

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

Monday, April 22, 2024; 5:00 PM

City Hall | 226 West 4th Street | Council Chambers

- I. Call to Order
- II. Secretary's Report
 - 1. Consideration of the January 22, 2024 meeting minutes.
- III. Old Business
- IV. New Business
 - 1. Case DR24-03: Request for Design Review, C-D Downtown Zoning District; Installation of a wall sign at 206 East 5th Street. Delf's Pro Gym, petitioner. [Ward 3]
 - 2. Case DR24-04: Request for Design Review, C-D Downtown Zoning District; Modify exterior building materials on Main Street Apartments at 128 West 3rd Street. Build to Suit, Inc., petitioner, on behalf of AOM, LLC. [Ward 3]
- V. Public Comment
- VI. Adjournment
- VII. Next Meeting: May 20, 2024

City of Davenport

Department: Development & Neighborhood Services
Contact Info: Matt Werderitch | 563-888-2221

Action / Date
4/22/2024

Subject:
Consideration of the January 22, 2024 meeting minutes.

Recommendation:
Approve the minutes.

Background:
The January 22, 2024 meeting minutes are attached.

Attachments:
1. Meeting Minutes 1-22-24

MINUTES
DESIGN REVIEW BOARD MEETING
CITY OF DAVENPORT, IOWA
MONDAY, JANUARY 22, 2024; 5:00 PM
CITY HALL | 226 WEST 4TH STREET | COUNCIL CHAMBERS

I. Call to Order

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

II. Secretary's Report

A. Consideration of the November 20, 2023 Meeting Minutes.

Motion by Hoff, second by Tylka, to approve the November 20, 2023 meeting minutes.
Motion to approve was unanimous by voice vote (6-0).

III. Old Business

IV. New Business

A. Case DR24-01: Request for Design Review, C-D Downtown Zoning District; Installation of a new roof at 710 West 3rd Street. Wisdom Holdings LLC, petitioner. [Ward 3]

Werderitch presented an overview of the project to the Board. The applicant is proposing to install a new black asphalt shingle roof to provide a cohesive appearance to the building. The roofing product is Onyx Black Owens Corning Duration Shingle. The current roofing material is a combination of metal panel and light grey asphalt shingles, which are peeling away from the mansard roof and dormers. Staff believe this project will keep the structure in a good state of repair and have minimal impact to the historic characteristics of the structure. The reroofing will also address the blighted appearance of the mansard roof through the use of a uniform product.

Staff recommended Case DR24-01 be approved in accordance with the submitted work write up and materials.

The Board inquired about the extent of the reroofing project, including the flat portion of the structure. A representative of the project was not in attendance.

Motion by Tylka, second by Hoff, to approve Case DR24-01 as submitted. Motion was approved by a roll call vote (6-0).

B. Case DR24-02: Request for Design Review, C-D Downtown Zoning District; Construction of three soccer fields, parking lot, and associated site work at 602 East 4th Street. YMCA of the Iowa Mississippi Valley, petitioner. [Ward 3]

Staff provided an overview of the project. The YMCA is proposing to construct three new urban soccer fields, a parking lot, and associated site work at 604 East 4th Street. This is the site of the former Astra Furniture Warehouse, which was demolished in 2023. The

site is currently vacant. The project scope includes three new soccer fields, stormwater management system, fencing, site lighting, and a new parking lot.

Staff recommended Case DR24-02 be approved in accordance with the submitted work write up and materials, subject to the following condition:

1. Submit a more robust landscape plan for the area between the soccer fields and East 4th Street sidewalk. Design to be reviewed by City staff.

Zach Howell, Shive-Hattery, and Brad Martell, YMCA, were in attendance to answer questions. The Board inquired about the type and style of wall used for the soccer fields.

Motion by Tylka, second by Stinocher, to approve Case DR24-02 in accordance with the submitted material and subject to the staff recommended condition. Motion was approved by a roll call vote (6-0).

C. Election of Chairperson

Motion by Tylka, second by Stinocher, to elect Tori Tebbitt as Chairperson. Motion was approved by a roll call vote (6-0).

D. Election of Vice-Chairperson

Motion by Hoff, second by Salzer, to elect Matt Stinocher as Vice-Chairperson. Motion was approved by a roll call vote (6-0).

V. General Discussion

VI. Public Comment

VII. Adjournment

Motion by Tylka, second by Salzer, to adjourn the meeting. Motion to adjourn was unanimous by a voice vote (6-0). The meeting adjourned at 5:18 pm.

VIII. Next Board Meeting: February 26, 2024

City of Davenport

Department: Development & Neighborhood Services
Contact Info: Matt Werderitch | 563-888-2221

Action / Date
4/22/2024

Subject:

Case DR24-03: Request for Design Review, C-D Downtown Zoning District; Installation of a wall sign at 206 East 5th Street. Delf's Pro Gym, petitioner. [Ward 3]

Recommendation:

Staff recommends Case DR24-03 be approved in accordance with the submitted work write-up and materials.

Background:

The Design Review Board approved the exterior remodel of the former 3E Electrical, Engineering, and Equipment Company building at its October 23, 2023 meeting. The former industrial property is being converted into three commercial suites on the first floor and eight apartments above. Delf's Pro Gym is opening a new fitness facility in one of the vacant tenant spaces.

Design Request:

The words "DELFS PRO GYM" will be displayed with face-lit channel letters and mounted above a new glass overhead door on the east side of the building. The wall sign fits within the proportions of the opening on the masonry facade. The sign is approximately 45.5 square feet in area (13 feet in length by 3.5 feet in height). The fabricated aluminum channel letters will have a black acrylic face. In addition, the wall sign will be illuminated with white LED lights. Staff recommend the sign be mounted into the mortar to preserve the brick facade.

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

The Downtown Design Guidelines recommend wall signs to fit within the proportions of the façade, thereby maintaining the architectural quality of the building design. In the case of large buildings with multiple tenants, it is encouraged to use signage that relates in terms of height, proportion, color, and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition, while still retaining each business' identity.

Attachments:

1. Application
2. Background Material & Photos
3. Downtown Design Guidelines: Signage



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

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION		
Applicant Name	Delfs Pro Gym - Ryan and Hailey Delf	
Address	3029 W High St	
City State Zip	Davenport, IA 52804	
Phone	563-949-5533	
Secondary Phone	563-271-3599	
E-Mail Address	delfsprogym@gmail.com	
Acceptance of Applicant	I, the undersigned, certify that the information on this application to the best of my knowledge is true and correct. I further certify that I have a legal interest in the property in question, and/or that I am legally able to represent all other persons or entities with interest in this property, and acknowledge formal procedure and submittal requirements. I understand I am responsible for attendance at the meeting as shown on the design review board calendar. The City reserves the right to require further site studies as necessary. By checking this box and typing my name below, ☒ I am electronically signing this application. Ryan and Hailey Delf 4/3/24 Type Applicant's Name here to serve as a signature Date	
DEVELOPMENT TEAM		
Property Owner	Pete Stopulos	
Address		
Phone	563-940-5722	
Secondary Phone		
E-Mail Address	pete.stopulos@gmail.com	
Project Manager/Other		
Address		
Phone		
Secondary Phone		
E-Mail Address		
REVIEW DISTRICT	Submittal Date	Meeting Date
Downtown	4/3/24	4/22/24
SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION		
206 E 5th St Davenport, IA 52801		
BRIEF OVERVIEW OF THE PROJECT (not a scope of work) Facilit channel letters mounted on raceway installed as signage on new gym location at 206 E 5th St.		
APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED) Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work: - New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way - New parking lots, fencing/walls, landscaping, or alterations of - Sign installation or alteration - Streetscaping element installation within the public right-of-way		
ALL SUBMITTALS SHALL INCLUDE:		SUBMITTED
Full Scope of Work (SOW) attached as a .PDF		☒
all work & materials shall be described & itemized/listed in detail		
Digital photos of existing building/sign elevations/façades		☒
Proposed color building/sign elevations to scale		☒
rendering as proposed & depicted on existing building/signs		
Material specifications: type, dimensions, & color		☒
MINOR & MAJOR ADDITIONS, SITE IMPROVEMENTS, & NEW BUILDINGS SHALL INCLUDE ADDITIONAL ITEMS*:		
Dimensioned Site Plan (proposed & existing buildings/site items)		☐
Landscape Plan		☐
Grading Plan with 2 foot intervals (if needed)		☐
Storage & Mechanical Screening shall be shown		☐
* Major Additions & New Buildings may require more extensive information		
Formal Procedure	Application Fee: NONE	
(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. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u>		
(2) Scope of Board's Consideration: - Only work described in the application may be approved. - If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances.		
(3) Post Board Ruling: - If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities. - Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration. - Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.		
Submit this form with attachments to: planning@davenportiowa.com		

PROOF

PLEASE REVIEW THIS PROOF CAREFULLY! CONFIRM THAT ALL MEASUREMENTS DOCUMENTED IN THIS PROOF ARE ACCURATE BEFORE APPROVAL SUBMISSION. We make every effort to assure accuracy on your project, however, it is your ultimate responsibility to ensure the accuracy of this proof including spelling and layout to your specifications. Approval of this proof constitutes legally binding subsequent production of the final product.

▶▶▶ **NOTE:** Mock-Up provides a general overview of the sign, but is not meant for exact sizing unless otherwise stated. This is also not a color proof or accurate display for color matching. ◀◀◀

Proof Approval: ☐ Approved ☒ Denied / Changes Needed

Client Install Approval: ☒ Signing this document confirms that the installation matches the proof to your liking and that the project is completed.

HOURLY DESIGN TIME COST WILL BE INCURRED AFTER PROOF #3

RIVERBEND SIGNWORKS

RIVERBENDSIGNWORKS.COM

DEL F'S
PR GYM

156"

42"



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COMPANY: Delf's Pro Gym		PROJECT: Channel Letters		DATE: 03/25/2024	
Description: Face lit channel letters on raceways.	Fonts:		Colors:		
	na				
					Chad PROJECT MANAGER
					Liz DESIGNER

979 40th Avenue Bettendorf, IA 52722
info@riverbendsignworks.com
(563) 424-5841

www.RiverbendSignworks.com



Quote 12253
Channel Letters

SALES REP INFO
Chad Powers
Project Manager
chad@riverbendsignworks.com

QUOTE DATE
Tue, 03/12/2024
QUOTE EXPIRY DATE
Thu, 04/11/2024

TERMS
Net 0

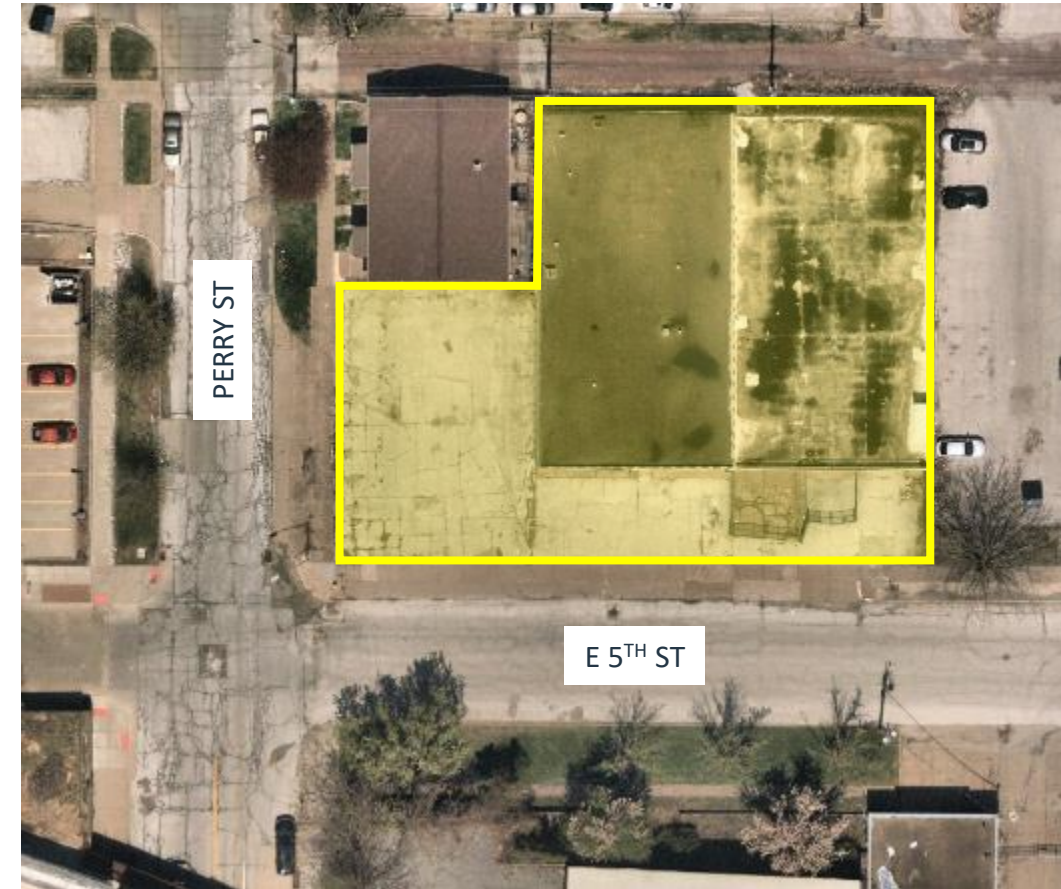
REQUESTED BY
Delf's Pro Gym

CONTACT INFO
Ryan Delf
delffitness@gmail.com
(563) 949-5533

#	ITEM	QTY	UNIT	PRICE	TOTAL	TAX	TAXABLE
1	Fabricated Sign Custom Signs and Graphics fabricated by RBSW team using hardware and parts partners 1 001 PREFINISHED 17.5" DELF'S 14.5" PRO GYM 21.5" logo remote acm backs, .040 prefinished Alum returns, modifed acrylic face with std Oracal vinyl if required, 1" jewelite trim cap, sls led lighting, ul EXTRUDED RACEWAY extruded raceway painted pms# with clips for mounting. DIGITAL PRINT Width: 156 Inches Height: 42 Inches Municipal Sign Permit Promotion	1	Each				
2	Installation and Service Hourly Installation of Signs at client specified location - hours utilized in prep, install, hardware aquisition	1	Each				N

206 E 5th Street

DAVENPORT
IOWA | USA



Former 3E Electrical, Engineering & Equipment Co. Building
Renovation approved by DRB at its October 23, 2023 meeting.

Renovations Underway

DAVENPORT
IOWA | USA

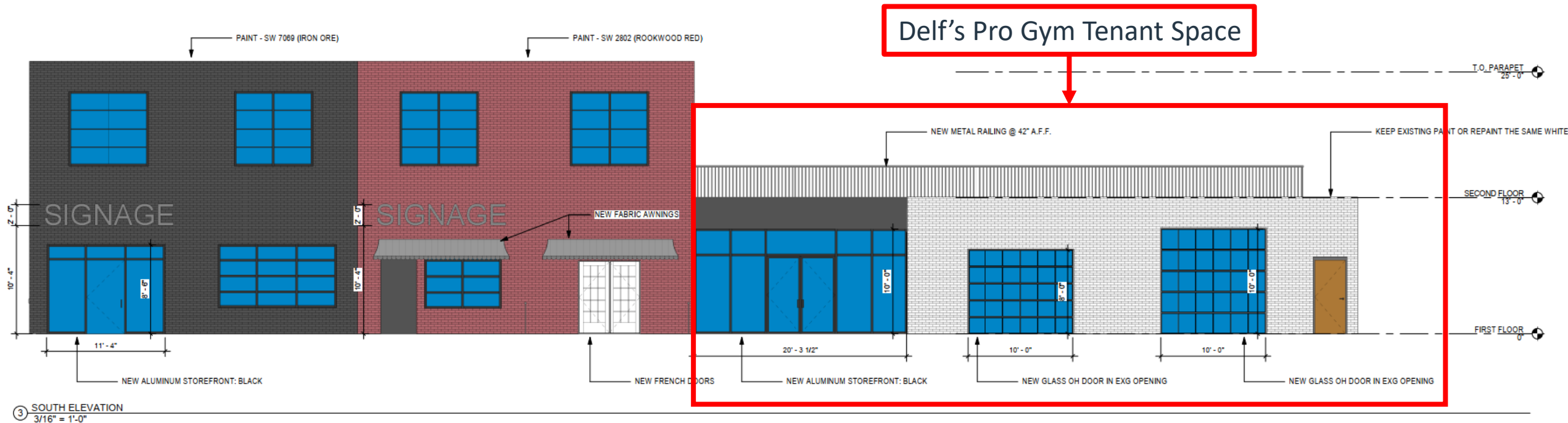


Project includes 3 commercial spaces on the 1st floor with 8 apartment units above.

Delf's Pro Gym

DAVENPORT
IOWA | USA

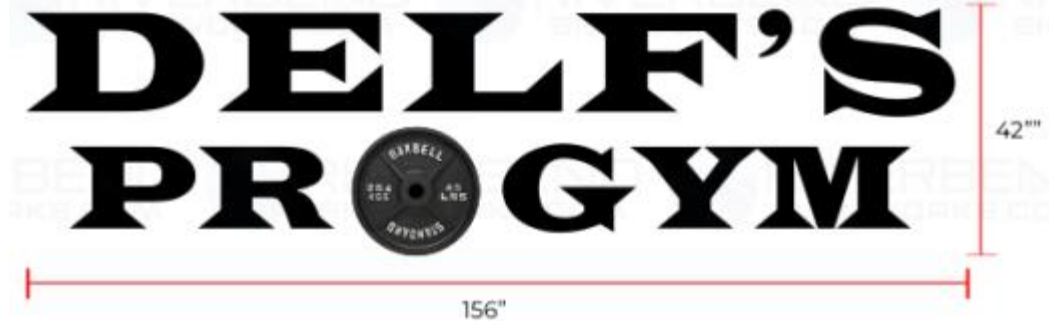
- Relocating from existing gym on 53rd Street to Downtown.
- Occupying the 1st Floor; east tenant space.
- Request: Install new wall signage above storefront.



Proposed Wall Sign

DAVENPORT
IOWA | USA

- Face lit channel letters
- Area: 45.5 Square Feet
- Width: 13 Feet
- Height: 3.5 Feet
- Illuminated with LED Lights



Proposed Wall Sign

DAVENPORT
IOWA | USA



Signage

Design Objective:

Reinforce the unique character of downtown Davenport

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

Discussion:

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

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

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



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

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

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

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

General Sign Guidelines

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



Sign design in many ways establishes a business' identity.

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

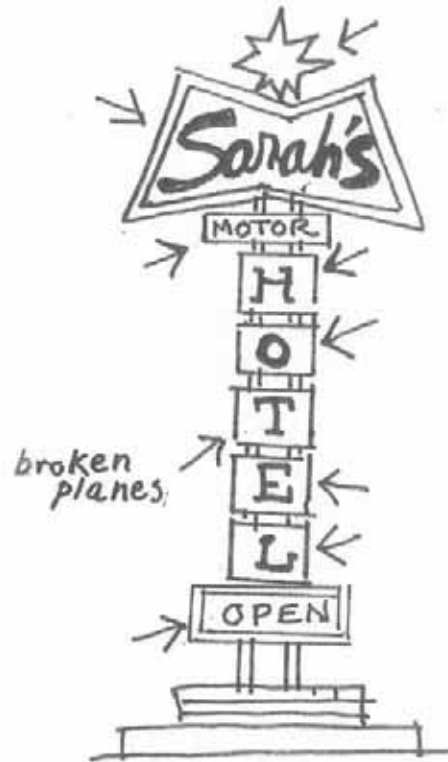


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

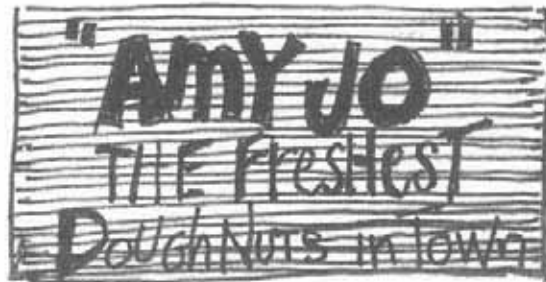




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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



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

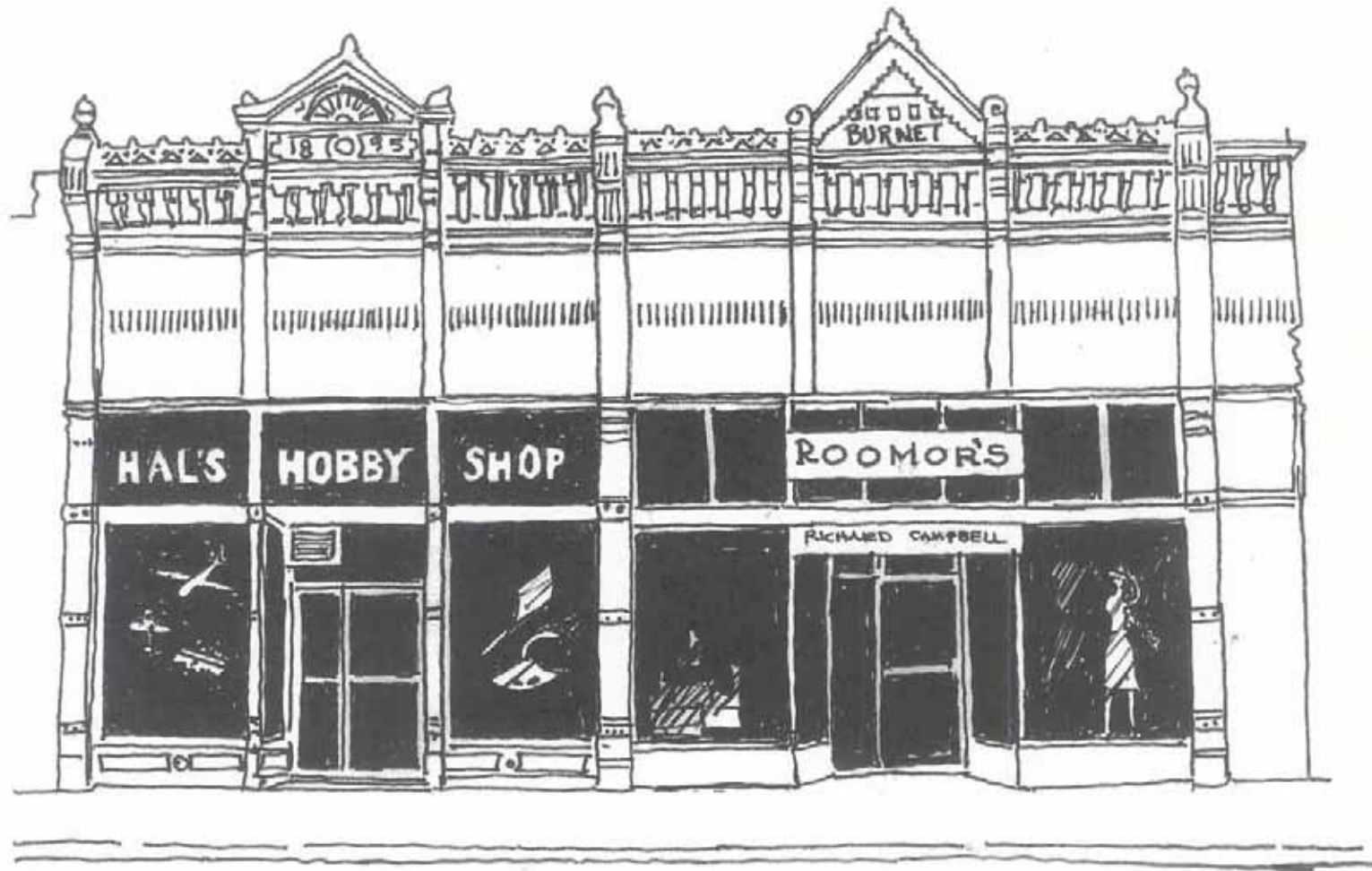


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



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

Wall Signs

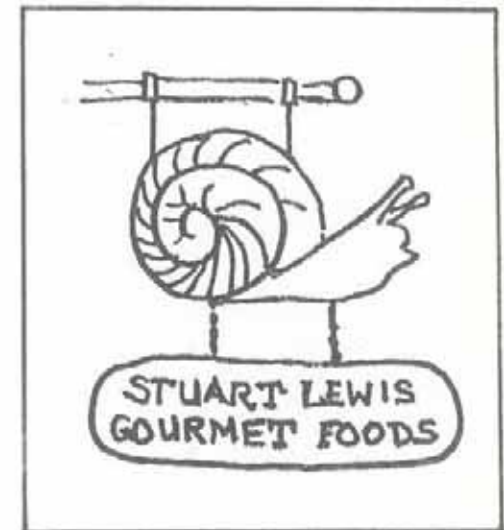
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Projecting Signs

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

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



Window Signs

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

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





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

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

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

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

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

Icon, Symbol or Graphic Signs

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

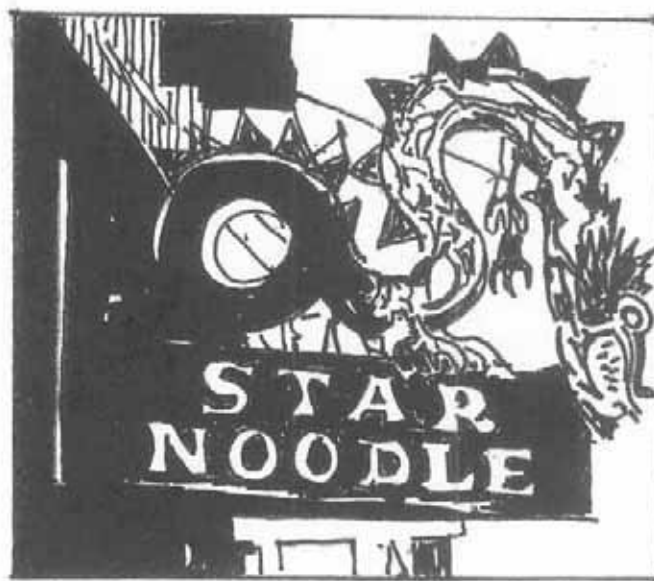
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

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

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

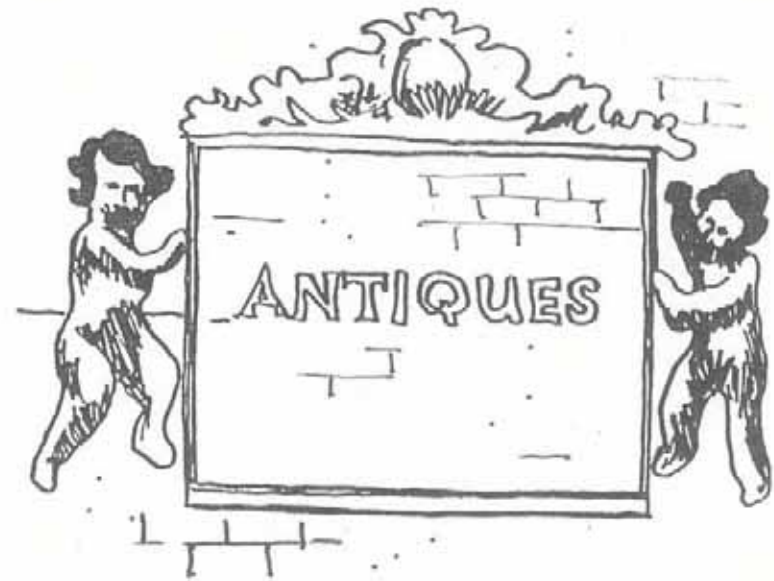




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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



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



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

Changing Signs

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

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

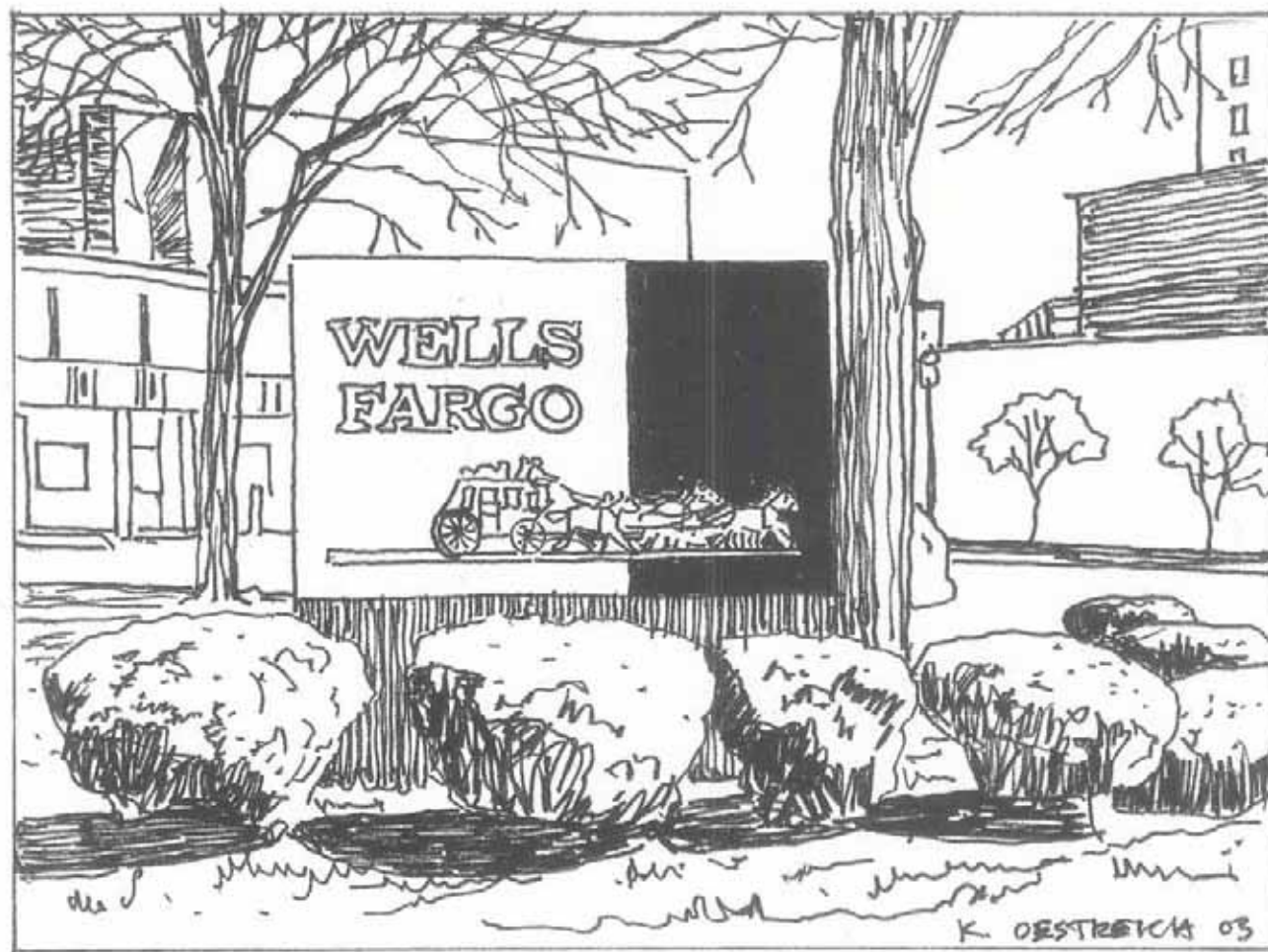
Monument or Ground Signs

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

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



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



Signs on Awnings

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

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

Freestanding Pole Sign

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

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

Neon and Bare Bulb Signs

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

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

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

Banner Signs

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

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





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

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

Lighted Signs

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

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



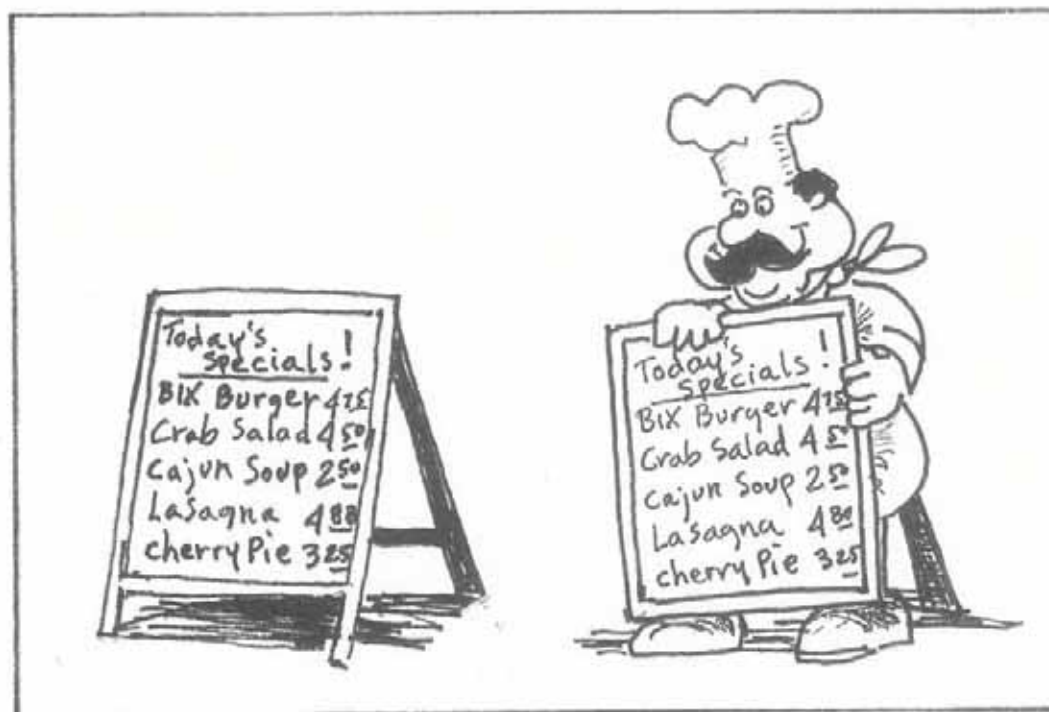
Directional Signage for Parking Lots

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

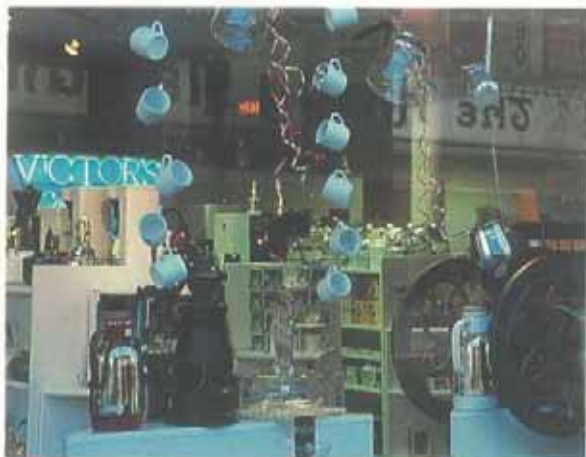
Sandwich Board Signs

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

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

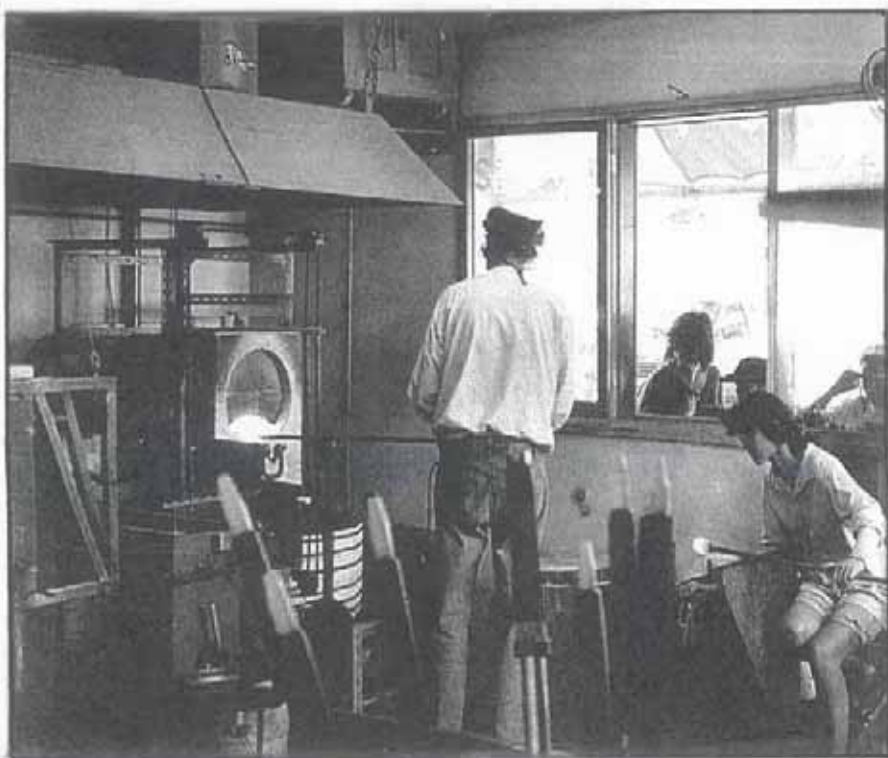


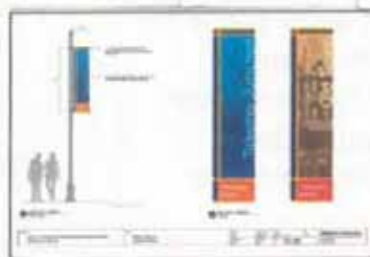
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



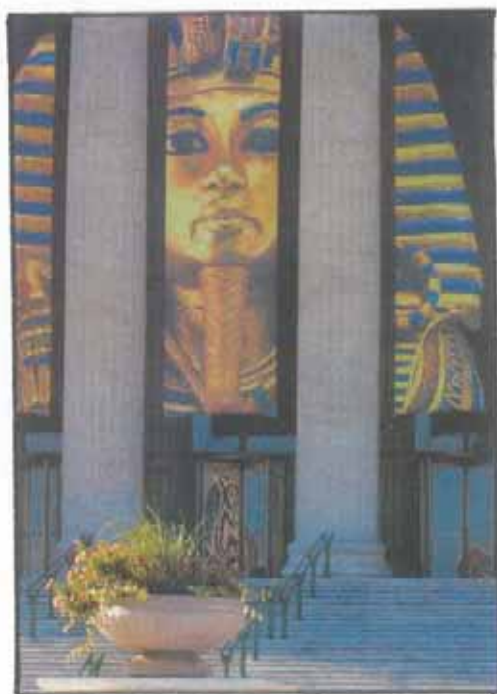
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

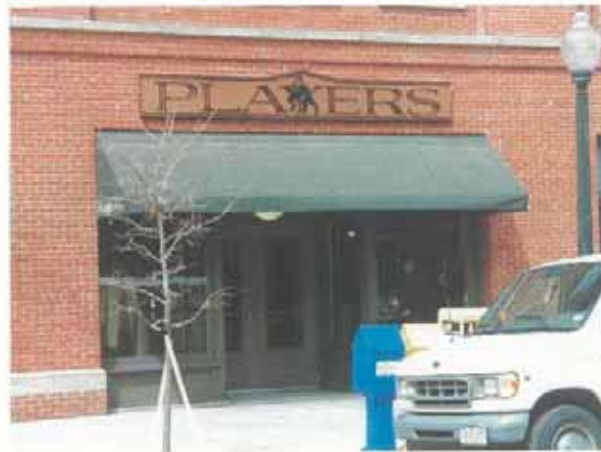
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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





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





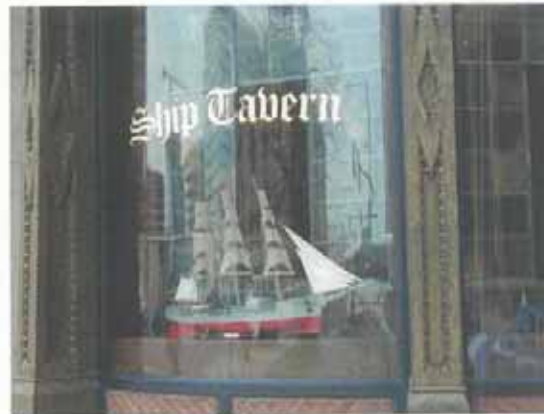
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

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



SIGNAGE PLANS

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

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



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

City of Davenport

Department: Development & Neighborhood Services
Contact Info: Matt Werderitch | 563-888-2221

Action / Date
4/22/2024

Subject:

Case DR24-04: Request for Design Review, C-D Downtown Zoning District; Modify exterior building materials on Main Street Apartments at 128 West 3rd Street. Build to Suit, Inc., petitioner, on behalf of AOM, LLC. [Ward 3]

Recommendation:

Staff recommend approval of the exterior material changes proposed in Case DR24-04. Staff request the Board provide additional feedback on the proposed colors, textures, patterns, and location of the material changes.

Background:

The Design Review Board approved the construction of Main Street Apartments at its October 24, 2022 meeting. The 4-story structure includes 120 apartment units and a small retail space on the corner of Main Street and West 3rd Street. The development is currently under construction.

Request: Revise exterior building materials from Nichiha panel, metal siding, and vinyl siding (interior courtyard elevation) to ALPOLIC metal composite panel and Hardi Board. New building elevations and material samples have been submitted for review. There are no changes to the footprint, height, roofline, or window openings.

The following building materials will remain:

1. Cast concrete wall with reveals along the base of Main Street and West 3rd Street.
2. Cordova stone along the first floor.
3. Pella impervia series windows in black.
4. Powder coated black railing at the apartment unit windows.
5. Metal coping on the parapet walls.

Staff Reponse:

The replacement ALPOLIC metal composite panel is comparable in quality and durability to the approved Nichiha panel. This product has been used on other mid-rise buildings in the Quad Cities, notably at The Bridges in downtown Bettendorf.

The white, charcoal, and black color tones are being reproduced with the replacement panels. There are slight variations in scoring and texture, notably the diamond pattern incorporated into the building's projections. The original design featured ribbed metal in a horizontal pattern at the bump-outs.

The approved design had the southwest, northwest, and southeast corners covered with ribbed

metal siding. The vertical orientation of the ribbed metal created visual interest and offered an illusion of additional height. In contrast, the replacement ALPOLIC material at the corners of the structure consists of large panels that offer a flatter and smoother texture. The scoring of the panels on the building elevations does not appear symmetrical with the window openings or other architectural elements.

The cordova stone on the first floor of the apartment building remains. However, the architect has revised the color at the southeast and southwest corners from a natural stone to a darker gray tone, similar to the ALPOLIC metal on the upper floors.

The north elevation, abutting the Main Branch of the Davenport Library, will be converted from vinyl siding to Hardi Board. In addition, the interior courtyard (not visible from public right-of-way) will also be faced with Hardi Board instead of vinyl siding. Staff recommend in favor of this material change as vinyl is not consistent with the character of downtown Davenport, which is largely stone, granite, brick, and metal buildings. Vinyl siding also has a more suburban aesthetic and lacks the durability needed in an urban setting.

Downtown Design Criteria:

The following Downtown Design Objectives apply to new construction:

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

Attachments:

1. Application
2. Proposed Building Elevations 4-22-24
3. Previously Approved Building Elevations 10-24-22
4. ALPOLIC Metal Panel Examples
5. Downtown Design Guidelines-Building New



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

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW
DESIGN REVIEW BOARD

REVIEW DISTRICT	SUBMITTAL DATE	MEETING DATE
DOWNTOWN	04/11/2024	04/22/2024

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION

128 WEST 3RD STREET

BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
4 STORY APARTMENT BUILDING w/
120 UNITS - EXTERIOR FINISH Change
FROM APPROVED SIDING FINISH

APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED)

**Design Review Applications must be completed and approved
PRIOR to the commencement of the following types of work:**

- New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way
- New parking lots, fencing/walls, landscaping, or alterations of
- Sign installation or alteration
- Streetscaping element installation within the public right-of-way

ALL SUBMITTALS SHALL INCLUDE:

SUBMITTED

Full Scope of Work (SOW) attached as a .PDF
all work & materials shall be described & itemized/listed in detail

☐

Digital photos of existing building/sign elevations/façades

☐

Proposed color building/sign elevations to scale
rendering as proposed & depicted on existing building/signs

☐

Material specifications: type, dimensions, & color

☐

**MINOR & MAJOR ADDITIONS, SITE IMPROVEMENTS, &
NEW BUILDINGS SHALL INCLUDE ADDITIONAL ITEMS*:**

Dimensioned Site Plan (proposed & existing buildings/site items)

☐

Landscape Plan

☐

Grading Plan with 2 foot intervals (if needed)

☐

Storage & Mechanical Screening shall be shown

☐

* Major Additions & New Buildings may require more extensive information

Formal Procedure

Application Fee: **NONE**

(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 regularly scheduled meetings.

(2) Scope of Board's Consideration:

- Only work described in the application may be approved.
- If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances.

(3) Post Board Ruling:

- If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities.
- Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration.
- Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.

Submit this form with attachments to: planning@davenportiowa.com

APPLICANT INFORMATION

Applicant Name

Joel Hasse

Address

1805 State Street

City | State | Zip

Bettendorf, IA 52722

Phone

(563) 529-9383

Secondary Phone

(309) 355-2022

E-Mail Address

joelh@buildtosuitinc.com

Acceptance of Applicant

I, the undersigned, certify that the information on this application to the best of my knowledge is true and correct. I further certify that I have a legal interest in the property in question, and/or that I am legally able to represent all other persons or entities with interest in this property, and acknowledge formal procedure and submittal requirements.

I understand I am responsible for attendance at the meeting as shown on the design review board calendar. The City reserves the right to require further site studies as necessary.

By checking this box and typing my name below, I am electronically signing this application.

☐

Type Applicant's Name here to serve as a signature

Date

04/11/2024

DEVELOPMENT TEAM

Property Owner

Rodney Blackwell / AOM, LLC

Address

201 N Harrison Street, Suite 402, Davenport, IA 5280

Phone

(563) 650-0127

Secondary Phone

E-Mail Address

rodblackwell@yahoo.com

Project Manager/Other

Joseph Gusse / Architect

Address

4510 42nd Ave. Rock Island, IL 61201

Phone

(309) 786-9920

Secondary Phone

E-Mail Address

joseph@jag-architecture.com

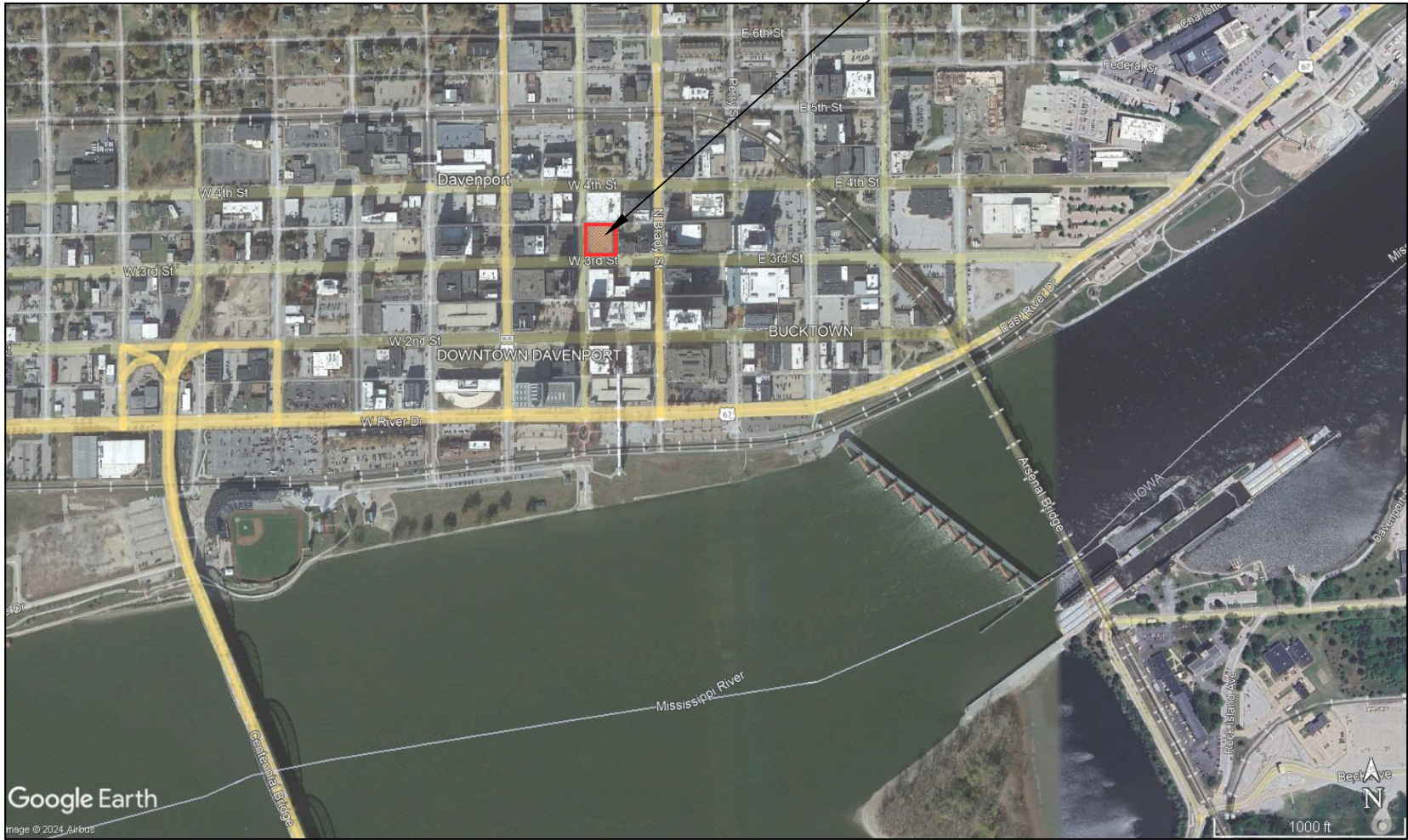
Development and Neighborhood Services
1200 East 46th St. Davenport, Iowa 52807

T | 563.326.6198
E | planning@davenportiowa.com

davenportiowa.com/DNS
revised Jan. 2024

MAIN STREET APARTMENTS BUILD TO SUIT

PROJECT ADDRESS:
3RD AND MAIN STREET
DAVENPORT IA. 52801



BUILDING ELEVATIONS FOR CITY SUBMITTAL
SET BY CRAWFORD COMPANY



PRELIMINARY NOT
FOR CONSTRUCTION

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DATE	REVISION	DESCRIPTION

PROJECT:
MAIN STREET APARTMENTS
BUILD TO SUIT
X MAIN STREET
DAVENPORT IA. 52801



1306 MILL STREET ROCK ISLAND, IL 61201
(309) 788-4573

DRAWN BY:
SLBS

DATE:
04/19/2024

SCALE:
NOT TO SCALE

SHEET:
1 OF 4
COVER

REVISION	DESCRIPTION	DATE

The logo for Crawford Company features a large, stylized blue 'C' that curves around the text. The text 'CRAWFORD' is in a bold, red, sans-serif font, and 'company' is in a smaller, red, sans-serif font, both in lowercase. The entire logo is positioned on the left side of the card.

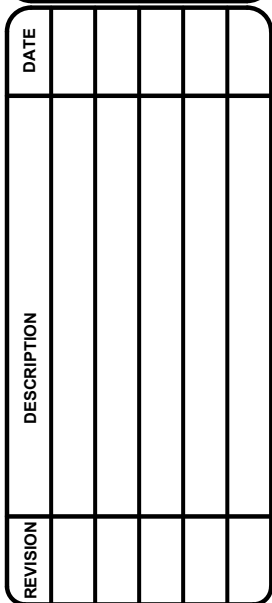
CRAWFORD
company

1306 MILL STREET ROCK ISLAND, IL 61201
(309)788-4573

DATE:
04/19/2024

SHEET:
2 OF 4
ELEVATIONS





CRAWFORD
company

1306 MILL STREET ROCK ISLAND, IL 61201
(309)788-4573

DATE:
04/19/2024

SHEET:
3 OF 4
ELEVATIONS



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REVISION	DESCRIPTION	DATE			

PROJECT:
MAIN STREET APARTMENTS
BUILD TO SUIT
X MAIN STREET
DAVENPORT IA. 52801



1306 MILL STREET ROCK ISLAND, IL 61201
(309)788-4573

DRAWN BY:
SLBS

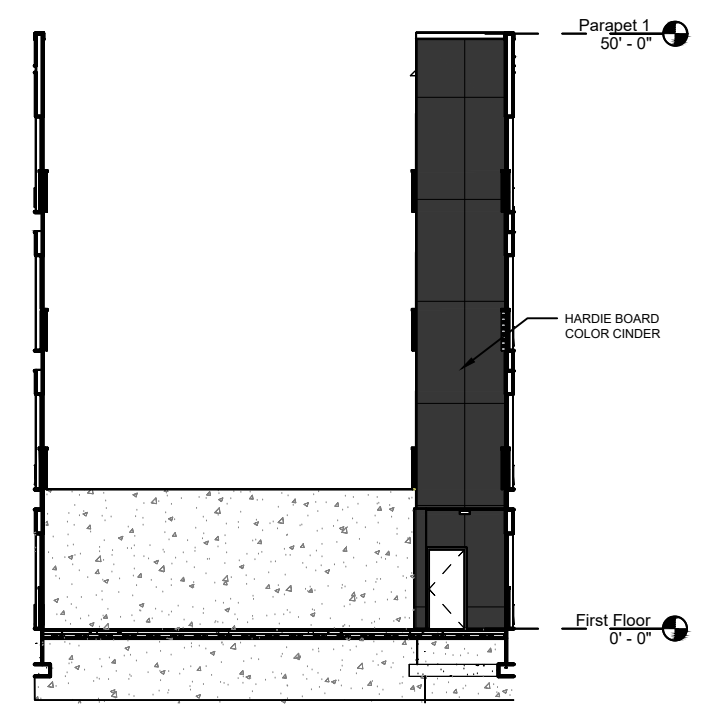
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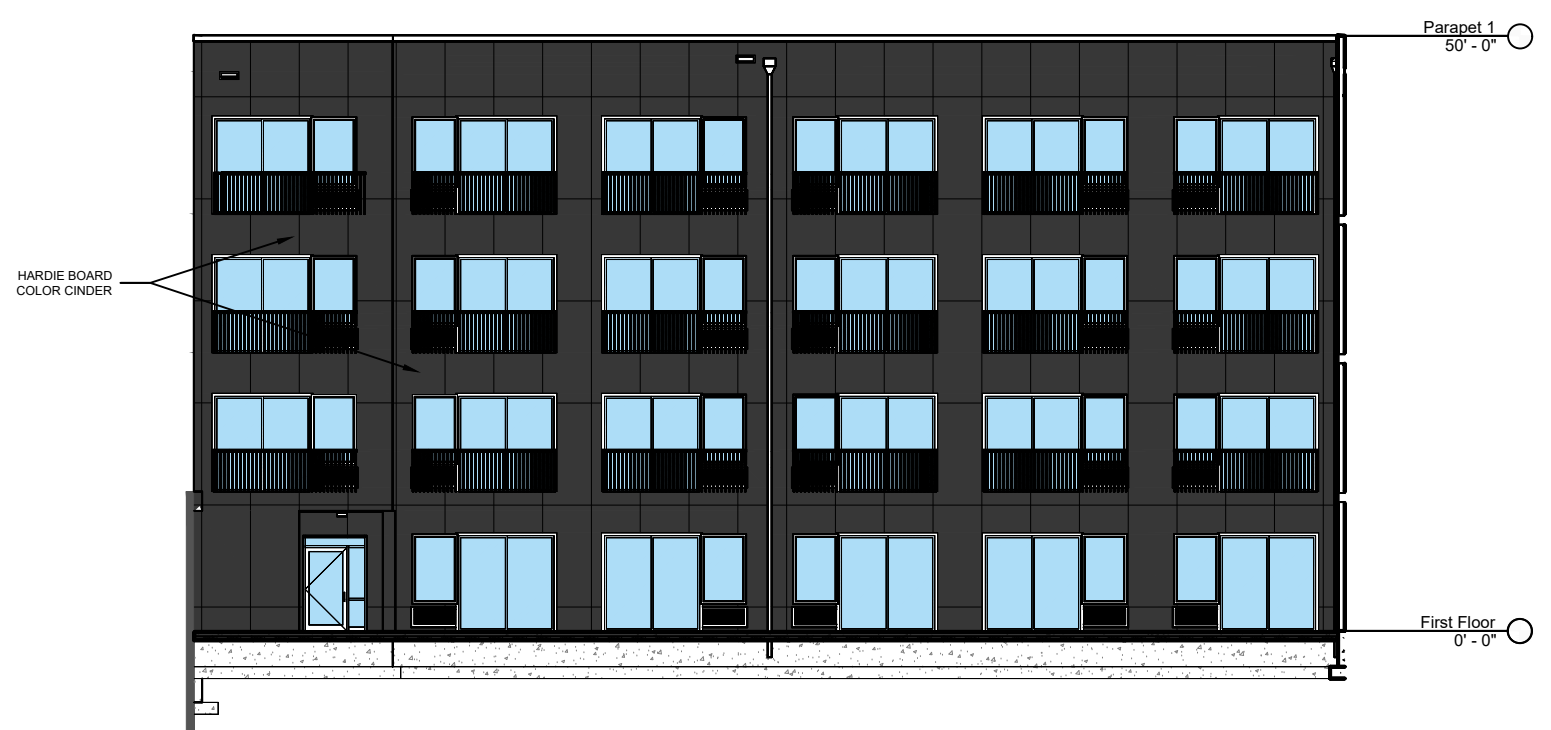
SHEET:
4 OF 4
ELEVATIONS



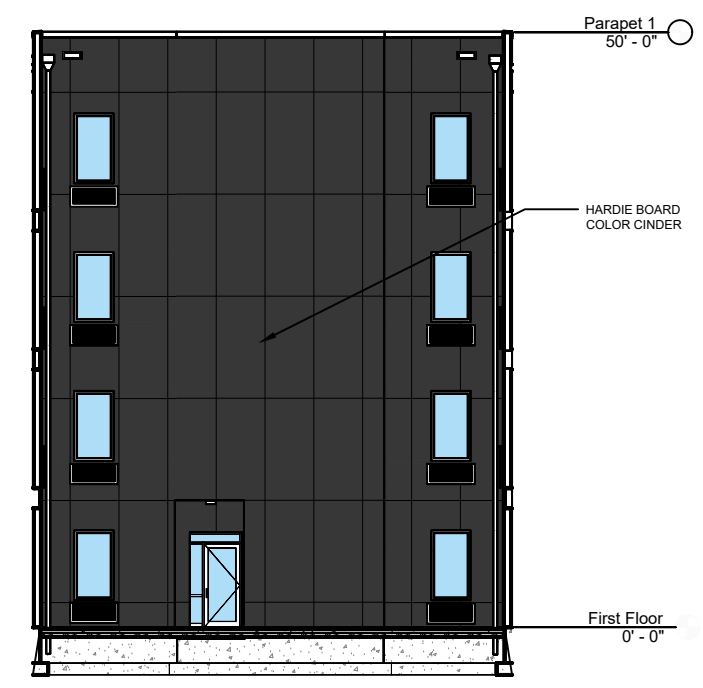
1 ELEVATION – NORTH COURTYARD
NTS



3 ELEVATION – EAST COURTYARD
NTS



2 ELEVATION – SOUTH COURTYARD
NTS



4 ELEVATION – WEST COURTYARD
NTS



6
R1 South View
12" = 1'-0"



5
R1 Southwest View
12" = 1'-0"

- | | |
|-----|--|
| EC1 | MBCI 7.2 RIBBED PANEL
VERTICAL METAL SIDING |
| EC2 | 4" CORDOVA STONE |
| EC3 | NICHIHA SMOOTH
ILLUMINATION 1818
SEMI-GLOSS
CINDER WITH 5/8" CLIP (JE778) |
| EC4 | NICHIHA RIBBED
MATTE
POLAR WHITE WITH 5/8" CLIP (JE778) |
| EC5 | NICHIHA RIBBED
MATTE
NIGHT SHADE II WITH 5/8" CLIP (JE778) |

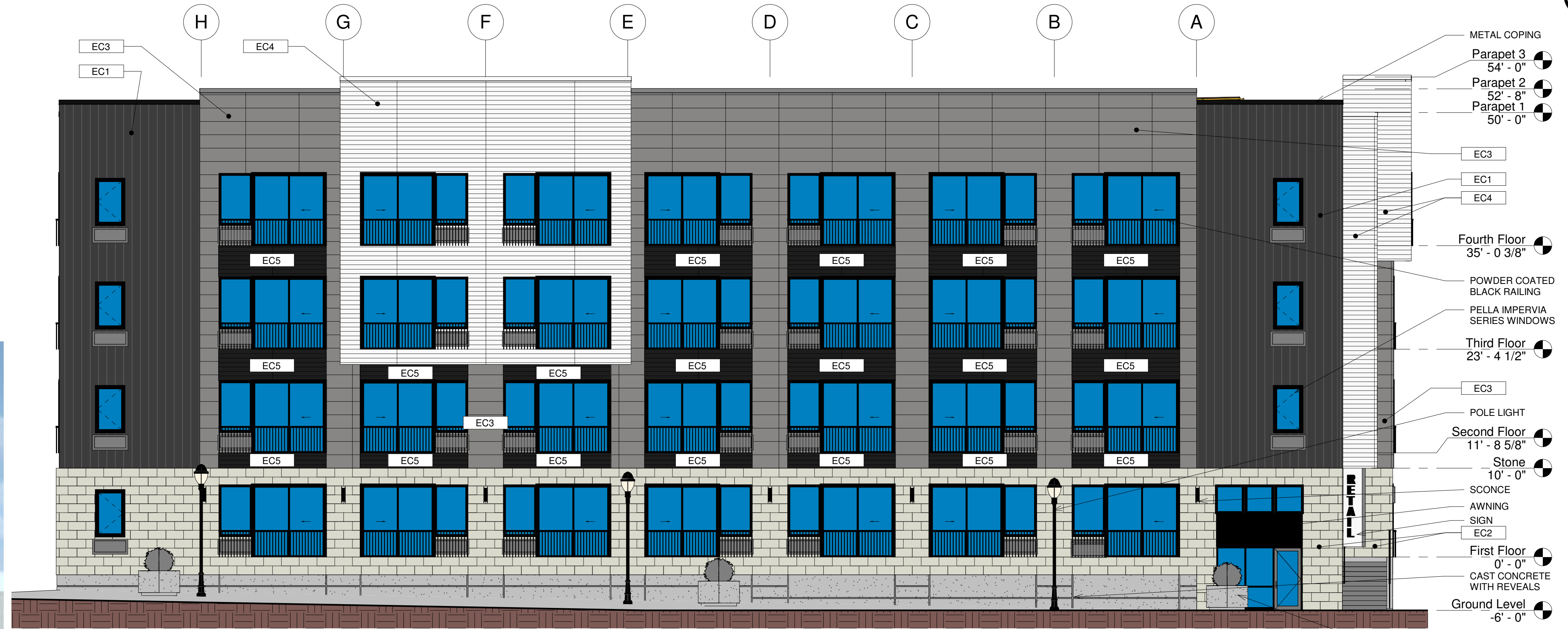
Exterior Cladding Legend
1/8" = 1'-0"



4
R1 Northwest View
12" = 1'-0"



2
R1 3D View



3
R1 West Elevation Color
1/8" = 1'-0"



1
R1 South Elevation Color
1/8" = 1'-0"

4510 42nd Avenue
Rock Island, IL 61201
Phone: 309.396.9924
Fax: 309.396.9924
jag-architects.com

jag
JOSEPH ARCHITECTURAL GROUP, P.C.

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REVISIONS

A	1	AWNING SIGN
A	2	SCENCE
A	3	STONE
A	4	POLE LIGHT
A	5	PELLA IMPERVIA SERIES WINDOWS
A	6	POWDER COATED BLACK RAILING
A	7	FOURTH FLOOR
A	8	PARAPET 3
A	9	METAL COPING

Construction Documents for:
Apartments on Main
3rd & Main Street, Davenport, Iowa

BTS
BUILD TO SUIT, INC.
1805 State Street Suite 101, Bettendorf, IA 52722
Ph: 563-355-2022 Fax: 563-355-7696

Marketing

DATE
19 August 2022

R1
PROJECT NO.
#06918

Main Street Apartments

DAVENPORT
IOWA | USA

- Approved at the October 24, 2022 DRB meeting.
- Currently under construction.
- 4 Story Structure
- 120 Apartment Units
- Retail Space at the Southwest Corner



Design Request

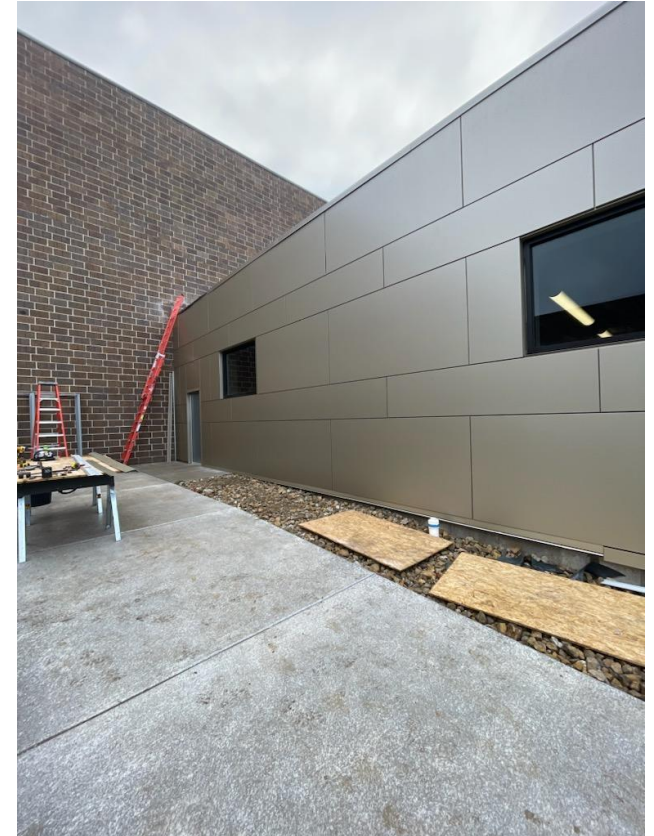
Revise exterior building materials from Nichiha panel, metal siding, and vinyl siding to ALPOLIC metal composite panel and Hardi Board.



Construction Progress

ALPOLIC Metal Composite Panels

DAVENPORT
IOWA | USA



ALPOLIC Metal Composite Panels

DAVENPORT
IOWA | USA



ALPOLIC Metal Composite Panels

DAVENPORT
IOWA | USA



ALPOLIC Metal Composite Panels

DAVENPORT
IOWA | USA



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.

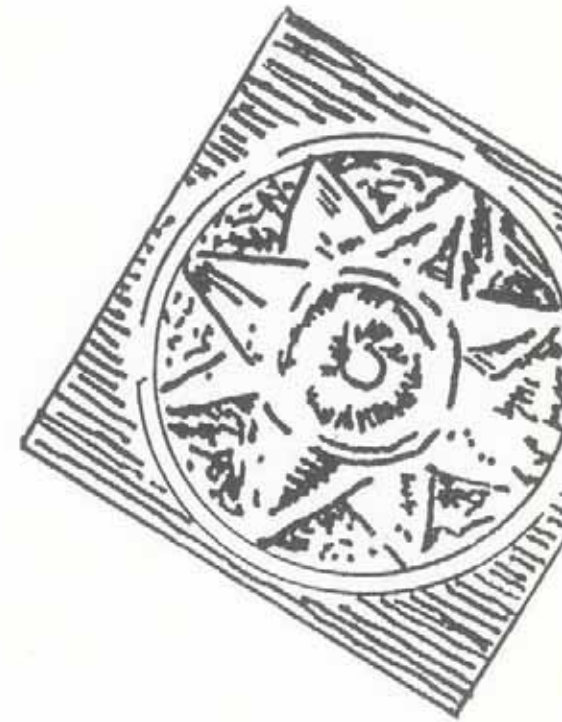
Respond to the neighborhood context

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:

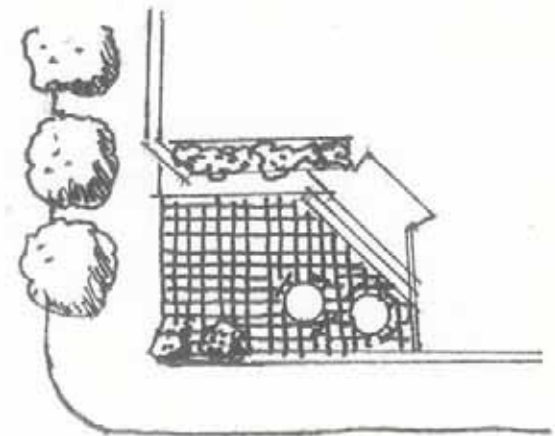
- massing and setbacks
- scale and proportions
- structural bays and modulations
- fenestration patterns and detailing
- architectural styles and roof form

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.

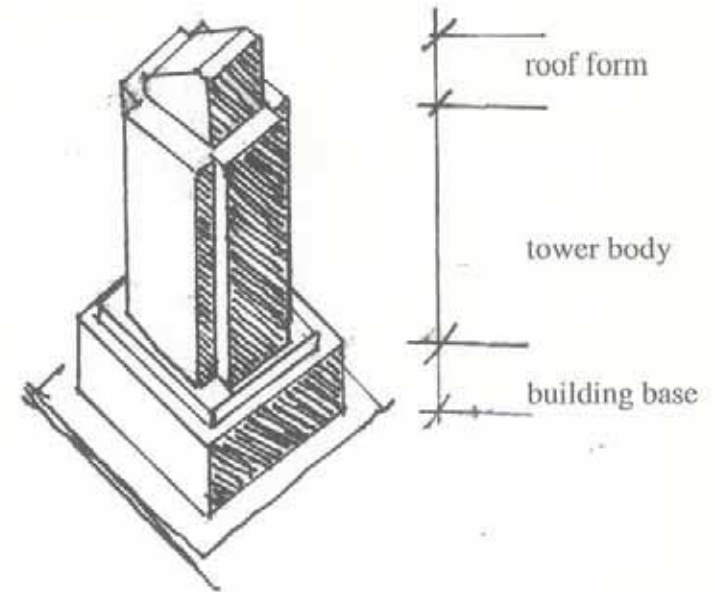
Considerations:

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

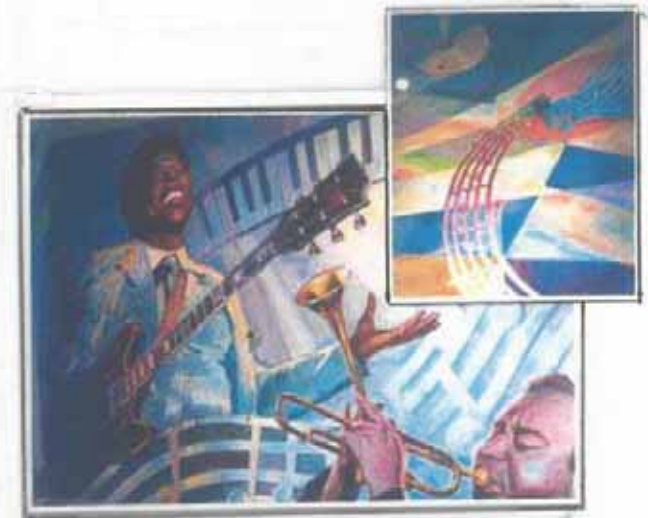
Buildings should not have large blank walls facing the street, especially near sidewalks. Blank facades limit pedestrian interaction with the building, effectively “deadening” the street environment where they occur. They provide opportunities for defacement with graffiti and encourage other undesirable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

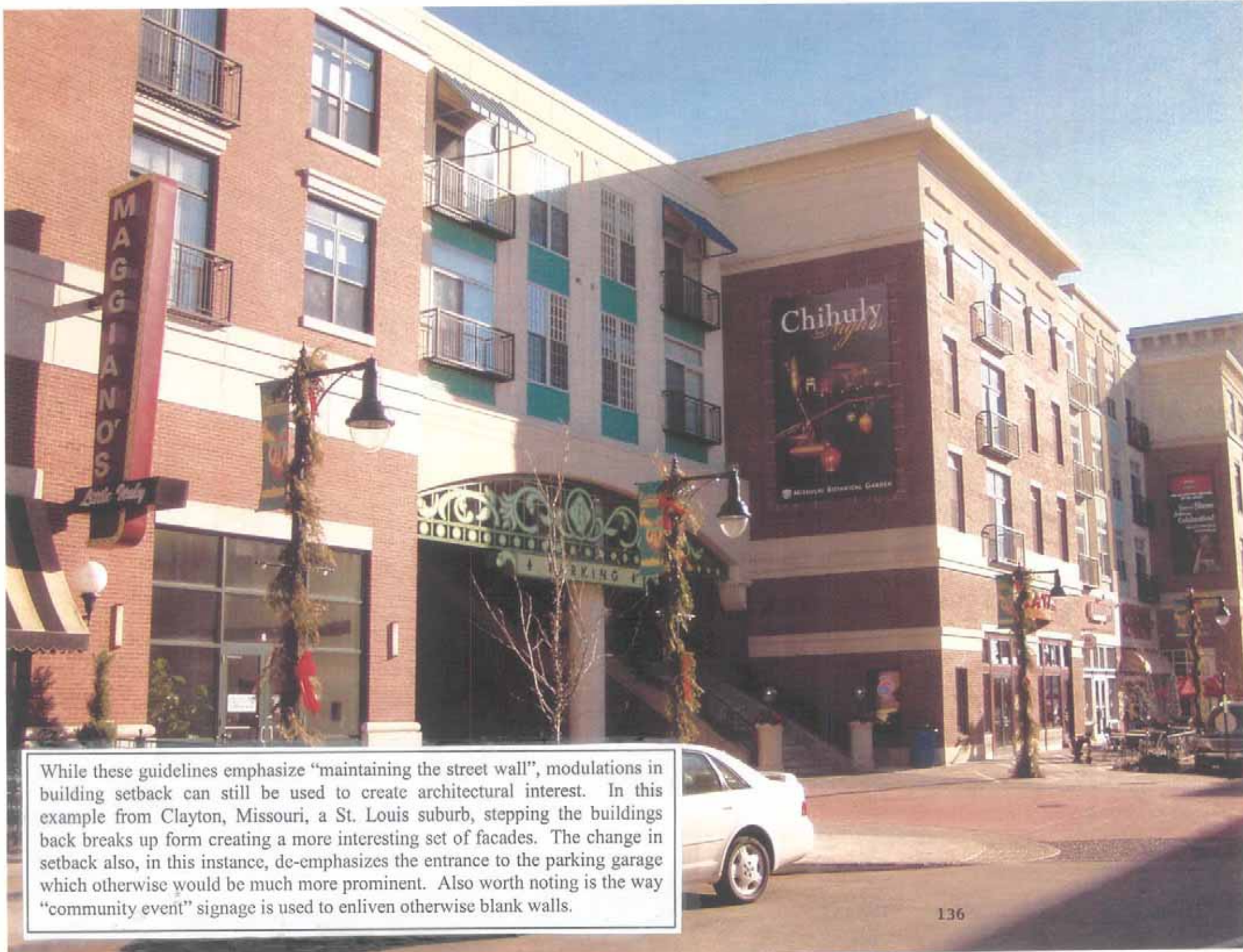
- small retail spaces (as small as 50 square feet) for food bars, newsstands, and other specialized retail tenants;
- visibility into building interiors;
- limited lengths of blank walls;
- a landscaped or raised bed planted with vegetation that will grow up a vertical trellis or frame installed to obscure 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

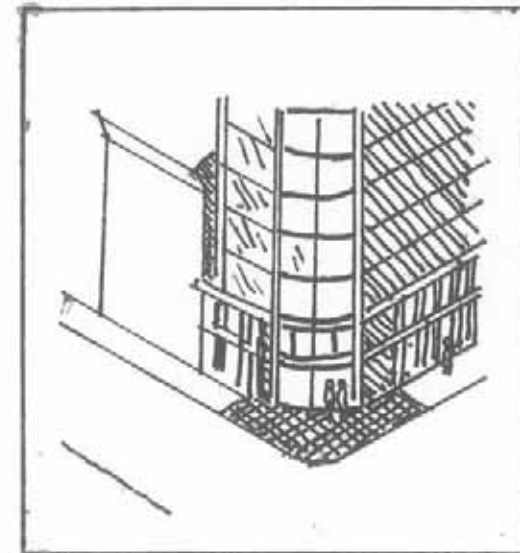
Building entrances should be oriented towards major streets. The spacing and articulation of entrances should, when possible, replicate those of existing buildings. Ease-of-use issues such as these can increase the sense that downtown was created for and belongs to everyone. Buildings which cooperate 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.

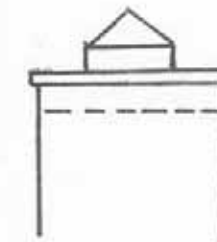
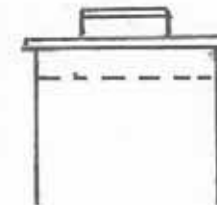
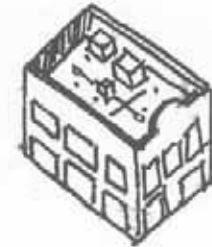
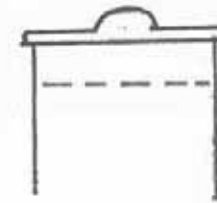
Special pavers can also be used for this same purpose. They will be reviewed, however, for consistency with sidewalk paving.

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

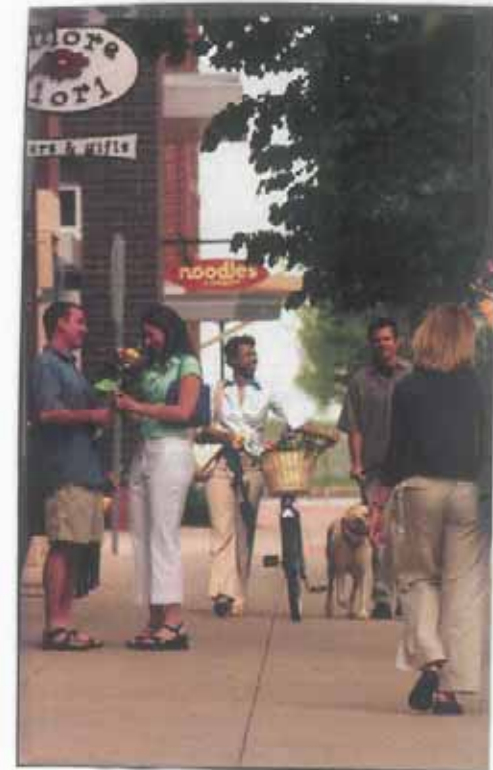
Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.

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:

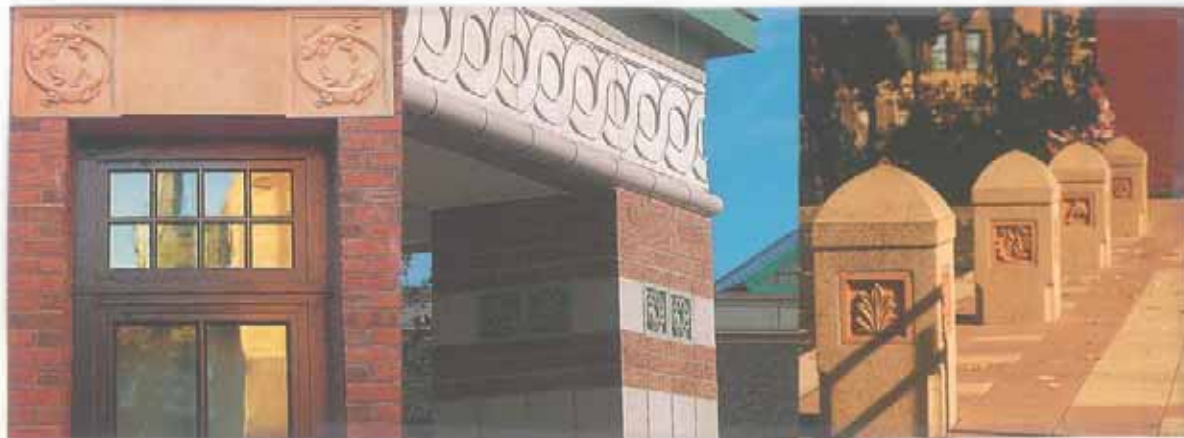
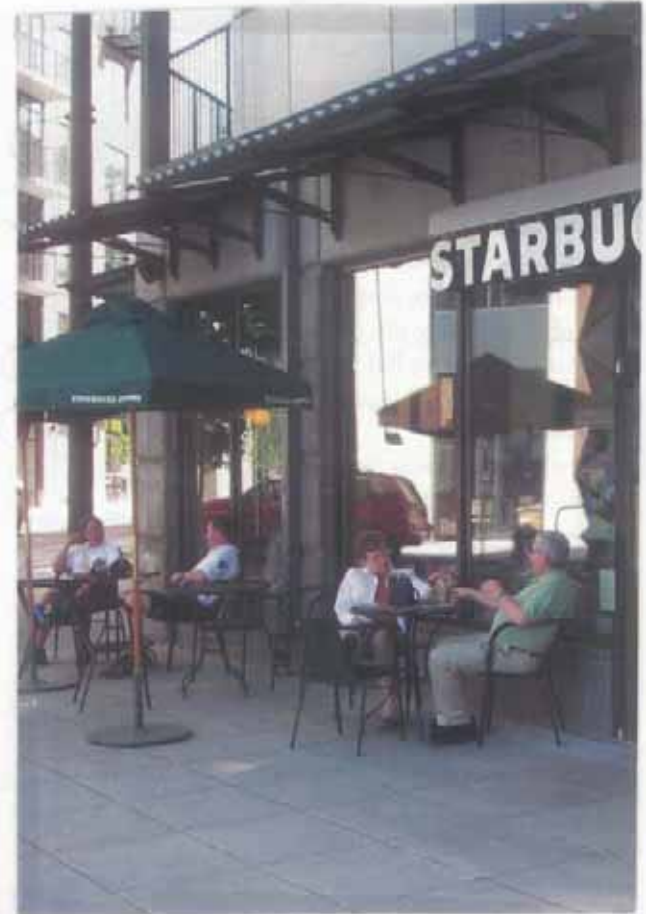
- Reinforce existing retail concentrations
- Vary in size, width and depth
- Enhance main pedestrian links between areas
- Establish new pedestrian activity where appropriate to meet area objectives



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.

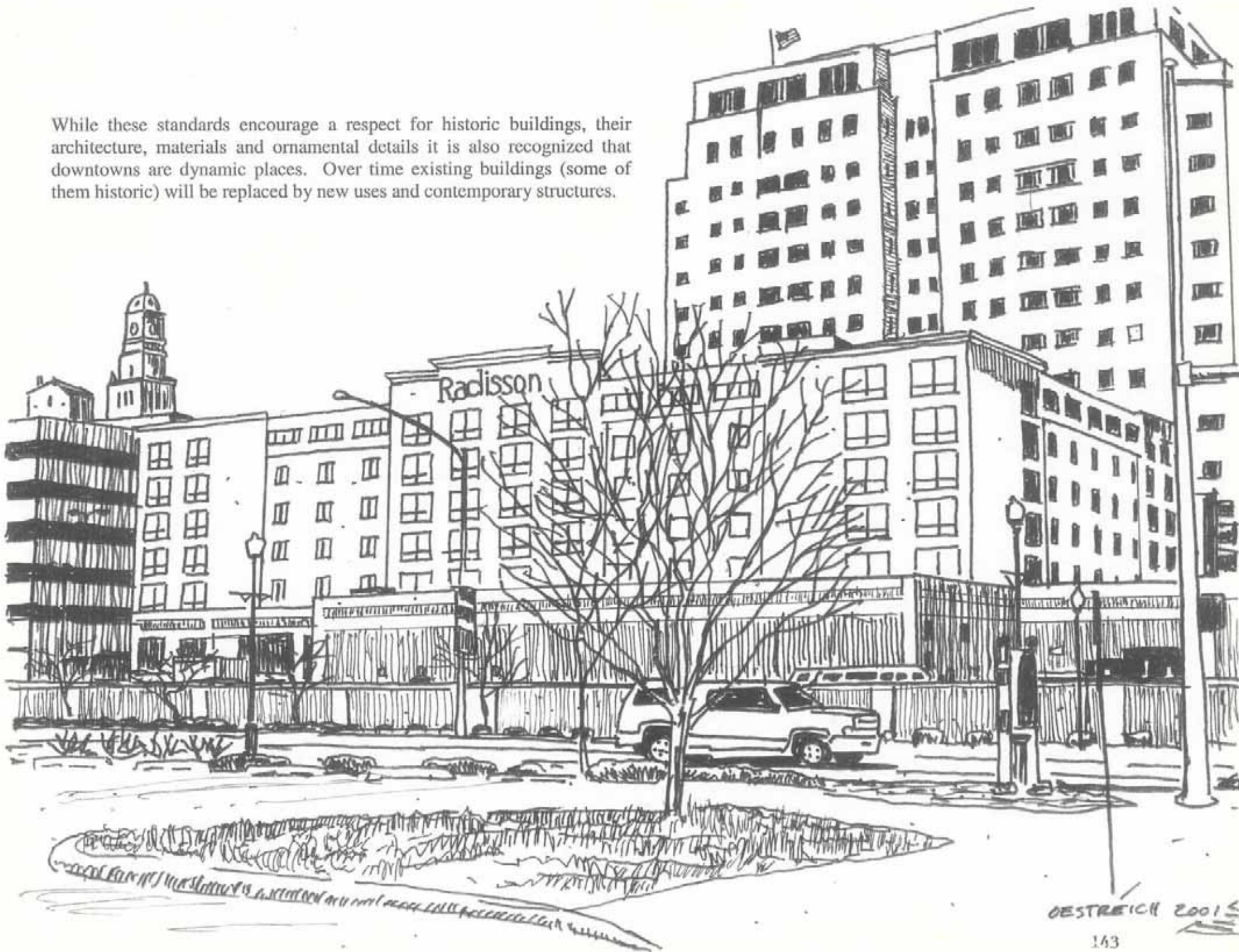
Building modulations and articulated structural bays establish a framework for composing facades scaled to reflect the activities performed within. Architectural elements arranged to enhance orientation, comfort, and visual interest invite pedestrian interaction. Transparency at the street level enlivens 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



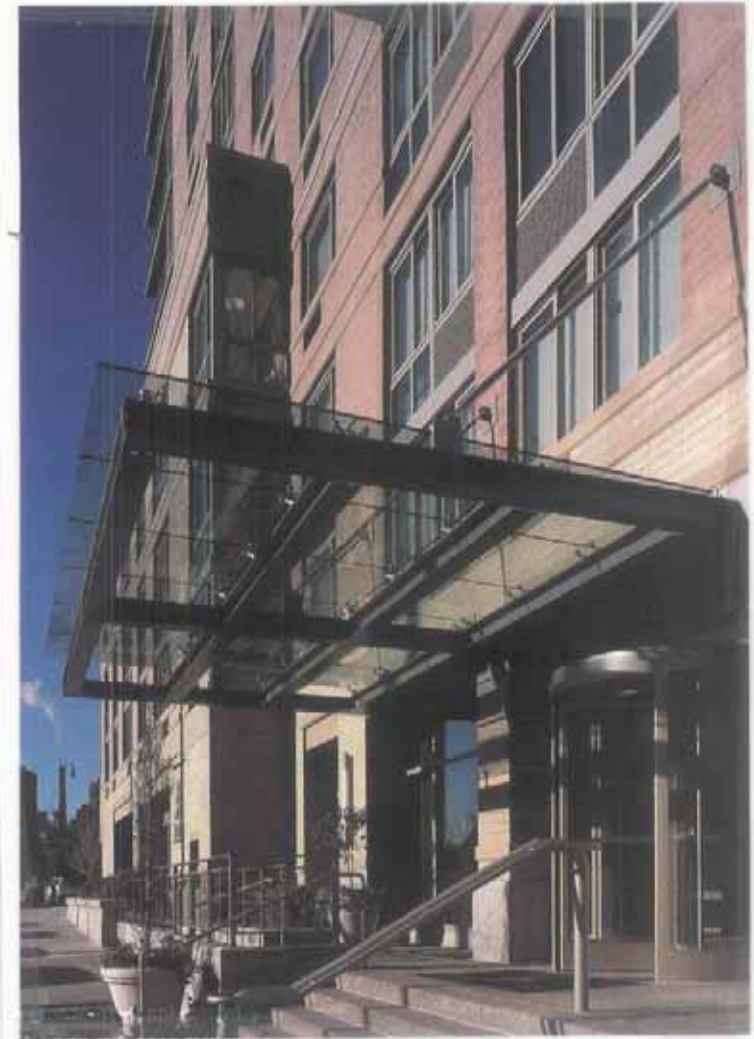
While these standards encourage a respect for historic buildings, their architecture, materials and ornamental details it is also recognized that downtowns are dynamic places. Over time existing buildings (some of them historic) will be replaced by new uses and contemporary structures.



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.

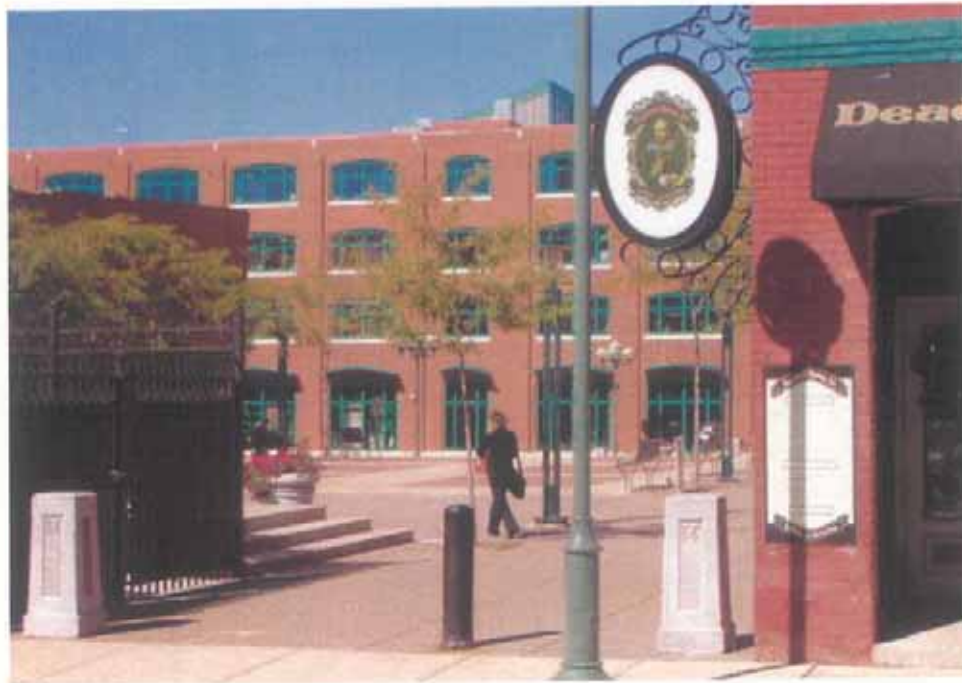
- Overhead weather protection should be designed with consideration given to:
- the overall architectural concept of the building
- uses occurring within the building (such as entries and retail spaces) or in the adjacent streetscape environment (such as bus stops and intersections)
- minimizing gaps 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.



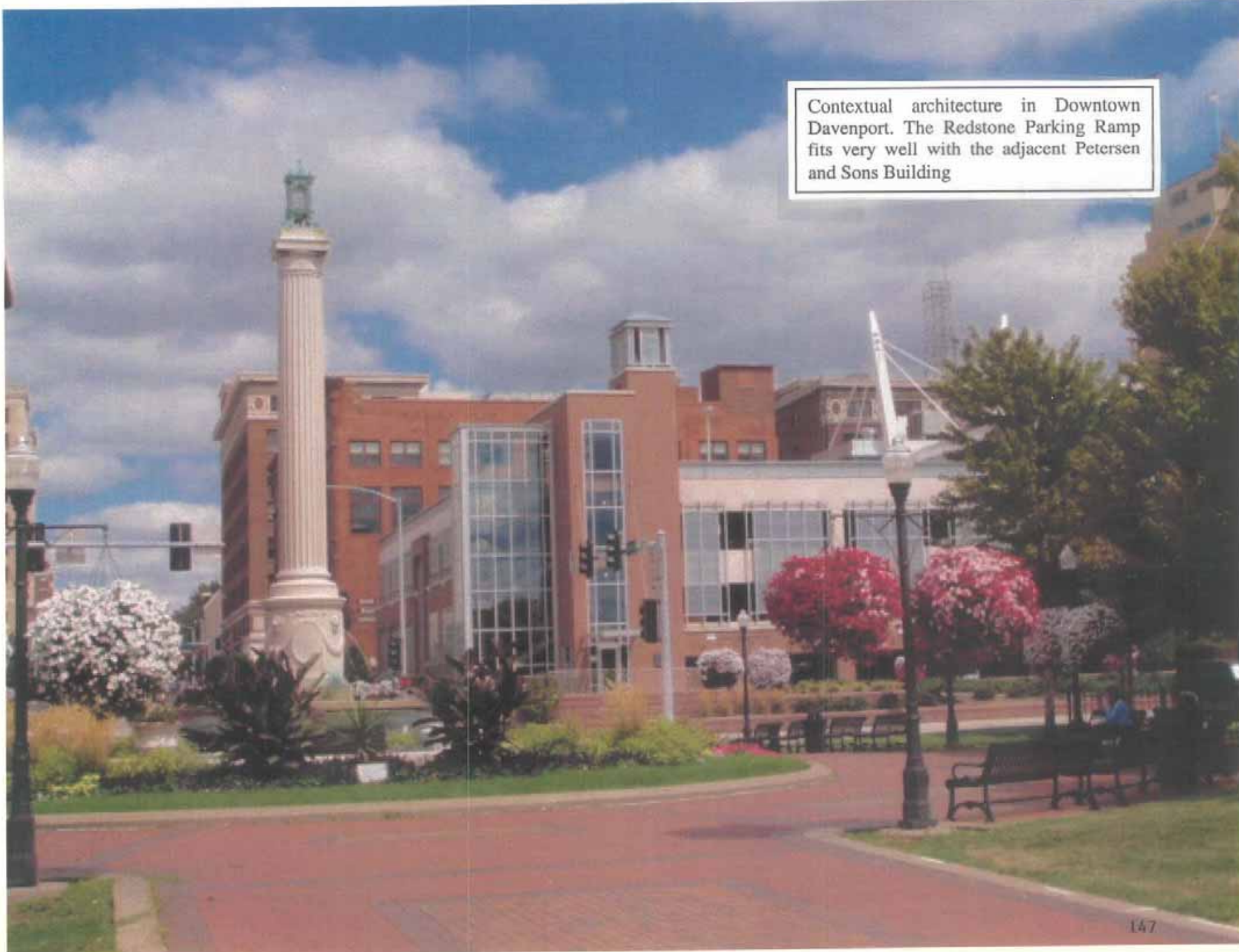


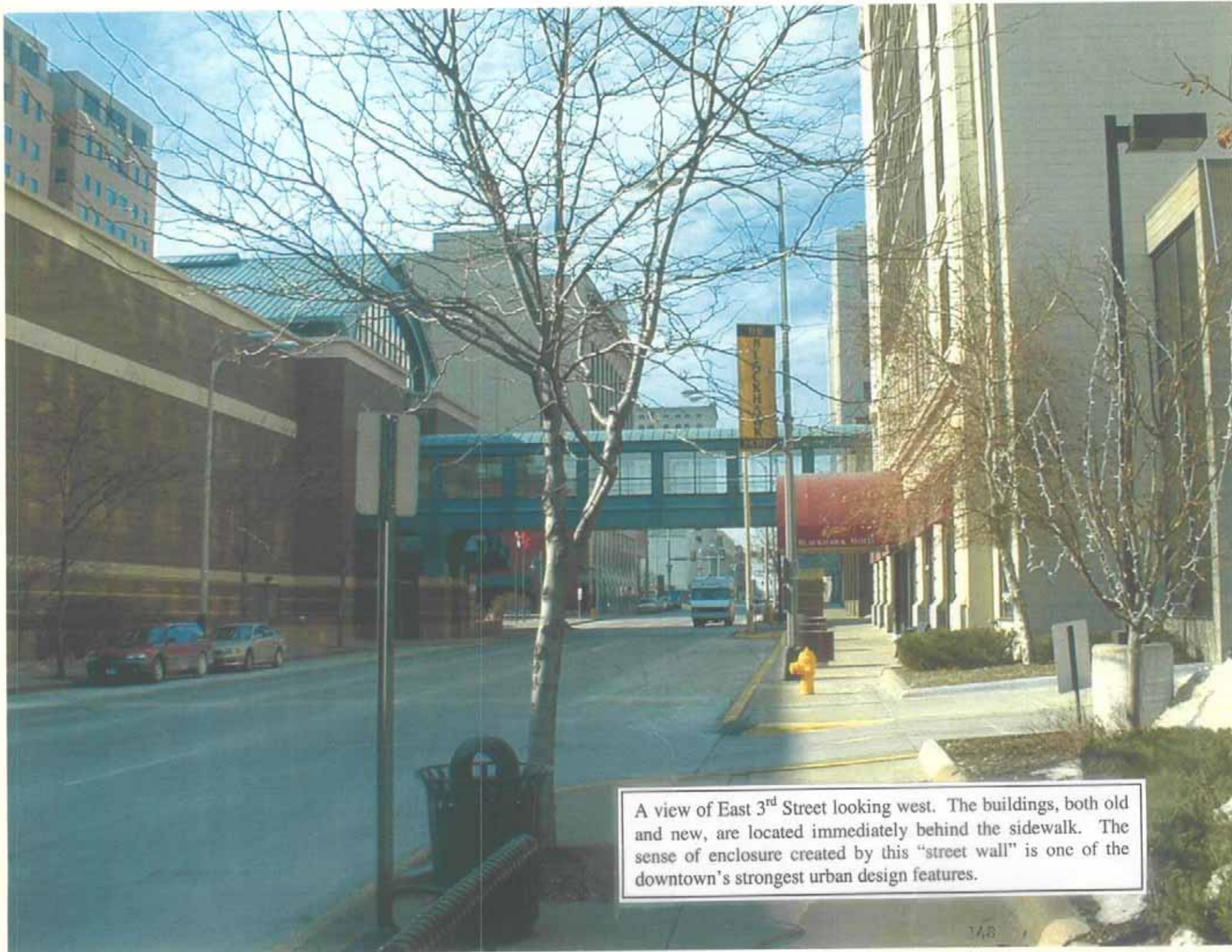
The nearby City of Moline provides a good example of the use of contextual architecture. The architectural designs of recently constructed buildings vary substantially. The structures, however, by using brick colors that are similar maintain a strong unity of design. The Radisson Hotel is worth noting 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).





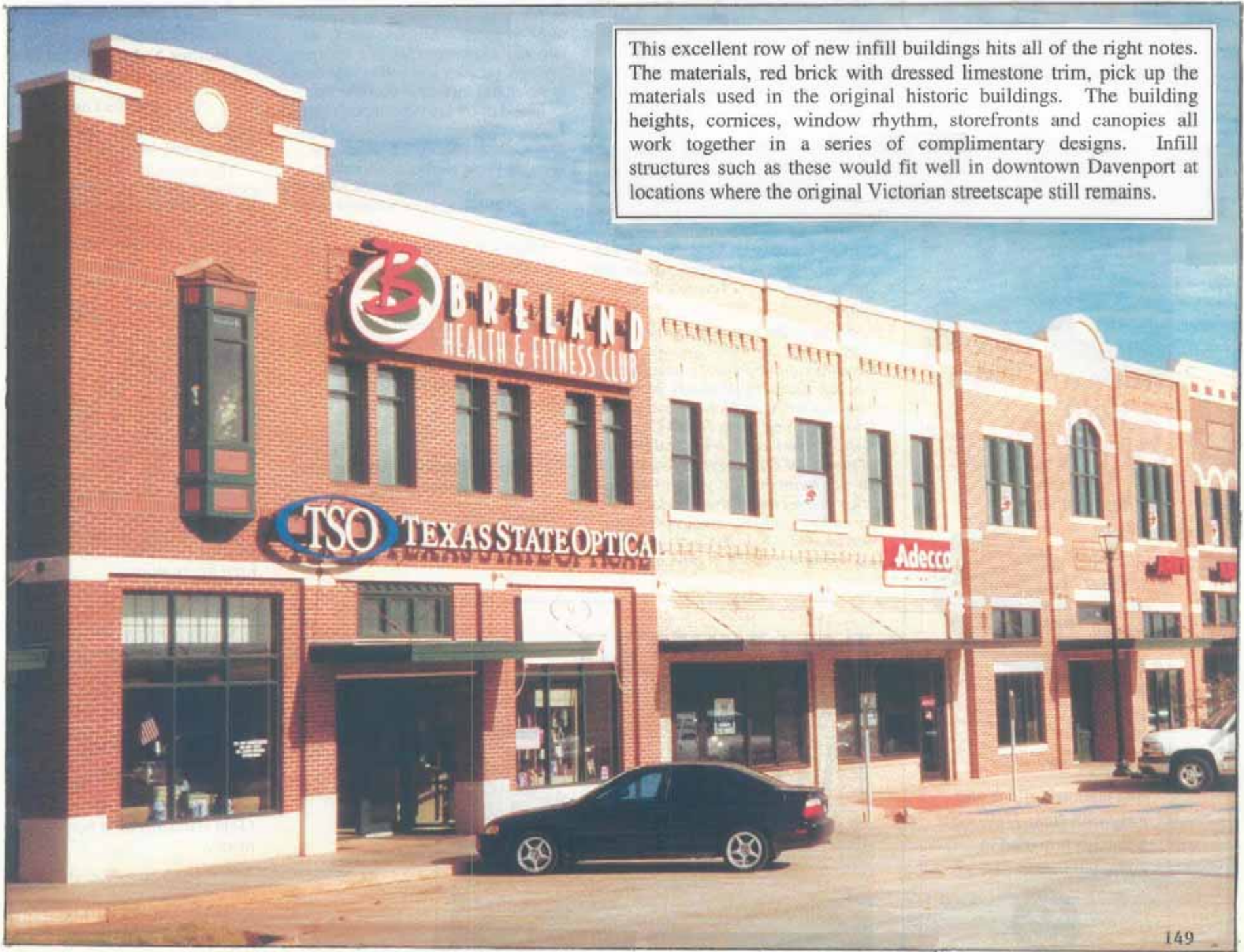
Contextual architecture in Downtown Davenport. The Redstone Parking Ramp fits very well with the adjacent Petersen and Sons Building





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.

