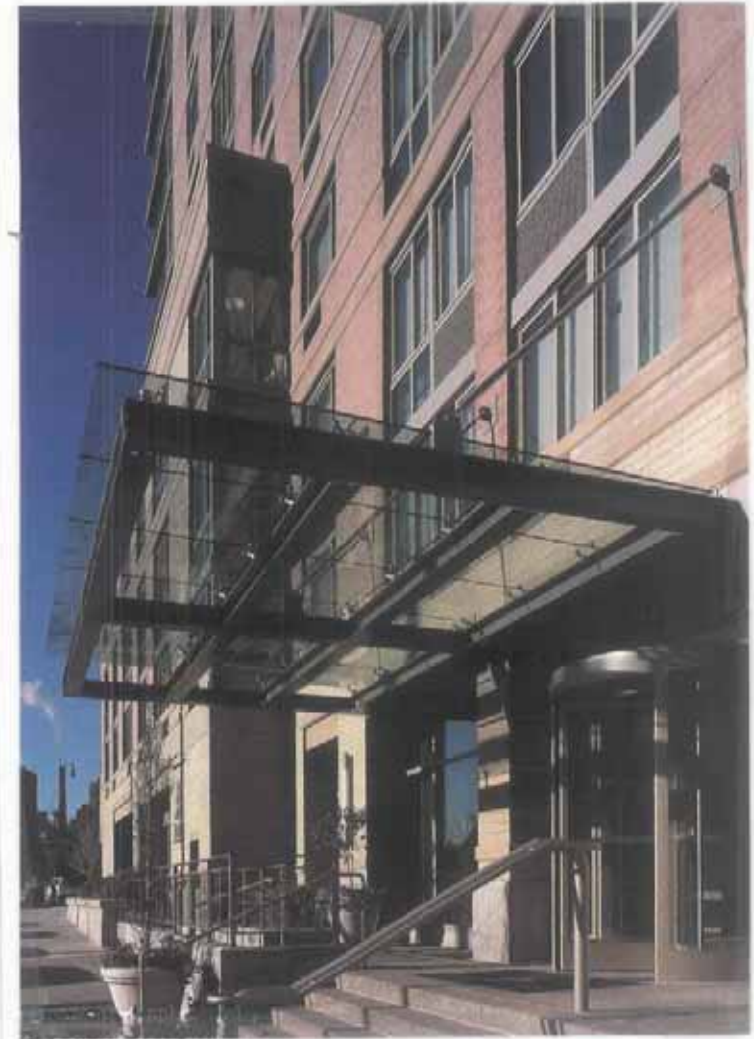
While these standards encourage a respect for historic buildings, their architecture, materials and ornamental details it is also recognized that downtowns are dynamic places. Over time existing buildings (some of them historic) will be replaced by new uses and contemporary structures.



Encourage overhead weather protection

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

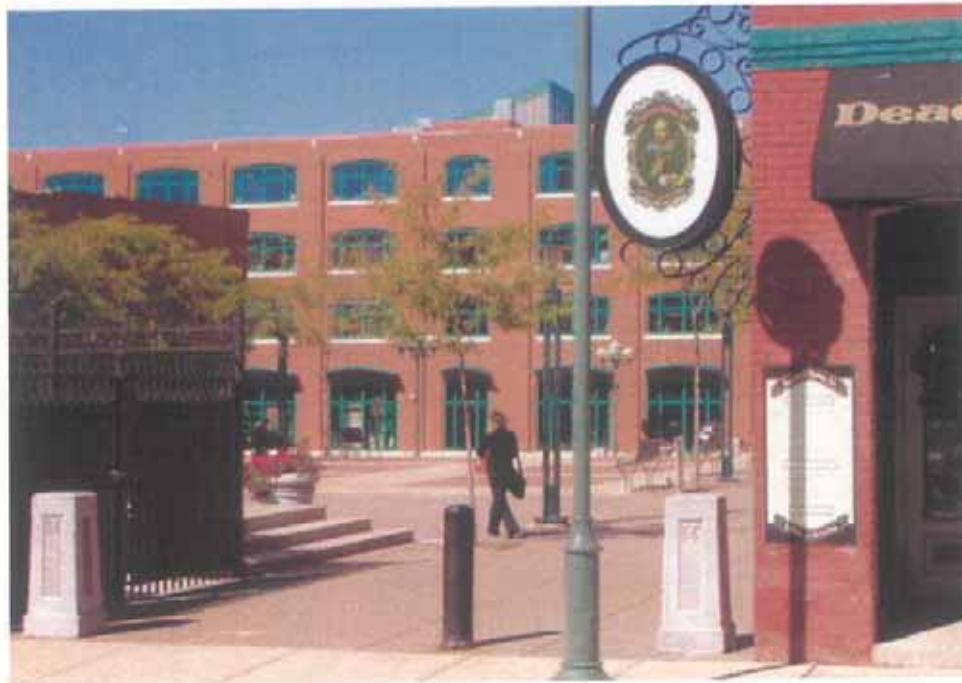
- Overhead weather protection should be designed with consideration given to:
- the overall architectural concept of the building
- uses occurring within the building (such as entries and retail spaces) or in the adjacent streetscape environment (such as bus stops and intersections)
- minimizing gaps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



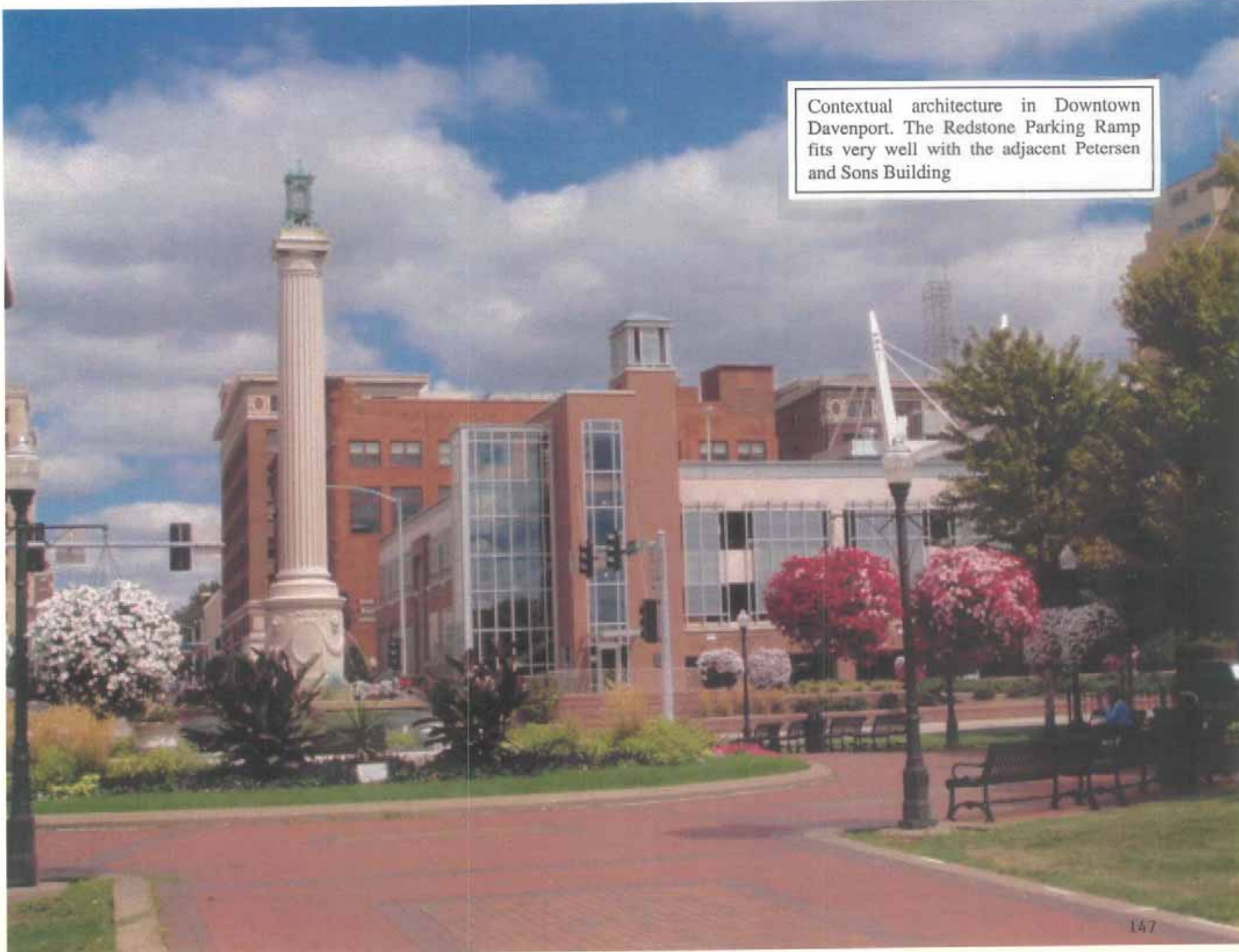


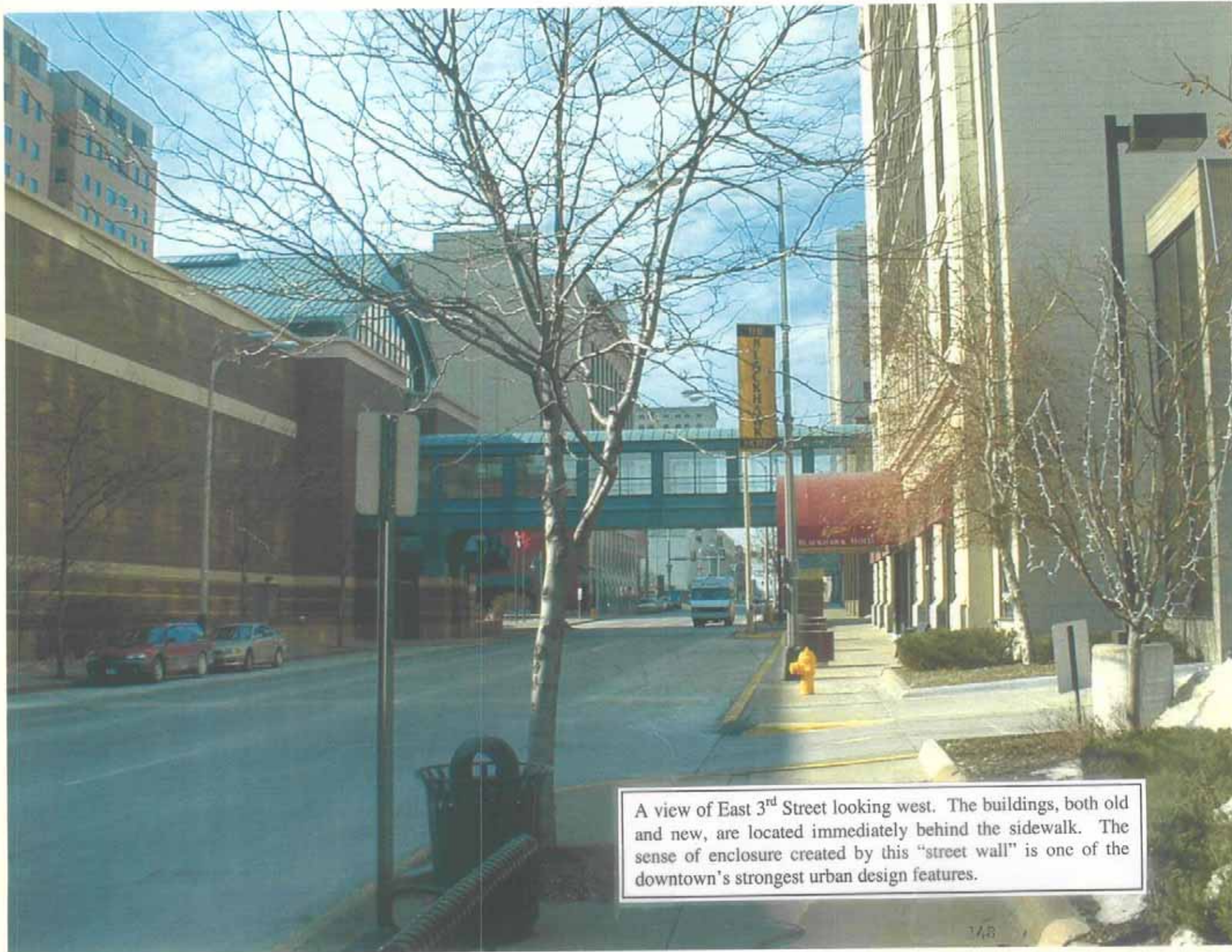
The nearby City of Moline provides a good example of the use of contextual architecture. The architectural designs of recently constructed buildings vary substantially. The structures, however, by using brick colors that are similar maintain a strong unity of design. The Radisson Hotel is worth noting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





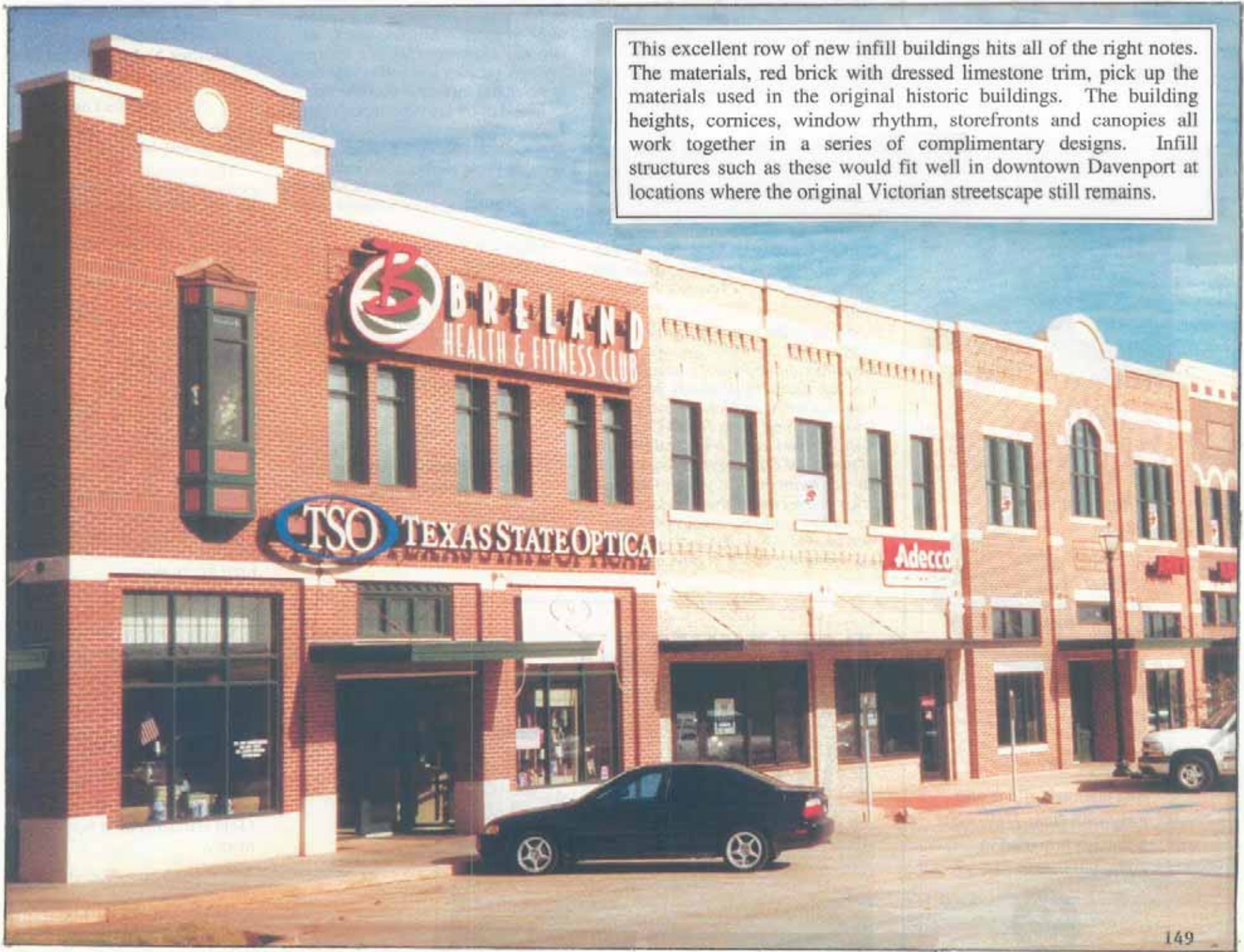
Contextual architecture in Downtown Davenport. The Redstone Parking Ramp fits very well with the adjacent Petersen and Sons Building





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

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





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

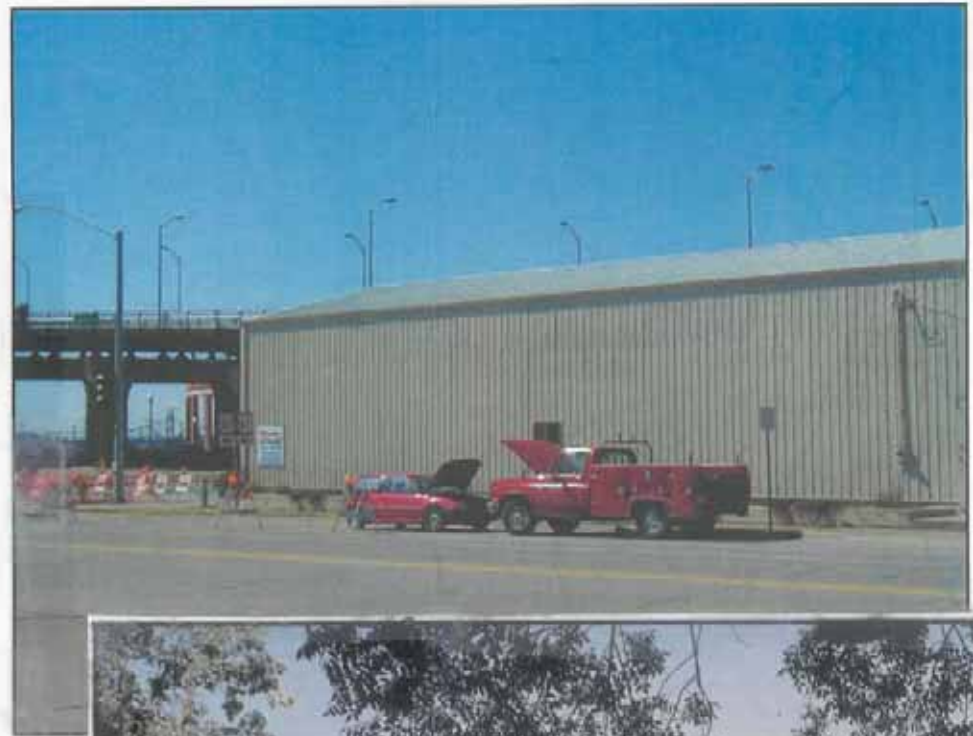




These design guidelines do not usually rule out specific building materials. Instead they use words like “quality”, “permanence” and “strength”. New structures using architectural metal, however, will be looked at very closely and approval will require a superior design. The cinema structure (left) is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



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



City of Davenport
Design Review Board

Department: CPED
Contact Info: Ryan Rusnak 563-888-2022
rrusnak@ci.davenport.ia.us

Date
9/23/2019

Subject:

Case DR19-19: Request for design review at 208 East River Drive. C-D Downtown Zoning District. Replace sign in existing cabinet. Pamala Diedrich, petitioner. [Ward 3]

Recommendation:

Staff recommends approval of the sign as presented.

Background:

Petitioner is proposing to replace the sign in an existing cabinet.

ATTACHMENTS:

Type	Description
▣ Backup Material	Application
▣ Backup Material	Downtown Design Guidelines - Signs

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	9/20/2019 - 11:03 AM



Complete application can be emailed to planning@ci.davenport.ia.us

Property Address* 208 E. River Dr.

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

Applicant (Primary Contact)

Name: Pamala Dieckrich
 Company: Large Sign Group
 Address: 5569 Carey Ave
 City/State/Zip: Davenport, IA 52802
 Phone: 563-210-0404
 Email: pamala@lsgdesign.com

Application Form Type:

Plan and Zoning Commission

- Zoning Map Amendment (Rezoning) ☐
 Planned Unit Development ☐
 Zoning Ordinance Text Amendment ☐
 Right-of-way or Easement Vacation ☐
 Voluntary Annexation ☐

Owner (if different from Applicant)

Name: Tim Baldwin
 Company: Front Street Brewery
 Address: 208 E. River Dr.
 City/State/Zip: Davenport, IA 52801
 Phone: 309-781-7686
 Email: tpbaldwin@gmail.com

Zoning Board of Adjustment

- Zoning Appeal ☐
 Special Use ☐
 Hardship Variance ☐

Design Review Board

- Design Approval ☒
 Demolition Request in the Downtown ☐
 Demolition Request in the Village of East Davenport ☐

Engineer (if applicable)

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

Historic Preservation Commission

- Certificate of Appropriateness ☐
 Landmark Nomination ☐
 Demolition Request ☐

Architect (if applicable)

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

Administrative

- Administrative Exception ☐
 Health Services and Congregate Living Permit ☐

Attorney (if applicable)

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

Design District:

- ☒ CD - Downtown
- ☐ CV - Village of East Davenport
- ☐ CE - Elmore Corners

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

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-7765 or 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 completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:**Minor alterations to existing buildings and new and replacement signs (all of the above and):**

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant:



Date: 18 Sept 19

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: Ryan Rusnak

Planning staff

Date: 9/18/2019

Date of the Public Meeting: 9/23/2019

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

Work Plan

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

Furnish & install new faces on the existing flag-mount sign on the River Dr. face of the building at 208 E. River Dr. This change is due to updating the Front Street logo - both old & new are shown on the attached drawing, along with the dimensions of the faces.

LANGE

www.langesign.com

SIGN GROUP

Client: Front Street Pub & Eatery

Approved:

Scale: as indicated

Date: 8/28/19

Sketch: frontstreetpub

Drawn: Steph F

Sales: PD



PDF COPY
MAY NOT BE TO SCALE

TRI-STATE AREA

1780 IL Route 35 N
E. Dubuque, IL 61025
815.747.2448
(FAX) 815.747.3049
(Toll free) 888.582.6979

QUAD CITIES AREA

5569 Carey Ave.
Davenport, IA 52807
563.388.6650
(FAX) 563.388.6654
(Toll free) 800.804.8025

These plans are the exclusive property of the Lange Sign Group and are the result of the original work of it's employees, they are submitted to your company for the sole purpose of your consideration of whether to purchase from Lange Sign Group. A sign manufactured according to these plans, distribution, or exhibition of these plans to anyone other than the employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly forbidden.

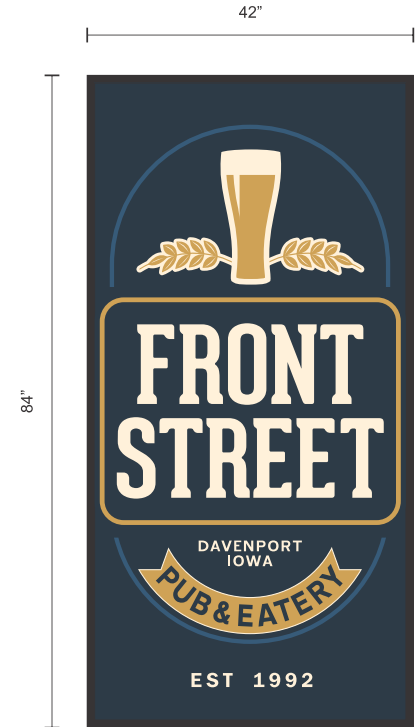
© COPYRIGHT 2019 LSG



Existing



Night View



Scale: 3/4"=1'-0"

Remove faces in existing D/F sign, furnish and install new white acrylic faces with digital print.

Signage

Design Objective:

Reinforce the unique character of downtown Davenport

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

Discussion:

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

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

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



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

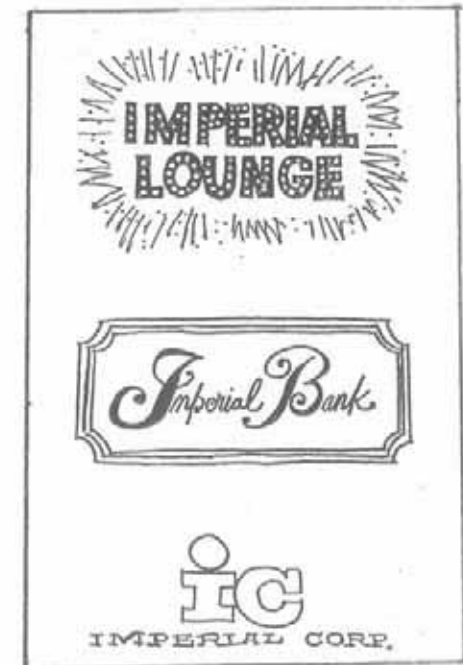
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

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

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

General Sign Guidelines

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



Sign design in many ways establishes a business' identity.

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

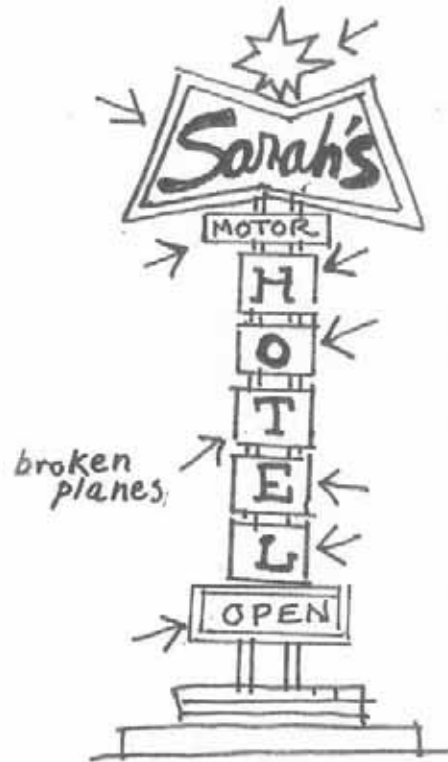


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

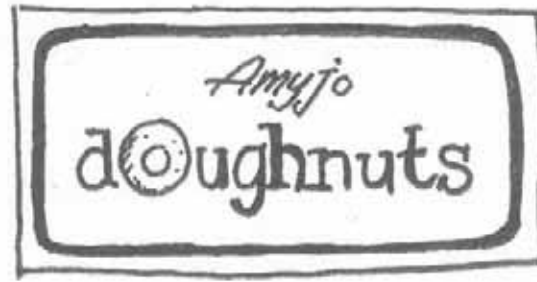
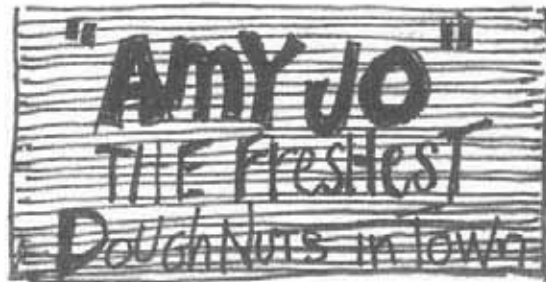




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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



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

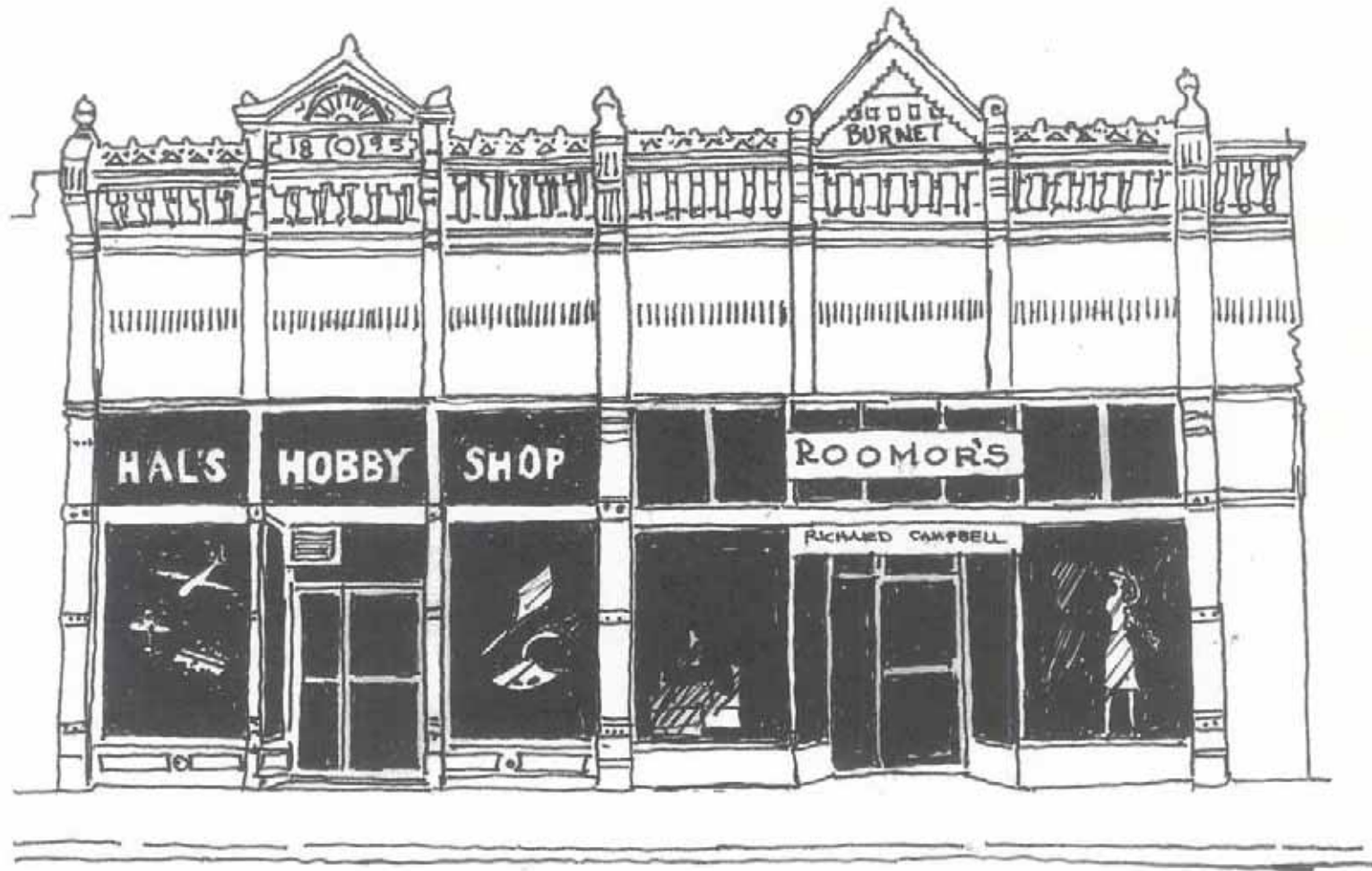


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



The above illustration suggests two locations for signage on an older commercial structure with architectural integrity. Both the "Hal's Hobby Shop" and "Roomor's" signs are shown utilizing the clerestory of the building. Another location is suggested by the "Richard Campbell" sign, which is located at the building entry's transom. Note that neither of these locations hide or cover important architectural features.

Wall Signs

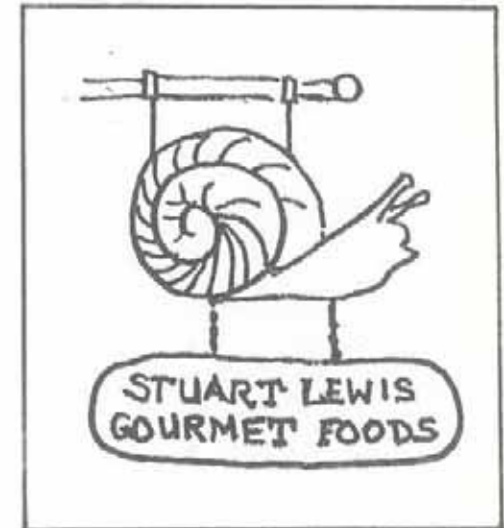
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Projecting Signs

Projecting signs (also sometimes called hanging signs or blade signs) mounted on buildings, perpendicular to the sidewalk are very effective in reaching pedestrians as they are placed only a little higher than eye level. They are also easily visible for drivers and passengers in vehicles given they are also perpendicular to the street. Finally, they are a sign type that historically has been commonly used on older buildings.

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



Window Signs

Signs etched or painted directly onto glass storefront display windows and entrances were popular in the late 19th and early 20th centuries. Painted signs were often used as they are low in cost; the highest quality were gilded, a thin layer of gold burnished onto the glass. Gold leaf window signs are still popular today, as are signs of enamel or acrylic paints and those using thin vinyl letters affixed directly to the window.

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.
- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.
- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.
- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.





Window displays are an integral part of any retail business. An attractive display contributes to

- The character and success of each store;
- The character of the street; and
- The character of the downtown business district as a whole.

The window display featuring an elk, to the left, grabs the eye while more effectively informing passers-by that the business sells outdoor products than the large sign placed immediately below the window.

Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complemented by the display in both color and proportion. It is best to let products speak for themselves. Displays that exhibit actual products provide immediate communication without words. If words are part of the display, they should be kept to a minimum. Type face for any signage should be simple and easy to read and be in colors that will not conflict with the colors in display merchandise.

Consideration should also be given to lighting. An attractive, well-lit display can entice window shoppers to return during business hours. A well-lit window display also improves public safety by lighting the sidewalk and allowing police to see into the store at night.

Icon, Symbol or Graphic Signs

Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle) that have come over time to represent certain types of businesses. When designed well, symbol signs convey their messages quickly and effectively because they are immediately recognizable as bold graphic descriptions of the goods and services offered.

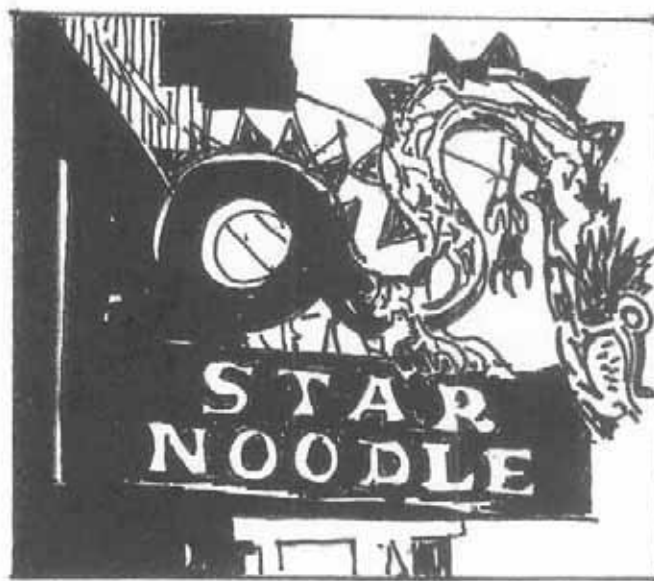
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

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

- Painted wall signs may in some circumstances be appropriate. As a general rule new painted signs are more appropriate on an older building than a newer one.
- Painted signs often are found on the side or upper floors of older buildings advertising past businesses that may no longer exist, at least at that location. Usually, faded with age, they are known as ghost or phantom signs. Painted wall signs can be important reminders of a community's commercial history and heritage. There may be occasions when they need to be painted over. However, as a general rule, they should be left exposed for the enjoyment of future generations.

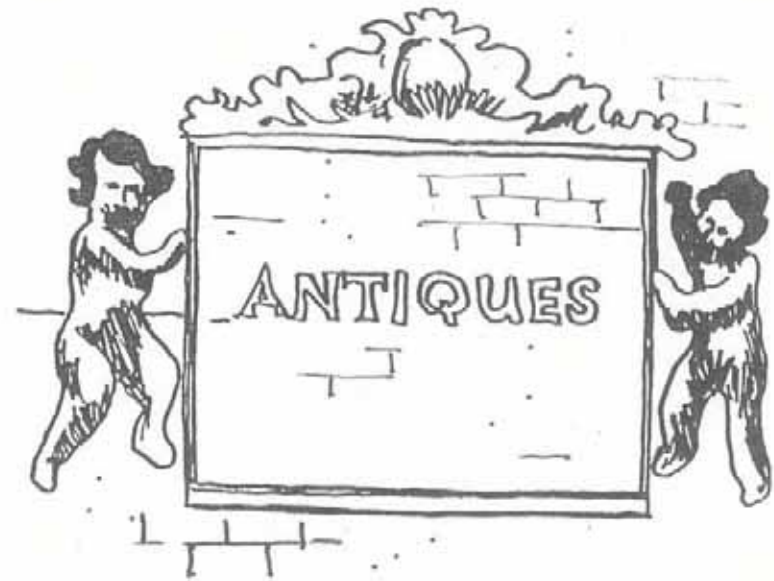
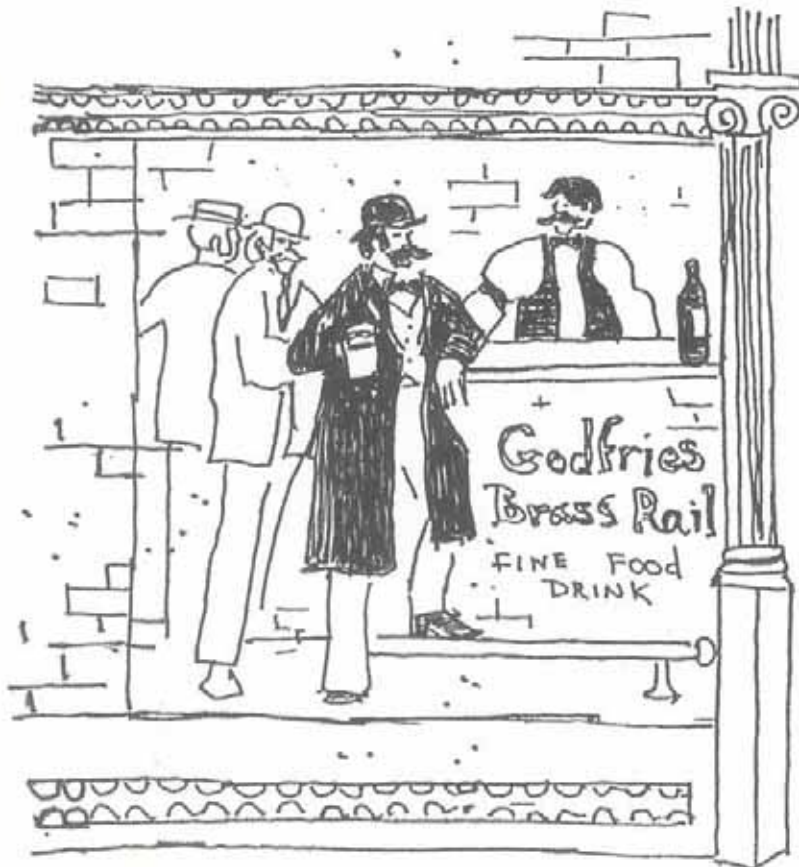




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today. In modern times, however, it can also be used as a symbol that says "antiques are sold here." A pair of scissors has perhaps become a more ubiquitous symbol for cutting hair than the barber's pole while adding the information that women or perhaps even both sexes, are welcome here. Oriental dragons or pagodas are often used as symbols for an oriental, particularly Chinese, restaurant. The "Star Noodle" sign above is not just a symbol for a certain type of restaurant but also is a superb, and rare, example of neon lighting (although this cannot be determined simply by examining the drawing).



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



Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at a bar or an antique store attempting to create a historic ambiance. The style does not lend itself nearly as well for use on more contemporary structures.

Changing Signs

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

- Changing signs are limited to displaying public information such as the time and temperature and the advertisement of on site services or products or information associated with a business on the premises. A newspaper, for example, may provide newspaper headlines or a stockbroker may provide the Dow Jones averages. Similarly, a retail store could have a reader board advertising on site products and sales.

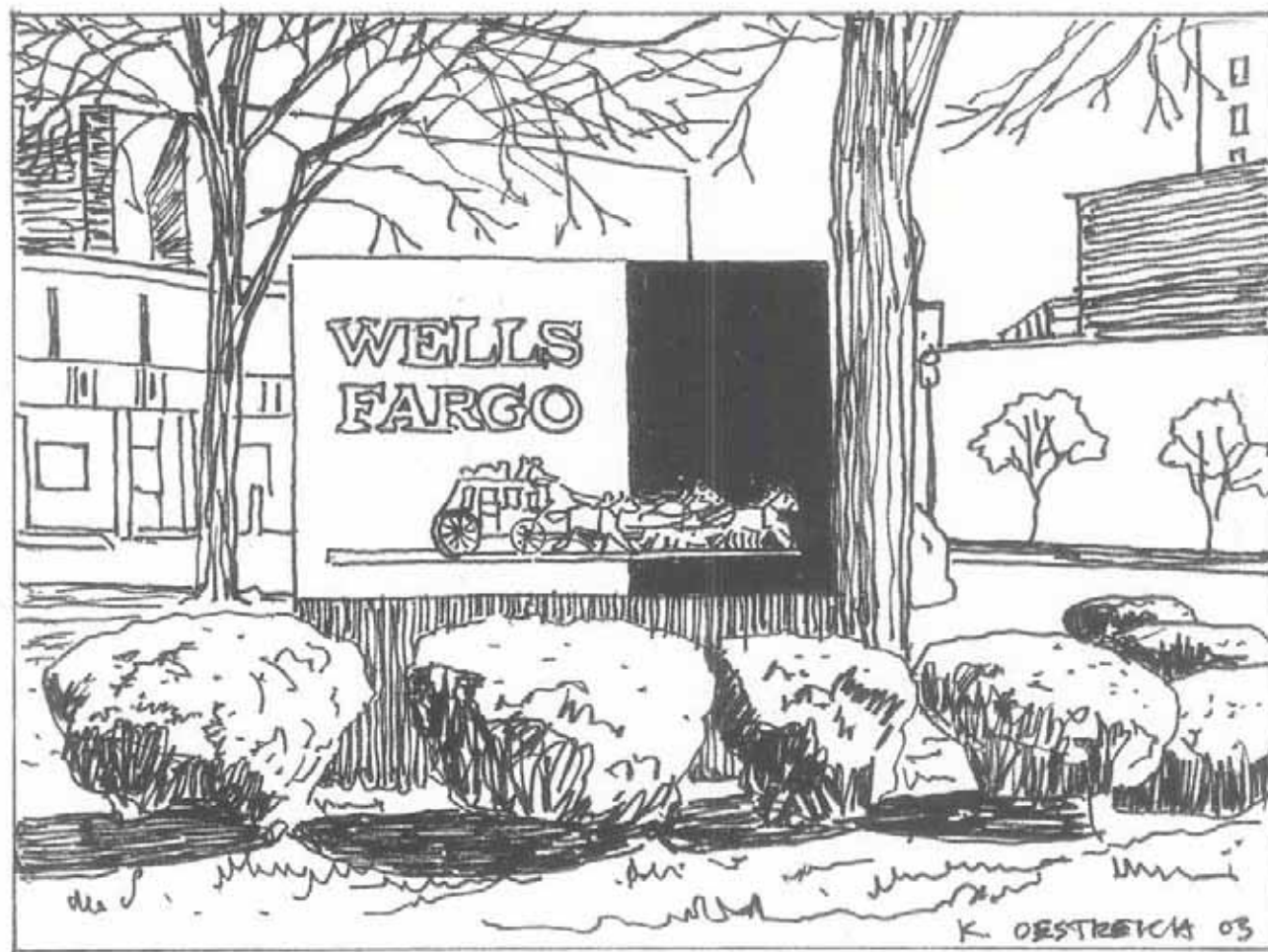
Monument or Ground Signs

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

- Monument or ground signs can be effective signage. They, however, need room and are only appropriate where building setbacks are sufficient to create an appropriate space.
- Monument or ground signs should, when possible, be placed in a landscaped base and repeat materials and colors used on the building it is advertising.



The Wells Fargo Bank drive-through facility at Third and Main Street provides an example of a monument sign that has a number of positive design elements. To begin with, the scale of the sign fits well with both the site and the building. In designing the sign, the bank has resisted the axiom that "the bigger the sign the better." Also the sign has been set within a landscaped base of evergreen shrubbery and has been placed at a location where there is enough room for a sign of this nature. Monument signs need space. Another feature of interest is the Wells Fargo logo itself, a picture of a stagecoach being pulled by a team of horses. At a glance the logo tells the viewer that this is an old and venerable company with a colorful history closely tied with America's own history.



Signs on Awnings

Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

- Individual letters painted directly on the valance of an awning facing the street makes for a distinguished and informative sign.
- Limiting signage on the sloping surface of an awning to small graphic symbols or logos unique to a particular business helps prevent the information on the signage from getting too cluttered for the viewer.
- Traditional awnings generally are more appropriate on older buildings than modern “bubble” type designs.
- Consider down lighting awnings (if they are lighted), particularly on older buildings, rather than using internal illumination.
- Some colors work better as awnings than others. The colors should not be too abrupt or jarring.

Freestanding Pole Sign

A freestanding pole sign is a sign mounted on one or more poles, uprights, or braces mounted in the ground and not attached to any structure other than the poles, uprights, or braces.

- The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate in the downtown.
- One type of pole sign that may be appropriate are smaller signs on double posts. Like monument or ground signs, these freestanding signs need space and look best if they are set in landscaping.

Neon and Bare Bulb Signs

Signs illuminated by electrified gas in slender glass tubes first appeared in the 1920's and became popular in the following two decades. Although various gases are used in these signs, over time, they have come to be called "neon" signs.

Although neon and bare bulb signs are becoming increasingly rare, they can add to the historic quality and uniqueness of the downtown.

- Continuing the use and maintenance of neon and bare bulb signs helps in maintaining the historic character of downtown.
- The use of neon and bare bulb signs in areas such as bars, restaurants, dance clubs, and other entertainment related businesses, is consistent with the traditional uses of such signs.

Banner Signs

Banner signs may be used for special events in the downtown.

- Decorative banner signs can be used to add color and create a festive atmosphere for special events, holidays and seasonal events.
- Banners may be attached to light standards (with an encroachment permit if they are on the public right-of-way) or project from building facades.
- Banners should be removed or replaced when they show signs of fading or unattractive wear.





Banners are a relatively inexpensive way to add color and create a festival atmosphere in the downtown. Banners can have words and graphics intended to inform the public about special events at retailers, the convention center, libraries and museums. Alternatively, banners can be there just to add color and do not have to say anything.

Note that the design and placement of any banners must be approved by the Downtown Design Review Board. Designs must be attractive (in the opinion of the Board) and must be constructed of quality materials. Be aware that the plastic pennants sometimes used at car dealerships and suburban grand openings would not be appropriate downtown and would not be allowed under the banner provisions of these guidelines.

Lighted Signs

Both internally or externally lit signs are appropriate in the downtown area. Internally illuminated signs, however, are more appropriate in some situations than others.

- Plastic is a modern material and generally fits better on more modern buildings rather than older ones.
- White internally illuminated boxes are particularly unappealing. Shaped plastic or cut plastic letters generally look better.
- Light letters on a dark black or colored background tend to be more legible from a distance.
- On older buildings, matte finishes generally are more appropriate than shiny finishes.
- Orienting and shielding spotlights such that the source of light is not directly visible focuses the attention of the viewer.



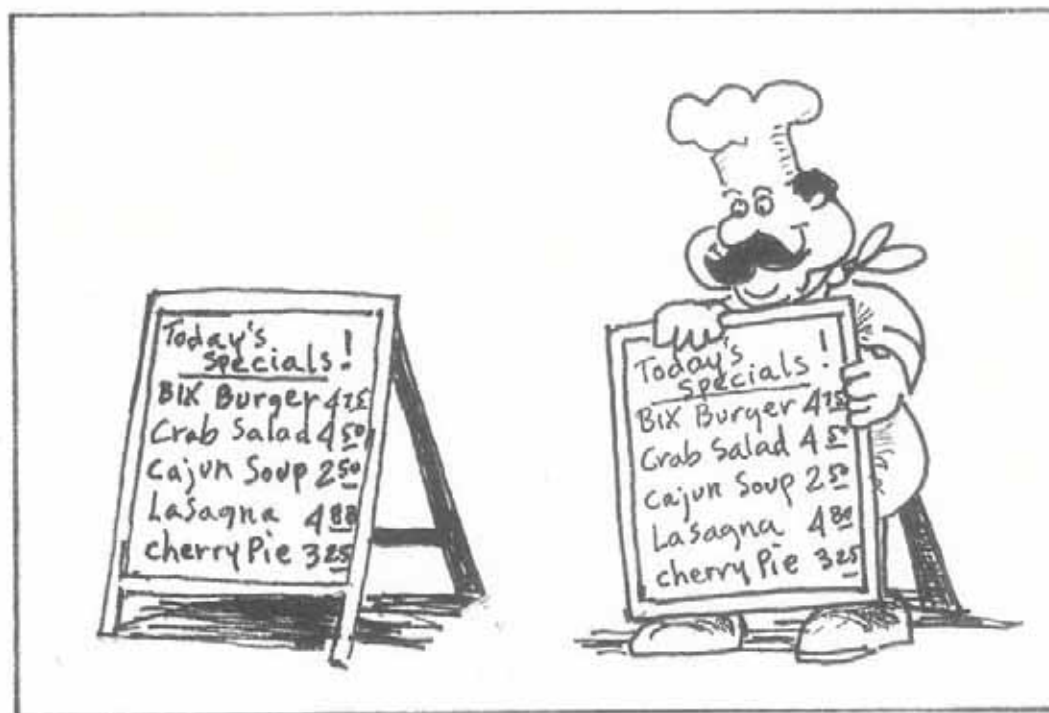
Directional Signage for Parking Lots

- Directional signs marking entries and exits to parking lots are to have no more than one commercial image, logo or message, which shall be subservient to text identifying the parking lots as “customer parking” makes the direction signage easily comprehensible.
- Limiting each driveway to no more than one directional sign, located on private property, near the sidewalk makes the signage more user friendly.

Sandwich Board Signs

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

- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access.
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.
- Sandwich board signs should be on City sidewalks only during business hours, being removed at the end of each day.

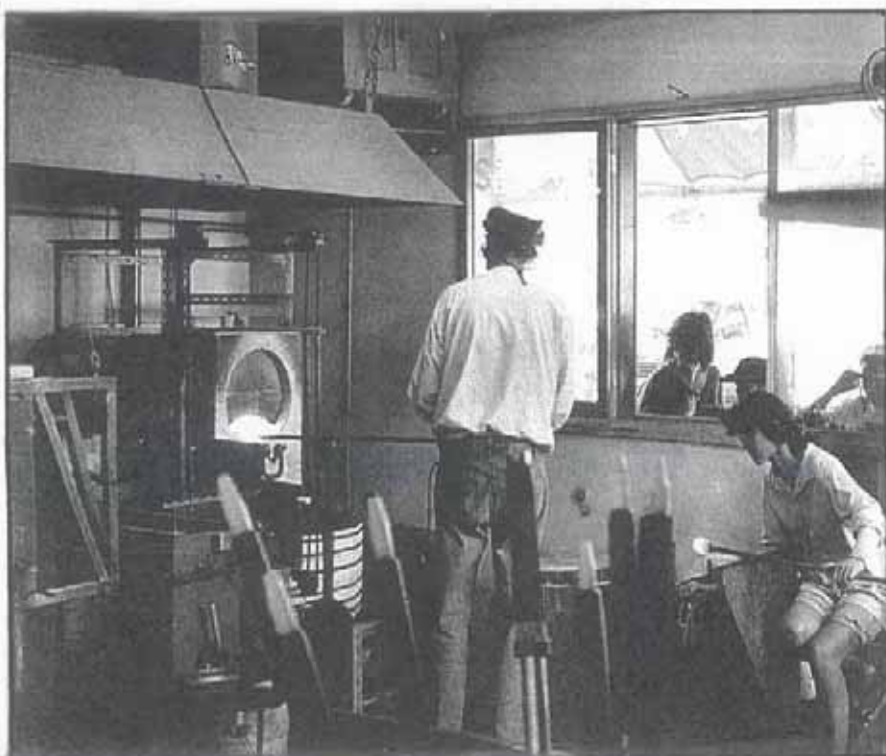


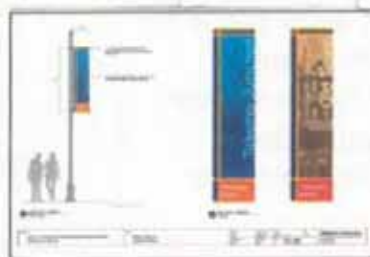
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of the two examples directly above, staff would suggest that the sign on the right would draw more attention than the sign on the left while making the downtown just a little more interesting. The sign on the far left at Trash Can Annie's Antique Clothing on Brady Street is an excellent existing sandwich board sign with considerable design merit.



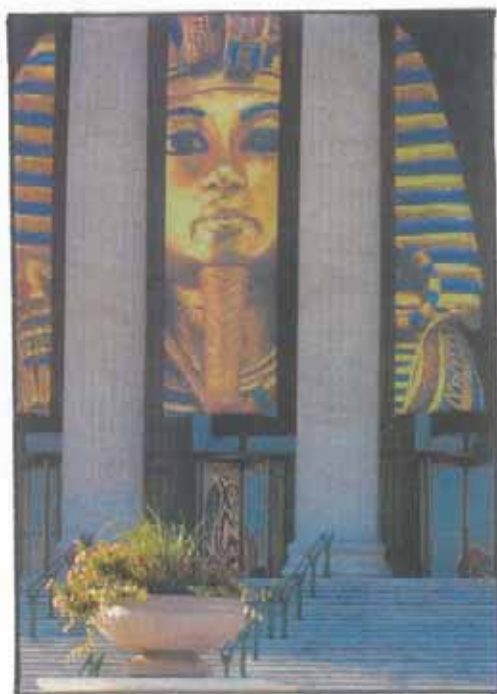
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

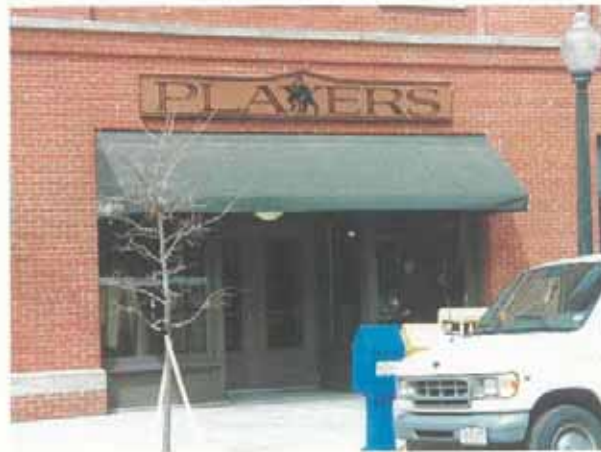
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this case, the glass blowing shop allows the public to see the creation of a glass object from raw material to finished product.





The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located "off premises". The Board may allow banner poles in the public right-of-way with an encroachment permit but only in locations that the Board deems appropriate.





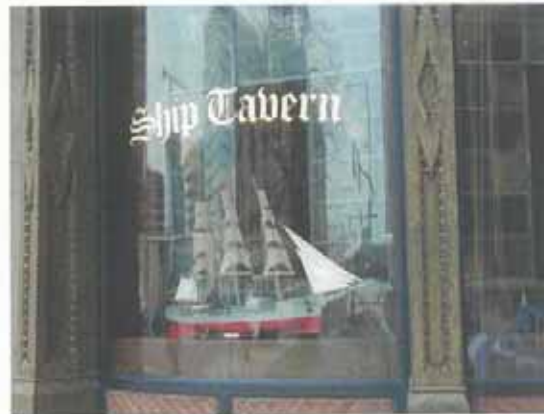
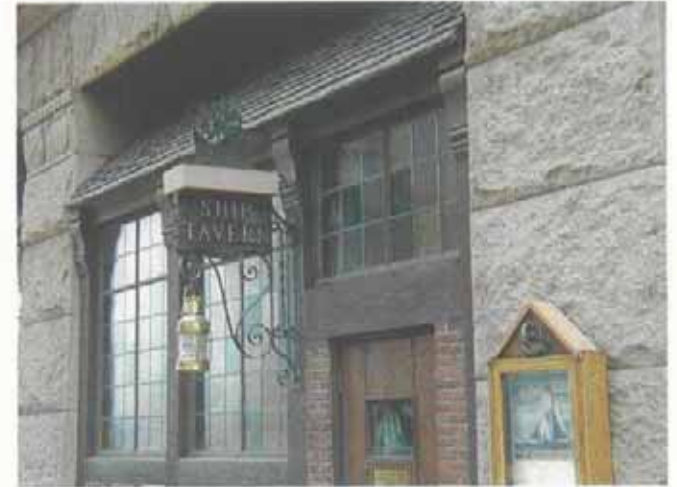
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

The Ship Tavern, a restaurant in another city, provides a good example of a well thought out signage plan. The signage is creative and works on many levels. It uses every opportunity to create an appealing identity for the restaurant and while doing so it makes its downtown neighborhood just a little more interesting. Among its various signs is a plastic, molded “shaped sign” in the form of a shield back lighting the form of a sailing ship. The words “Ship Tavern” are also spelled out in “cut letters.” These signs are oriented to passing automobiles. Note they do not hide any of the building’s architectural features. A second, more intimate, projecting sign oriented to pedestrians marks the restaurant’s entry. The sign includes, once more, the restaurant’s name coupled with a unique wrought iron sailing ship in silhouette and a ship’s sea lantern. On the window, a painted window sign once more tastefully repeats the restaurant’s name. Visible through the glass is a model of a clipper ship that helps grab the eye. Not shown are other windows which also feature model ships. Finally, a menu board placed by the door repeats the restaurant’s sailing motif. Of course, not every business has this much to work with. Every business, however, should use every opportunity to create a unique image for itself.



SIGNAGE PLANS

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

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



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

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).

City of Davenport
Design Review Board

Department: CPED
Contact Info: Ryan Rusnak 563-888-2022
rrusnak@ci.davenport.ia.us

Date
9/23/2019

Subject:

Case DR19-19: Request for design review at 111 Perry Street. C-D Downtown Zoning District. Two projecting wall signs. Pamala Diedrich, petitioner. [Ward 3]

Recommendation:

Staff recommends approval of the sign subject to the condition that any mounting hardware be through the mortar and not the brick.

Background:

Petitioner is proposing to install projecting wall signs on East River Drive and Perry Street.

ATTACHMENTS:

Type	Description
▣ Backup Material	Application
▣ Backup Material	Downtown Design Guidelines - Signs

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	9/20/2019 - 11:21 AM



226 West 4th Street
Davenport, Iowa 52801
(563) 326-7765

Planning@ci.davenport.ia.us

Complete application can be emailed to planning@ci.davenport.ia.us

Property Address* 111 Perry St.

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

Applicant (Primary Contact)

Name: Pamela Didrich
Company: Large Sign Group
Address: 556 Perry Ave.
City/State/Zip: Davenport IA 52807
Phone: 563-210-4404
Email: pamela@largesign.com

Application Form Type:

Plan and Zoning Commission

- Zoning Map Amendment (Rezoning) ☐
Planned Unit Development ☐
Zoning Ordinance Text Amendment ☐
Right-of-way or Easement Vacation ☐
Voluntary Annexation ☐

Owner (if different from Applicant)

Name: Emily Burkhardt
Company: Alco
Address: 111 Perry St.
City/State/Zip: Davenport IA 52801
Phone: 515-882-4125
Email: Emily.Burkhardt@pigottnet.com

Zoning Board of Adjustment

- Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Design Review Board

- Design Approval ☒
Demolition Request in the Downtown ☐
Demolition Request in the Village of East Davenport ☐

Engineer (if applicable)

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

Historic Preservation Commission

- Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Architect (if applicable)

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

Administrative

- Administrative Exception ☐
Health Services and Congregate Living Permit ☐

Attorney (if applicable)

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

Design District:

- ☒ CD - Downtown
- ☐ CV – Village of East Davenport
- ☐ CE – Elmore Corners

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

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-7765 or 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 completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:**Minor alterations to existing buildings and new and replacement signs (all of the above and):**

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant: Pamela DeBuda Date: 18 Sept 19
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: Ryan Rusnak Date: 9/18-2019
Planning staff

Date of the Public Meeting: 9/23/2019

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

Work Plan

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

Furnish & install two (2) double-face non-illuminated flag-mount signs on River Dr. face & Perry St. face of building. There are currently no signs on these faces.

LANGE

SIGN GROUP

www.langesign.com

Client: Pigott

Approved:

Scale: as indicated

Date: 9/18/19

Sketch: pigottshow

Drawn: Steph F

Sales: PD



PDF COPY
MAY NOT BE TO SCALE

TRI-STATE AREA

1780 IL Route 35 N
E. Dubuque, IL 61025
815.747.2448
(FAX) 815.747.3049
(Toll free) 888.582.6979

QUAD CITIES AREA

5569 Carey Ave,
Davenport, IA 52807
563.388.6650
(FAX) 563.388.6654
(Toll free) 800.804.8025

These plans are the exclusive property of the Lange Sign Group and are the result of the original work of it's employees, they are submitted to your company for the sole purpose of your consideration of whether to purchase from Lange Sign Group. A sign manufactured according to these plans, distribution, or exhibition of these plans to anyone other than the employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly forbidden.

© COPYRIGHT 2019 LSG

River Drive



Not to scale

Perry Street



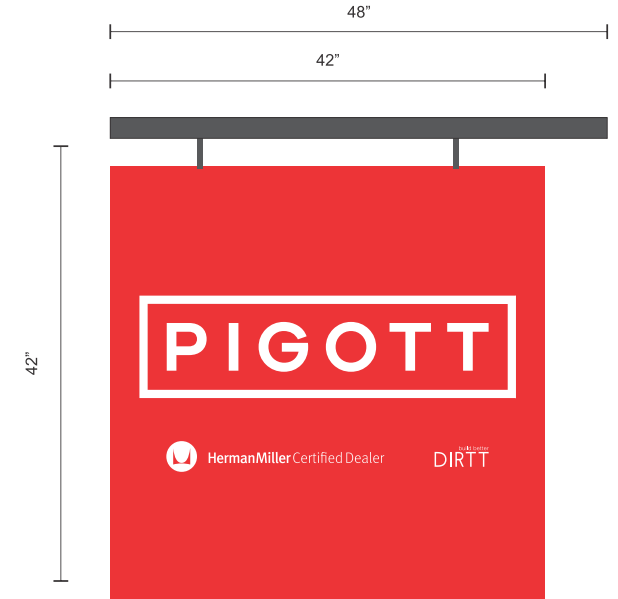
Not to scale



Existing



Existing



Scale: 1"=1'-0"

Quantity (2)

Furnish and install D/F non illuminated sign fabricated from aluminum tubing with flat aluminum panels attached, sprayed red with opaque vinyl applied, Projection mount from building with square tubing

Signage

Design Objective:

Reinforce the unique character of downtown Davenport

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

Discussion:

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

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

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



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

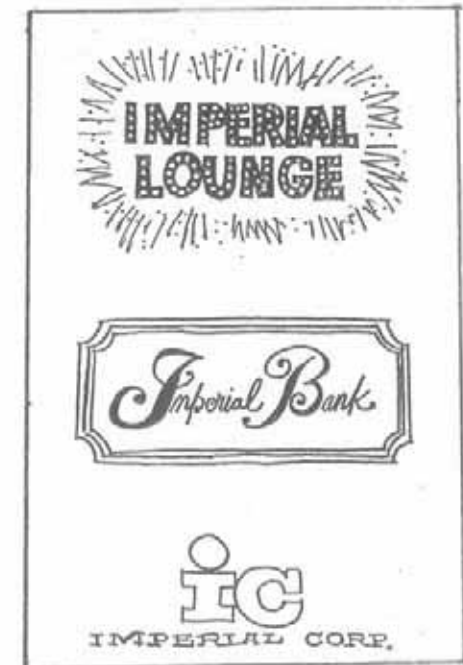
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

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

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

General Sign Guidelines

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



Sign design in many ways establishes a business' identity.

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

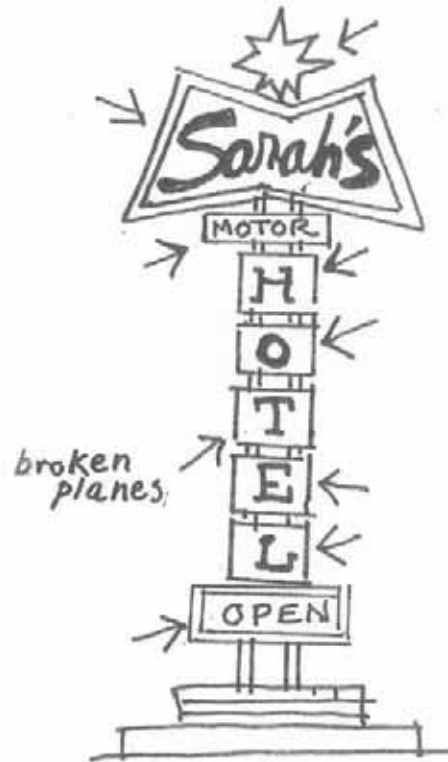


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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





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



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

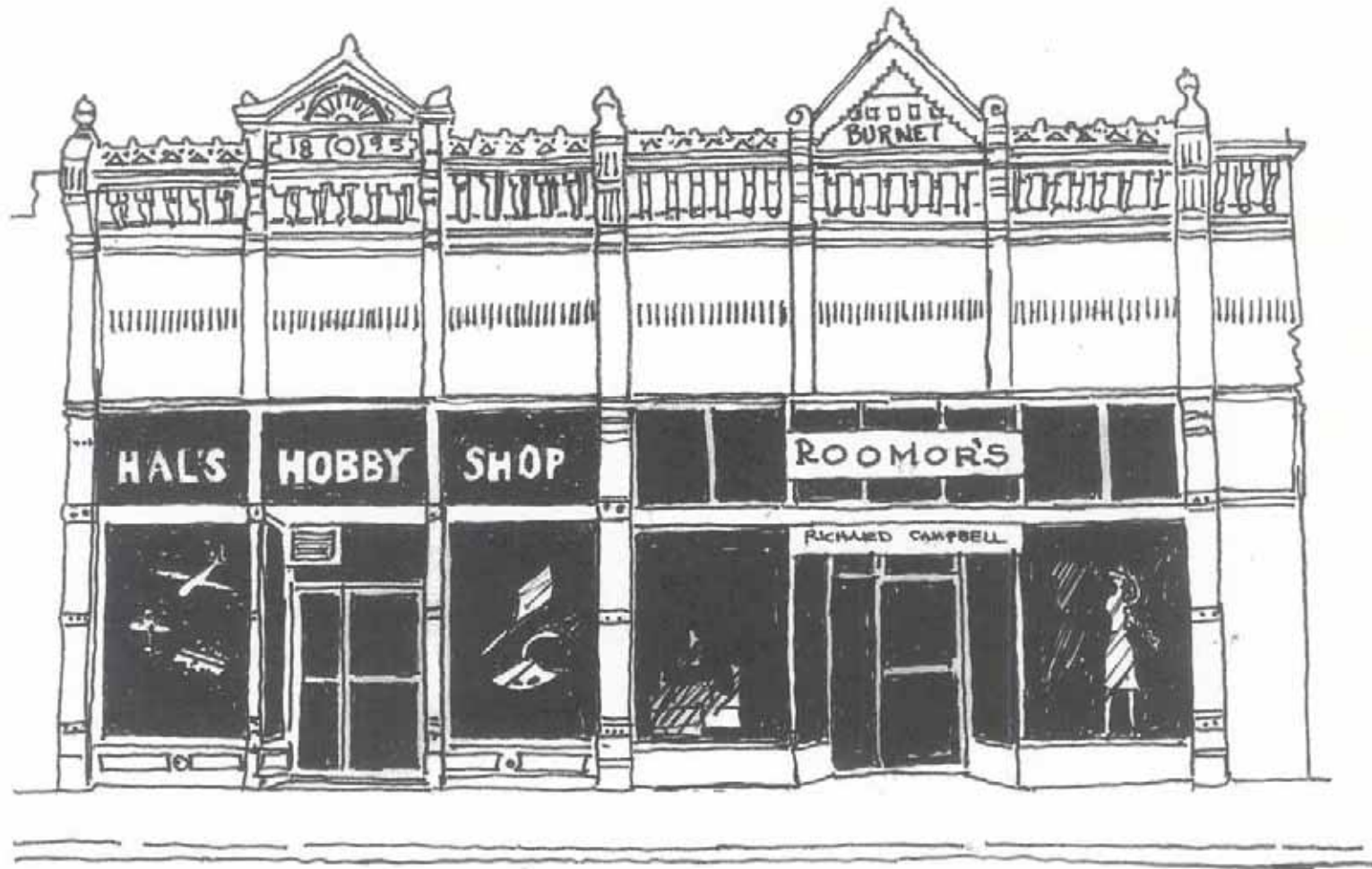


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



The above illustration suggests two locations for signage on an older commercial structure with architectural integrity. Both the "Hal's Hobby Shop" and "Roomor's" signs are shown utilizing the clerestory of the building. Another location is suggested by the "Richard Campbell" sign, which is located at the building entry's transom. Note that neither of these locations hide or cover important architectural features.

Wall Signs

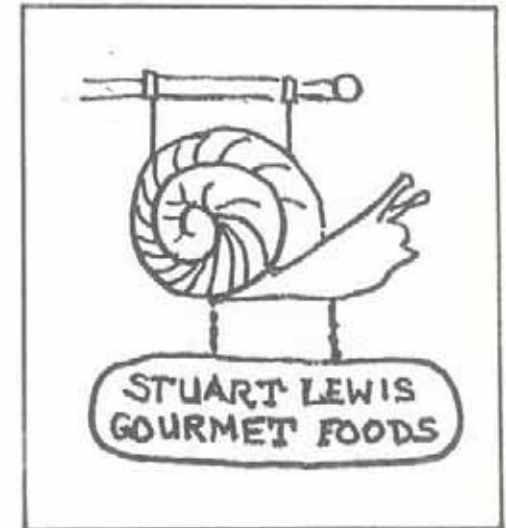
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Projecting Signs

Projecting signs (also sometimes called hanging signs or blade signs) mounted on buildings, perpendicular to the sidewalk are very effective in reaching pedestrians as they are placed only a little higher than eye level. They are also easily visible for drivers and passengers in vehicles given they are also perpendicular to the street. Finally, they are a sign type that historically has been commonly used on older buildings.

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



Window Signs

Signs etched or painted directly onto glass storefront display windows and entrances were popular in the late 19th and early 20th centuries. Painted signs were often used as they are low in cost; the highest quality were gilded, a thin layer of gold burnished onto the glass. Gold leaf window signs are still popular today, as are signs of enamel or acrylic paints and those using thin vinyl letters affixed directly to the window.

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.
- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.
- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.
- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.





Window displays are an integral part of any retail business. An attractive display contributes to

- The character and success of each store;
- The character of the street; and
- The character of the downtown business district as a whole.

The window display featuring an elk, to the left, grabs the eye while more effectively informing passers-by that the business sells outdoor products than the large sign placed immediately below the window.

Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complemented by the display in both color and proportion. It is best to let products speak for themselves. Displays that exhibit actual products provide immediate communication without words. If words are part of the display, they should be kept to a minimum. Type face for any signage should be simple and easy to read and be in colors that will not conflict with the colors in display merchandise.

Consideration should also be given to lighting. An attractive, well-lit display can entice window shoppers to return during business hours. A well-lit window display also improves public safety by lighting the sidewalk and allowing police to see into the store at night.

Icon, Symbol or Graphic Signs

Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle) that have come over time to represent certain types of businesses. When designed well, symbol signs convey their messages quickly and effectively because they are immediately recognizable as bold graphic descriptions of the goods and services offered.

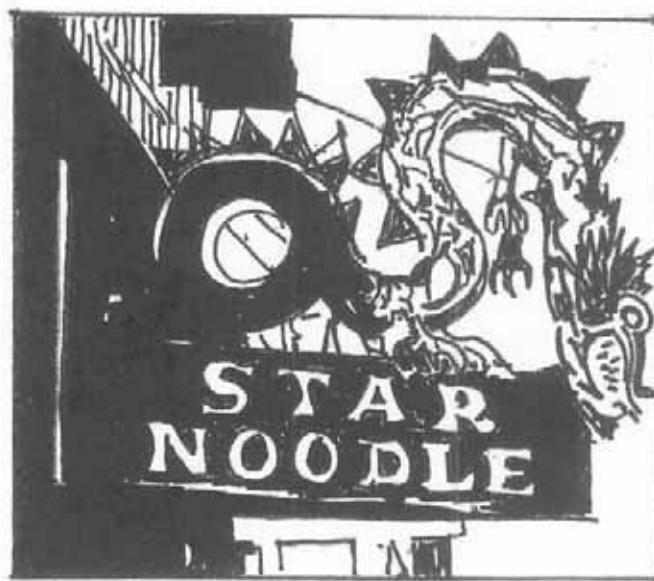
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

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

- Painted wall signs may in some circumstances be appropriate. As a general rule new painted signs are more appropriate on an older building than a newer one.
- Painted signs often are found on the side or upper floors of older buildings advertising past businesses that may no longer exist, at least at that location. Usually, faded with age, they are known as ghost or phantom signs. Painted wall signs can be important reminders of a community's commercial history and heritage. There may be occasions when they need to be painted over. However, as a general rule, they should be left exposed for the enjoyment of future generations.

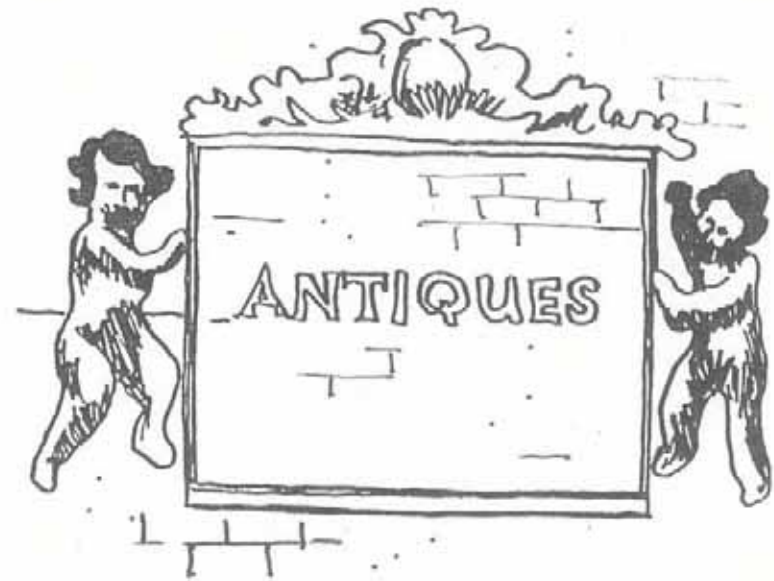
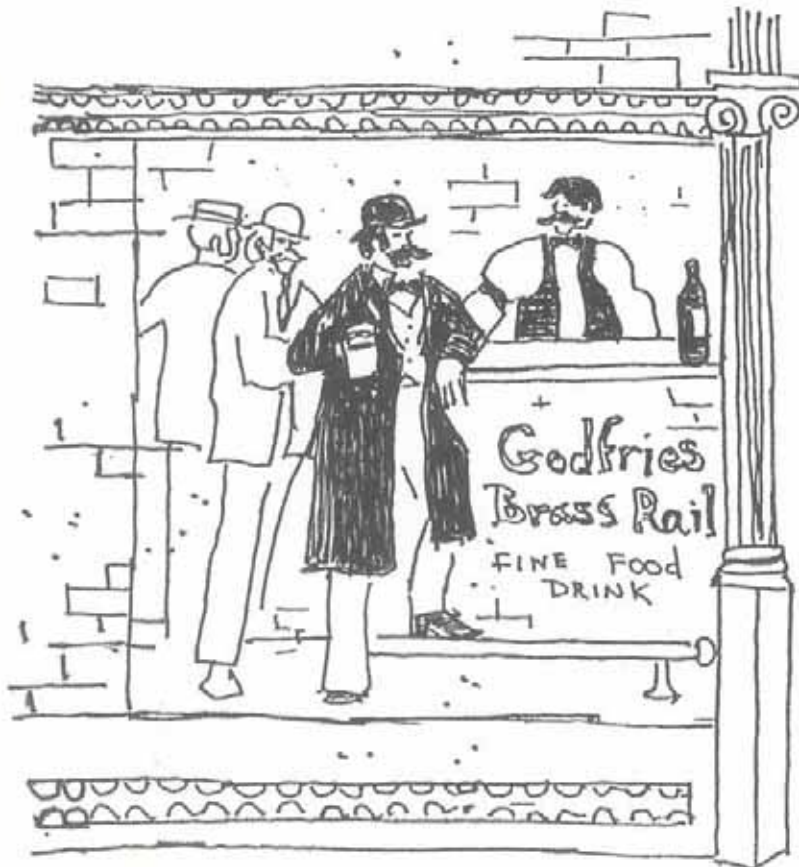




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today. In modern times, however, it can also be used as a symbol that says "antiques are sold here." A pair of scissors has perhaps become a more ubiquitous symbol for cutting hair than the barber's pole while adding the information that women or perhaps even both sexes, are welcome here. Oriental dragons or pagodas are often used as symbols for an oriental, particularly Chinese, restaurant. The "Star Noodle" sign above is not just a symbol for a certain type of restaurant but also is a superb, and rare, example of neon lighting (although this cannot be determined simply by examining the drawing).



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



Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at a bar or an antique store attempting to create a historic ambiance. The style does not lend itself nearly as well for use on more contemporary structures.

Changing Signs

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

- Changing signs are limited to displaying public information such as the time and temperature and the advertisement of on site services or products or information associated with a business on the premises. A newspaper, for example, may provide newspaper headlines or a stockbroker may provide the Dow Jones averages. Similarly, a retail store could have a reader board advertising on site products and sales.

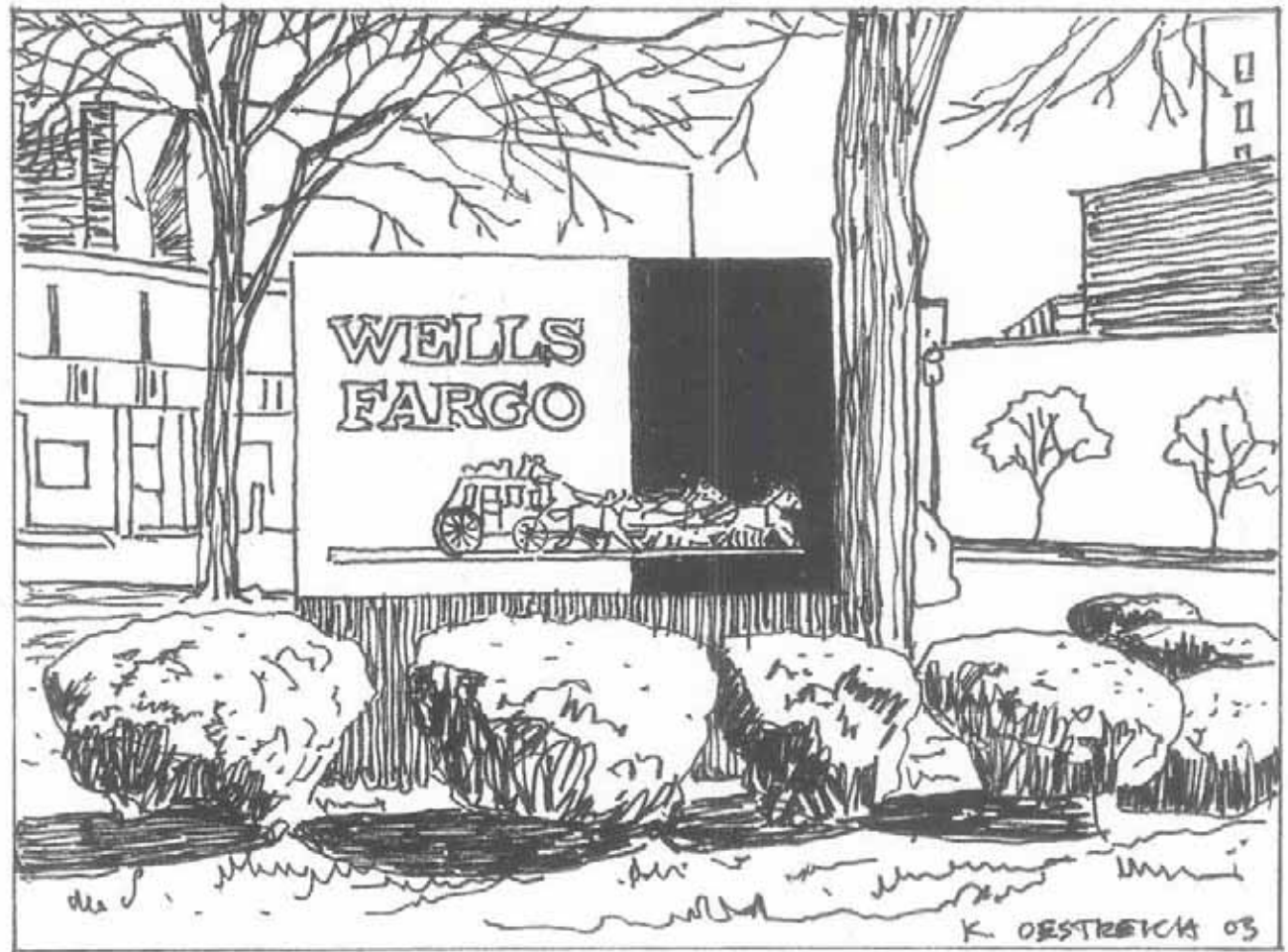
Monument or Ground Signs

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

- Monument or ground signs can be effective signage. They, however, need room and are only appropriate where building setbacks are sufficient to create an appropriate space.
- Monument or ground signs should, when possible, be placed in a landscaped base and repeat materials and colors used on the building it is advertising.



The Wells Fargo Bank drive-through facility at Third and Main Street provides an example of a monument sign that has a number of positive design elements. To begin with, the scale of the sign fits well with both the site and the building. In designing the sign, the bank has resisted the axiom that "the bigger the sign the better." Also the sign has been set within a landscaped base of evergreen shrubbery and has been placed at a location where there is enough room for a sign of this nature. Monument signs need space. Another feature of interest is the Wells Fargo logo itself, a picture of a stagecoach being pulled by a team of horses. At a glance the logo tells the viewer that this is an old and venerable company with a colorful history closely tied with America's own history.



Signs on Awnings

Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

- Individual letters painted directly on the valance of an awning facing the street makes for a distinguished and informative sign.
- Limiting signage on the sloping surface of an awning to small graphic symbols or logos unique to a particular business helps prevent the information on the signage from getting too cluttered for the viewer.
- Traditional awnings generally are more appropriate on older buildings than modern “bubble” type designs.
- Consider down lighting awnings (if they are lighted), particularly on older buildings, rather than using internal illumination.
- Some colors work better as awnings than others. The colors should not be too abrupt or jarring.

Freestanding Pole Sign

A freestanding pole sign is a sign mounted on one or more poles, uprights, or braces mounted in the ground and not attached to any structure other than the poles, uprights, or braces.

- The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate in the downtown.
- One type of pole sign that may be appropriate are smaller signs on double posts. Like monument or ground signs, these freestanding signs need space and look best if they are set in landscaping.

Neon and Bare Bulb Signs

Signs illuminated by electrified gas in slender glass tubes first appeared in the 1920's and became popular in the following two decades. Although various gases are used in these signs, over time, they have come to be called "neon" signs.

Although neon and bare bulb signs are becoming increasingly rare, they can add to the historic quality and uniqueness of the downtown.

- Continuing the use and maintenance of neon and bare bulb signs helps in maintaining the historic character of downtown.
- The use of neon and bare bulb signs in areas such as bars, restaurants, dance clubs, and other entertainment related businesses, is consistent with the traditional uses of such signs.

Banner Signs

Banner signs may be used for special events in the downtown.

- Decorative banner signs can be used to add color and create a festive atmosphere for special events, holidays and seasonal events.
- Banners may be attached to light standards (with an encroachment permit if they are on the public right-of-way) or project from building facades.
- Banners should be removed or replaced when they show signs of fading or unattractive wear.





Banners are a relatively inexpensive way to add color and create a festival atmosphere in the downtown. Banners can have words and graphics intended to inform the public about special events at retailers, the convention center, libraries and museums. Alternatively, banners can be there just to add color and do not have to say anything.

Note that the design and placement of any banners must be approved by the Downtown Design Review Board. Designs must be attractive (in the opinion of the Board) and must be constructed of quality materials. Be aware that the plastic pennants sometimes used at car dealerships and suburban grand openings would not be appropriate downtown and would not be allowed under the banner provisions of these guidelines.

Lighted Signs

Both internally or externally lit signs are appropriate in the downtown area. Internally illuminated signs, however, are more appropriate in some situations than others.

- Plastic is a modern material and generally fits better on more modern buildings rather than older ones.
- White internally illuminated boxes are particularly unappealing. Shaped plastic or cut plastic letters generally look better.
- Light letters on a dark black or colored background tend to be more legible from a distance.
- On older buildings, matte finishes generally are more appropriate than shiny finishes.
- Orienting and shielding spotlights such that the source of light is not directly visible focuses the attention of the viewer.



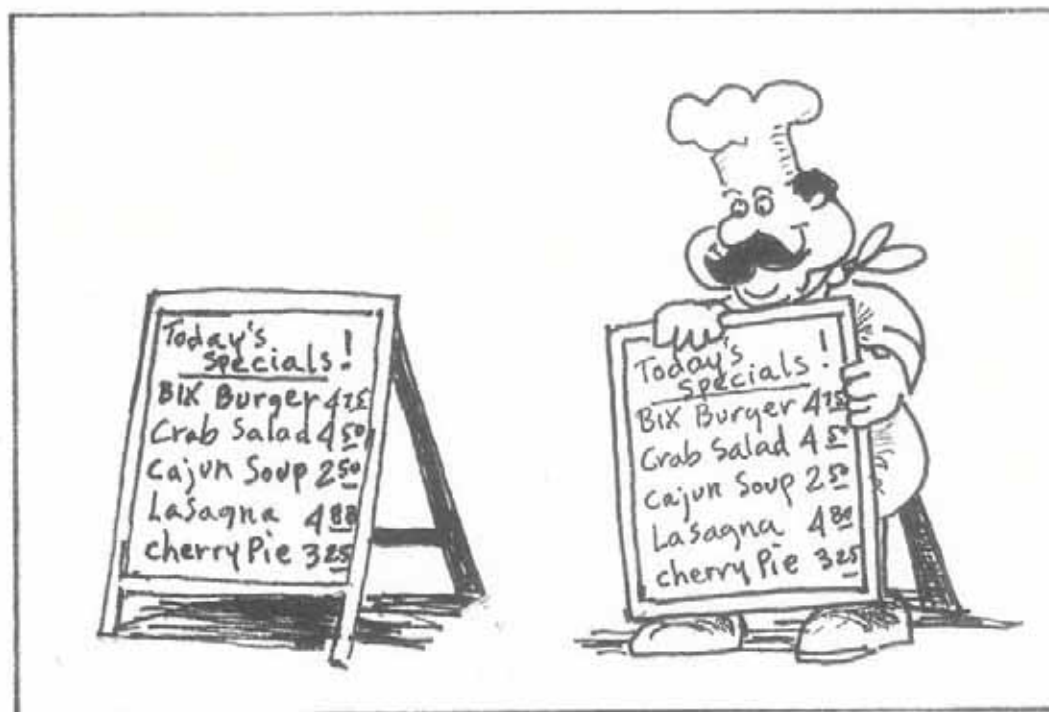
Directional Signage for Parking Lots

- Directional signs marking entries and exits to parking lots are to have no more than one commercial image, logo or message, which shall be subservient to text identifying the parking lots as “customer parking” makes the direction signage easily comprehensible.
- Limiting each driveway to no more than one directional sign, located on private property, near the sidewalk makes the signage more user friendly.

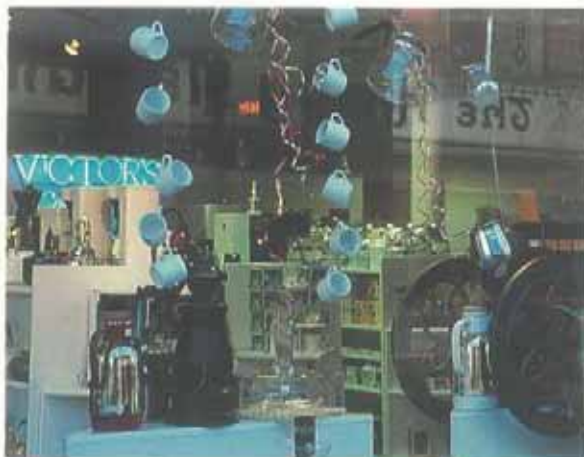
Sandwich Board Signs

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

- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access.
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.
- Sandwich board signs should be on City sidewalks only during business hours, being removed at the end of each day.

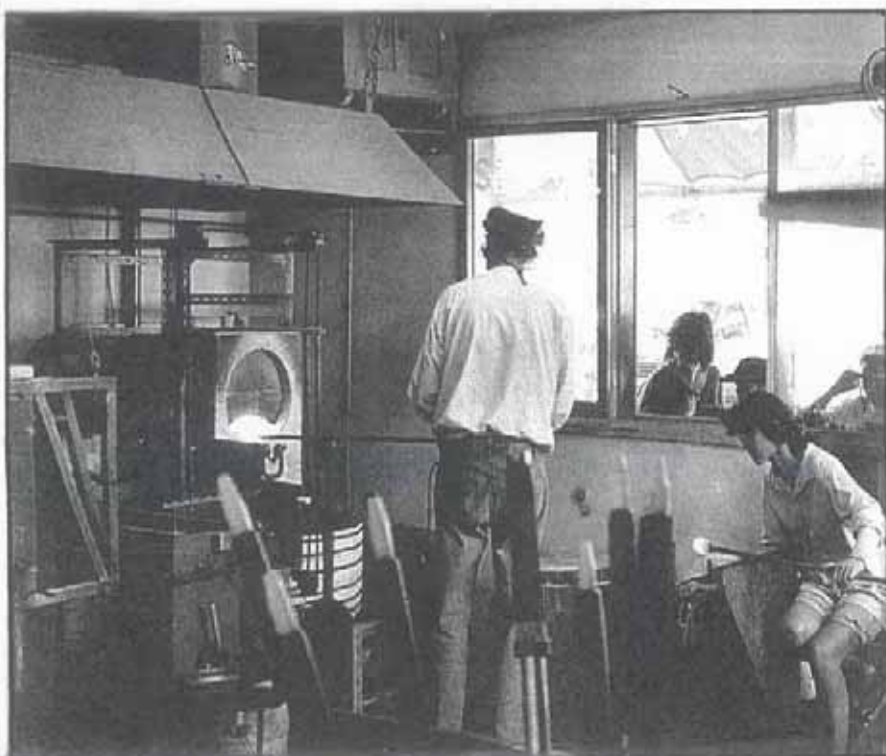


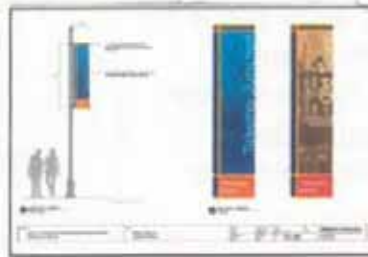
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of the two examples directly above, staff would suggest that the sign on the right would draw more attention than the sign on the left while making the downtown just a little more interesting. The sign on the far left at Trash Can Annie's Antique Clothing on Brady Street is an excellent existing sandwich board sign with considerable design merit.



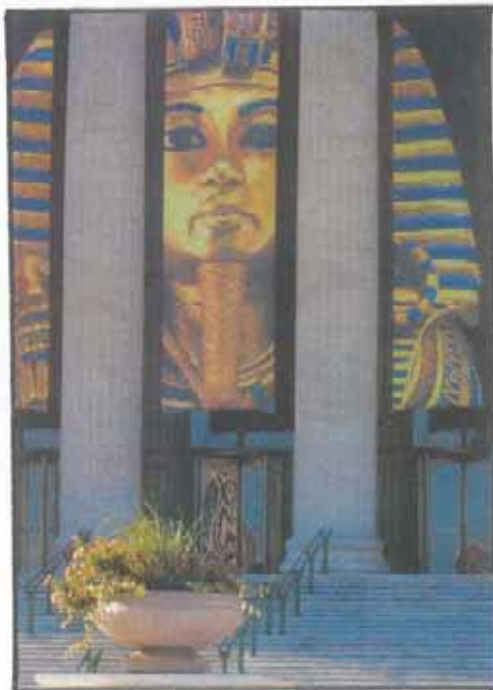
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

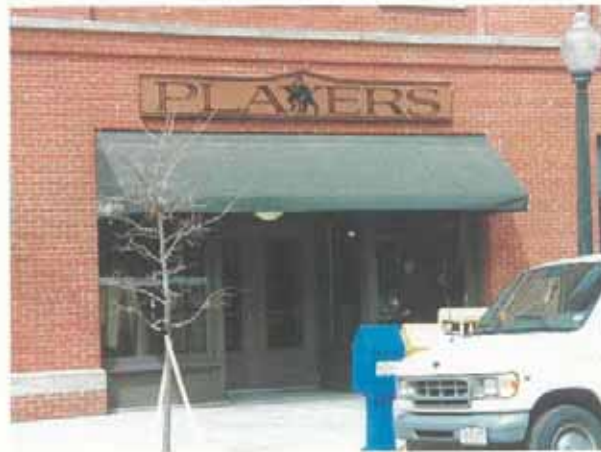
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this case, the glass blowing shop allows the public to see the creation of a glass object from raw material to finished product.





The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located "off premises". The Board may allow banner poles in the public right-of-way with an encroachment permit but only in locations that the Board deems appropriate.





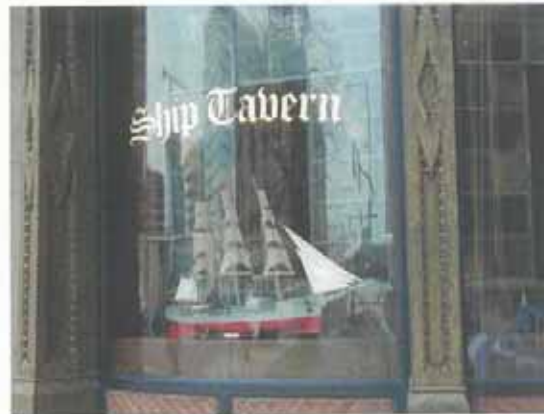
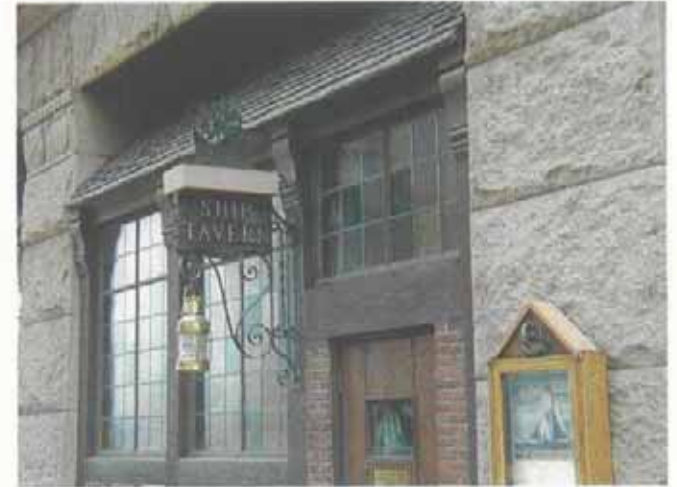
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

The Ship Tavern, a restaurant in another city, provides a good example of a well thought out signage plan. The signage is creative and works on many levels. It uses every opportunity to create an appealing identity for the restaurant and while doing so it makes its downtown neighborhood just a little more interesting. Among its various signs is a plastic, molded “shaped sign” in the form of a shield back lighting the form of a sailing ship. The words “Ship Tavern” are also spelled out in “cut letters.” These signs are oriented to passing automobiles. Note they do not hide any of the building’s architectural features. A second, more intimate, projecting sign oriented to pedestrians marks the restaurant’s entry. The sign includes, once more, the restaurant’s name coupled with a unique wrought iron sailing ship in silhouette and a ship’s sea lantern. On the window, a painted window sign once more tastefully repeats the restaurant’s name. Visible through the glass is a model of a clipper ship that helps grab the eye. Not shown are other windows which also feature model ships. Finally, a menu board placed by the door repeats the restaurant’s sailing motif. Of course, not every business has this much to work with. Every business, however, should use every opportunity to create a unique image for itself.



SIGNAGE PLANS

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

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



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

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).

City of Davenport
Design Review Board

Department: CPED
Contact Info: Ryan Rusnak 563-888-2022
rrusnak@ci.davenport.ia.us

Date
9/23/2019

Subject:

Case DR19-21: Request for design review at 221 E 2nd Street. C-D Downtown Zoning District.
New horizontal metal panel. Doug Foderberg, petitioner. [Ward 3]

Recommendation:

Staff recommends denial of the request.

Background:

Petitioner is proposing to install a horizontal metal panel above the newly constructed storefront.
The existing sign would be moved up.

It's unclear to staff the purpose for this panel other than to install signage at a future date. The petitioner stated it was to tie the two building together. However, the contrast between these buildings is pretty dramatic due the exterior materials on the facade. So from a design standpoint, they should be separate buildings. Staff has expressed this concern to the petitioner.

ATTACHMENTS:

Type	Description
Backup Material	Application

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Rusnak, Ryan	Approved	9/20/2019 - 11:24 AM



226 West 4th Street
Davenport, Iowa 52801
(563) 326-7765
Planning@ci.davenport.ia.us

Complete application can be emailed to planning@ci.davenport.ia.us

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:

Application Form Type:

Plan and Zoning Commission

Zoning Map Amendment (Rezoning) ☐
Planned Unit Development ☐
Zoning Ordinance Text Amendment ☐
Right-of-way or Easement Vacation ☐
Voluntary Annexation ☐

Owner (if different from Applicant)

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

Zoning Board of Adjustment

Zoning Appeal ☐
Special Use ☐
Hardship Variance ☐

Design Review Board

Design Approval ☒
Demolition Request in the Downtown ☐
Demolition Request in the Village of East Davenport ☐

Engineer (if applicable)

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

Historic Preservation Commission

Certificate of Appropriateness ☐
Landmark Nomination ☐
Demolition Request ☐

Architect (if applicable)

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

Administrative

Administrative Exception ☐
Health Services and Congregate Living Permit ☐

Attorney (if applicable)

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

Design District:

- ☒ CD - Downtown
- ☐ CV – Village of East Davenport
- ☐ CE – Elmore Corners

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

When is an application for design approval required?

Prior to the commencement of any work.

What type of activity requires design approval?

- New construction or an alteration to the exterior of a structure where changes are visible from the public right-of-way.
- Installation of any sign or action related to a sign.
- New parking lots, fencing/walls and landscaping or an alteration to existing parking lots, fencing/walls or landscaping.
- Streetscape elements within the right-of-way.
- Demolition within the C-D and C-V Districts requires the owner(s) of record or the City to apply for a demolition approval.

Submittal requirements

- Please contact Planning staff at (563) 326-7765 or 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 completed application form.
- A work plan that accurately and completely describes the work to be done.
- Color digital photographs depicting the building elevations and proposed construction.

Submittal requirements for specific types of requests:**Minor alterations to existing buildings and new and replacement signs (all of the above and):**

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

- Only work described in the application may be approved by the Board.
- If the Board determines there is insufficient information to make a proper judgment on the application, it may continue the application a maximum of three regularly schedule consecutive meetings. This time period does not apply if the applicant requests the continuance.

(3) After the Design Review Board's decision:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. You will need to contact Davenport Public Works and other regulatory agencies regarding permits and/or licenses.
- If approved, design approval will expire one year from the date of approval unless a building permit is obtained within such period. The Zoning Administrator may grant an extension for a period of validity longer than one year. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- The applicant may appeal the Design Review Board's determination to the City Council. A written appeal must be submitted to the Zoning Administrator within thirty calendar days of the Design Review Board's decision.

Applicant: 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 4th Street, Davenport, Iowa.

Work Plan

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

Extend the existing panel over the Backwater Cross Fit storefront. 237" panel will be blank.

See attached sketch exitfire17.

Existing Backwater sign will be shifted up to center it between roof line and proposed panel.



www.langesign.com

Client: Exit Realty Fireside

Approved:

Scale: as indicated

Date: 9/17/19

Sketch: exitfire17

Drawn: Steph F

Sales: DF



PDF COPY
MAY NOT BE TO SCALE

TRI-STATE AREA

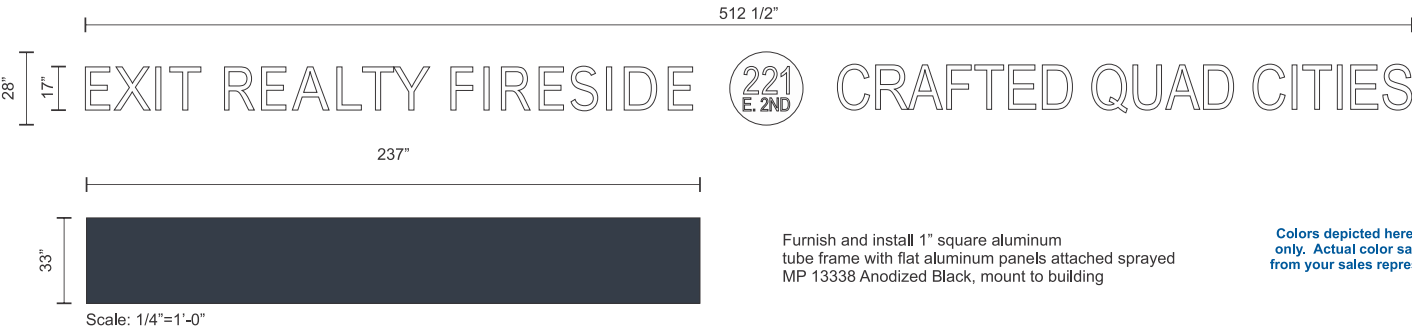
1780 IL Route 35 N
E. Dubuque, IL 61025
815.747.2448
(FAX)815.747.3049
(Toll free)888.582.6979

QUAD CITIES AREA

5569 Carey Ave.
Davenport, IA 52807
563.388.6650
(FAX)563.388.6654
(Toll free)800.804.8025

These plans are the exclusive property of the Lange Sign Group and are the result of the original work of it's employees, they are submitted to your company for the sole purpose of your consideration of whether to purchase from Lange Sign Group. A sign manufactured according to these plans, distribution, or exhibition of these plans to anyone other than the employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly forbidden.

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Remove existing vinyl, furnish
and install new white opaque vinyl

Furnish and install 1" square aluminum
tube frame with flat aluminum panels attached sprayed
MP 13338 Anodized Black, mount to building

Colors depicted here are for representation
only. Actual color samples can be obtained
from your sales representative upon request.



Scale: 1/8"=1'-0"

Move existing backwater panel
up, center between roof line
and new panel



Existing