DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, MAY 22, 2023; 5:00 PM

CITY HALL | 226 WEST 4TH STREET | COUNCIL CHAMBERS

I. Call to Order

II. Secretary's Report

A. Consideration of the May 2, 2023 Meeting Minutes

III. Old Business

IV. New Business

A. Case DR23-10: Request for Design Review, C-D Downtown Zoning District; Exterior alteration at 322 Brady Street. Patricia Duffy, petitioner, on behalf of Personal Marketing Research Inc. [Ward 3]

B. Case DR23-11: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of new siding at 1128 Mound Street. Big Dog Construction Company Inc., petitioner, on behalf of Wide River Properties. [Ward 5]

C. Case DR23-12: Request for Design Review, C-D Downtown Zoning District; Installation of a new sign at 626 West River Drive. William Sheeder, petitioner, on behalf of MFN Investments LLC. [Ward 3]

D. Case DR23-13: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of a new fence at 1113 Mound Street. William Sheeder, petitioner, on behalf of Memecat LLC. [Ward 5]

E. Case DR23-14: Request for Design Review, C-D Downtown Zoning District; Demolition of the structure at 602 East 4th Street. YMCA of the Iowa Mississippi Valley, petitioner. [Ward 3]

V. General Discussion

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting: June 26, 2023

City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **5/22/2023**

Subject:
Consideration of the May 2, 2023 Meeting Minutes

Recommendation:
Staff recommends the Design Review Board approve the May 2, 2023 meeting minutes.

Background:
The May 2, 2023 meeting minutes are attached.

ATTACHMENTS:

	Type	Description
🗋	Backup Material	Meeting Minutes 5-2-23

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Werderitch, Matt	Approved	5/18/2023 - 4:59 PM

MINUTES
DESIGN REVIEW BOARD MEETING
CITY OF DAVENPORT, IOWA
TUESDAY, MAY 2, 2023; 5:00 PM
CITY HALL | 226 WEST 4TH STREET | COUNCIL CHAMBERS

I. Call to Order

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

II. Secretary's Report

A. Consideration of the March 27, 2023 Meeting Minutes.

Motion by Hoff, second by Stinocher, to approve the March 27, 2023 meeting minutes. Motion to approve was unanimous by voice vote (7-0).

III. Old Business

IV. New Business

A. Case DR23-09: Request for Design Review, C-V Village of East Davenport Zoning District; Site improvements at 1117 Mound Street. Streamline Architects, petitioner, on behalf of Kelsey Seibert. [Ward 5]

Werderitch presented a history of the project and prior approvals. The current request addresses the outdoor patio area north of the existing bar. Staff brought forth concerns about the greenery mesh and vines on the fence.

Craig Shannon, Streamline Architects, was in attendance to answer questions. Board members questioned the year-round appearance of vines.

Staff recommended that Case DR23-09 be approved in accordance with the submitted work write up and materials, subject to the following conditions:
1. The greenery mesh to support the vegetation shall be black.
2. The method used to affix the greenery mesh to the fence shall blend in with the fence.

Motion by Stinocher, second by Rashid, to approve the project as presented with the exception of the ivy/greenery on the fence. The Board directed the applicant to explore other landscaping options or to submit additional details on the type of ivy/method of growth. Motion to approve the project with the exception of the ivy/greenery on the fence passed by a roll call vote (7-0).

V. General Discussion

VI. Public Comment

VII. Adjournment

Motion by Tebbitt, second by Anderson, to adjourn the meeting. Motion to adjourn was unanimous by a voice vote (7-0). The meeting adjourned at 5:16 pm.

VIII. Next Board Meeting: May 22, 2023

City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **5/22/2023**

Subject:
Case DR23-10: Request for Design Review, C-D Downtown Zoning District; Exterior alteration at 322 Brady Street. Patricia Duffy, petitioner, on behalf of Personal Marketing Research Inc. [Ward 3]

Recommendation:
Staff recommends that Case DR23-10 be approved in accordance with the submitted work write up and materials.

Background:
322 Brady Street, as known as the Eagal Building, is located within the Davenport Commercial Historic District. The three story building was constructed circa 1900 and is located in the middle of a continuous block face on the west side of Brady Street.

The upper floors consist of brick from the original construction and two sets of bay windows, which have both been painted. The ground floor was remodeled in the 1980s. The original storefront was infilled with the current red brick veneer.

Design Request:
Extensive Services has been contracted to repair and paint the exterior of the building. The project scope includes the following work:

1. Remove old paint by pressure washing and scraping.
2. Tuckpoint masonry with Type O mortar.
3. Apply bonder over the masonry.
4. Repaint the entire façade a custom Sherwin Williams color between Urbane Bronze & Porpoise.

Staff Response:
Since the masonry on the upper floors has been previously painted and the ground floor masonry is nonoriginal, staff do not object to the cleaning, tuckpointing, and repainting.

The Downtown Design Guidelines encourage buildings to have a cohesive look when fully redeveloped. 322 Brady Street serves as a transition between the Historic Renwick Building and a modified Winecke Building. The darker grey paint color will modernize the façade and contrast the orangish brick color of the Renwick Building. The applicant has decided to create cohesion with the stucco color scheme of the Winecke Building, rather than complimenting the historic landmark to the north.

The photos included on the Iowa Site Inventory Form for the Eagal Building indicate the two sets of bays windows were a lighter color than the masonry façade. Rather than painting the entirety of the building in a monochrome color, the architectural characteristics of the bays may be enhanced through a lighter color choice. Contrasting colors may provide depth and highlight the historic character of the building.

Downtown Design Guidelines:
The goal of these standards, as they relate to older historic buildings, is not to prevent change, nor is it necessary to return a façade to its original appearance. Rather the goal is to encourage sensitive and appropriate change when renovation occurs.

The Downtown Design Guidelines recommend the following objectives:

1. Maintaining the original surfaces and color of older buildings rather than painting them helps maintain the original identify of the building. Similarly painting previously unpainted surfaces of brick with other coating materials may change the original character of the building.
2. Considering original color schemes while rehabilitating and maintaining existing buildings preserves its character.
3. It is the intent of the Downtown Design Guidelines to emphasize compatibility in design, materials and colors to make adjacent buildings appear to the viewer as one unit.

ATTACHMENTS:

	Type	Description
🗋	Backup Material	Application
🗋	Backup Material	Scope of Work
🗋	Backup Material	Background Materials & Photos
🗋	Backup Material	Historic Property Inventory Sheet
🗋	Backup Material	Downtown Design Guidelines-Facade Change as Evolution
🗋	Backup Material	Downtown Design Guidelines-Historic Architectural Facade Design
🗋	Backup Material	Downtown Design Guidelines-Maintenance and Materials

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	5/19/2023 - 1:41 PM

CITY OF DAVENPORT
Development & Neighborhood Services – Planning
1200 W. 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

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION

BRIEF OVERVIEW OF THE PROJECT (not a scope of work)

APPLICANT INFORMATION

Applicant Name

Address

City | State | Zip

Phone

Secondary Phone

E-Mail Address

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 _____

DEVELOPMENT TEAM

Property Owner

Address

Phone | Secondary Phone

E-Mail Address

Project Manager/Other

Address

Phone | Secondary Phone

E-Mail Address

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

Application Fee: **NONE**

Formal Procedure

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

DRB Meeting Calendar | 2023

DESIGN REVIEW BOARD | CITY OF DAVENPORT IOWA

The Applicant and/or their representatives are required to attend the DRB Meeting

Meetings are generally held the 4th Monday of each month

Submittal	Meeting
Friday (12:00 PM) Email application to: planning@davenportiowa.com or deliver to: Planning | Public Works 1200 E 46th St | Davenport IA 52807	Monday (5:00 PM) Meeting Appearance is REQUIRED at: Council Chambers | City Hall 226 W 4th St | Davenport IA 52801
01/13/23	01/23/23
02/17/23	02/27/23
03/17/23	03/27/23
04/14/23	04/24/23
05/19/23	05/29/23
06/16/23	06/26/23
07/14/23	07/24/23
08/18/23	08/28/23
09/15/23	09/25/23
10/13/23	10/23/23
11/10/23	11/20/23*
12/08/23	12/18/23*

** Date changed due to observed holiday | Any and all Date/Location/Time are subject to change*

Contact planning@davenportiowa.com to submit completed applications or to confirm meeting date/time

Phone Contact: 563.326.6198

Requesting approval of the Design Board for tuckpointing mortar and paint color for a downtown Davenport project. We are aware that color choice is important in integrating a building to the area. We have chosen a color which is similar to others used downtown. Our desire is to keep it simple and elevate the look of the current facade for potential tenants or owners. We have owned the building since 1989 and are refurbishing it for new use. It is important to us that the work being done is of excellent quality and enhances the building as well as the downtown.

Scope of work for 322 Brady Street Davenport, IA.

Extensive Services has been hired to repair and paint the exterior of the building located at 322 Brady St. The building has previously been painted. The building will be pressure washed, scraped (old paint), tuckpoint, bonder over the masonry and painted. The entire facade will be painted the same color which is consistent with the original building photos from the early 1920's.

Tuckpointing mortar will be Type O.

The color and type of paint to be used are:

Bonder: Sterwin Williams, Loxon.

Paint: Sherwin Williams, Super Paint, Exterior Acrylic Latex. The color is a custom match to the Boxing Club Building on third street. Photo attached. We also have attached the label showing the color formula. The color is a gray/green between Urbane and Propoise on the Sherwin color chart.

322 Brady Street

DAVENPORT
IOWA | USA





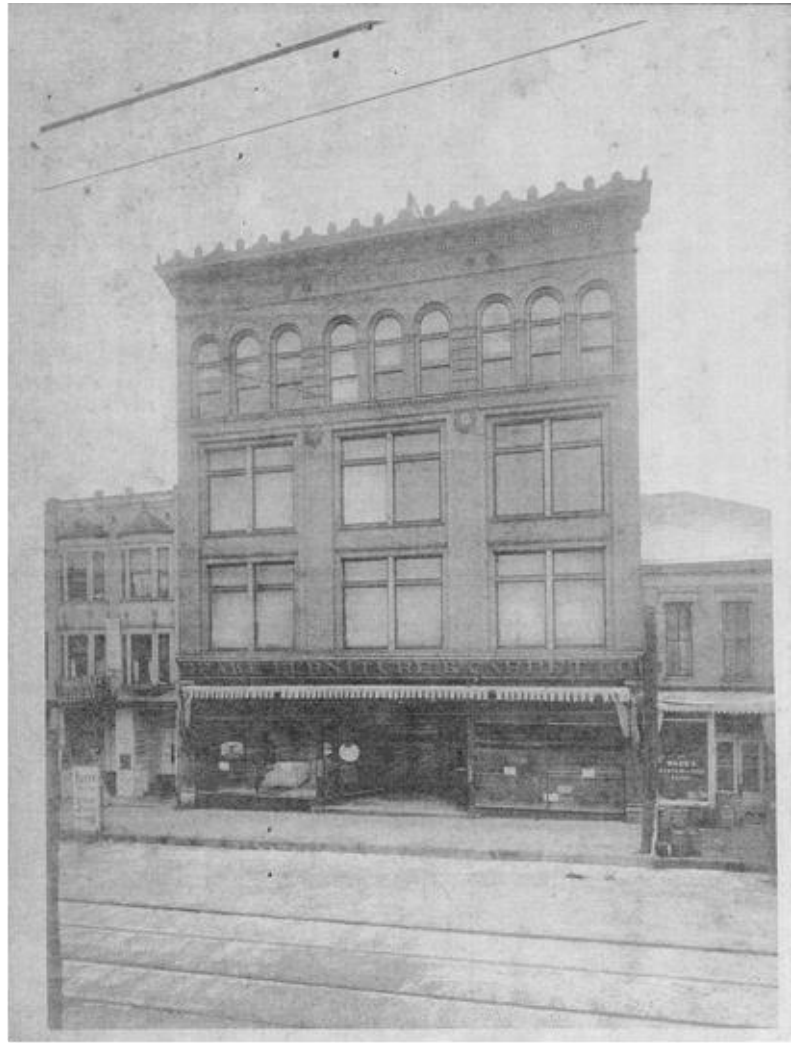
Eagal Building

DAVENPORT
IOWA | USA







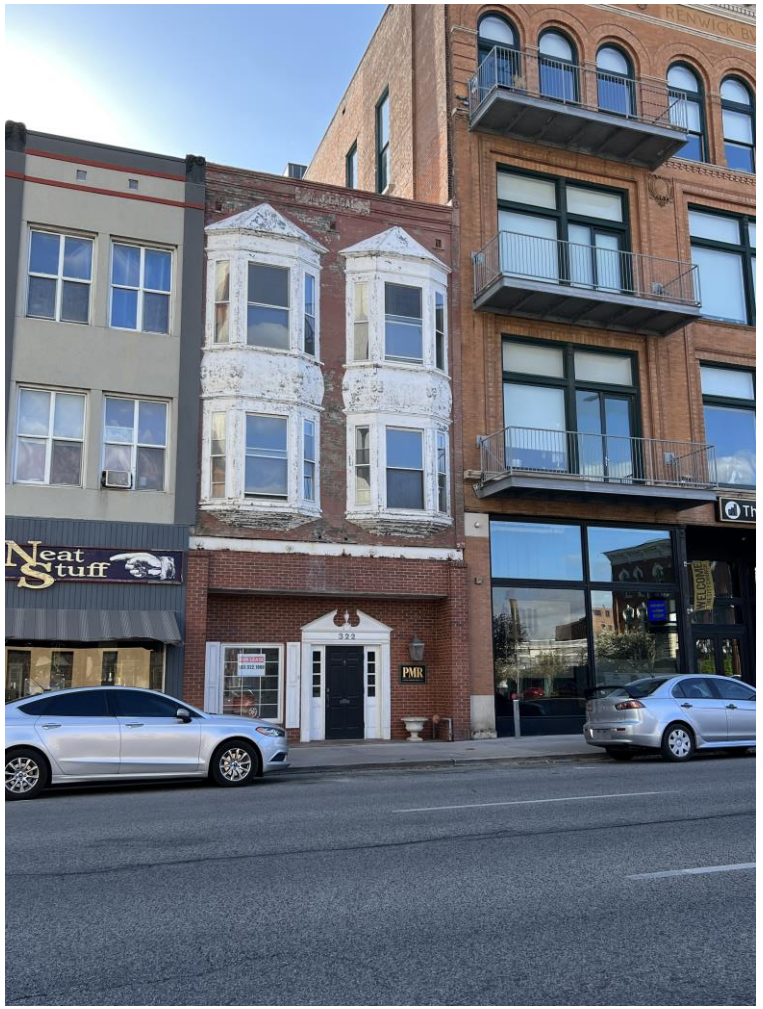


Project Scope

DAVENPORT
IOWA | USA

- Repair & Paint Exterior Masonry
- Remove Old Paint (Pressure Wash & Scraping)
- Tuckpoint Masonry (Type O Mortar)
- Apply Bonder Over Masonry
- Repaint Entire Façade: Gray/Green Color

- Ground Floor: Unpainted Non-Original Brick
- Floors 2 & 3: Historic Brick; Previously Painted



Paint Color

DAVENPORT
IOWA | USA

Sherwin Williams
Custom Color Between
Urbane Bronze & Porpoise

COLOR STRIP 245

SW 7048 Urbane Bronze
SW 7047 Porpoise
SW 7046 Anonymous
SW 9171 Felted Wool
SW 7045 Intellectual Gray
SW 7044 Amazing Gray
SW 7043 Worldly Gray



508 W 3rd Street



Proposed Example

Downtown Design Guidelines

DAVENPORT
IOWA | USA

The goal of these standards, as they relate to older historic buildings, is not to prevent change, nor is it necessary to return a façade to its original appearance. Rather the goal is to encourage sensitive and appropriate change when renovation occurs.

The Downtown Design Guidelines recommend the following objectives:

1. Maintaining the original surfaces and color of older buildings rather than painting them helps maintain the original identify of the building.
2. Considering original color schemes while rehabilitating and maintaining existing buildings preserves its character.
3. It is the intent of the Downtown Design Guidelines to emphasize compatibility in design, materials and colors to make adjacent buildings appear to the viewer as one unit.



Name of Property _____ Eagal Building _____ County _____ Scott _____

Address _____ 322 Brady Street _____ City _____ Davenport _____

SITE DESCRIPTION

The Eagal Building is located on part of Lots 6 and 7, Block 45 of LeClaire's 1st Addition to the Original Town of Davenport. The building is sited on the west side of Brady Street, near the middle of the block; its façade faces east. It is bound on the south by the three-story Winecke Building, which dates to c.1890 and on the north by the four-story Renwick Building of 1896. A public sidewalk runs the perimeter of the block and provides access to the building's entrance on Brady Street.

PROPERTY DESCRIPTION

The Eagal Building is a three-story, brick building constructed on what is likely a brick foundation. The building's character is defined by the pair of two-story bay windows that dominate its façade. The windows very nearly fill the entire wall plane of the upper stories. While a bit overwhelming, the bays are elegant in their form and detailing, lending interest and beauty to an otherwise unremarkable façade. The building name is located on a panel within the framework of a simple, corbelled brick cornice.

The building's singlewide storefront is currently comprised of a recessed entry with a Colonial Revival motif. Although it has been reconfigured, the storefront does retain its flanking structural piers, and exposed, steel header.

Condition

As a masonry construction, the greatest concern for this building is the condition of its brick. The upper stories of the building have been painted, effectively disguising any deterioration or damage that might exist.

Although the storefront of the Eagal Building has been radically altered, the retention of the façade's defining element (the bays) balances the loss, resulting in a generally high level of historic integrity.

PROPERTY HISTORY

The Eagal Building was constructed on a site formerly occupied by a two-story commercial structure. Based on city directory entries and the Sanborn Fire Insurance maps for 1892 and 1910, it appears that M.J. Eagal constructed the building in c.1900. The building housed miscellaneous offices at street level, with apartments upstairs. Business occupants include H. Schmidt & Son Co. (1910), H.C. Underwood, pool hall (1915), Keeler Club (1918), Riley Cleaners (1925), and Zoeckler Office Supplies (1930-1940). The city directory indicates that, in addition to Zoeckler Office Supplies, Tri-City Electric and the Iowa Hotel occupied space in the building in 1940.

STATEMENT OF SIGNIFICANCE

Due to a significant loss of historic integrity, the Eagal Building is not considered individually eligible for listing in the National Register of Historic Places. In addition, given the loss of historic context on this block of the Davenport Central Business District, the building cannot be considered a contributing resource to a historic district, as it undoubtedly would be.

Name of Property _____ Eagal Building _____ County _____ Scott _____

Address _____ 322 Brady Street _____ City _____ Davenport _____



View of the primary (east) elevation, looking southwest across Brady Street.

The Eagal Building is easily identified by its pair of two-story bay widows.

(SOURCE: AKAY Consulting – November 2004)

Name of Property _____ Eagal Building _____ County _____ Scott _____

Address _____ 322 Brady Street _____ City _____ Davenport _____



Detail view of the building's bay windows (aka oriel windows).

Note the building's name panel above the windows.

(SOURCE: AKAY Consulting – November 2004)

Name of Property _____ Eagal Building _____ County _____ Scott _____

Address _____ 322 Brady Street _____ City _____ Davenport _____



View of the Eagal Building within the context of its streetscape (Brady Street, looking south from Fourth Street.)

(SOURCE: AKAY Consulting – November 2004)

Name of Property _____ Eagal Building _____ County _____ Scott _____

Address _____ 322 Brady Street _____ City _____ Davenport _____

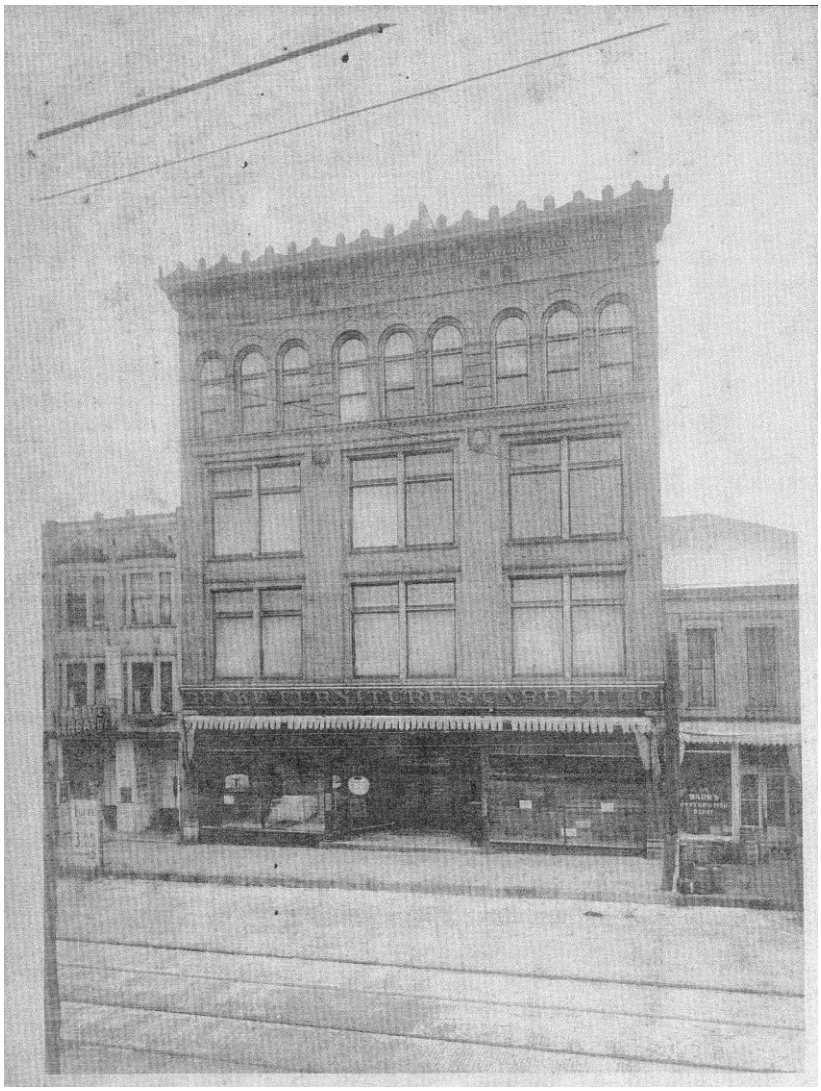


View of the Eagal Building looking northwest across Brady Street.

(SOURCE: AKAY Consulting – November 2004)

Name of Property _____ Eagal Building _____ County _____ Scott _____

Address _____ 322 Brady Street _____ City _____ Davenport _____

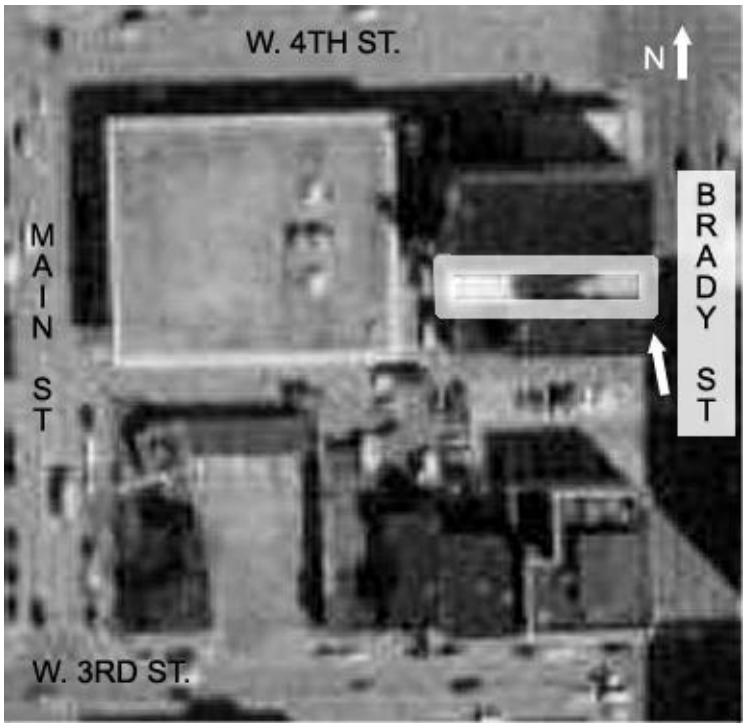


This undated image of the Renwick Building also documents the Eagal building on its south. The two buildings were constructed within five years of one another.

(SOURCE: Image courtesy of the Richardson-Sloane Special Collections of the Davenport Public Library.)

Name of Property _____ Eagal Building _____ County _____ Scott _____

Address _____ 322 Brady Street _____ City _____ Davenport _____



The arrow indicates the location of the Eagal Building.

(SOURCE: City of Davenport – Planning Department – 1/2005)

BIBLIOGRAPHIC REFERENCES

Special Collections

Davenport Public Library; Richardson-Sloane Special Collections
Davenport City Directory Collection 1890-1940
Sanborn Fire Insurance Map Collection
Quad Cities Photograph Collection

Putnam Museum of History and Natural Science. Davenport, Iowa.

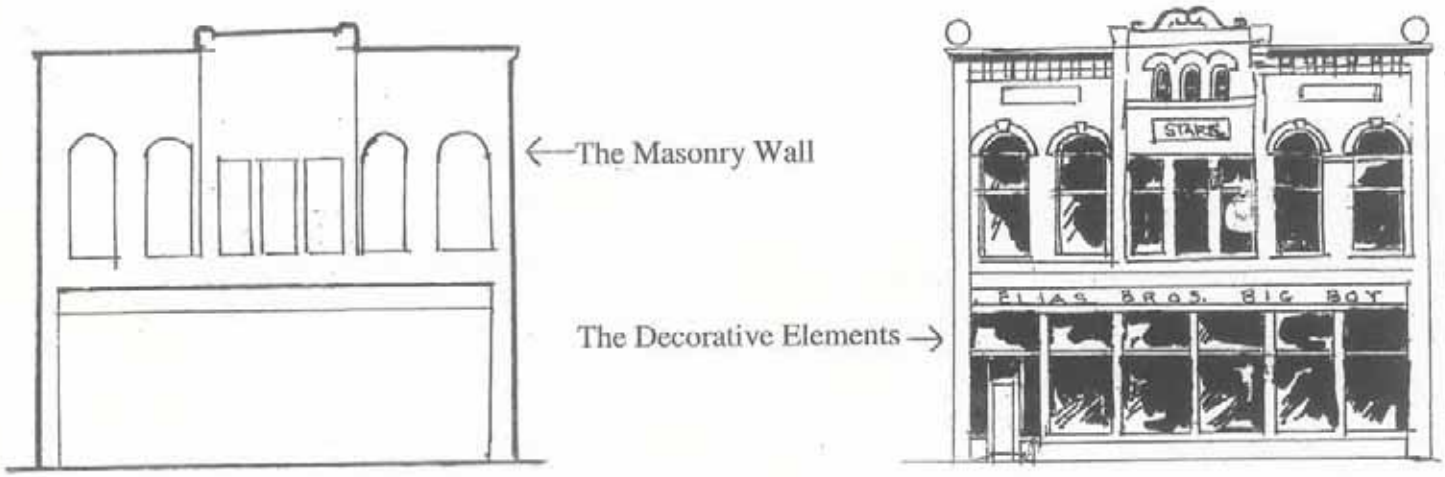
Local Publications

Svendsen, Marlys. "Davenport, Where the River Runs West: A Survey of Davenport History & Architecture". ND

Internet Resources

www.scottcountyiowa.com/assessor. Scott County Assessor.

Façade Change as Evolution



Facades change over time; this is natural, inevitable and often desirable. The goal of these standards, as they relate to older historic buildings, is not to prevent change, nor is it necessary to return a façade to its original appearance. Rather the goal is to encourage sensitive and appropriate change when renovation occurs.

When it was constructed the typical downtown building façade exhibited some basic inherent qualities: 1) an architectural style characterized by its decoration; 2) certain construction materials; and 3) a unified visual composition in which the parts looked related.

These qualities came together to create a visual resource. *Sensitive change* accepts these façade qualities and builds on them. The result is a harmonious blend of changes and existing elements. *Insensitive change*, on the other hand, ignores and often negates the qualities of the original resource. The result is an unnecessary clash between new and old as the drawing below illustrates.



Historic Architectural Façade Design

Design Objectives:

Reinforce a sense of historical continuity

Reinforce the unique character of the City of Davenport

Encourage architectural excellence

Require the use of quality building materials

Discussion:

The human scale, high-quality materials and architectural detailing of older building add interest and identity to the downtown environment. Whenever possible, examples of the downtown's traditional commercial, civic and residential architecture should be preserved, renovated and where necessary adapted to new uses.

The renovation and adaptive use of attractive, historic buildings helps create a positive climate for reinvestment and regeneration by strengthening the downtown's market appeal. Renovation of deteriorated buildings, vacant or poorly modernized storefronts helps the downtown overcome any image it may present of neglect and decline, also the renovation of highly visible older buildings can spark regeneration momentum and create an image of change and renewal. Older historic buildings are also useful in that their lower rents allow them to serve as small business incubators. They are also more prone than new structures to develop into the unique shops, restaurants and other uses that bring life to a downtown.

The existing downtown built environment is a product of an evolution that began with the construction of the first building and has continued until the present. The result is a city that is one part Victorian "main street" and one part "big city downtown". The Victorian portions of the downtown generally consists of older historic buildings constructed between 1850 and 1910 (with some exceptions being as late as the 1930's and 1940's), establishes the main form of the downtown. Building heights for these structures typically range between two and four stories. Although built in many sizes, shapes and architectural styles these facades are very similar.

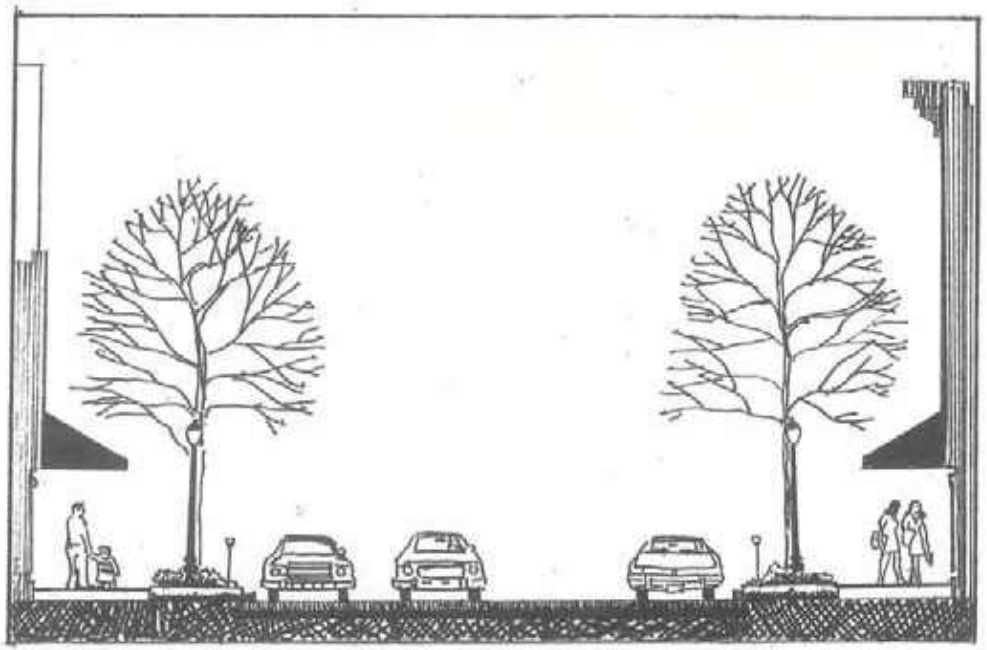
As facades of this type lined both sides of most downtown streets they formed strong blocks, marked by a rhythm of repeating parts. Because it was composed of similar facades, the block had a consistent, organized and coordinated appearance. Facades were related to each other through compatibility in height, width, setback, proportion, proportions of openings, roof forms, composition, rhythm, materials and colors.

In the downtown's main business core buildings can be much taller and more monumental. Beginning with the construction of the Hotel Davenport in 1907, downtown Davenport also began to see the kind of monumental architecture that one might more commonly associate with a much larger city such as a Chicago or a St. Louis. Other structures that followed in this pattern include the Putnam and Parker Buildings (constructed in 1910 and 1920 respectively), the Kahl Building built in 1920, the First National Bank Building in 1923 (now U.S. Bank), the American Commercial and Savings Bank (Davenport Bank Building currently the Wells Fargo Bank Building) built in 1927, the Union Savings Bank and Trust constructed in 1930 (now, the Union Arcade Building), the Mississippi Hotel and RKO Orpheum Theatre in 1931 and finally the Blackhawk Hotel built in 1935. These structures, while often being much taller than their Victorian counterparts still maintained a sense of rhythm and enclosure as they were all constructed immediately behind the sidewalk. Other attributes of downtown architecture that these buildings continued was the use of quality construction materials and rich architectural detailing. (There have been further waves of downtown construction and development. It is the intent of this chapter, however, to focus on structures constructed prior to 1950).

It is the intention of this chapter of these guidelines:

- to strengthen the architectural integrity and design unity of individual facades;
- to create storefronts that add interest, activity, and comfort to the street environment;
- to emphasize compatibility in design, materials and colors to make adjacent buildings appear to the viewer as one unit.

To create a unified block face and organize the variety of architectural styles and details of any given street over time, there must be an understanding of the historic building's design framework. Information regarding the recognition of that framework follows.



One of the most important features of the downtown streetscape is its sense of containment. The facades of the buildings create, what is in effect, an outdoor room, filled with activity.

Maintenance and Materials

Design Objectives:

Build a positive identity

Encourage public and private investment

Create a safe downtown

Create a comfortable downtown

Create an economically vibrant downtown

Discussion:

Deferred maintenance often contributes to the shabby appearance of some central business districts. Lack of maintenance and repair may be the major visual problem in some portions of the Downtown. Simple cleaning and repair of existing structures and facilities can transform the Downtown, a block or a building overnight.

Guidelines

- Encouraging regular ongoing maintenance of existing buildings and structures like simple repainting, cleaning and replacement of windows, awnings, and landscaping is a more effective and less expensive solution than a major alteration.

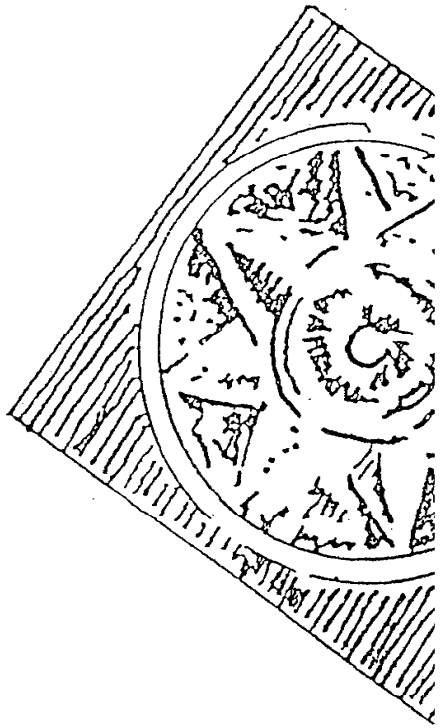
- Where possible, using substantial, high-quality materials is preferred over less expensive alternatives that will not endure over time and use, as it makes for an unattractive downtown.

- Using cleaning techniques that do not destroy existing materials such as brick and stone is a sensible solution for otherwise the cost would be very expensive in the long term. For example, sand blasting of brick may destroy the outer surface, causing future water damage to the building surface.

- Maintaining the original surfaces and colors of older buildings rather than painting them helps maintain the original identity of the building. Similarly painting or treating natural or previously unpainted surfaces of brick, ceramic tile, or terra cotta with other coating materials may change the original character of the building.

- Using high-quality materials to replace existing building features (for example, aluminum-framed windows being replaced by wood or steel-framed windows) helps maintain the overall architectural identity of the building. Similarly new windows having same individual details like sash, frame thickness and window depths as the original or historic ones preserves the architectural characteristics of the buildings.

- Considering original color schemes while rehabilitating and maintaining existing buildings preserves its character.



City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **5/22/2023**

Subject:
Case DR23-11: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of new siding at 1128 Mound Street. Big Dog Construction Company Inc., petitioner, on behalf of Wide River Properties. [Ward 5]

Recommendation:
Staff recommends that Case DR23-11 be approved in accordance with the submitted work write up and materials, subject to the following condition:

1. In order to preserve the stylistic and architectural finish, the replacement James Hardie siding shall match the dimensions of the original siding to the greatest extent possible.

Background:
Wide River Winery operates a tasting room at the corner of Mound Street and 12th Street. The owner is requesting permission to remove the existing wood siding, soffits, trim, repair the sub structure, and apply new siding and gutters.

The replacement siding product is James Hardie, which is a fiber cement product. The replacement siding color is 'Mountain Sage', which closely resembles the current color scheme of the historic structure. Staff have no objections to the proposed color as it is neutral and compatible with the area. James Hardie is also a high quality siding product that can replicate a wood finish.

1128 Mound Street is located within the Village of East Davenport National Historic District. Therefore, exterior alterations shall be sympathetic to the character of the neighborhood. Historic preservation standards often require original materials to be repaired rather than replaced. Removing wood siding can be contrary to historic preservation standards.

It is important to note that there are several buildings within the Village of East Davenport with James Hardie siding or other similar composite siding materials. The Design Review Board approved a composite siding at Kelso's Corner Bar (directly across the street) in a 3-2 vote at the August 22, 2022 meeting.

In addition, Wide River Winery won the Adrian D. Anderson Award in 2021 for the restoration of the Peter Lampe House. This project received State Historic Preservation Tax Credits.

The following is a link to the award video: https://www.youtube.com/watch?v=fZTgMP-YLcM

The Village of East Davenport Plan states the following guideline: “Do not use synthetic materials, such as aluminum, vinyl or panelized brick/stone as replacement for primary building materials.” Switching the siding from wood to a fiber cement material may alter the character of the building and diminish the historic quality of the structure.

The Village of East Davenport Design Guidelines applies the following standards for remodeling existing buildings:

1. Preserve significant stylistic and architectural features.

2. Repair deteriorated building features.
3. Replace an architectural element accurately if it must be replaced, matching the material and design.
4. Do not use synthetic materials, such as aluminum, vinyl or panelized brick/stone as replacement for primary building materials.

ATTACHMENTS:

	Type	Description
🗋	Backup Material	Application
🗋	Backup Material	Contractor BID
🗋	Backup Material	Photos
🗋	Backup Material	James Hardie-Product Brochure
🗋	Backup Material	Background Materials & Photos
🗋	Backup Material	Preservation of Projects of Merit Nomination 2021
🗋	Backup Material	Village of East Davenport Design Guidelines

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	5/19/2023 - 2:24 PM

CITY OF DAVENPORT
Development & Neighborhood Services – Planning
1200 W. 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

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION

BRIEF OVERVIEW OF THE PROJECT (not a scope of work)

APPLICANT INFORMATION

Applicant Name

Address

City | State | Zip

Phone

Secondary Phone

E-Mail Address

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 _____

DEVELOPMENT TEAM

Property Owner

Address

Phone | Secondary Phone

E-Mail Address

Project Manager/Other

Address

Phone | Secondary Phone

E-Mail Address

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

Application Fee: **NONE**

Formal Procedure

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

Proposal

BIG DOG CONSTRUCTION

Phone/Fax: 563-326-2621

724 W. 2nd Street
Davenport, Iowa 52801

www.bigdogQC.com

Date:	March 11, 2023
To:	Mrs. Liz Quinn
Of (company):	Wide River Winery
City, State, ZIP:	1128 Mound Street Davenport, Ia. 52803
Phone/email	563-271-5760 liz@wideriverwinery.com
Good until:	10 days
Project name:	Exterior Remodel/Repair of Siding, Soffit & Trim Finishes

We propose to furnish all permits, materials and perform all labor necessary to complete the following unless otherwise stated:

Scope of Work-

Upon performing an assessment of the exterior finishes of the above-mentioned address it was determined that the best course of action in protecting the substructure & longevity of the overall building would involve the removal of; all signage, lighting, security cameras, gutters/downs, trims and siding to said sub-structure which is assumed to be a T&G 1”x wood, applied to structure framing. The hardware for screens and or storm windows at all windows will be removed, cleaned and reused (they are attached to trims-see photos)

Upon completion of the above, we propose applying Tyvek Drain wrap fastened to the substructure, apply pre-finished fiber cement products (similar in dimension) trims, soffits and lap siding manufactured by James Hardie (color to be determined). These finishes will be completed with color matched caulking.
There is an approximate lead time of 10 business days for pre-\\finished materials.

Furthermore, we propose to provide and install new gutters and downs (color t.b.d.).
Install, all signage, light fixtures, security cameras and hardware for screens and or Storm windows.

All debris to be disposed of off-site. General clean up during construction is included.

*Acknowledged- It is assumed the business will remain open during remodel and therefore is suggested that the egress sides are completed independently.

It has also been expressed that animal remains may possibly be in a wall cavity. This work along with any structural repair works (windowsills) will be performed on a time & material bases and applied to Repair allowance of $ 1,750.00 which is included in estimated cost. Any savings will be credited to Owner.

Notes
Due to volatile commodity pricing specifically in copper, aluminum, steel, PVC and wood products, Big Dog Construction Co., Inc. reserves the right to review and modify all material pricing daily. Bid pricing is based on the market rate for commodities on the date listed at the top of this proposal. We reserve the right to adjust this bid to reflect increases in commodity pricing based on the date a purchase order is received. Any changes in bid pricing will be documented through vendor quotations, invoices, or receipts for said goods.
Please keep in mind that we are still feeling the effects of the COVID-19 pandemic in our supply chain; material lead times, pricing, and manpower availability are subject to change as this situation evolves.
Big Dog Construction is working closely with our customers and suppliers to lessen these impacts to our valued clients, as always thank you for your business."

Final construction clean up included. Detailed cleaning by others.

Payments to be made as follows: 50% Due upon acceptance for special order materials with balance due upon completion.

Net 15 Days on All Invoices. A Service charge of 1.5%/Month will be applied to all accounts past due.

Acceptance of proposal: The above price, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Thank you for the opportunity,
Shawn Larson, President

Authorized Signature_____date_____


Wide River
WINERY
WE SELL
WINE &
SMALL BITES
PLEASE PURCHASE
FROM US.
Thank You
LOVE

No Smoking


No Smoking



Wide River
WINERY
1128
SNOW ORDINANCE
NO PARKING ON
STREETS WHEN
SNOW EMERGENCY
IS IN EFFECT

PETER LAMPE HOUSE

LABORER

BUILT, 1856

THIS PROPERTY IS LISTED IN THE
NATIONAL REGISTER OF HISTORIC PLACES
THE SCOTT COUNTY
HISTORIC PRESERVATION SOCIETY, INC.



SELECT CEDARMILL®

HL5

STATEMENT COLLECTION™

HardiePlank® Lap Siding
WITH COLORPLUS® TECHNOLOGY

MOUNTAIN SAGE

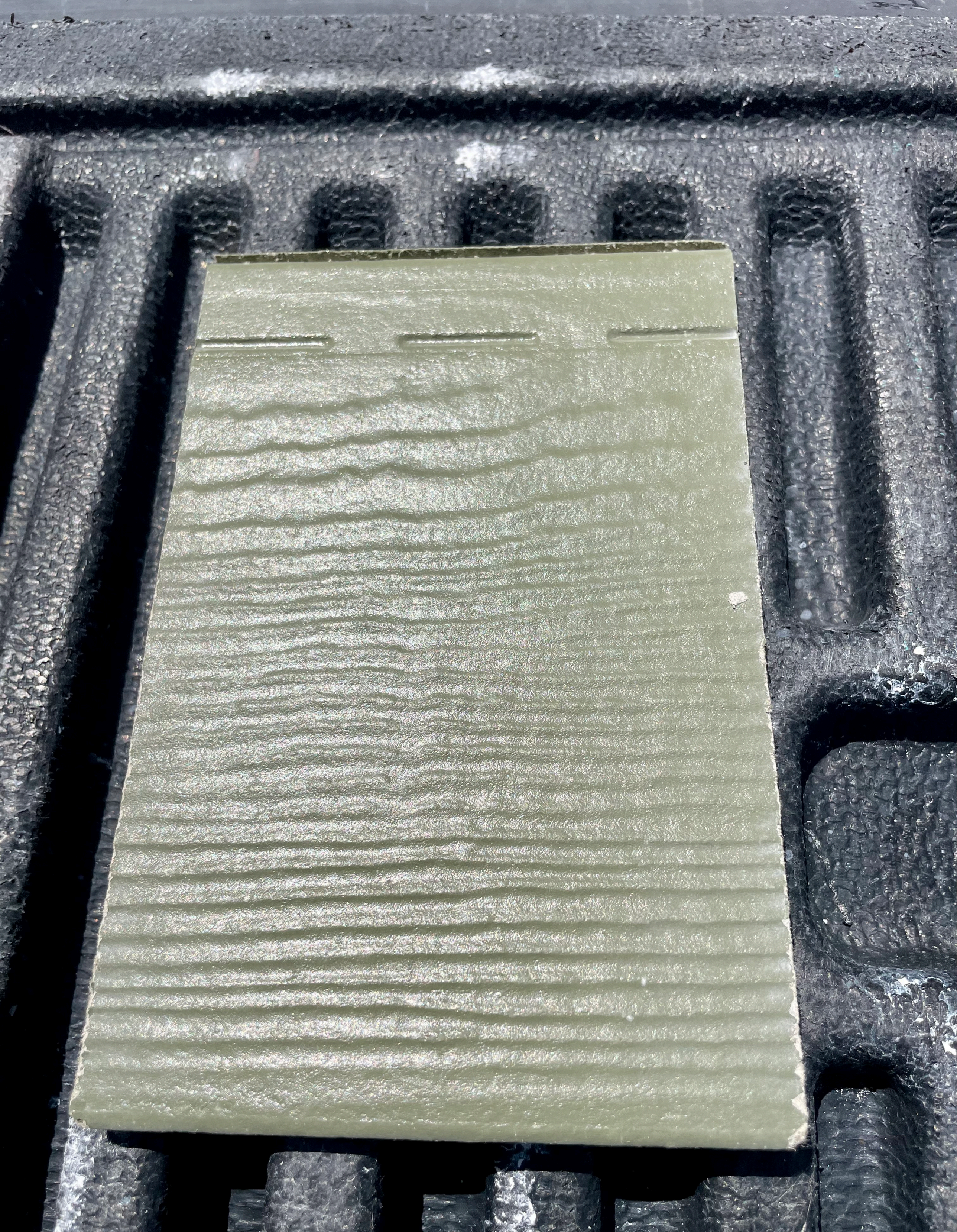
- [illegible] Climate®
- Fire Resist[illegible]
- Superior finish durability and fade resistance for long lasting durability
- Create hundreds of color combinations with the ColorPlus palette

JamesHardie.com

JamesHardie™

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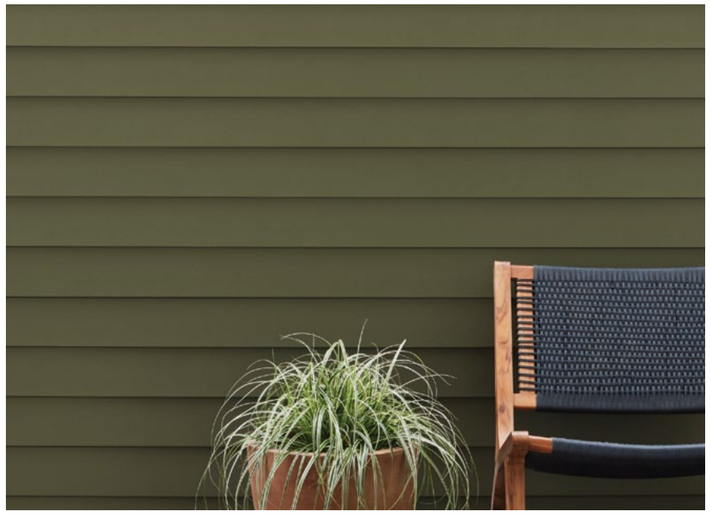
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MAGNOLIA HOME

JamesHardie™





introducing the

MAGNOLIA HOME | JAMES HARDIE COLLECTION

We've partnered with Magnolia Home to create an inspired collection of exteriors in colors, styles and textures curated by Joanna Gaines to transform your home into your favorite place to be. This collection was created to help simplify the process of re-siding your home, so you can design with confidence. You'll have added peace of mind knowing your project is backed by the trusted protection and long-lasting beauty of the recognized leader in exterior siding, James Hardie.



EVERY HOME TELLS A STORY

When it comes to design, Joanna's favorite style is anything that's beautiful and timeless and tells a unique story. That's what made the idea of partnering with James Hardie so easy. With the beautiful, nature-inspired colors and styles of Hardie® siding and trim curated for this collection, Jo created an inspiring palette of possibilities. She's made it easy for homeowners to choose what they want for their exterior transformation.

The Magnolia Home | James Hardie Collection can help you create an exterior you love.

"WHEN PEOPLE TELL THEIR OWN STORY RATHER THAN FEELING PRESSURE TO FIT WITHIN A SPECIFIC STYLE, THERE'S MORE FREEDOM - AND THEIR SPACE BEGINS TO FEEL LIKE HOME."

— Joanna Gaines

WATCH JO'S INSPIRATION

COLORS

select the hue that's right for you



BIRCH TREE



WEATHERED CLIFFS



RUSTIC ROAD



RUGGED PATH



IT'S ABOUT THYME



STONE BEACH



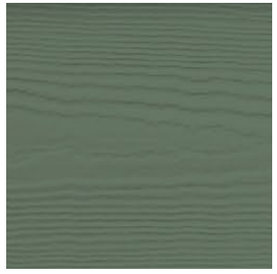
STONE PAVER



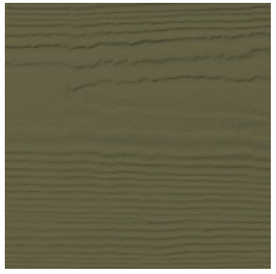
WARM CLAY



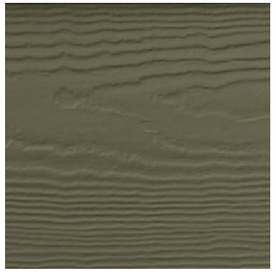
DRIED EUCALYPTUS



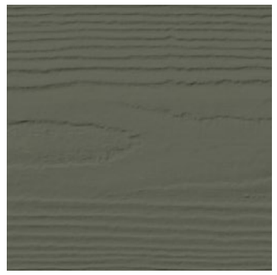
CHISELED GREEN



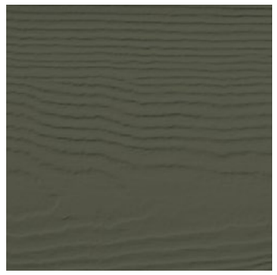
WANDERING GREEN



MUDFLATS



SLATE STEPS



PEPPERY ASH



LAST EMBERS



MIDNIGHT SOOT

All products in this collection come prefinished with ColorPlus® Technology finishes by James Hardie.

Digital color displays may vary. Please see actual product sample for true color.

STYLES

find your perfect mix of exterior products



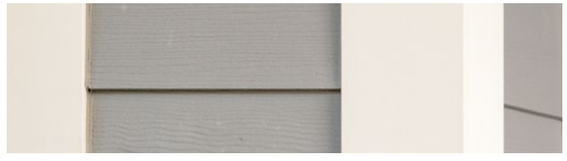
HARDIE® PANEL
& HARDIE® TRIM BATTEN



HARDIE® SHINGLE



HARDIE® PLANK



HARDIE® TRIM

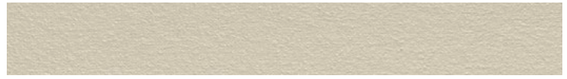


HARDIE® SOFFIT

For more detailed product size and availability information,
visit jameshardie.com/magnolia.

TEXTURES

choose the texture you prefer



HARDIE® TRIM SMOOTH



HARDIE® SIDING SMOOTH*



HARDIE® TRIM RUSTIC GRAIN



HARDIE® SIDING SELECT CEDARMILL®*

* Textures available for siding and soffit.
Hardie® Shingle only offered in Select Cedarmill®.

DESIGN *the* HOME YOU'VE ALWAYS IMAGINED

Visualize Hardie® products on a 3D model of your home with HOVER® Design Studio, brought to you by James Hardie.

Every home tells a story. What will yours be? Start your free design.

VISUALIZE THE COLLECTION ON YOUR HOME

"YOU DON'T GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION."

– Chip Gaines

One of the most important things to consider on any home is exterior curb appeal. Hardie® products with ColorPlus® Technology finishes help keep your home looking beautiful longer. With baked-on color that arrives ready for installation, Hardie® siding and trim products with ColorPlus® Technology finishes offer exterior solutions with consistent color that resists fading, chipping and cracking. Having a durable finish means you can enjoy a low-maintenance exterior that helps your home look beautiful and vibrant longer.





"FOR ME IT WAS LOVE AT FIRST SIGHT. I FOUND A PRODUCT THAT ONCE INSTALLED YOU KNEW WAS GOING TO HOLD UP."

— *Chip Gaines*



Showstopping curb appeal

Whatever color or style you want, Hardie® fiber cement products can help give your home a beautiful new look.



Engineered for Climate®

No matter what climate you live in, Hardie® fiber cement products are designed to stand up to Mother Nature.



Exceptional finish adhesion

Our proprietary coating is engineered for exceptional adhesion to our boards for more durability.



Superior color retention

Finish is baked onto boards for a stronger bond to resist cracking, peeling and chipping.



Superior UV resistance

ColorPlus® Technology finishes are engineered to retain vibrancy and reduce fade or discoloration from UV rays.

BEAUTIFUL PROTECTION *that* LASTS AND LASTS

Hardie® fiber cement products grace the sides of over 8 million homes.* See why homeowners put their trust in the #1 brand of siding to protect the lasting beauty of their home.



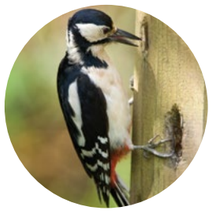
MOTHER NATURE

Your siding is exposed to Mother Nature all day, every day. You deserve to feel confident that it can hold its own throughout it all — from the changing seasons to extreme weather.



FIRE

A home's exterior is its first line of defense against extreme weather and fire. Help prepare your home for the unpredictable with siding that is noncombustible and won't burn.



PESTS

Hardie® fiber cement products hold no appeal for Mother Nature's creatures such as birds, termites or other pests, so you can have added peace of mind.



WATER RESISTANT

From rain to ice to snow, Mother Nature's precipitation can leave exterior siding at risk of cracking, swelling and warping. Take shelter from the storm knowing that your siding is built to resist water damage.



TIME

ColorPlus® Technology finishes provide a durable finish that helps resist fading and discoloration that other paint applications may see more quickly over time, so your exterior can keep its good looks longer.

*Estimate based on total Hardie® siding sales through 2016 and average housing unit size.

Magnolia Home | James Hardie

TRUSTED PROTECTION

Help protect your home from water, fire, pests and extreme weather with home exterior products that are as durable as they are beautiful to look at.

LONG-LASTING BEAUTY

Stand up to the test of time while standing out in your neighborhood. Our low-maintenance siding products keep homes looking beautiful longer.

LIMITED WARRANTY

Enjoy the added peace of mind knowing Hardie® siding is backed by a 30-year, non-prorated limited warranty.*

*30-year limited substrate warranty for Hardie® siding and soffit products. Hardie® Trim products have a 15-year limited substrate warranty. ColorPlus® Technology finishes have a 15-year limited finish warranty.

6 TIPS *to* PREPARE FOR A RE-SIDE

Anyone who's been there can tell you that the best way to ensure a project goes smoothly is to be prepared. So when you decide to re-side, here are a few simple steps to take.

1

KNOW THE BASICS

A lot of things will impact the cost of your job, like home size, design, materials and labor.

2

GET INSPIRED

Drive around your neighborhood or look online to help create your vision and define your particular design style.

3

MAKE A PLAN

Have a realistic view of what you'd like to update beyond siding and prioritize your wish list to help with budget conversations.

4

CHOOSE A CONTRACTOR

Take your time in choosing the right contractor. They're used to plenty of questions and follow-up calls.

5

FINALIZE SCOPE & BUDGET

Work with your contractor to finalize materials and labor to make sure you're on the same page.

6

PREPARE FOR CONSTRUCTION

Be prepared to see your home bare, with some mess and noise, before your beautiful transformation is complete.



JAMES HARDIE'S CONTRACTOR NETWORK IS READY TO BRING YOUR VISION TO LIFE

The Contractor Alliance® Program from James Hardie is designed to match you with independent professional contractors who can help meet your needs for siding repair and replacement.

1-866-838-8147

"WITH JAMES HARDIE, IT'S ALWAYS BEEN THIS RELATIONSHIP WHERE WE RESPECT THE COMPANY. WE RESPECT THE PRODUCT, AND WE FIND OURSELVES USING IT AGAIN AND AGAIN."

— *Chip Gaines*

CONTRACTOR ALLIANCE JamesHardie

FIND A CONTRACTOR

"CHIP AND I WERE REALLY EXCITED TO COLLABORATE WITH JAMES HARDIE. OUR AIM IS ALWAYS TO NOT ONLY GIVE CLIENTS A BEAUTIFUL HOME, BUT ONE THAT WILL STAND THE TEST OF TIME.

— Joanna & Chip Gaines



MAGNOLIA HOME | JamesHardie™

Start your design | Get a sample | Find a contractor | jameshardie.com/magnolia

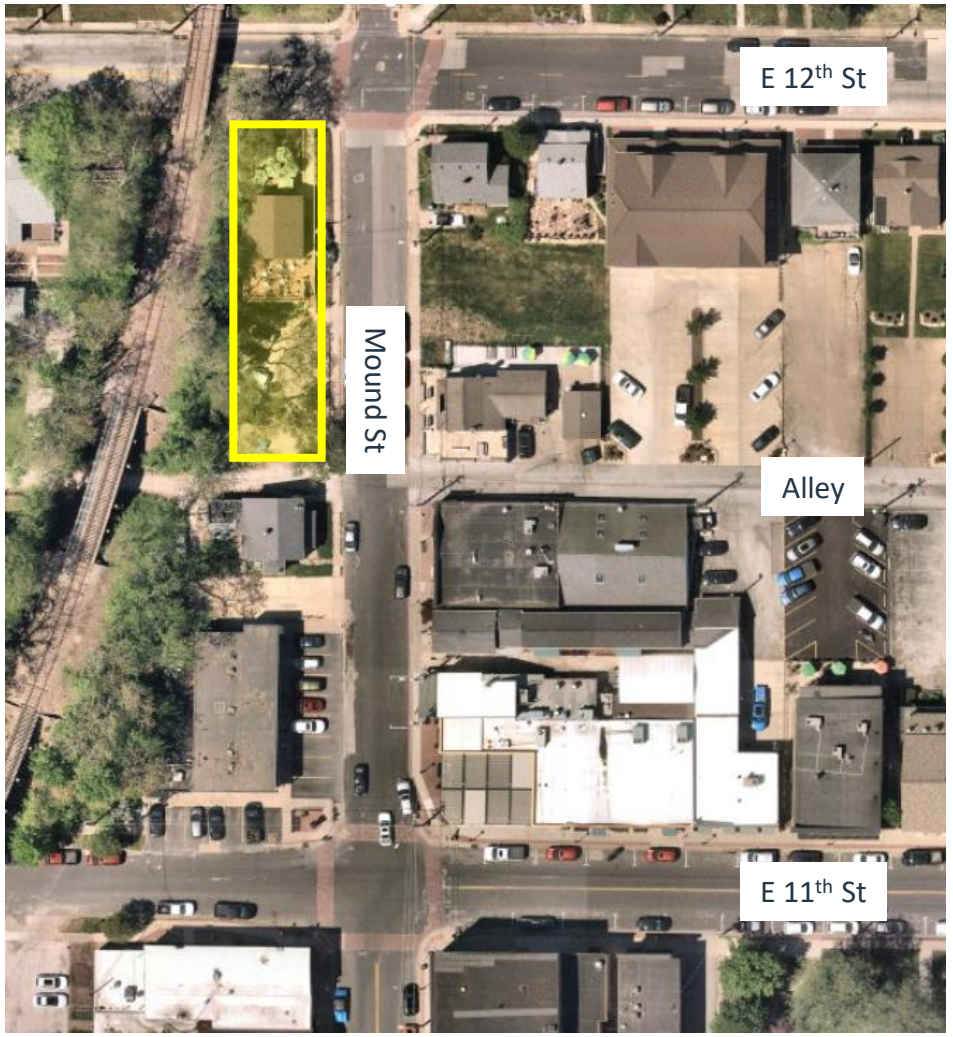
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Wide River Winery

DAVENPORT
IOWA | USA

- Peter Lampe House (1856)
- Tasting Room for Wide River Winery.
- Won the Adrian D. Anderson Award in 2021 for Historic Preservation.





Wide River Winery

DAVENPORT
IOWA | USA

- **Project Scope:** Install new siding, soffits, trim, repair sub structure, and apply new siding and gutters.
- **Existing Siding:** Wood Material
- **Replacement Siding:** James Hardie (Fiber Cement) | Color: Mountain Sage









Existing Condition

DAVENPORT
IOWA | USA





Existing Condition

DAVENPORT
IOWA | USA







The Village of East Davenport Design Guidelines

DAVENPORT
IOWA | USA

Review Standards-Remodeling Existing Buildings:

1. Preserve significant stylistic and architectural features.
2. Repair deteriorated building features.
3. Replace an architectural element accurately if it must be replaced, matching the material and design.
4. Do not use synthetic materials, such as aluminum, vinyl or panelized brick/stone as replacement for primary building materials.

Wood Siding

DAVENPORT
IOWA | USA



2118 E 11th Street
Grumpy's Village Saloon



1128 Mound Street
Wide River Winery



1113 Mound Street
New 1117 Bar
Eleven17 & Coia's Meat Lab

Wood Siding

DAVENPORT
IOWA | USA



2127 E 12th Street
Single-Family Home



2123 E 12th Street
Mississippi Fine Arts



2207 E 12th Street
Pay Tech Solutions

Non-Wood Siding



2107 E 12th Street
The Weekend Clinic
DRB approved fiber cement siding & porch addition. Previous siding material was vinyl.



2111 E 12th Street
Mixed Use Building
DRB approved the demolition of two homes to construct a two story mixed use building with fiber cement siding.

Non-Wood Siding

DAVENPORT
IOWA | USA



1109 Mound Street
Just Because
DRB approved fiber cement siding. Previous material was vinyl.



1107 Mound Street
11th Street Precinct
Siding completed without DRB approval.



2210 E 11th Street
Rudy's Tacos
Stop work order issued to prevent the installation of a dryvit exterior. DRB approved cement board siding.

Non-Wood Siding

DAVENPORT
IOWA | USA

Design Review Board approved composite siding at Kelso's Corner Bar (directly across the street from Wide River Winery) in a 3-2 vote at the August 22, 2022 meeting.



Preservation Projects of Merit Awards Nomination
July 1, 2019 to June 30, 2020

The State Historical Society of Iowa celebrates the best of historic preservation by presenting Preservation Projects of Merit Awards. These awards recognize historic preservation projects that exemplify the best of preservation practices, meet the U.S. Secretary of the Interior's Standards for Rehabilitation of Historic Buildings, and utilize the State Historic Preservation Tax Credit Program.

The nomination consists of two parts: the nomination form below and a selection of images that convey the success and quality of your completed project. Photographs should include before and after views to convey the building's transformation, and you are encouraged to include historic photos of the building, if available. Photographs should not exceed 20 in number and must be a minimum resolution of 300 dpi. JPG format is preferred.

Your nomination and photographs on a CD must be mailed or delivered to the address below.

The nomination package must be received by February 9, 2021, 4:30 pm to be considered.

Historic Property Name and Project Name (if different from Historic Property Name):

Peter Lampe House

State Tax Credit Number (STC):

ST16-82-071

Property/Project Owner:

Wide River Properties, LLC

Property Address:

1128 Mound St.

City, State, Zip:

Davenport, IA 52803

Phone:

563 340 5678

Email:

Dorothy@Wideriverwinery.com

Consultant Information (If your project is selected for an award, these individuals will receive a certificate. Please make sure that names are spelled correctly.)

Architectural Firm:

Click here to enter text.

Preservation Consultant:

Click here to enter text.

Contractor(s) and subcontractor(s) (one per line):

Paul Quinn, Craftwork Iowa

Other team members (if applicable) (one per line):

Charlie Pelton

Please explain how the project meets the award criteria *(300 words maximum)*:

1) **outstanding application of the Secretary of the Interior's Standards for Rehabilitation;**

2) **impact on the local historic preservation community; and**

3) **impact on economic development in the local community**

The Peter Lampe House was built in 1856 at the eastern foot of the railroad embankment that runs through the Village of East Davenport. We understand that it served as a boarding house for railroad travelers in the 19th Century. The house is part of the Village of East Davenport Historic district, listed on the National Register of Historic Places in 1980. The exterior of the building is true to its 19th century origin and the interior suggests early 20th Century prairie. Our contractor specializes in fine woodwork which has made the interior shine.

The restoration energized many history buffs; the building was vacant and in need of serious shoring up and stabilization. The inside was a sadly deteriorating remnant of the 1980s.

Our winery tasting room has been a spark plug for the community. We improved the tax base and added a fun-filled and attractive destination for the neighborhood and tourists.

Please provide a summary of the history and significance of the building *(300 words maximum which will be used for press release to announce award recipients)*:

The Village of East Davenport Historic District is known for its working class housing developed during the hey-day of lumbering from 1848-1910. The Peter Lampe House, which is now Wide River Winery's Tasting room, sits just up hill from the Great River Road and the Mississippi River and to the east of the railroad embankment. At one time the Peter Lampe House served weary and hungry travelers by providing a place to sleep in the attic and something to eat. Today, it serves as a cordial and welcoming stop offering Iowa wine and snacks to neighborhood residents and tourists.

The exterior remains nearly the same as it was in 1848. The interior features well crafted cabinetry, wood floors and 19th Century art. It's a fun stop.

Nominated By

Name: Dorothy O'Brien

Organization: Wide River Winery

Address: 1776 Deer Creek Road

City, State, Zip: Clinton, IA 52732

Phone: 563 340 5678

Email: Dorothy@wideriverwinery.com

The nomination package must be received by February 9, 2021 at 4:30 pm to be considered.

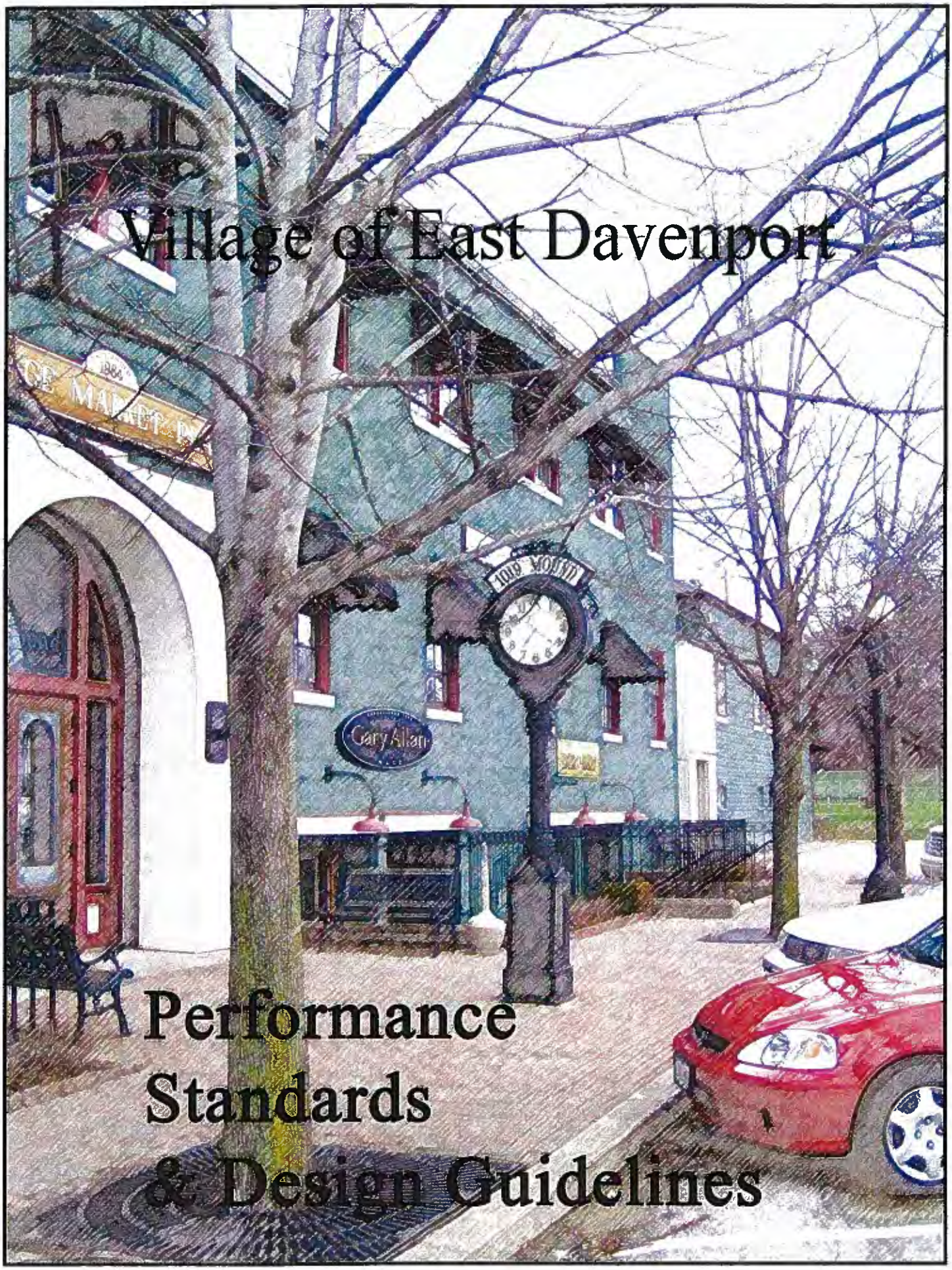
Receipt of your nomination will be confirmed.

Mail or deliver your nomination and CD with photographs to:

State Historic Preservation Office
State Historical Building
600 East Locust Street
Des Moines, Iowa 50319-0290

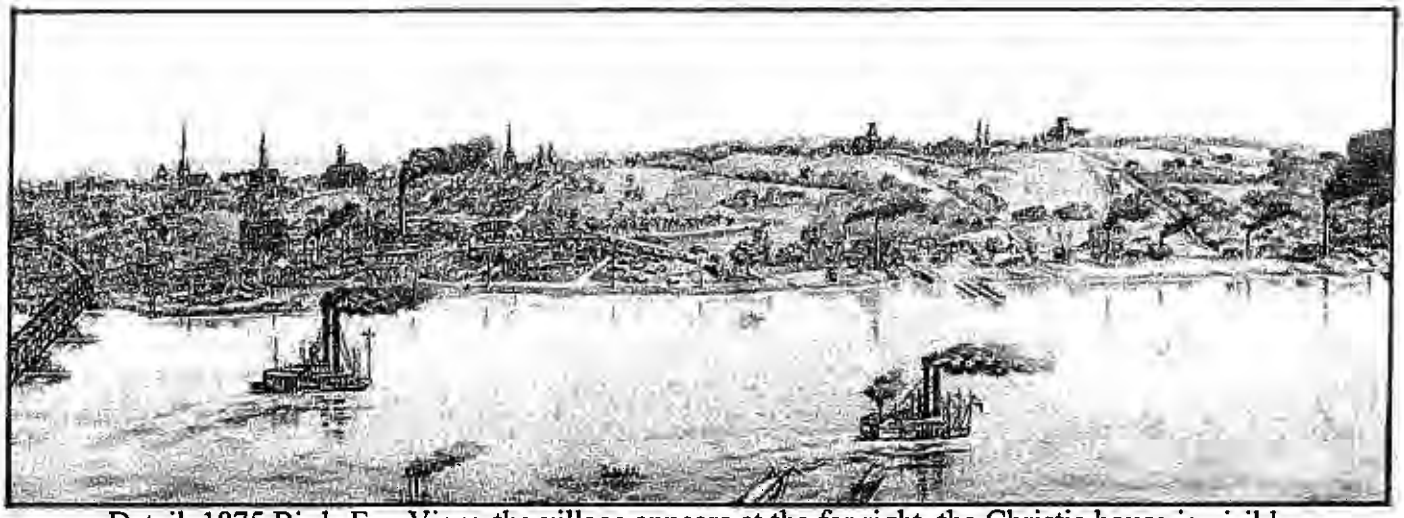
Alternatively, you may email the completed nomination form to cheryl.peterson@iowa.gov and upload the images to GoogleDrive.

1/2021

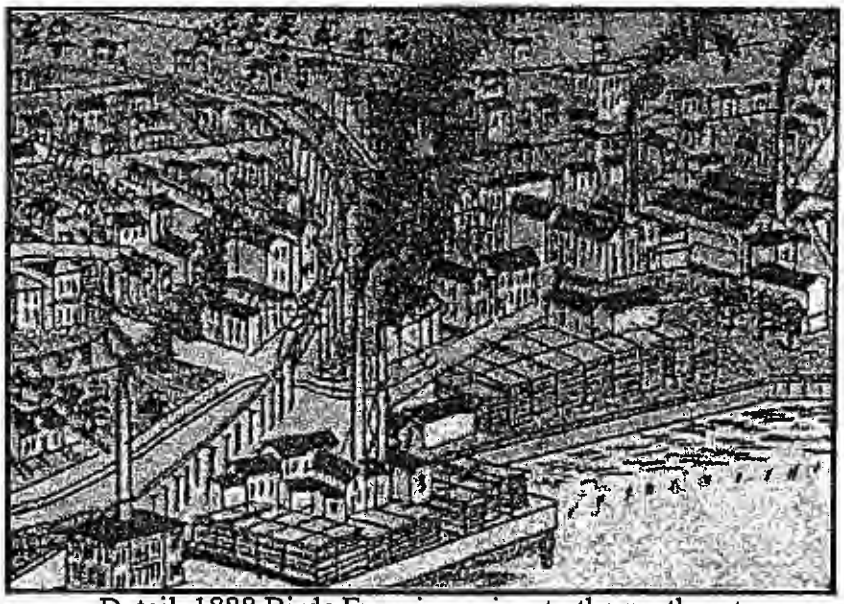

Village of East Davenport
Performance
Standards
& Design Guidelines



Detail from 1888 *lithographic bird's eye view of Davenport and the Village of East Davenport*



Detail, 1875 Birds Eye View, the village appears at the far right, the Christie house is visible between the two smokestacks. Note the apparent absence of a railroad east of the bridge at far left.



Detail, 1888 Birds Eye view, view to the northeast
(H. Wellge, "Davenport, Iowa, 1888," Milwaukee: American Publishing Company).

Note: Three pages of this report include photographs of good and bad examples of franchise architecture. These photographs come from the report "Better Models for Commercial Development" by Edward T. McMahon published by The Conservation Fund in partnership with Planning Commissioners Journal and Smart Growth Network. These photographs were used with the author's permission.



Design Guidelines

Discussion:

No two towns are exactly alike. Each has a particular street layout and arrangement of buildings, shaped over time in a particular geography, by a particular population. The dynamic forces of place, time and culture work to create endless variations on the theme of city, town and village.

At least they used to. In another era local culture and geography played a larger role in the shaping of communities. Buildings were constructed of local materials, regional architectural styles predominated, businesses were locally owned, and building technology was limited. Roads curved and dipped, buildings were added onto, signs were designed one at a time. Muscatine, Iowa looked somewhat similar to nearby Dewitt, but not quite like Clinton and a whole lot different from Taos, New Mexico or Beaufort, South Carolina. Regional style predominated and local variation provided uniqueness.

Today, however, these subtle differences between places are fading away and regional distinctions hardly exist. A suburban shopping strip in the City of Davenport may not look much different than a similar setting in suburban Washington, D.C., or suburban Seattle, Washington. Over the past 40 years, America's commercial landscape has progressed from unique to uniform, from the stylized to the standardized.

In the City of Davenport there are exceptions to this rule. There are still historic business districts that retain considerable character, none more so than the Village of East Davenport. The first structure in the Village was constructed in 1848 (a double-pen log cottage that still exists in altered form). Most of the structures were constructed over a 50-year time frame ranging from 1850 to 1900 with the majority of the construction occurring in the 1860's and 1870's. (Among the older buildings there are a few exceptions; the fire station, for example, was constructed in 1931). This relatively brief construction period resulted in a historic shopping neighborhood with a great deal of architectural cohesion while at the same time maintaining the randomness of a rural village. The architectural styles are rather limited, chiefly the Italianate Style and various vernacular adaptations with an occasional example of other architectural styles.

Over time, the Village of East Davenport has remained largely intact. The caliber of renovations and restorations of the historic structures has varied considerably but the overall character of the historic business district remains good.

Over the course of the Village of East Davenport's history, a series of poorly designed infill structures have been constructed. These include the gas or ex gas stations at 2229 East 11th Street, 2306 Kirkwood and the Kwik Shop at 2242 East 12th Street, the commercial structure at 1102-06 Mound Street and the 1950's era commercial strip building located at 2010-2028 East River Drive. All of these structures represent the prevailing, or common, architecture of the time during which they were constructed. They, for the most part, predate the recognition of the value of historic neighborhoods in the City of Davenport and at the time of their construction they were likely considered modern buildings to be proud of. While these structures add little to the Village of East Davenport architecturally the community was very fortunate in one respect. They are all on the periphery of the historic shopping district. The heart of the district remains intact. These same structures located in the center of 11th or 12th Street would have done much more harm than they do. Even more fortuitous is the fact that the Village has avoided the formula corporate franchise architectural design that is the predominant model for commercial development in America. A single Taco Bell with its pseudo Mexican architecture or a single Checker's hamburger restaurant constructed with its sleek, modern corporate architecture in the center of 11th Street would have largely destroyed any feeling that one is in a historic place.

It easily could have happened. The City of Davenport's commercial zoning regulations do little to address visual quality, community character or urban design in historic shopping areas (the city does have the Highway Corridor Overlay District Ordinance but this ordinance is oriented to suburban "green field" development and a Historic Preservation Ordinance that for various reasons has never been applied to the Village of East Davenport.)

In February of 2006, however, residents and property and business owners in the Village of East Davenport asked the City to devise a new zoning classification, a classification that would consider the special opportunities and needs of a historic shopping neighborhood.

The City Council then passed a resolution establishing a 120-day moratorium on the issuance of business licenses in the Village on March 1, 2006, which in turn was signed by the Mayor on March 24th. Planning staff, in turn, has worked with citizens in the Village of East Davenport to develop a new zoning classification, the "HSD", Historic Shopping District Ordinance to consider appropriate land uses for a historic commercial neighborhood as well as to establish the design review of new infill buildings or structures, major additions to existing buildings (a 50% addition or larger), parking lot design and signage.

The design review process is intended as a means of ensuring that new buildings and structures will meet the community's design aspirations. The goals of these standards are as follows:

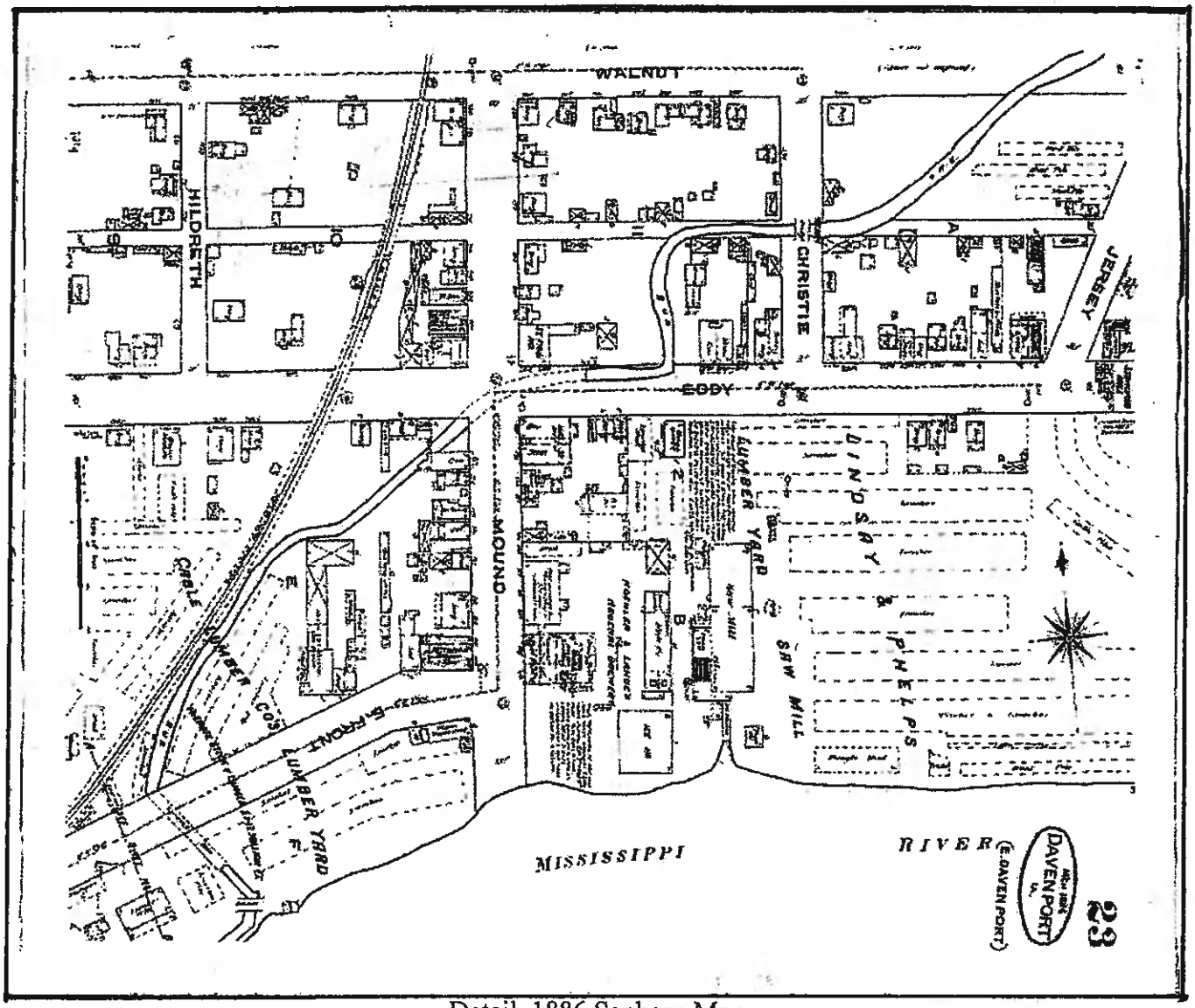
- To affirm and create a "sense of place," building neighborhood identity and pride – and thus generating positive energy, which, in turn, can be translated into better maintenance and investment in both public amenities and private rehabilitation.

- To help create an area that is more attractive to the establishment of new businesses by generally upgrading the quality and compatibility of the district so that it is perceived as a distinctive commercial unit.

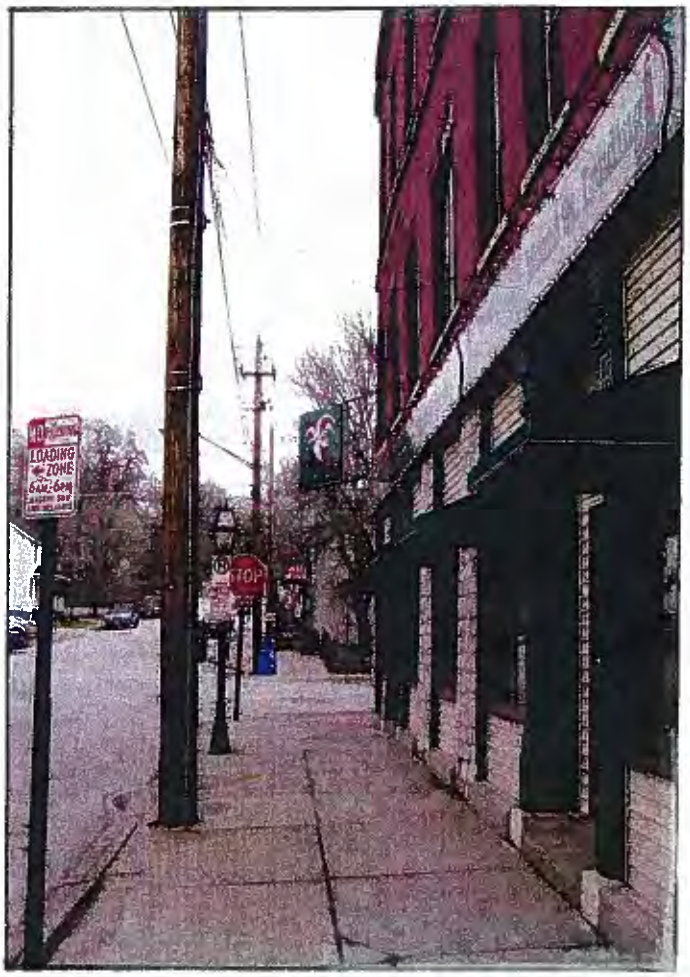
- To increase the overall historic ambiance of the Village of East Davenport by respecting the human scale in façade and sign design, thus supporting a pedestrian-friendly environment. This in turn can encourage longer periods of visitation and the increased purchase of goods and services.

- By design review and the limitation of negative land uses to protect the investments that business and homeowners have made in their property and to encourage additional investment in the future.

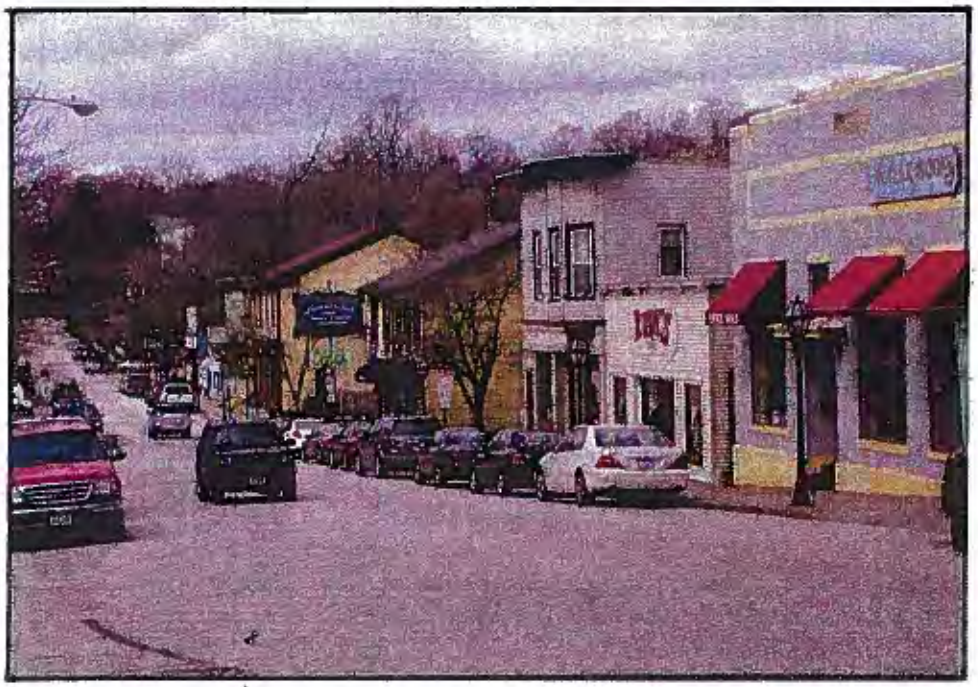
- To foster increased heritage tourism by creating a stronger preservation identity for the Village.



Detail, 1886 Sanborn Map

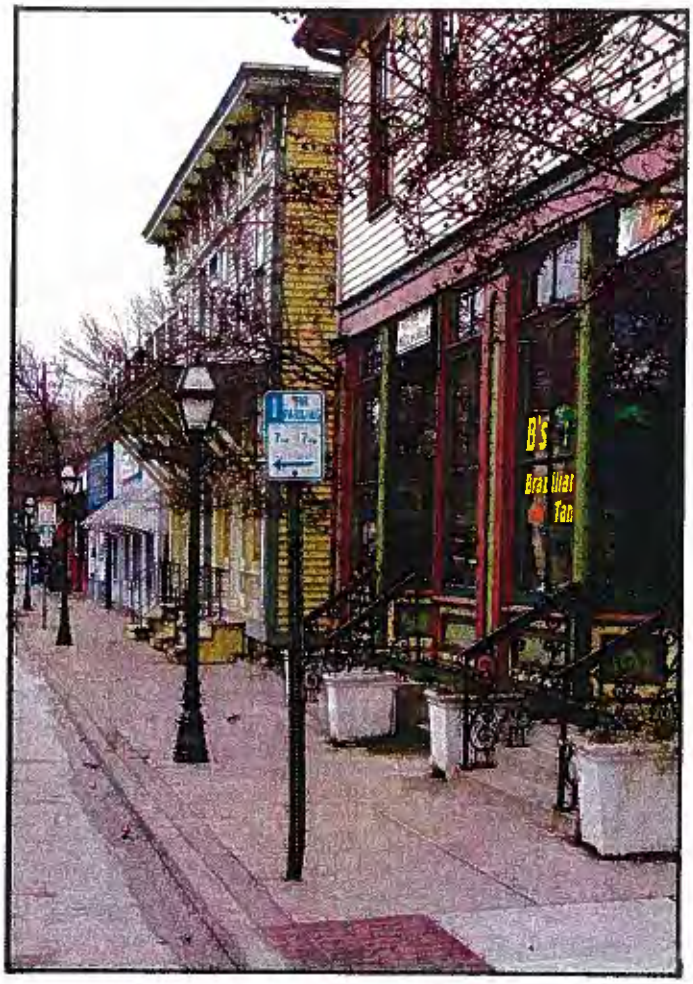






One of the Village of East Davenport's most interesting traits is its randomness. Buildings are constructed of brick or stone or wood lap siding. Building heights range from one story to three. Roofs, depending on the building, are flat, gabled or hipped. Most of the structures on 11th Street are built to the sidewalk while those on the south side of 12th Street have small front yards and those on the north are set on the top of the bluff.





Various views of the Village of East Davenport and its architecture.





Infill Development

Discussion:

Infill development can repair and strengthen the urban fabric by eliminating gaps created by vacant lots and surface parking lots. After the protection of high quality, existing architecture, the introduction of well-designed infill should be the primary development priority in the Village of East Davenport. Infill development should be designed to compliment the existing architecture and reinforce its features.

The repetition of design elements or themes helps a historic shopping district to build a recognizable identity and sense of place, making it a more marketable and attractive location. This does not mean buildings should all look alike or materials need to come from a limited palette, but it is important to emphasize the common characteristics that make a historic neighborhood special.

The design of a new infill building, particularly its front façade, is a special challenge. It should be designed to look appropriate and compatible with surrounding buildings. Otherwise, the new building will look awkward and out of place. An analysis of the existing architecture will identify the characteristics in building placement and design that contribute to the image of the historic neighborhood. Understanding this context should be the starting point when designing new structures.

Since a good infill design responds to its surroundings, it is not possible to develop specific guidelines that will apply in all cases. Also it should be noted that the Village of East Davenport, as it has developed over time as a real village has more architectural variety than most small town main streets.

There are, however, several general concepts that should govern the visual relationship between an infill building and its neighbors.

1. Height
   Buildings in a historic commercial district generally share a similar height. Infill construction should respect this. In the Village of East Davenport this requirement is very much location specific. Building heights in the Village run from one to three stories. As such the appropriate height of any new building will depend in part on where it is to be constructed.

2. Width
The infill building should reflect the rhythm of the facades along the street. In the case of a larger building consider dividing the structure into bays.

3. Proportion
The characteristic proportion (the relationship between height and width) of existing facades should be respected. Obviously, there are substantial differences in building proportions between the buildings on 11th Street versus those on 12th Street. Appropriate proportions, therefore, are site specific.

4. Relationship to the Street
The setback of any infill building should be consistent with that of neighboring structures. Most of the historic buildings on 11th Street and Mound Street are constructed immediately behind the sidewalk (there are exceptions). On the south side of 12th Street on the other hand, buildings are set back from the sidewalk creating small front yards. On the north side of 12th Street the Pierce School structure and the Christie House have deep dramatic setbacks.

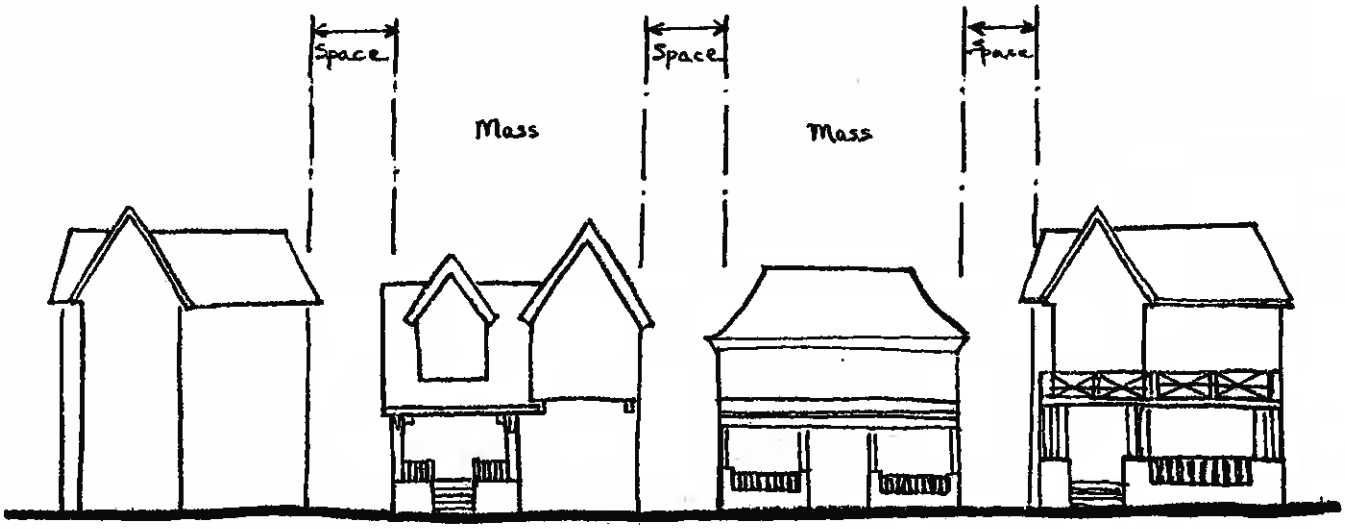
5. Roof and Cornice Forms
Roof and cornice forms in most historic shopping districts are usually similar with commercial structures generally having flat roofs. In the Village of East Davenport roof styles vary substantially particularly on East 11th Street. Many roofs are flat. Other buildings have gable or hipped roofs. In the case of the Village of East Davenport it is the randomness or differences in style that create character rather than the sameness.

6. Composition
The composition of infill facades (that is the organization of its parts) should be similar to that of the surrounding facades.

7. Rhythm
Rhythms that carry throughout the block (such as window spacing) should be incorporated into any new façade.

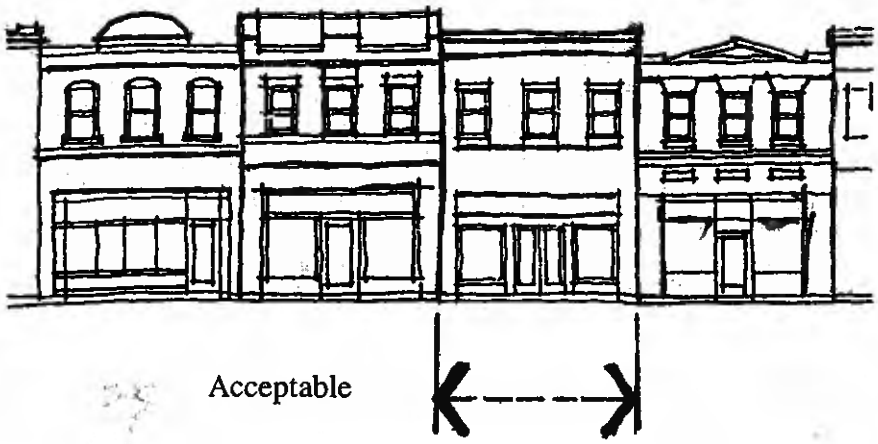
8. Proportions of Openings
The size and proportion of window and door openings should be similar to those on surrounding facades. The same applies to the ratio of window area to solid wall on the façade as a whole.

9. Materials
An infill façade should be composed of materials that complement the adjacent facades. The new building should not stand out against others. In the Village of East Davenport buildings were typically constructed of wood lap siding, brick and in rare cases stone. An infill building intended to reproduce the look of wood lap siding should consider concrete board siding such as Hardi-plank. It looks very much like the historic materials and is superior to vinyl or aluminum siding.

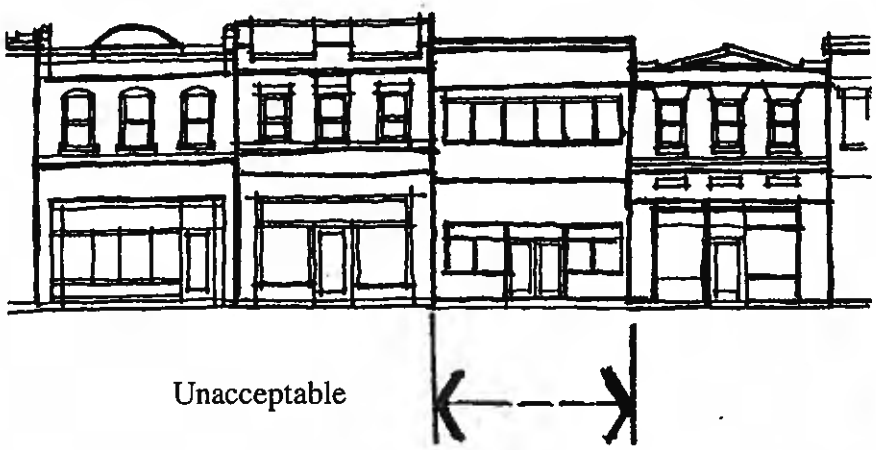


On the south side of East 12th Street the rhythm of the facades and the spacing between them is an important character-giving element that should be maintained in the event of infill construction.

On East 11th Street the spacing of buildings is less consistent. Some structures have side yards separating them from adjacent structures but many buildings are constructed from lot line to lot line with no separation at all. In the case of 12th Street the rhythm of openings becomes very important. In particular, most structures have large glass enclosed first floor store fronts. This would be an important element to be picked up in any infill design.



Acceptable



Unacceptable

It is not the intent of these standards to disallow the use of modern materials to reproduce historic features. Examples of this could include fiberglass cornices, cast stone steps and/or ornamental decoration or aluminum clad wood windows. Modern reproduction materials generally are acceptable on infill buildings.

10. Colors

The choice of color is important when integrating a building within a district. Color schemes should be simple, using the minimum number of colors necessary to achieve the desired look. The color selection should complement the predominant hues of the adjoining buildings.

Scale Versus Land Use

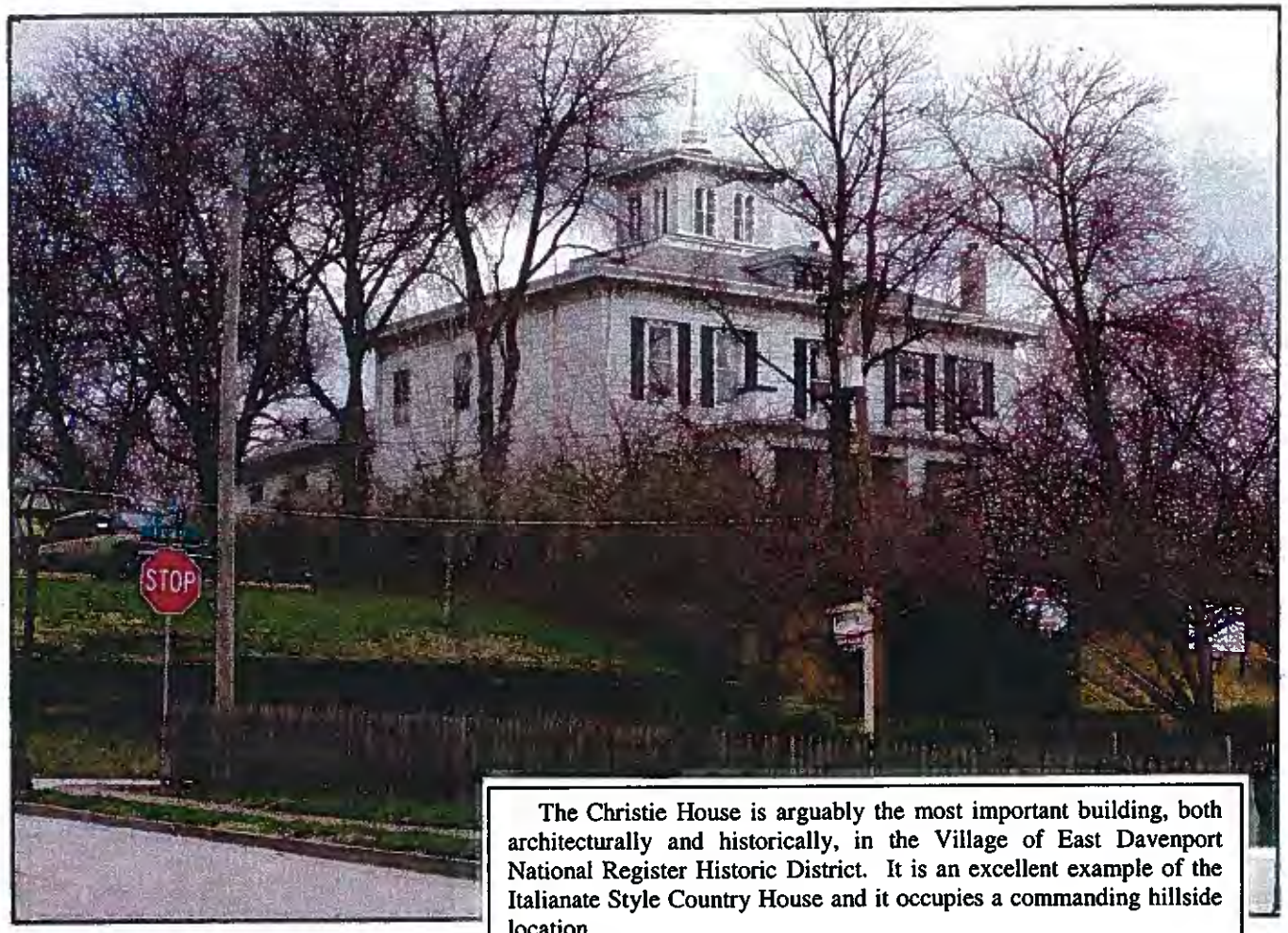
Height, width and proportions together determine a building's scale. Within the HSD Historic Shopping district zoning classification, scale is as important as land use in determining the suitability of a particular project. To the right are a series of land uses that would be acceptable in a Historic Shopping District, a drug store or pharmacy, a toy store and a hardware (home improvement) store. In each case, however, the scale of the structure is totally unacceptable. As a general rule new infill structures should have footprints that are reasonably similar to the Village of East Davenport's existing structures.

In addition to being out of scale in a historic shopping area such as the Village of East Davenport, the bland corporate architecture is similarly unapprovable.



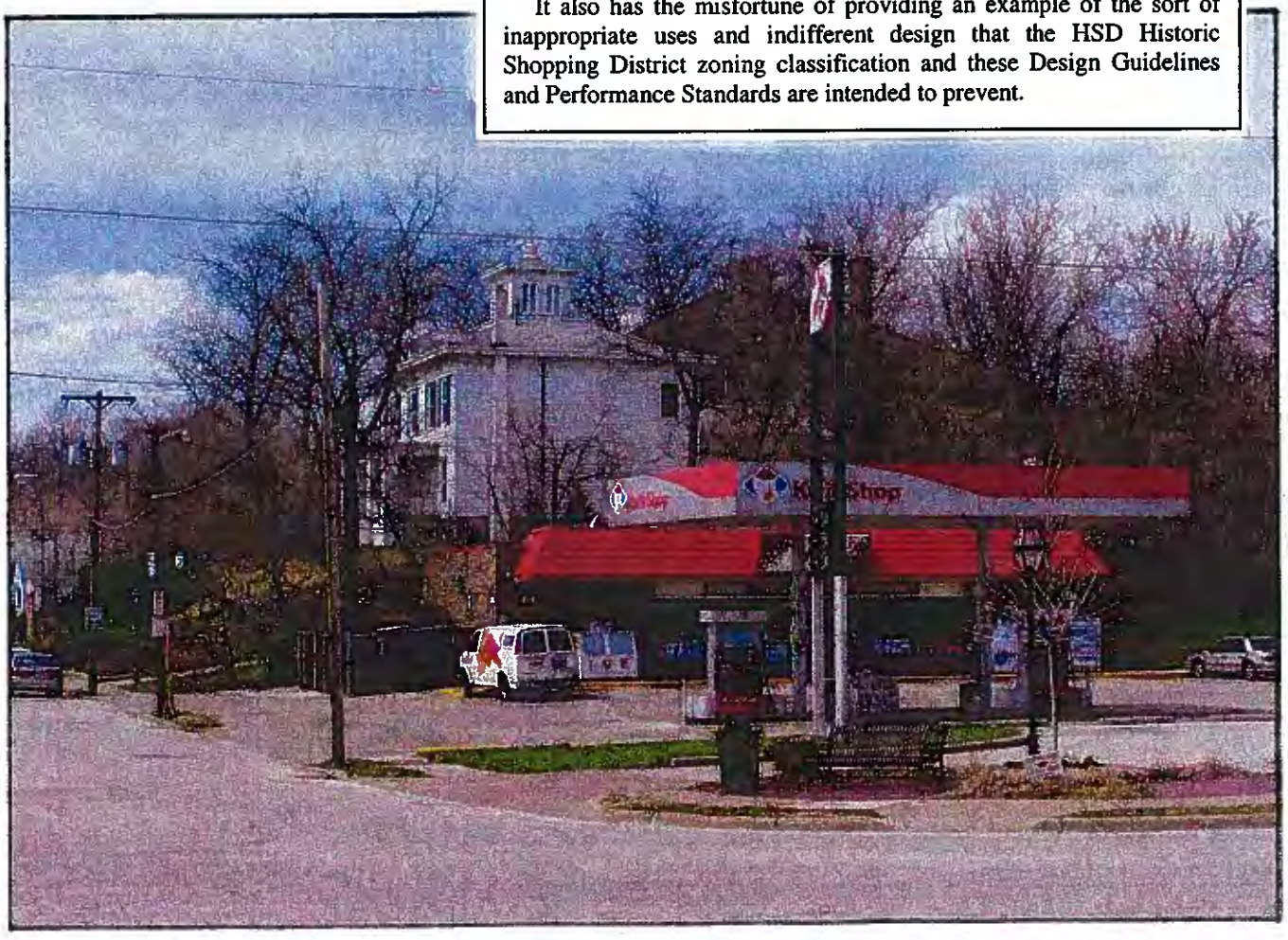






The Christie House is arguably the most important building, both architecturally and historically, in the Village of East Davenport National Register Historic District. It is an excellent example of the Italianate Style Country House and it occupies a commanding hillside location.

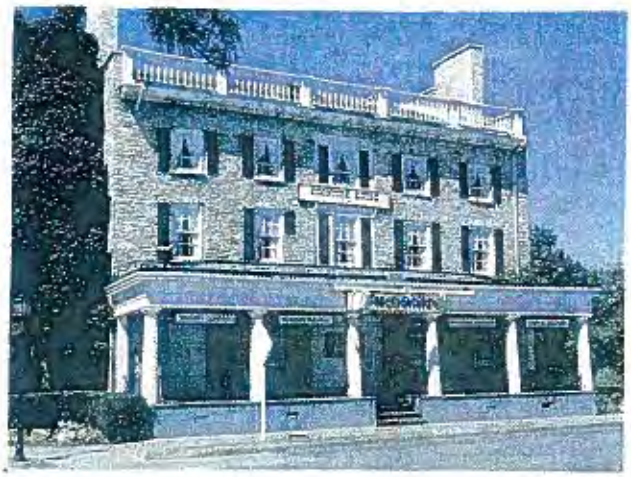
It also has the misfortune of providing an example of the sort of inappropriate uses and indifferent design that the HSD Historic Shopping District zoning classification and these Design Guidelines and Performance Standards are intended to prevent.











Franchise Architecture Prohibited

The usual marketing strategy of fast food restaurants, gas stations, convenience stores, drug stores and other corporate chains is to promote the security of sameness by replicating a standardized brand image often in garish colors and shapes designed to catch the eye of consumers passing in their cars. This strategy is self-serving generally and does much to diminish the sense of place that once distinguished one city from another. This type of architecture is particularly out of place in a historic shopping area such as the Village of East Davenport. Locating a single Kentucky Fried Chicken with its red and white striped roof or a McDonald's with its golden arches on East 11th Street would completely destroy the image of the Village as a historic place. As such, franchise architecture (building design that is trademarked or identified with a particular chain or corporation that is generic in nature) is prohibited. Franchises or national chains should they wish to locate within the Village of East Davenport must comply with these design guidelines and create a unique building sensitive to the context of the historic district.

The photographs of the two McDonalds restaurants (left) as well as the examples on the following two pages are simply to illustrate that national chains can, and will, do this if they wish to locate in a particular location. As far as the designs themselves, some would be more appropriate for the Village of East Davenport than others.

Positive Designs for Franchise Architecture



Typical McDonald's



McDonald's, Annapolis, Maryland. It is in an older building on a busy city street.

More Good Examples



McDonald's, Freeport, Maine. The company originally proposed demolishing this house. The town said no.



McDonald's, Lake Forest, Illinois. This profitable restaurant resembles a Dutch colonial house.



McDonald's, Stowe, Vermont, reflects its New England setting.



Rite Aid in Camden, Maine, is in a new building that complements its surroundings.

Positive Designs for Franchise Architecture



Typical Pizza Hut



Pizza Hut, Worchester County, Maryland, shows how landscaping and good design can pay off.

More Good Examples



Burger King, Key West, Florida, illustrates context-sensitive design.



Burger King, Chesterfield, Virginia. The county has a design standards manual.



Taco Bell in Fort Collins, Colorado, is in a restored Spanish colonial revival house.



Taco Bell, Freeport, Maine. Most of the town's chain stores and franchises are in existing historic buildings.



MERIT

Mossburg Building

HARBOR SPRINGS, MICH.

Acceptable Infill

There are two schools of thought on what constitutes good architectural infill. In the past many architects viewed the concept of replicating historic styles as something of a sellout – an assault on their creativity. Their view was that infill buildings in a historic district should relate to the historic structures in terms of height, materials or massing but the buildings should be clearly contemporary.

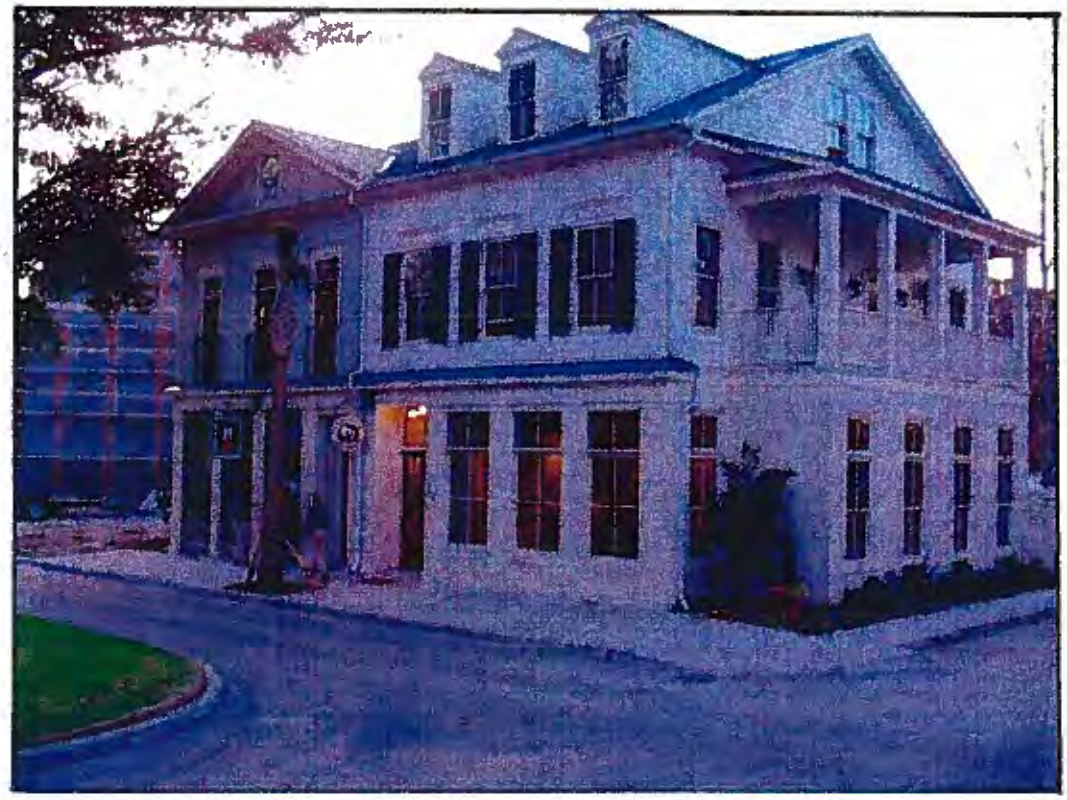
More recently the new urbanist movement has emerged which places, perhaps, more emphasis on context. Architects, city planners and builders who have embraced the new urbanism appear more open to the use of historic revival styles on contemporary buildings. (This is an over-simplification of a design debate that could fill a book).

These standards accept either design view.

The Mossburg Building above is a good example of the latter view. The building constructed in a neighborhood similar to the Village of East Davenport, Harbor Springs, Michigan, won the Builders Choice Award in the live/work infill category from "Builder" Magazine. Planning staff would suggest that a building of this nature could fit very comfortably in the Village.

Like most of the structures in the Village of East Davenport the Mossburg Building does not replicate a particular architectural style. Instead, the structure has the look of a vernacular building that could well have been built in the Village by a local builder in the mid or late 1800's.





Other possible commercial infill designs



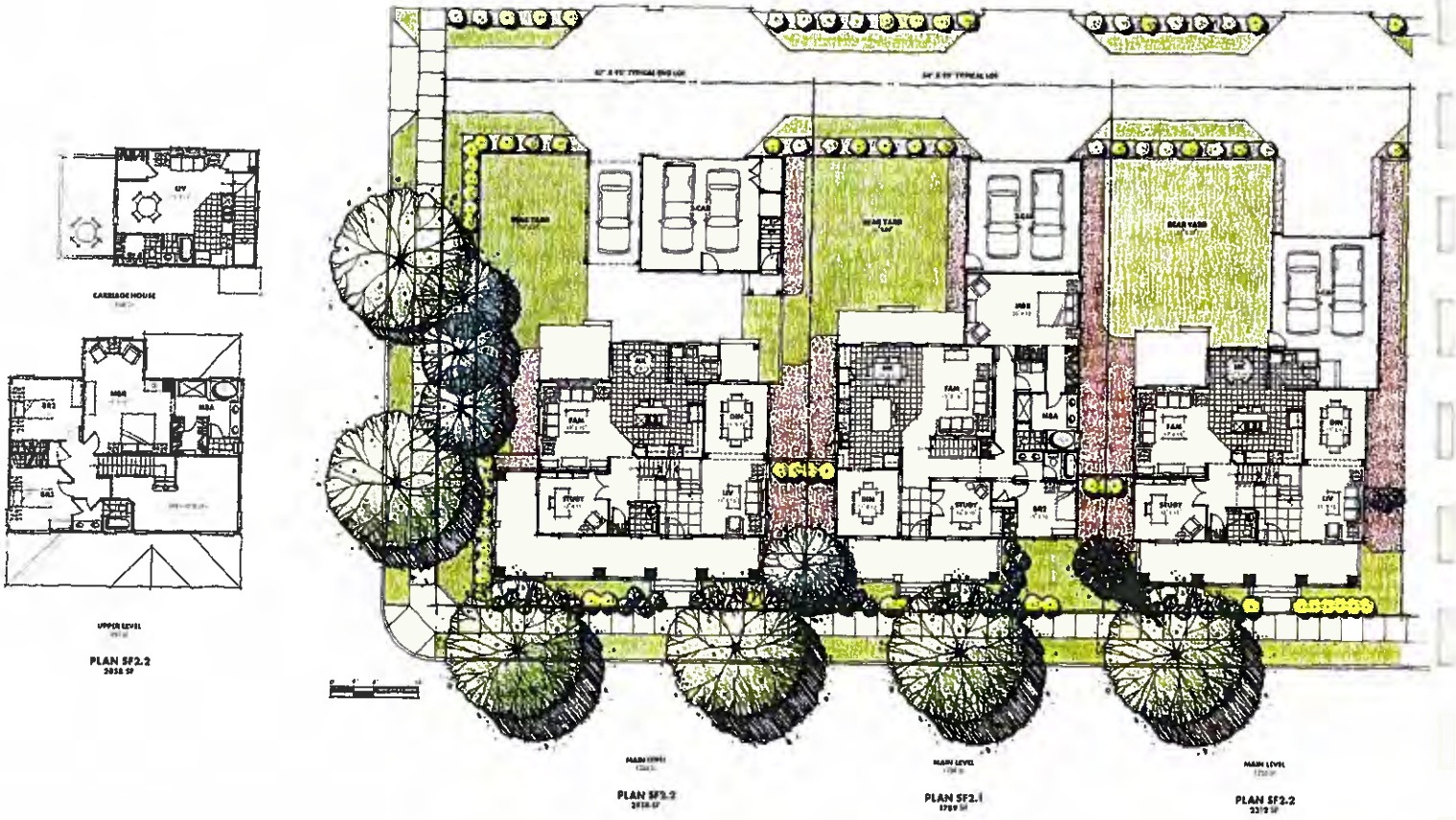
PLAN SF2.2
EUROPEAN CRAFTSMAN

PLAN SF2.1
CLASSIC COTTAGE

PLAN SF2.2
FOURSQUARE

PLAN SF2.1
AMERICAN CRAFTSMAN

Residential Infill



Many of the Village of East Davenport's commercial structures, particularly those on East 12th Street and on Jersey Ridge Road, were originally constructed as residential properties. In these portions of the Historic Shopping District an infill structure should continue this residential look even if it is to have a commercial application. Residential structures in the Village come in a variety of architectural styles including vernacular cottages, Victorian, Foursquare and the Craftsman or bungalow style. Due to the prominence of the new urbanist movement there are a wide variety of contemporary architectural plans available that closely mimic these styles. This page and the following provide a variety of examples.

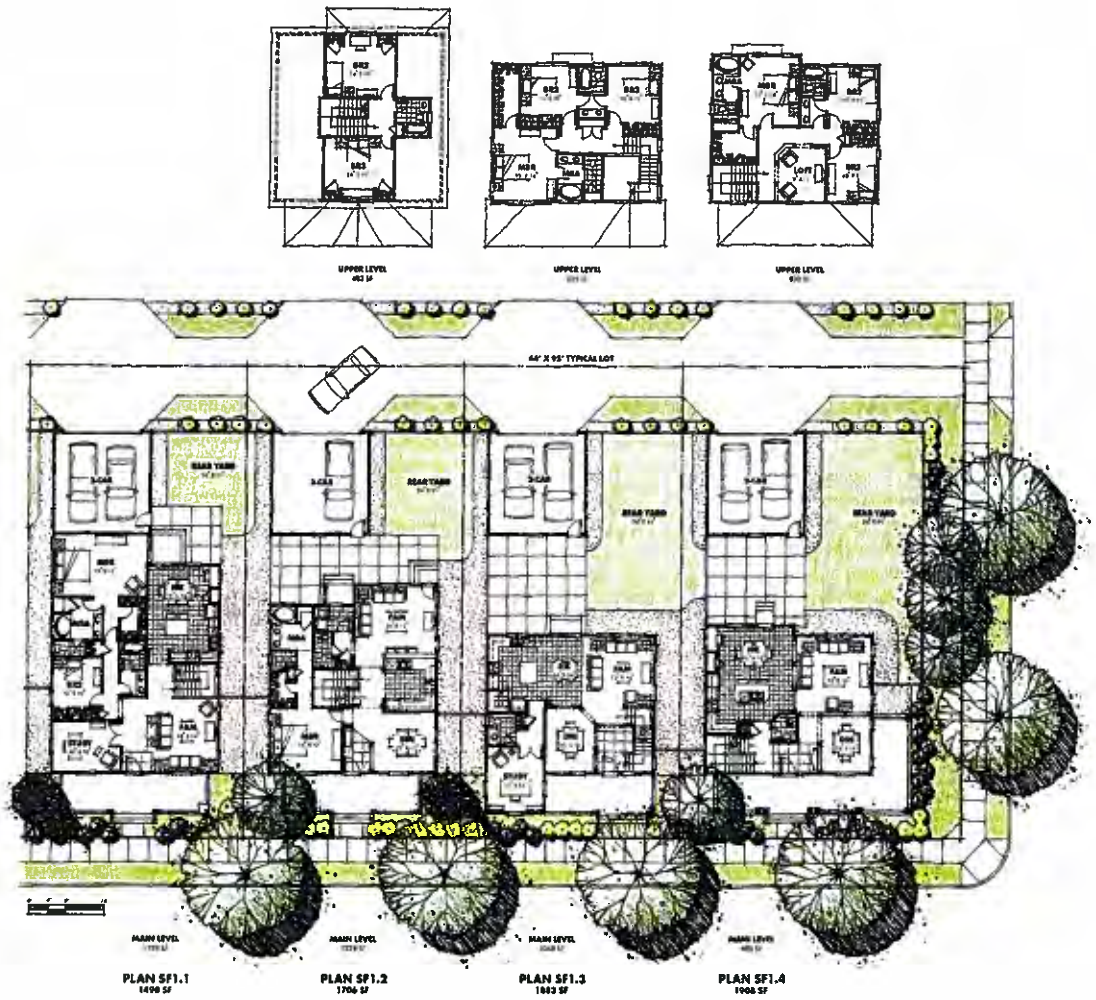


PLAN SF1.1
CLASSIC COTTAGE

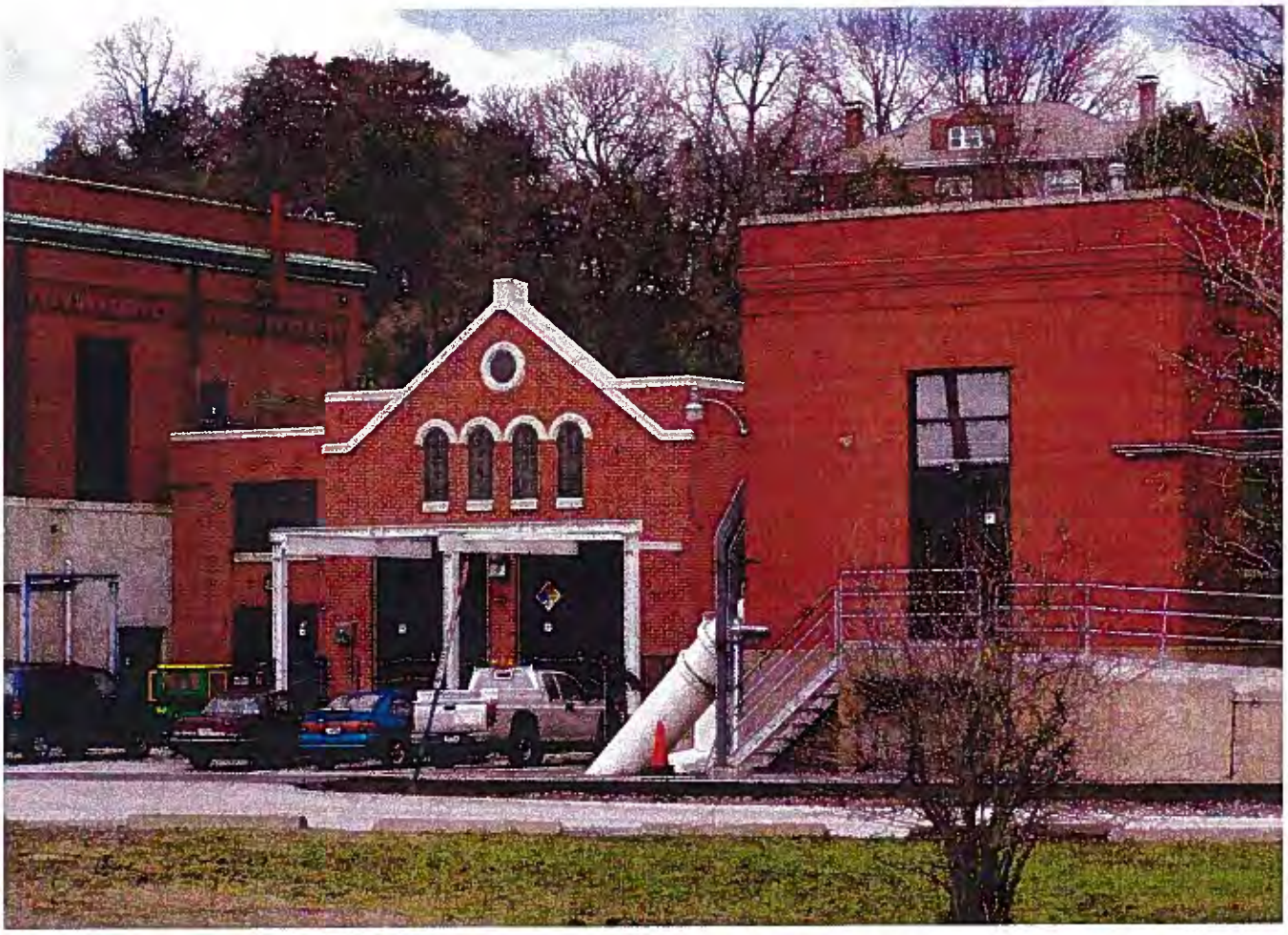
PLAN SF1.2
AMERICAN CRAFTSMAN

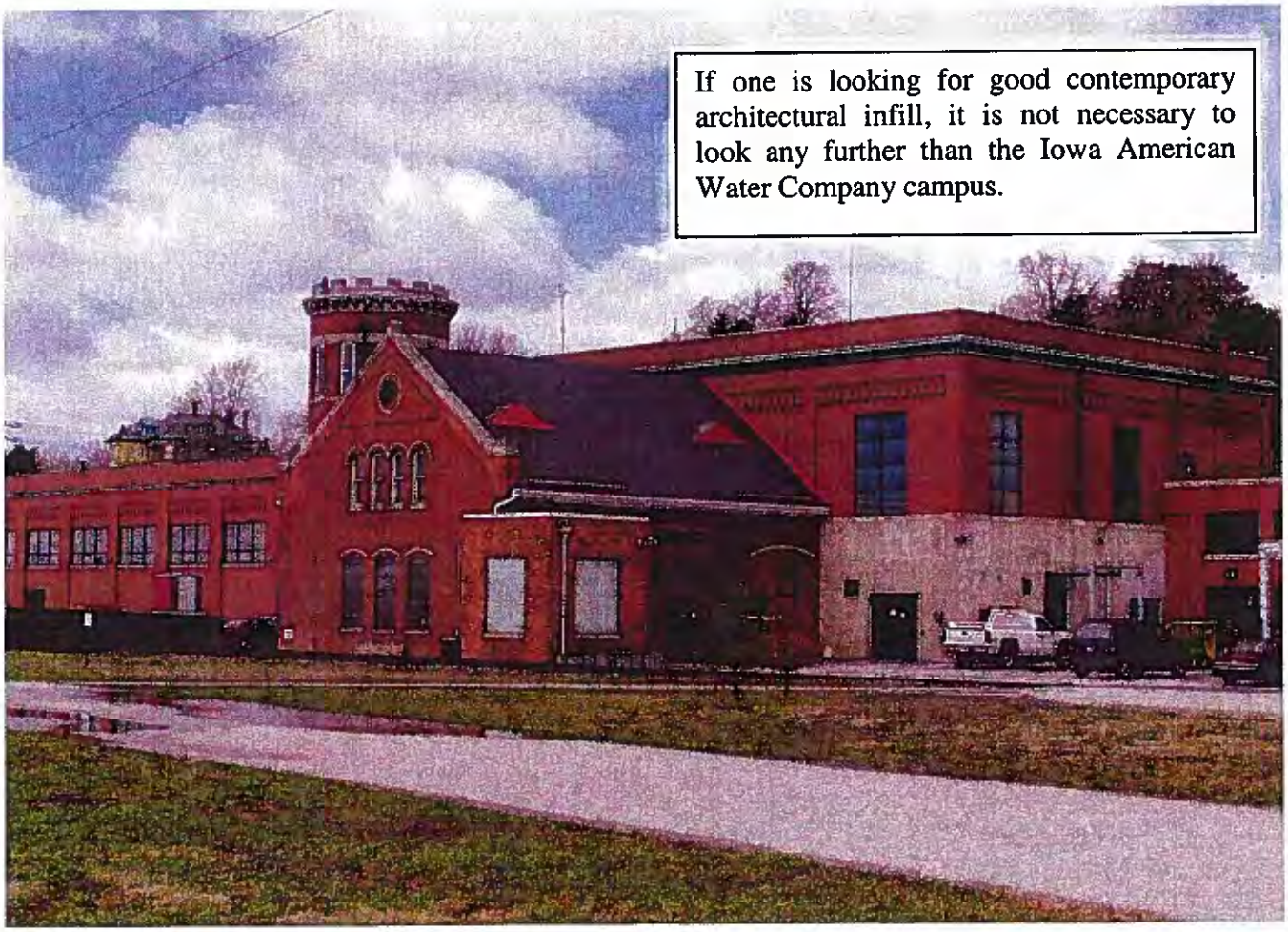
PLAN SF1.3
VICTORIAN

PLAN SF1.4
COLONIAL



Residential Infill (continued)





If one is looking for good contemporary architectural infill, it is not necessary to look any further than the Iowa American Water Company campus.





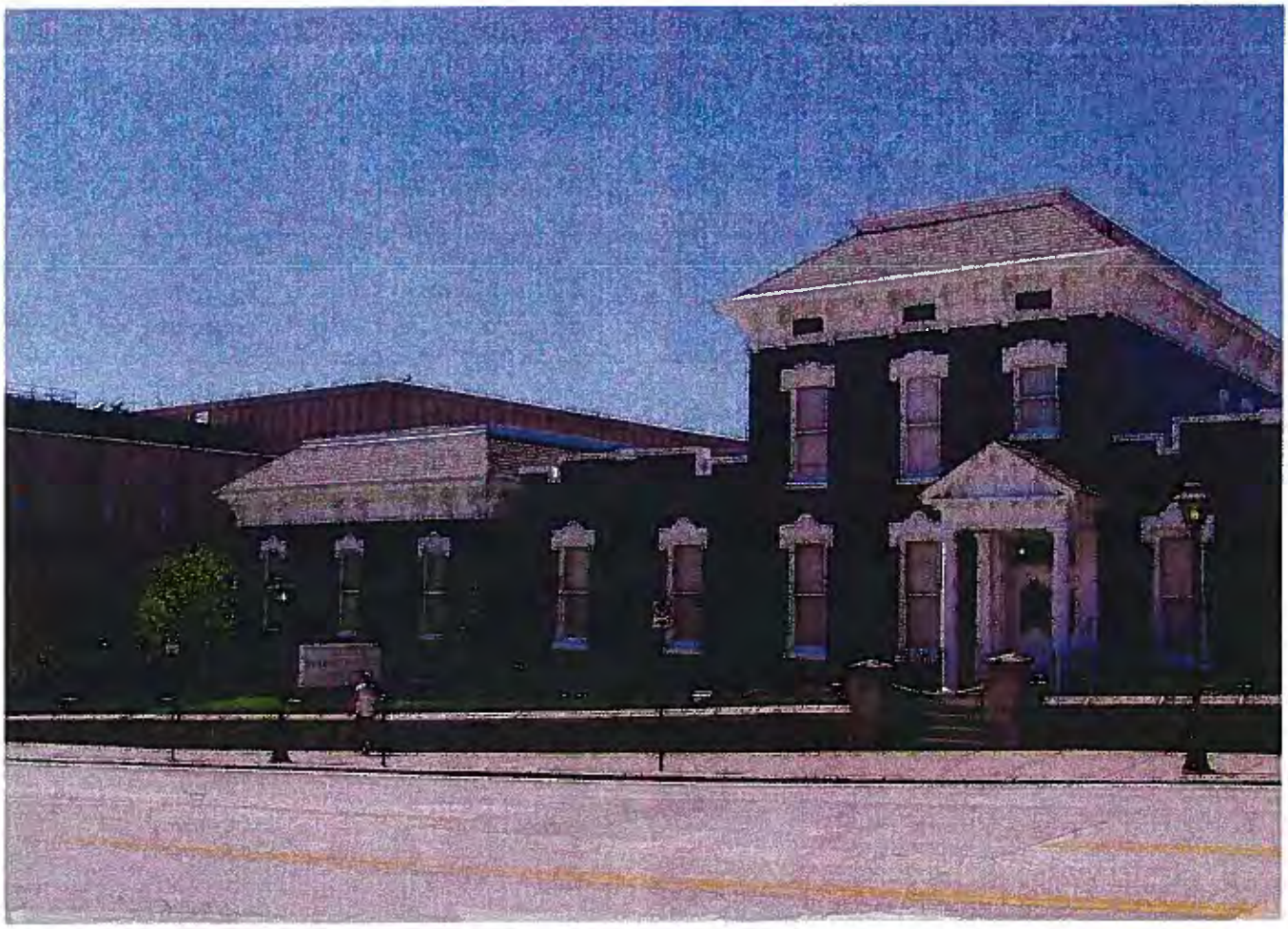




The Village of East Davenport area does have examples of truly outstanding infill development. The Iowa American Water Company has constructed a series of infill structures on its campus that carefully mimic the industrial architecture of the late 1800's and early 1900's. The buildings are not likely to be mistaken for historic structures but by using the same forms, scale, building heights and materials (brick and limestone trim) they fit into the context around them very well.

Note the treatment of gable of the historic building in the center of the photograph on the preceding page (bottom left). Then look at the new infill building in the center of the photograph, top left (same page). The exact gable form has been repeated with the same brick and dressed limestone materials. Further note the gables detailing which includes a series of four Romanesque windows with a circular window above. This same treatment is picked up in various forms in many of the other new structures (see above).

Another design problem handled very well by the architect of the infill structures is the windows or rather the lack of them. Historic factory buildings typically had large expanses of windows for light and air. Usually these windows would be constructed with many small panes of glass set in a rectangular metal frame. Maintaining the rhythm of window openings is important yet the new infill structures like most modern industrial buildings have very few windows. The architect has solved this problem by creating the illusion of windows on the otherwise blank facades with gray/black tiles. The tiles even recreate the grid effect of real industrial windows and at a distance may even be mistaken for them.

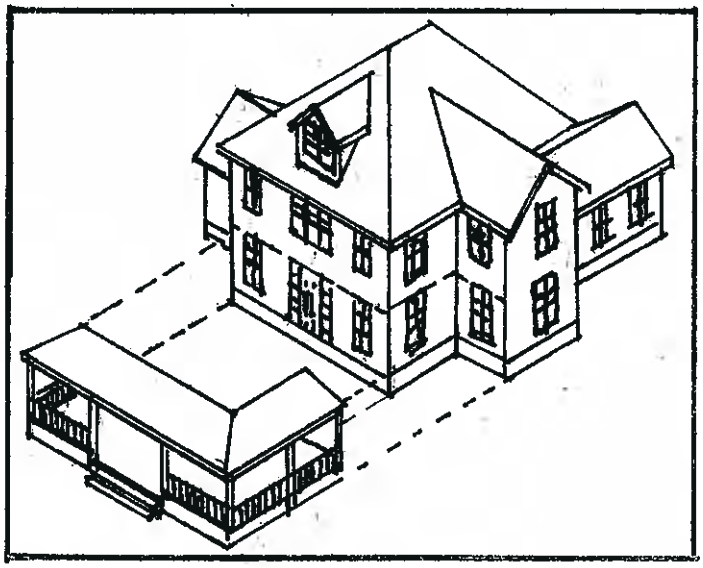


Above: The Halligan-McCabe Devries Funeral Home, 614 Main Street, Davenport, Iowa provides a good example of an addition that closely replicates the original historic architecture of a building. The average person would likely have a difficult time telling that the portion of the building to the left is a modern addition.

Building Additions

Whether building additions on historic structures should look contemporary but match the existing building's height, scale and materials or replicate the building's historic architecture generates the same sort of debate as that of infill buildings generally. Many designers believe that any addition should clearly look contemporary yet respectful. Other persons, however, prefer that any addition look like it was always part of the original building.

Once more these standards do not propose to take sides on this issue. Petitioners should present a design they feel comfortable with to the Committee for review.



Above: An example of a sensitive porch addition. The Design Review Committee will only review additions to existing buildings if the addition totals 50% of the size of the existing building or the dollar value of the addition equals or exceeds 50% of the assessed value of the existing structure.

Accessory Structures

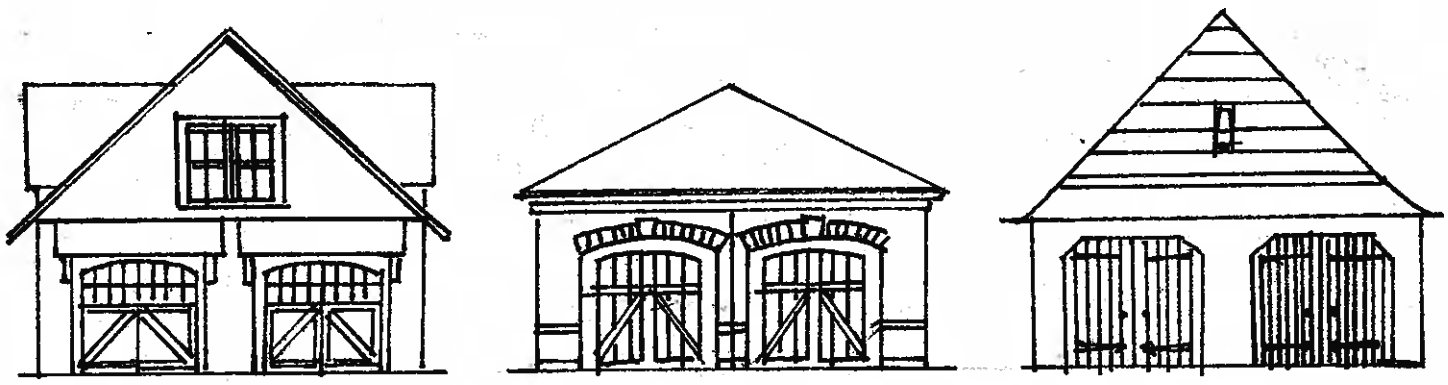
Household or business functions, which were not accomplished within the primary structure in a historic business district, were accommodated in a secondary building, such as a smokehouse, springhouse, carriage house or garage. These secondary buildings were smaller and usually simpler in design than the primary structure, but reflected the same design characteristics.

These accessory structures are frequently original to the site or have some historical basis. Sensitive adaptations, particularly to carriage houses or garages, can provide modern, functional space while retaining the historic characteristics of the building and enhancing the entire property.

Carriage houses and garages were and continue to be the most desired outbuildings. Historically, a carriage house was a two-story building located to the rear of a property which served as a shelter initially for buggies and later for automobiles. Carriage houses typically had an ample second floor storage area.

Garages were built in the early 20th century specifically for automobiles. They were one story in height and did not feature the floor area available in a carriage house. A separate entry was provided for each vehicle bay with two vehicle bays being common.

Any new accessory structure should be designed to complement the primary structure on the site. Detailing may be simpler on the accessory building. Consider the construction of any new accessory building to be an opportunity to add to the ambiance of the Village of East Davenport as a historic shopping district. The Design Review Committee will review the design of any new accessory building.



Above: Several garage designs that would fit comfortably in the Village of East Davenport.









One of the most character-giving elements for either a carriage house or historic garage or a reproduction carriage house or garage is the garage doors. A modern flat panel roll-up garage door does much to destroy any historic character that the building otherwise might have. Today, however, many manufacturers sell roll-up garage doors that look like the old fashioned doors. These are highly recommended for any design.

Other suggestions for the construction of infill accessory buildings include:

- Use appropriately scaled windows.
- If shutters are desired, use real operable shutters attached to the window frame with clips. Do not propose plastic shutters screwed into the wall. Shutters should also be sized to fit the window opening.
- Concrete board will give a better finished look than vinyl or aluminum siding.



Parking Lot Design

Discussion:

Parking in the HSD Historic Shopping District should be designed to improve the quality of the visual environment and to minimize the extent to which it disrupts movement among retail and other uses.

On Street Parking

While vehicular access and parking must be convenient and efficient, it is important to give pedestrians clear priority in order to encourage walking and enliven streets. Sufficiently wide sidewalks and amenities to enhance the pedestrian experience are necessary if streets are to serve as links rather than barriers.

To maximize the Village of East Davenport's attractiveness as a retail and entertainment destination, priority should be given to short-term users, such as shoppers, over employees with daily parking needs. Signs (or a Wayfinding system) helping shoppers to locate parking can make the Village more competitive with suburban shopping areas. Certainly an adequate supply of long-term employee parking also must be made available. Parking for employees, however, can be further away.

Surface Lots

Surface parking lots create gaps in the development edges that otherwise provide special enclosure to the street, as well as interrupt the activities that make the street a vital and interesting place for people. Expanses of pavement and parked cars create a visually harsh environment that harms the image of a historic shopping district.

When needed, surface parking lots should be located to minimize their visibility from pedestrian oriented-shopping streets. Parking lots located behind buildings are preferred. The suburban practice of placing parking in front of a building between the structure and the street will not be approved. As a general rule parking lots with a substantial frontage on public streets will not be allowed except at fringe locations.

Screening Surface Parking Lots

A perimeter landscape planting of shade trees can do much to soften a parking lot or even screen it from view. A three-foot screening wall or hedge or other landscaping will also make parked cars less visible from the street. For security purposes, however, a clear zone should be maintained at an elevation between three or four feet and eight feet from the ground to allow surveillance of the parking lot. A three-foot brick wall topped with a wrought iron fence would be ideal. A wrought iron fence with landscaping is another good choice as would be a forty-two or forty-four inch wood Victorian looking fence. Planting flowers is also welcome. They are sort of the opposite of graffiti. While graffiti sends a message that society is not completely in control, flowers send the message property owners care a great deal about their neighborhood. Flowers like day lilies bloom much of spring and summer and will come back year after year. Berming the parking lot or wood tie walls, on the other hand, are not allowed. They have a suburban image not appropriate for a historic shopping district. Landscape planting strips should be a minimum of five feet in width. If trees are being planted eight feet is desirable. Five percent of the interior of any parking lot is required to be in pervious landscaped peninsulas and islands. Islands and peninsulas should have concrete curbing and should be wide enough to protect plantings from parked vehicles.

It is understood that in a historic neighborhood parking lot dimensions may already be determined by existing buildings and that the optimum setbacks cannot reasonably be achieved. The Design Review Committee may waive setback requirements should that prove to be the case.

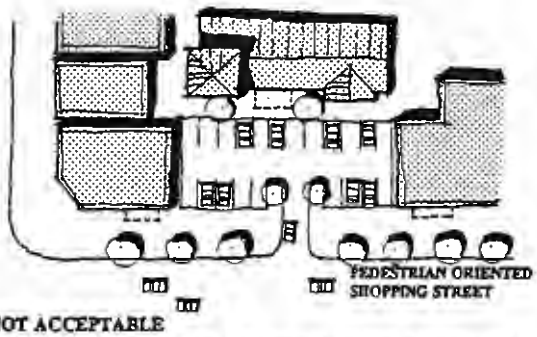
Parking Lot Lighting

Lighting for new parking lots should use poles and fixtures that appear historic. Matching the existing historic lights used on Village streets would be an excellent choice.

Parking Lot Guidelines

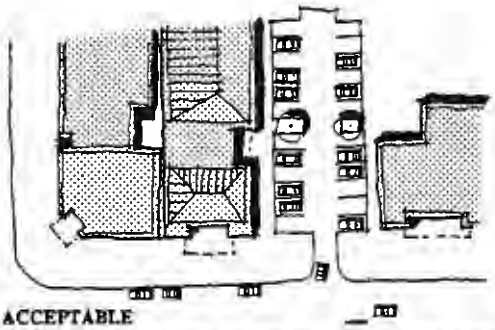
THE LOCATION OF PARKING LOTS IN HISTORIC SHOPPING DISTRICTS

Parking on a commercial streetfront should be minimized and where possible should be located behind a building. Parking located along a commercial streetfront where pedestrian traffic is desirable lessens the attractiveness of the area to pedestrians and compromises the safety of pedestrians along the street.



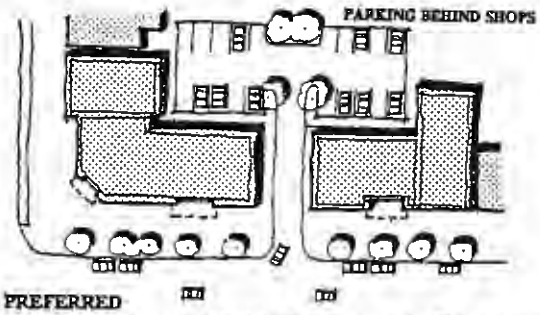
NOT ACCEPTABLE

Parking lots along the full length of the streetfront are generally inappropriate.



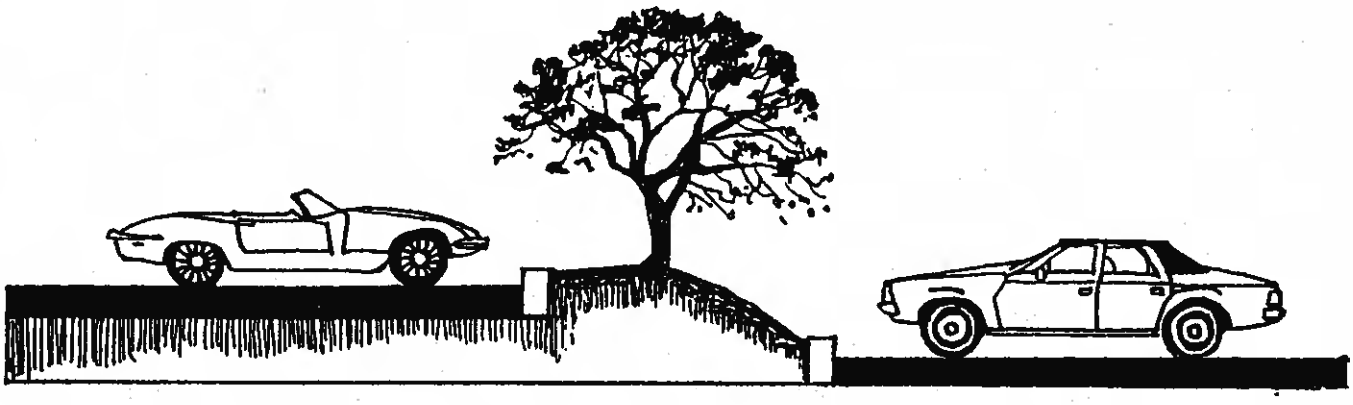
ACCEPTABLE

In certain situations, limited streetfront parking lots may be acceptable.



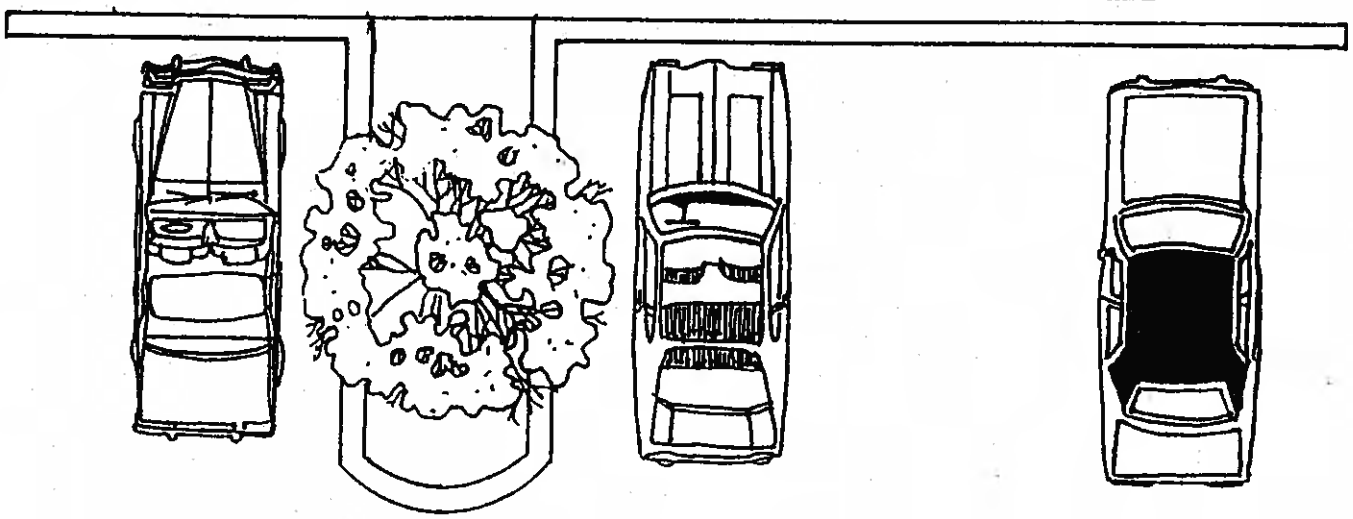
PREFERRED

Parking lots located behind shops and offices are preferred.



Parking lot requirements: In the Historic Shopping District concrete curbing is required on all new parking lots. The use of landscaped islands between parking rows to make grade changes, reduce grading requirements, conform to the topography and reduce the visual impact of parking lots is encouraged in cases where the property has some fall to it.

Below: An area equal to 5% of the total size of new parking lots must be in landscaped islands and peninsulas. The above example shows an island while the bottom shows a peninsula.

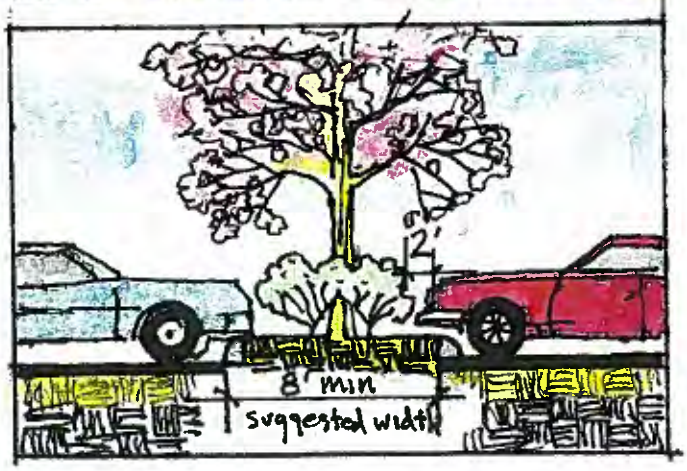


Maintenance: All plant growth in landscaped areas be controlled by pruning, trimming, or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

All trees, shrubs, ground covers, and other plant materials must be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.







Above and center left demonstrate possible screening methods for surface parking lots.

Left: It is necessary to accommodate the vehicle overhang when designing landscaped areas in parking lots. Plants and trees are often damaged if a landscape strip is not wide enough to provide for both the plants and the vehicle overhang.



Screening and Fencing

Wrought iron, steel and aluminum fencing works well in a historic shopping area. It can be used with low landscaping to diminish the view of parked vehicles while still allowing surveillance of a parking lot for crime prevention. If used for fencing, it would also add to the historic ambiance of the Village of East Davenport.













The use of wood Victorian style fences are also an excellent method of screening parking areas while adding to the overall historic ambiance of the shopping district.



Signage

Discussion:

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

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

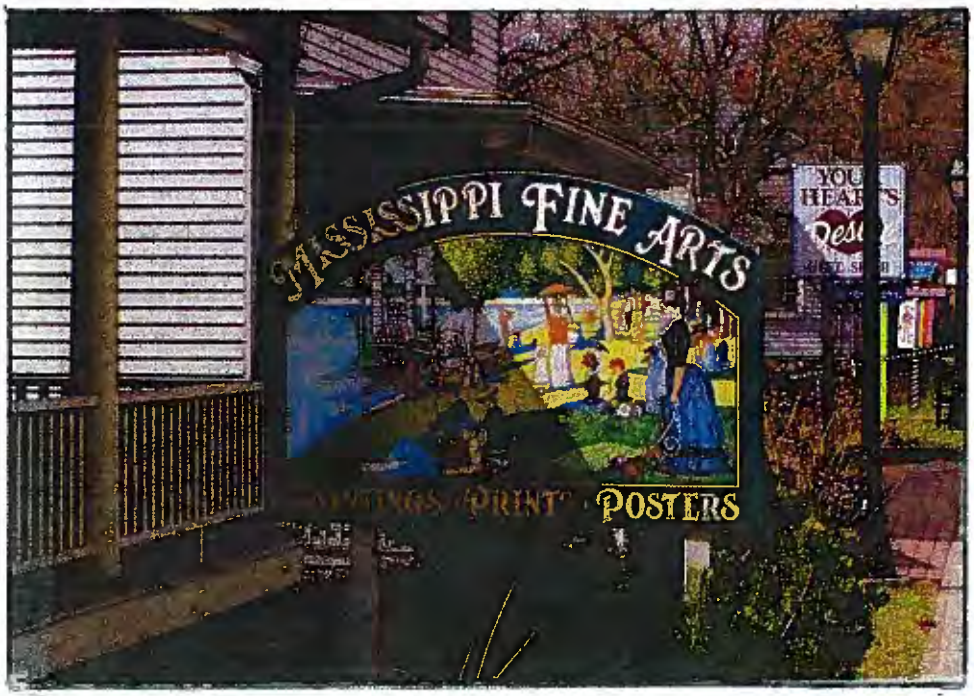
In many communities, the visual distinction between traditional business districts and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses to adopt the large-scale signs used on commercial highways. This is unfortunate as historic shopping districts,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

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

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



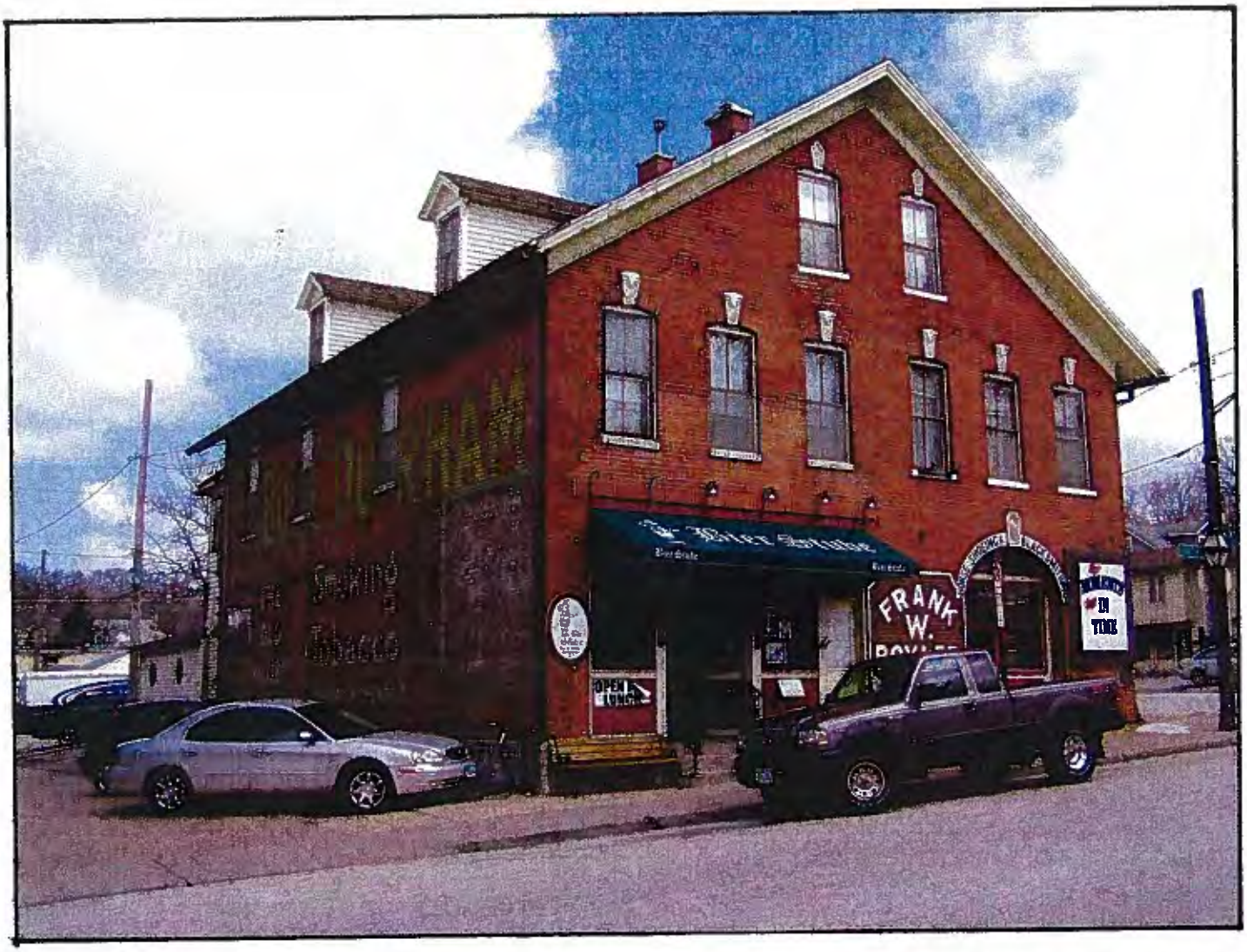








The Village of East Davenport has its share of outstanding signage. These range from the restrained but attractive signage of Village Market Place to the signage for Mississippi Fine Arts which whimsically places the famous painting "Sunday in the Park" by French artist George Seurat on the Mississippi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



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



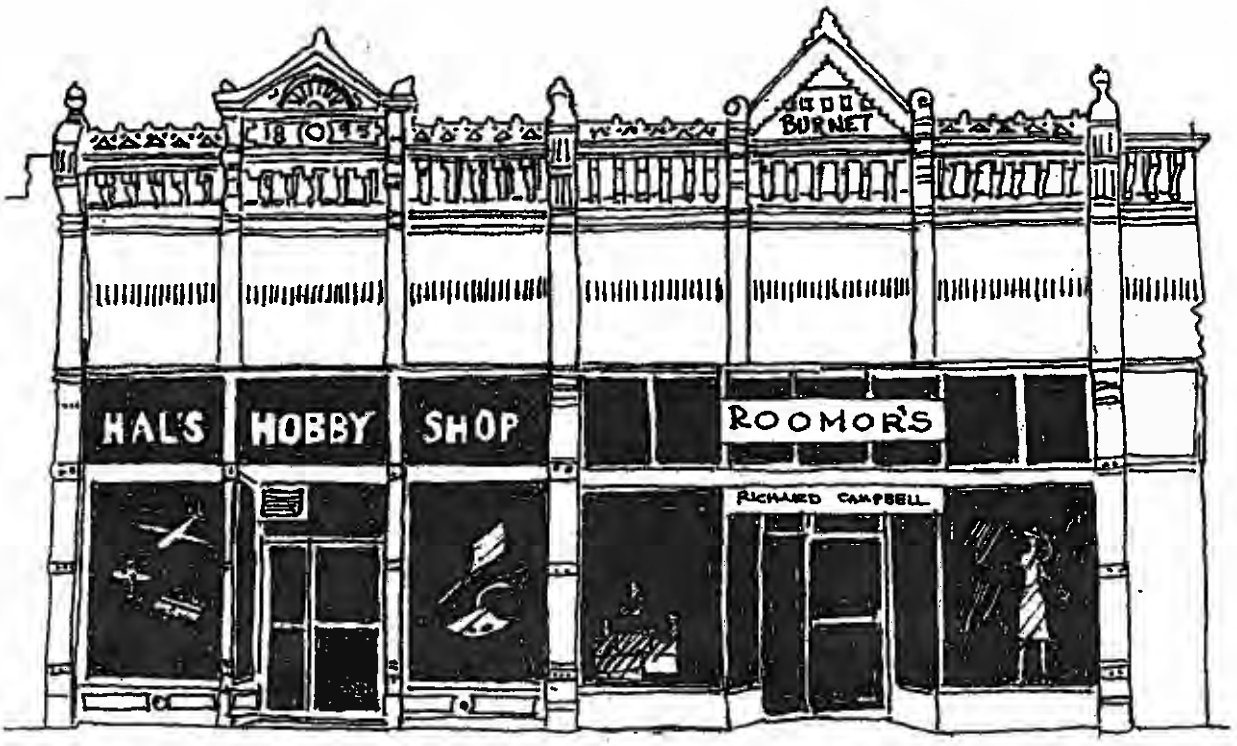
The building also provides a good example of an awning sign (although it also illustrates that signage on the top of an awning can be difficult to read.)

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

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

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

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



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

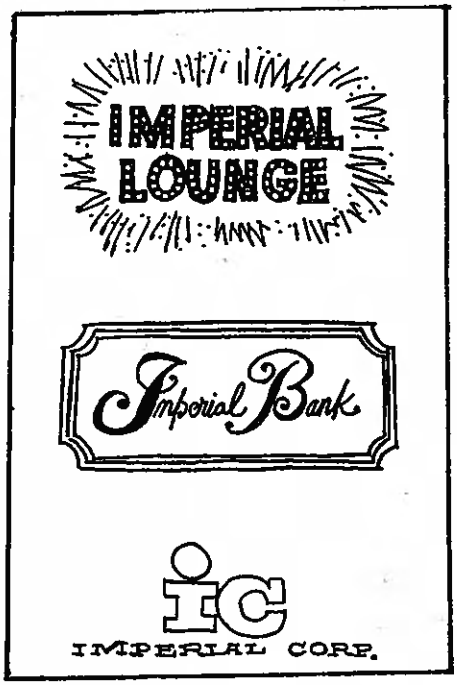
General Sign Guidelines

- Creating a network of quality, well-designed signs, clearly announcing the types of services offered makes the shopping district an attractive, friendly experience for the visitor. This experience is further enhanced when building signage indicates the names of businesses and reflects the activities that occur within buildings.

- Merchants are encouraged to create their own unique signs, symbolic of their personal business.

- The use of lighter letters against a darker background makes signage more legible for viewers and is encouraged. Dark colors have a tendency to recede while lighter or brighter colors stand out.

- Avoid the placement of signs at locations that hide architectural details. Most buildings, both historic and contemporary, were designed with logical places to locate signs that do not negatively impact the architectural design.



Sign design in many ways establishes a business' identity.

- Maintaining a minimum clearance above the public right-of-way for signs that project from buildings helps prevent accidents and promotes pedestrian safety (8 feet).

- Locating flush-mounted wall signs on a historic storefront along the first floor belt course, at the clerestory, above any awning or on transom windows helps maintain the architectural identity of the building.

- Create simple signs with strong graphics.

- Avoid using too many words on signs. If the information provided is more than someone can take in with a glance they will simply turn their attention elsewhere.

- Avoid complex color schemes and garish colors and lighting. Use simple designs that provide a clear contrast between any lettering and/or graphics and the sign background.

- Avoid typefaces that are difficult to read. This often will include signs written in script.

- Avoid complex signs broken into numerous plans (individual boxes or shaped signs).

- As a general rule, signs provided by national distributors are not appropriate. They often appear to be "add ons".

- Quality workmanship, materials and construction are essential when creating attractive and long-lasting signage.

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

- Firmly anchor signs that project from the building to the building façade with attractive, non-corrosive hardware that will not damage the façade of the building. This prevents accidents and enhances pedestrian safety.

- In the case of large buildings with multiple tenants use signage that relates in terms of height, proportion, color and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition, while still retaining each business' identity.

SIGN PROBLEMS

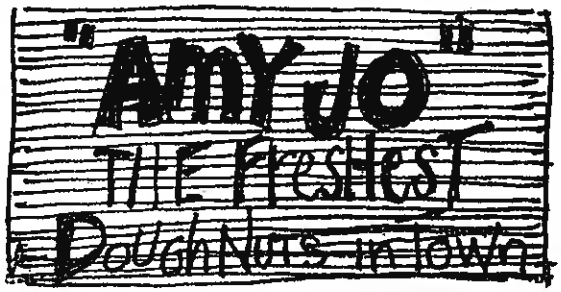




Left: A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

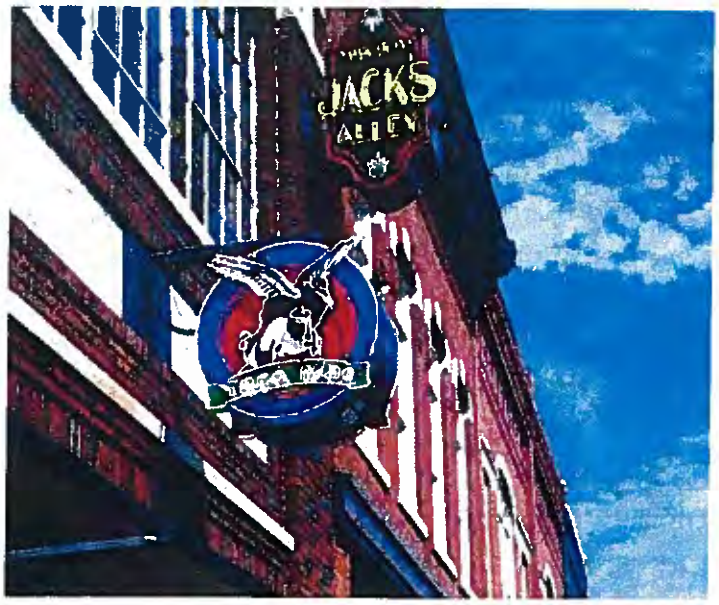


Avoid unusual type faces that are difficult to read.





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

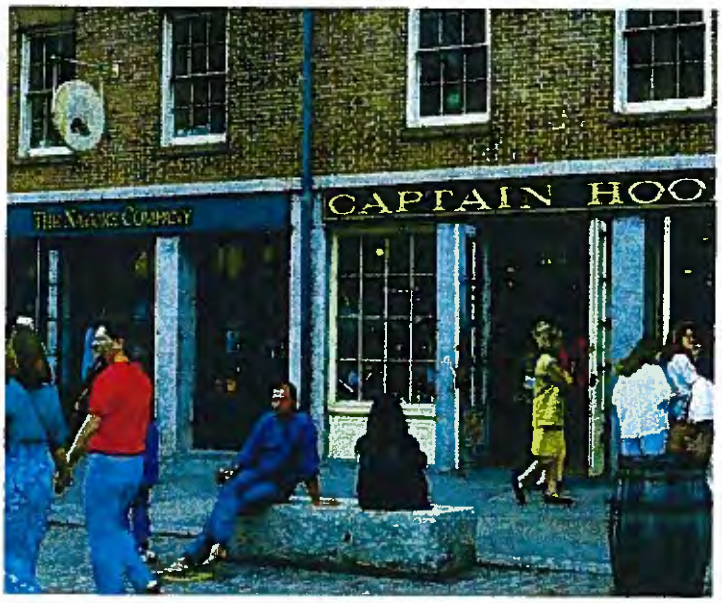












Wall Signs

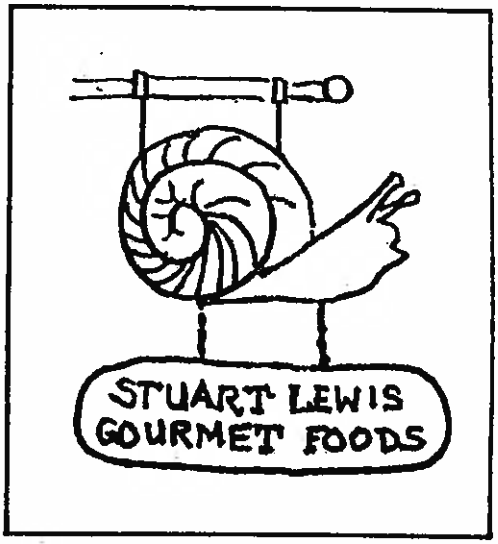
Flush mounted wall signs are signboards placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Hanging Signs

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

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



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

- Designing projecting signs with a sign area of more than three feet makes them obtrusive and unsightly.

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

Window Signs

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

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.

- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.

- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.

- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.

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

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



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

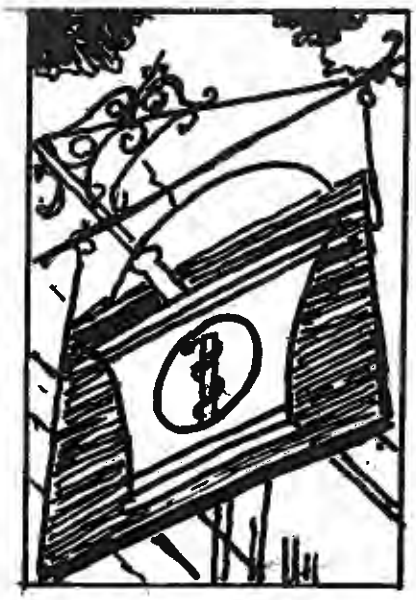
Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complimented by the display in both color and proportion. It is best to let products speak for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

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

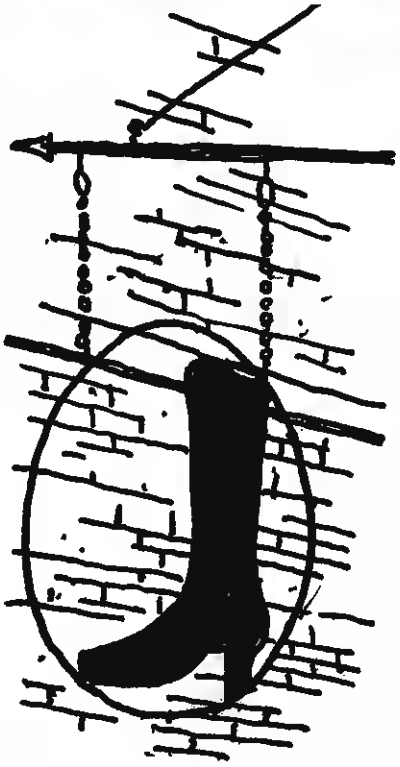
Icon, Symbol or Graphic Signs

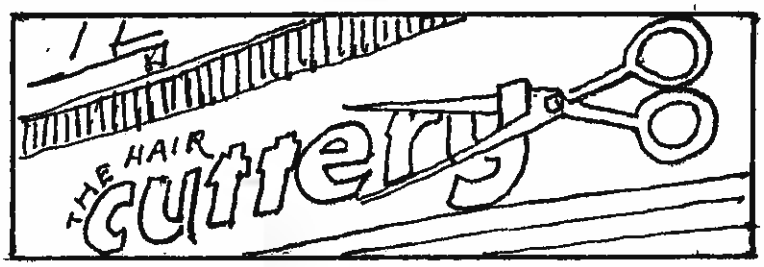
Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle)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

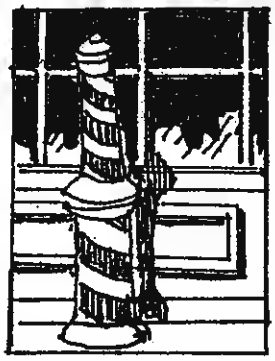
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.











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

Signs on Awnings

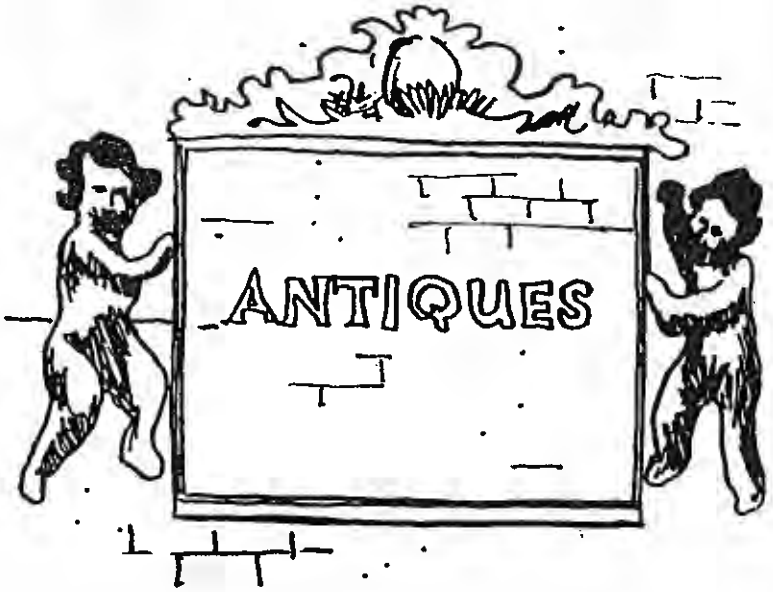
Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

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

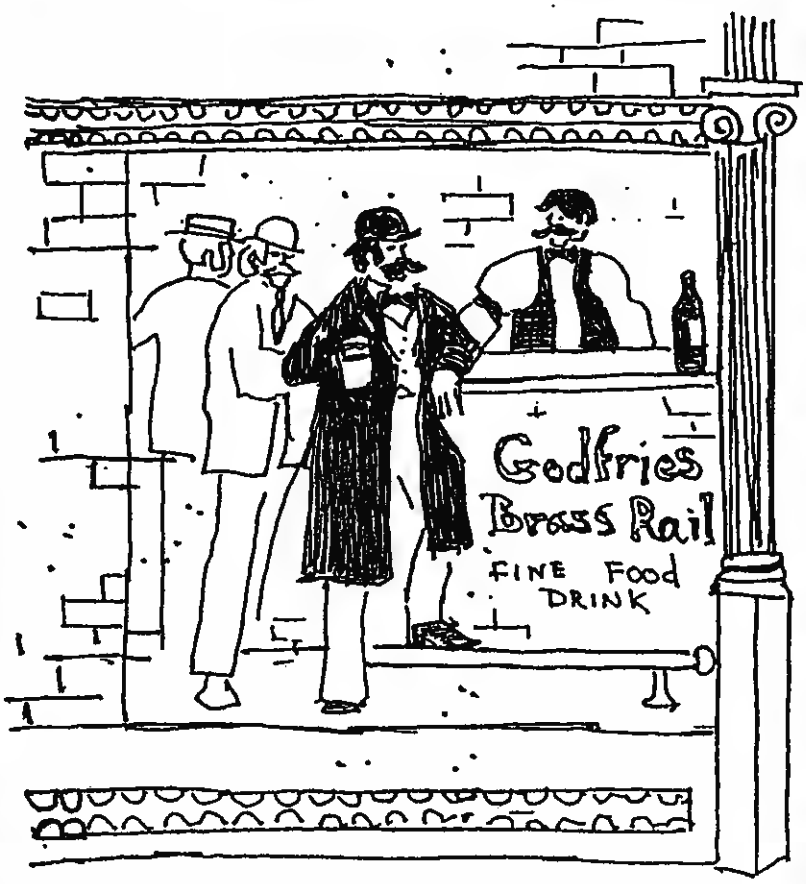


Christ Kuehl & Son Grocery, 1029 Mound-2103 East Eleventh Streets c. 1910 – Historically awning signs (raised in this drawing) were among the most commonly used signage in the Village.

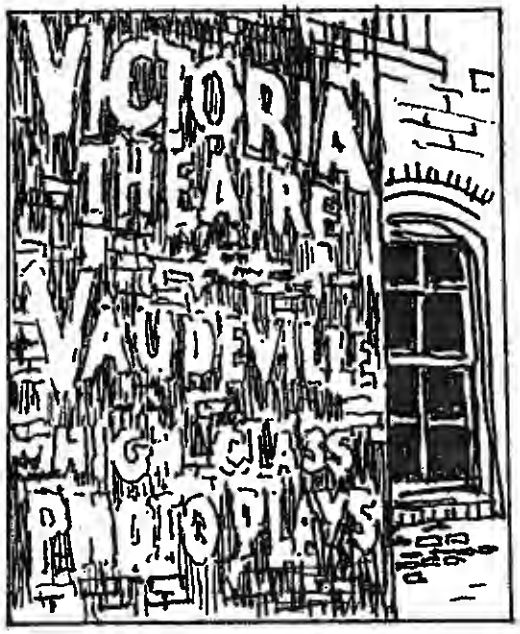
To the right:
Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at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



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



Painted Wall Signs



Ghost or Phantom Signs



Freestanding Pole Sign

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

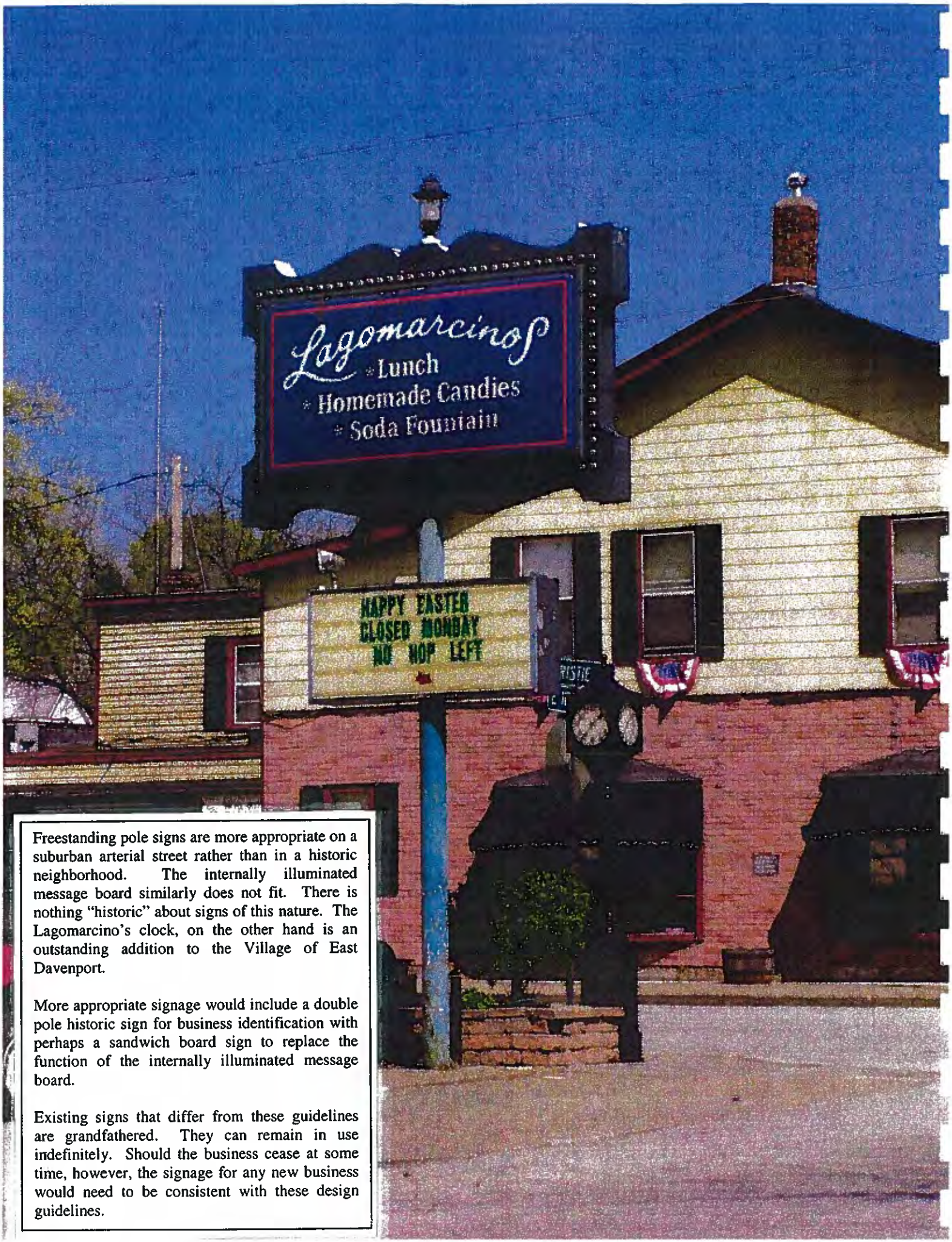
The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate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

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

Neon and Bare Bulb Signs

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

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



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

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

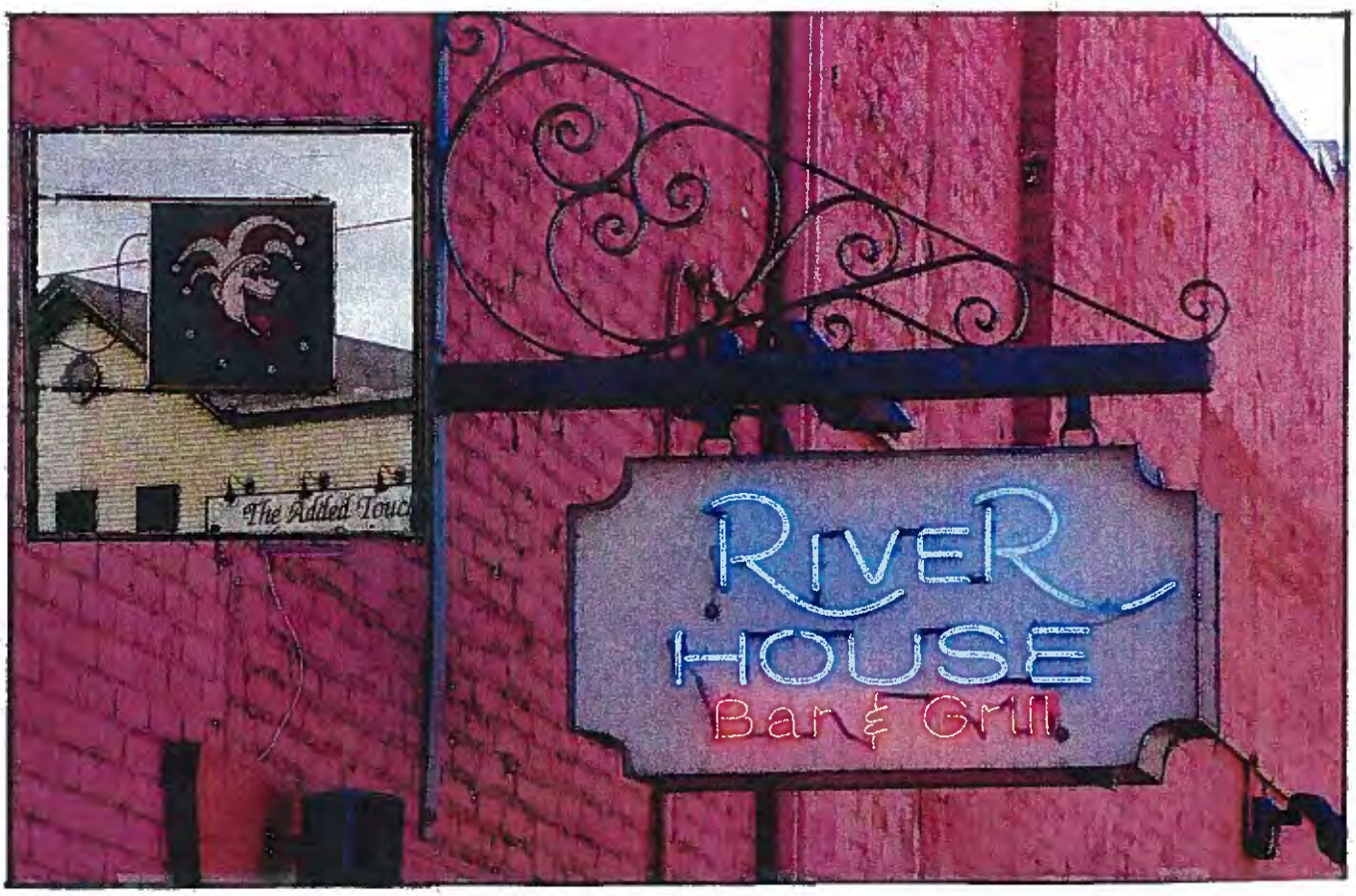
Existing signs that differ from these guidelines are grandfathered. They can remain in use indefinitely. Should the business cease at some time, however, the signage for any new business would need to be consistent with these design guidelines.

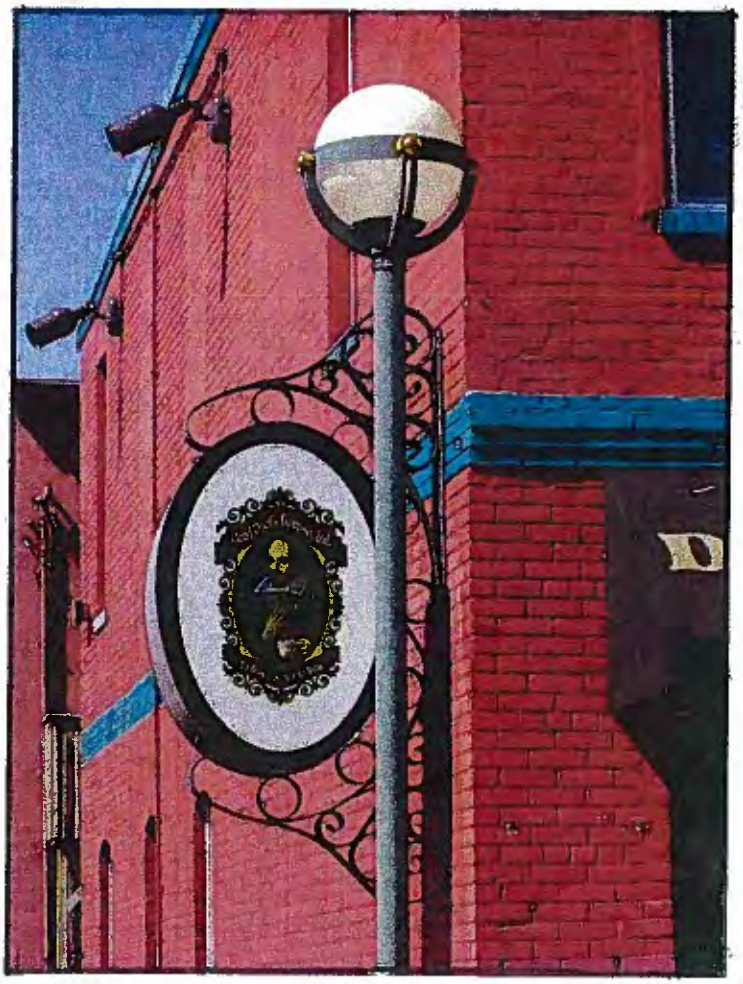


Top and right: This page presents two examples of historic double post signs. What separates them from the freestanding pole signs of a highway is scale (they should be no higher than necessary and in no case exceed 12 feet) and materials (typically wood or a material that imitates wood). If lighted,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

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









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

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

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

Banner Signs and Flags

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



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

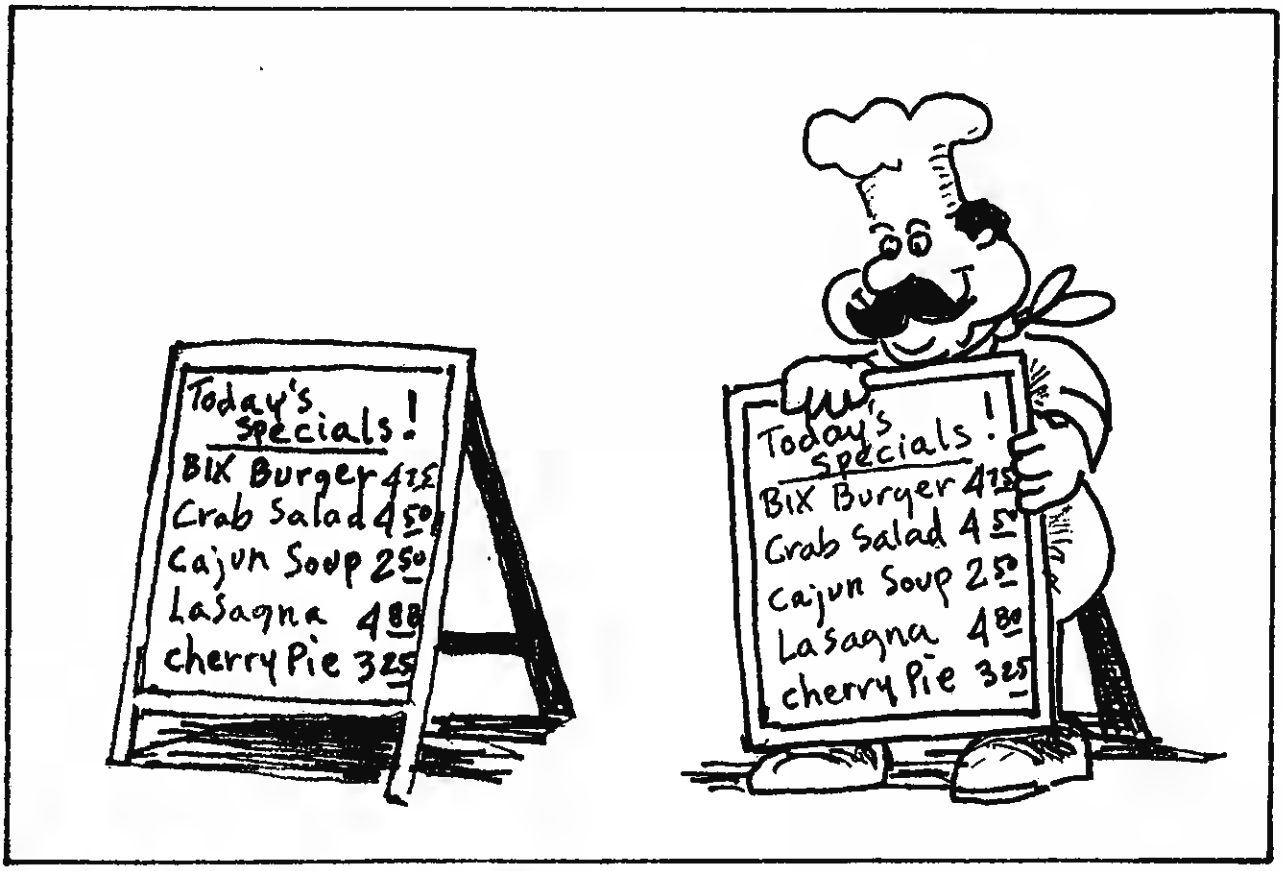
Sandwich Board Signs

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

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

Signage Plans

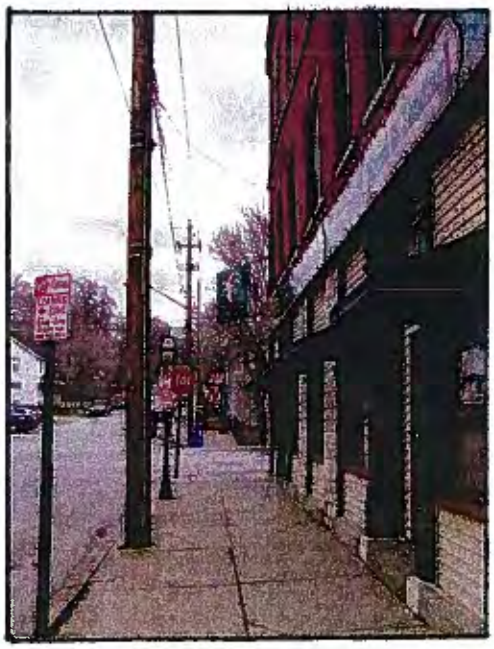
To recreate the ambiance of a historic shopping district signs that may be legal in other commercial districts may not be appropriate. Similarly, the Historic Shopping District shall allow signage types that may not be legal in other more contemporary commercial districts, again to help recreate the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





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





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

Signage Plans





















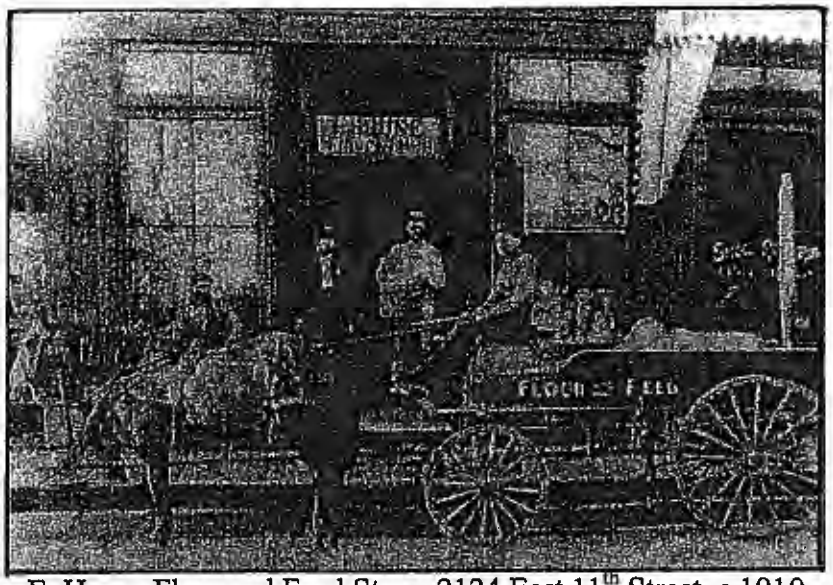




The photographs above illustrate a wide variety of acceptable signage. Sign types shown include awning signs, wall signs and hanging signs.

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

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



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

ADDENDUM No. 1

Village of East Davenport Performance Standards and Design Guidelines

Endorsed by the City of Davenport
Design Review Board

February 24, 2014

5.0 BUILDING DESIGN & LAND USE



Appropriate building design in the Village is important in order to retain the character of the area and promote the community vision for the Village of East Davenport as a regional tourist destination and attractive neighborhood center.

This chapter describes the land use regulations that shape development in the Village and provides principles and guidelines for building design.





5.1 Land Use Regulations

The City's existing land use and zoning standards help shape development in the Village. They regulate permitted uses as well as site and building characteristics such as parking, height and setbacks. In many cases, existing land use and zoning standards are consistent with the community's vision for the Village. However, some adjustments may be necessary to better direct future development.

The Village core is zoned as Historic Shopping District (HSD), which is intended to:

- Preserve and enhance the smaller scale or historic character of older commercial areas.
- Stabilize and increase property values by discouraging incompatible development.
- Preserve unique historic and architectural character by controlling the design and scale of infill construction.
- Encourage heritage tourism.

Permitted Uses

Uses permitted in the HSD district include

- Multifamily residential
- Live/work units
- Bed and Breakfast establishments and small inns
- Bars and taverns
- Restaurants
- Stores and retail establishments of various kinds
- Professional services
- Salons and health spas

A number of uses are specifically excluded, including automobile dealerships, drive through sales and liquor stores (excluding wine shops). In addition, bars and taverns may not occupy more than 35% of each block face.

Additional uses that are not specifically listed as permitted in the HSD district may be appropriate to promote the community's vision. They include:

- Boutique hotels
- Grocery stores (gourmet and health food stores are currently permitted)

Design Standards

In most cases, the design standards that shape the development of sites and buildings in the Village are contextual. That is, they vary according to the surrounding context to help ensure compatible height, setbacks and width. Overall building heights may not, however, exceed three stories or 45 feet.

The existing design standards in the HSD district are generally consistent with the community's vision for the Village. In some cases, however, additional clarification or illustrations could be helpful. Additionally, it may sometimes be appropriate to allow building elements that are taller than three stories as part of larger developments that are not adjacent to lower scale neighborhoods or historic resources.

Design Review

New buildings, and exterior modifications, signs or additions are reviewed by a design review committee using adopted performance standards and design guidelines.

The design guidelines should be updated to more clearly articulate the community's vision for the Village, including mixed-use Village character, context-sensitive design guidance for specific subareas and appropriate historic rehabilitation. The general guidelines provided in this chapter provide a foundation for such an update.

5.2 Preserving a Sense of History

An urban village has layers of history. Historic buildings and sites should be preserved to contribute to the character of the street. Some will have compatible additions that reflect an evolution in uses.

The proper treatment of historic buildings will ensure that they continue to contribute to the historic ambiance of the Village. With careful treatment, the existing historic resources will continue to promote the unique atmosphere that makes the Village an inviting place to visit.

Guidelines:

- Preserve significant stylistic and architectural features and materials.
- Repair deteriorated building features.
- Replace an architectural element accurately if it must be replaced, matching the material and design.
- Avoid adding details that were not a part of the original building.

See “Heritage Resources” on page 57 for more information.

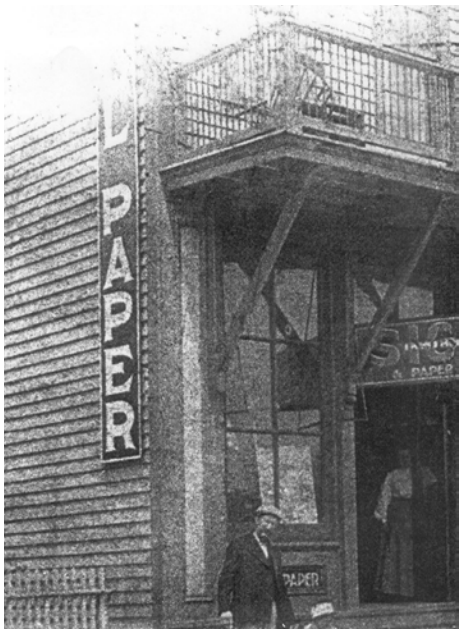


An urban village has layers of history. Historic buildings and sites should be preserved to contribute to the character of the street.

Potential Infill Standards

Although preservation of the Village’s historic buildings is a priority, it may sometimes be necessary to demolish an older building to make way for new development that is consistent with the community vision for the Village. The City should require an approved design for new development, or consider a demolition delay to provide time for consideration of other options, prior to issuing a demolition permit. The City should also consider design standards for new infill development to:

- Encourage high quality design and materials in new infill development
- Discourage parking areas located between buildings and the street
- Discourage parking as a primary use (properties use exclusively to provide parking)



A historic image shows the storefront and balcony in a similar configuration as it looks today.

Rehabilitation Opportunities





Preserve significant stylistic and architectural features and materials.

Guidelines:

- Do not use synthetic materials, such as aluminum, vinyl or panelized brick/ stone as replacement for primary building materials.
- Do not cover original materials with new materials.
- Consider removing later covering materials that have not achieved historic significance.

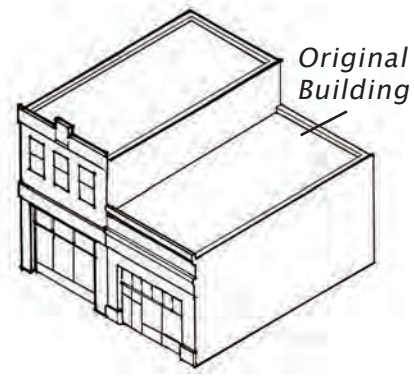


The rehabilitation of this building is expected to be completed in 2013.

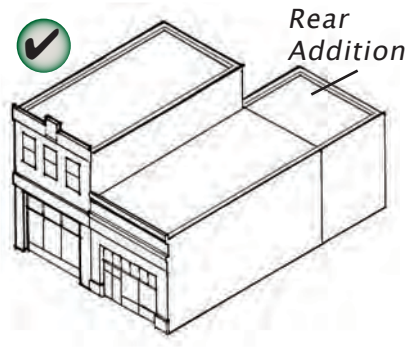
Locating a Commercial Addition

An addition to a historic building may be located to the rear or to the side or roof as illustrated below.

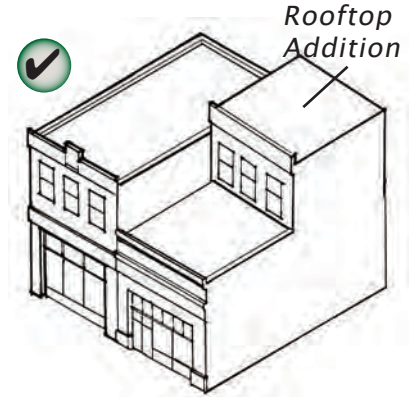
Original Building



New Addition to the Rear



New Addition to the Side and Roof Addition





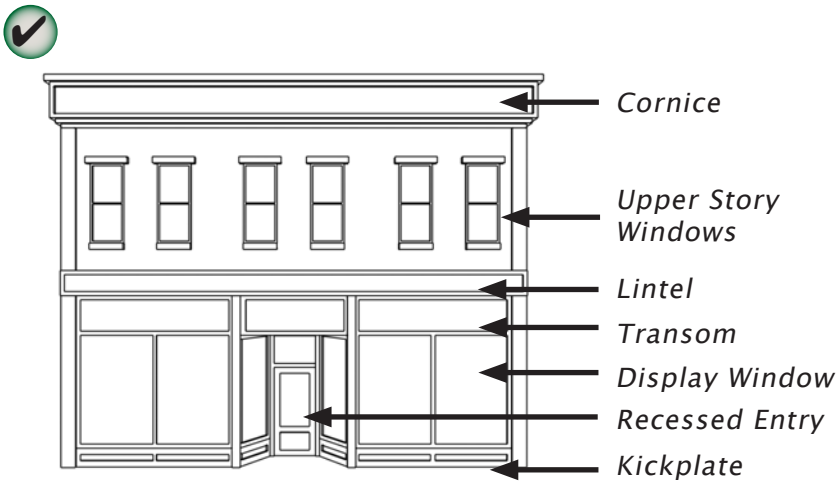
Guidelines:

- Preserve the position, proportion, and arrangement of historic windows and doors on a primary facade.

Special consideration should be given to the important historic elements of specific building types including historic commercial storefronts and residential buildings.

- Preserve the character-defining features of a historic commercial storefront. Typical features include the storefront itself as well as features on the upper stories of the building as illustrated below.

Character-Defining Elements of a Historic Commercial Storefront



Treatment of an Altered Historic Commercial Facade

The guidelines in this *Historic Commercial Properties* section discuss a range of treatment options for commercial facades, including reconstruction and replacement. When applied to a building that is already altered, which would be the best approach? The diagram below outlines the treatments to consider in making that decision. Treatment 1 is always the first priority.



Altered Historic Commercial Facade

Treatment 1: Reconstruct



When should I use this treatment?

- The building is highly significant.
- There is good historical information about the design.
- The needed materials and craftsmen are available.
- The context has many intact historic buildings.

Treatment 2: Simplified Interpretation



When should I use this treatment?

- The building is a contributor to a district.
- There is less historical information available about the original design.

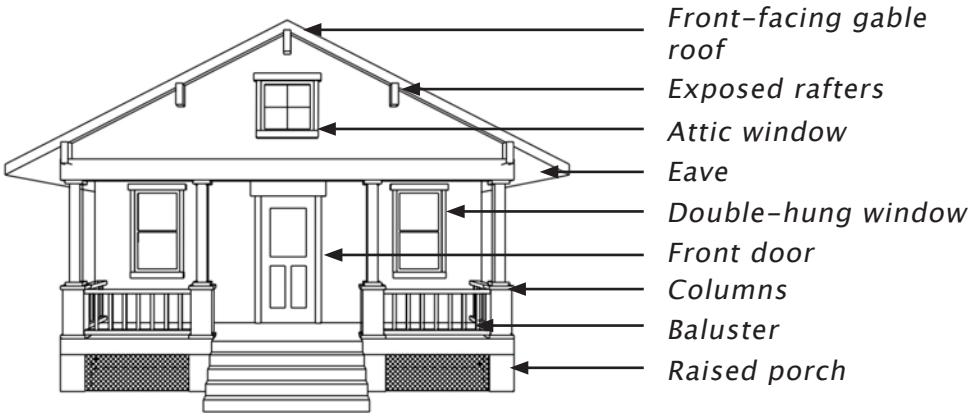
Treatment 3: Contemporary Interpretation



When should I use this treatment?

- There is substantial alteration, making "Treatment 1" difficult.
- There is less historic information about the original design.
- The context has more variety.

Character-Defining Elements of a Residential Facade

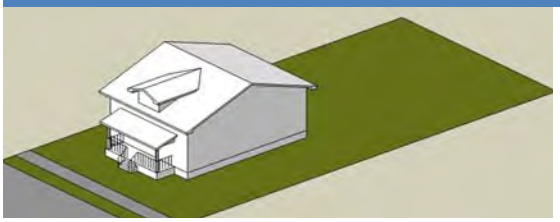




Guideline:

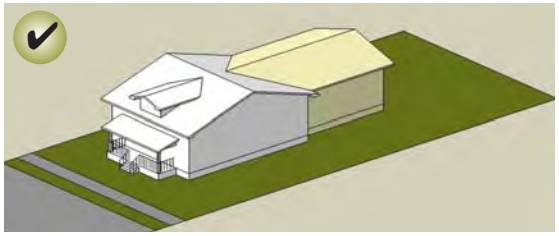
- Preserve the character-defining features of historic residential buildings. The typical features include the front porch, building form and materials.

Designing A Residential Addition to a Historic Building



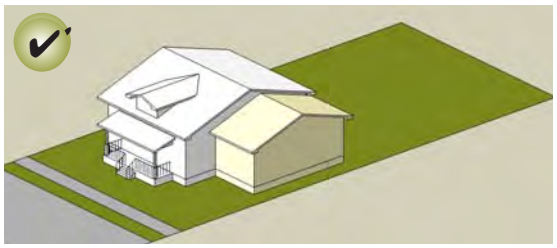


Original building One-and-a-half stories



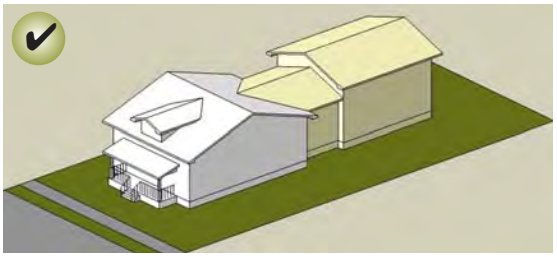


One story attached addition
Addition is set back behind the original building.



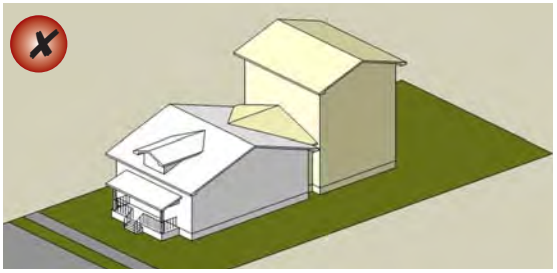


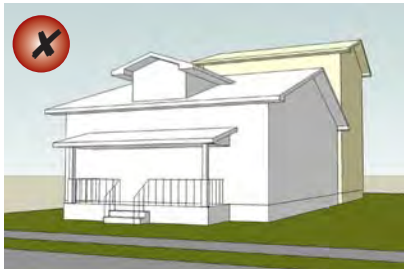
One story attached addition
Addition is set to the side of the original building.



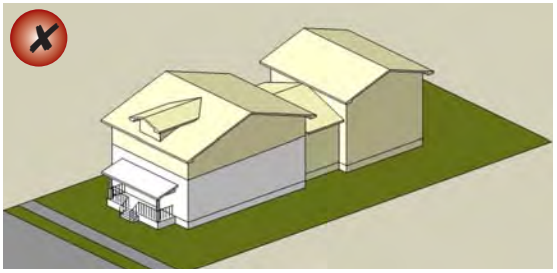


One-and-a-half story addition with connector
Addition is set back behind the original and accessed by a connector.





Two-and-a-half story addition with connector
Addition is set back behind the original and accessed by a connector.





Two story roof-top addition
Addition is set back behind the original and accessed by a connector.





Incorporate traditional building components such as a storefront into the design of a new building (Boulder, CO).

5.3 New Construction

Things to See

Storefronts that create a browsing environment, with goods and activities to see in windows, invite walking.

Guidelines:

- Consider incorporating contemporary interpretations of traditional (1920's Commercial Style) designs and details into a new building. For example, new storefronts can create interest while expressing new compatible design.
- Incorporate traditional building components into the design of a new storefront or porch feature.



Incorporate traditional building components such as a base, middle and cap into the design of a new building (Boulder, CO).



Porches help connect buildings to the street and convey a sense of human scale (Georgetown, TX).



A new building should continue to use a variety of pedestrian-friendly scales and visually appealing masses (Missoula, MT).

A Variety of Building Types

Traditional commercial storefronts are essential ingredients of an urban village, as are conventional residential structures, including those adapted to commercial uses. Porches serve as "connections" to the street and as places for product displays. Storefronts offer views to goods and services inside. Building materials also vary.

Guidelines:

- Design a new building to reflect its time, while respecting key features of its context.

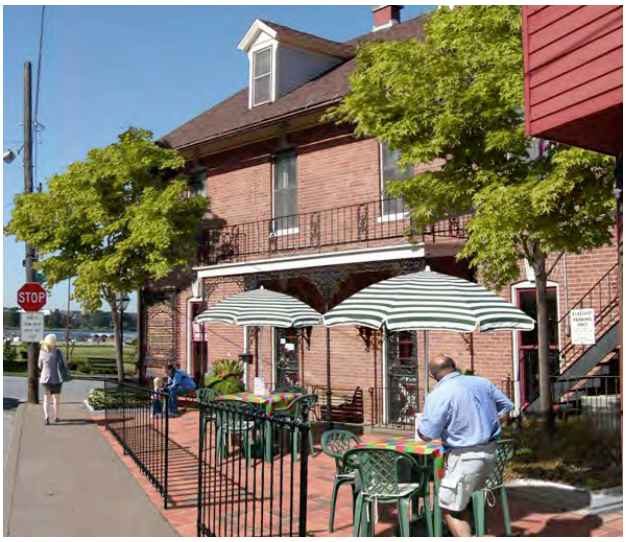
Human Scale Buildings

In the urban village, most buildings range in height from one to three stories, and they are designed to convey a sense of human scale.

Traditionally, commercial buildings had varied heights, articulated masses and visually interesting, pedestrian-scaled street fronts that contribute to a sense of human scale. A new building should continue this tradition of a variety of pedestrian-friendly scales and visually appealing masses. It should not be monolithic in scale or greatly contrast with those seen traditionally in the Village.

Guidelines:

- Maintain the traditional size of buildings as perceived at the street level.
- Establish a sense of human scale.
- Maintain traditional pattern of building widths along the street.
- A new building should incorporate a base, middle and cap.



Gaps in the building wall should incorporate small courtyards or seating areas with landscaping or street furniture.



Orient the primary entrance to the street (Milwaukee, WI).



Unlike a downtown where all buildings align uniformly at the sidewalk edge, an urban village will have more gaps (Le Claire, IA).

Variations in the Street Wall

Unlike a downtown where all buildings align uniformly at the sidewalk edge, an urban village will have more gaps. These spaces are designed to be used and should include plants and landscape structures.

Guidelines:

- Maintain the diverse building and open space pattern that occurs along the street.

Building Entrances Oriented to Pedestrian Ways

Storefronts that face the street and invite walking are key features, as are shops that open onto alleys and internal paths. Residences with stoops and porches that signal connection to the street also contribute to the urban village character.

Guidelines:

- Maintain the traditional orientation of a building to the street.
- Enhance building entries oriented to the alley between East 11th and 12th streets. See “Village Lane” on page 36 for more information on alley improvements.





Use high quality, durable building materials, such as masonry brick for commercial buildings (Boulder, CO).



High Quality in All Things

Finally, an urban village conveys a high level of quality, in terms of the goods and services provided, the buildings and infrastructure and in the experiences that villagers encounter.

Guidelines:

- Use high quality, durable building materials, such as masonry brick for commercial buildings and wood lap siding for smaller residential type buildings.
- Window and door openings as well as trims should be similar in profile to traditional openings.
- Synthetic material is generally inappropriate.

Design Guidelines for the Ball Diamond at Lindsay Park

Intent: To establish design-sensitive guidelines for signage at the ball diamond at Lindsay Park.

Background: The ball diamond at Lindsay Park was established well before 1900, perhaps as early as the days of Camp McClellan during the American Civil War. It is located within the Village of East Davenport Historic District.

The Davenport Parks and Recreation Department sells advertising space at the ball diamond to provide a source of revenue for the City. Advertising signs have long been accepted at ball parks throughout the country.



Ebbet's Field, Brooklyn, ca. 1940



Rickwood Field, Birmingham, Alabama, present day.

Advertising signs, if left unchecked, can be unsightly and detract from the overall look and feel of the East Village. Further, the City of Davenport, as its owner, desires to complement the ball diamond and the East Village in general by establishing design standards for commercial signage.

Design Standards:

- Each sign panel be sized to fit post to post, ground to the base of the yellow "safety" padding at the top of the existing fence (see Rickwood Field example).

- Advertising shall only be displayed towards the interior of the ball park; signage directed towards River Drive shall be prohibited.

- The back of the signs shall be colored Pantone Pine Green, 5923 TCX, or equivalent.

- The 'batter's eye' shall also be protected with panels or other covering also in the same Pine Green color.

- Signage shall exemplify the "Golden Age of Baseball", commonly identified as the period 1920-1960. Sings shall use design and fonts typical of the era. Generally speaking, signs shall use bold lettering, primary colors and dark, backgrounds. Actual "period" advertising from companies is encouraged. Bright neon colors are not appropriate.

- Signage shall be printed on 3mm Alu-panel (Aluminum/Plastic Combination).

- Damaged signs shall be repaired or removed within 30 days of incident.

Following are examples of appropriate signage:

















Design Approval Process.

Before installation, the applicant shall obtain approval from a committee comprised by representatives of the Parks and Recreation and Community Planning and Economic Development Departments. Appeals may be made to the City Design Review Board.

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City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **5/22/2023**

Subject:
Case DR23-12: Request for Design Review, C-D Downtown Zoning District; Installation of a new sign at 626 West River Drive. William Sheeder, petitioner, on behalf of MFN Investments LLC. [Ward 3]

Recommendation:
Staff recommends that Case DR23-12 be approved in accordance with the submitted work write up and materials.

Background:
The proposed sign package is for Cookies & Dreams, which operates a commercial bakery at 626 West River Drive. The brick building currently has painted wall signs from the previous tenant, Scott County Kennel Club. There is no proposed brick painting associated with this project.

The business is seeking permission from the Board to install signage from their previous location at 217 East 2nd Street.

The Design Review Board approved a projecting sign at their former 2nd Street store on March 23, 2020. This appears to be the same two sided projecting wall sign, which will now be mounted to the south building elevation along River Drive. The sign will be installed on a blank section of brick adjacent to the main entrance. There is currently the remnants of a former Scott County Kennel Club sign that will be removed for the new signage. A minimum vertical clearance of 8 feet above the sidewalk is required per the Zoning Ordinance.

The projecting sign structure has a white metal frame with a vinyl background. The business name is illuminated in neon lettering. The circular sign is 48 inches in diameter, totaling 12.6 square feet.

The applicant is proposing to install a second sign on the west façade, near the intersection of Gaines Street and River Drive. This circular wall sign compliments the projecting sign in material, illumination, and design. "Cookies & Dreams" will be illuminated in neon cursive lights.

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

The Downtown Design Guidelines encourage projecting signs since they are very effective in reaching pedestrians. Historically, projecting signs were commonly used on older buildings. The use of a business logo creates a user friendly downtown experience for visitors.

ATTACHMENTS:

	Type	Description
🗋	Backup Material	Application
🗋	Backup Material	Scope of Work
🗋	Backup Material	Map

Backup Material	2020 Approved Sign Design
Backup Material	Downtown Design Guidelines-Signage

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	5/19/2023 - 2:28 PM

CITY OF DAVENPORT
Development & Neighborhood Services – Planning
1200 W. 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	5/11/23	5/29/23

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION
626 W River Dr.

BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
Hang 2 neon signs on the exterior of the building.

APPLICANT INFORMATION

Applicant Name
William Sheeder

Address
2752 Nichols Ln

City | State | Zip
Davenport, IA. 52803

Phone
(309) 269 - 2752

Secondary Phone

E-Mail Address
bill@idreamaboutcookies.com

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*

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. ☒

William Sheeder — Type Applicant's Name here to serve as a signature

5/11/23 — Date

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	☐ n/a
Material specifications: type, dimensions, & color	☒ pic.

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

DEVELOPMENT TEAM

Property Owner
William Sheeder

Address
2752 Nichols Ln

Phone
309 - 269 - 2752

Secondary Phone

E-Mail Address
bill@idreamaboutcookies.com

Project Manager/Other

Address

Phone

Secondary Phone

E-Mail Address

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

Design & Photos of Existing Building–

The first sign would replace the faded wood sign that is seen in the photos below.
The second sign is a neon blade sign that would be placed in the front of the building, facing river drive.
There will be no color change to the exterior of the building.

Scope of Work–
Hanging the two signs (shown below) on the exterior of our building to replace the Scott County Kennel signs.




DOG TRAINING FACILITY


SCOTT
COUNTY
KENNEL
CLUB
626
HOT GLASS
HOT GLASS


SCOTT COUNTY
626
KENNEL
CLUB
DOG TRAINING
*OBEDIENCE
*CONFORMATION
*AGILITY


Cookies
& Dreams



626 W River Drive

DAVENPORT
IOWA | USA



View from River Dr.



View from Gaines St.



LANGE SIGN GROUP

www.langesign.com

Client: Cookies and Dreams

Approved:

Scale: as indicated
Date: 2/17/2020
Sketch: cookiedream2
Drawn: Steph F
Sales: DF

PDF COPY
MAY NOT BE TO SCALE

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

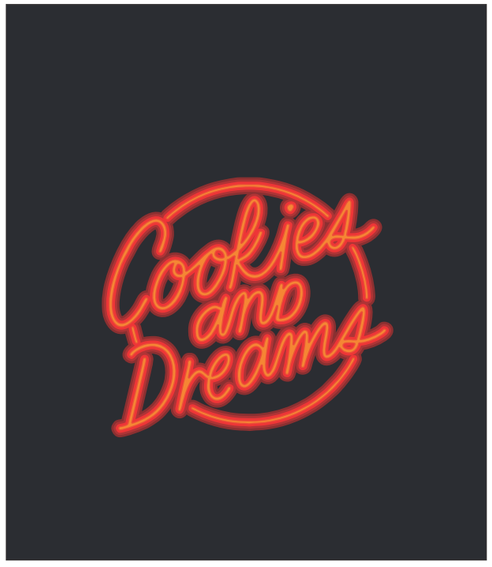
QUAD CITIES AREA
5569 Carey Ave.
Davenport, IA 52807
563.388.6650
(FAX)563.388.6654
(Toll free)800.804.8025

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

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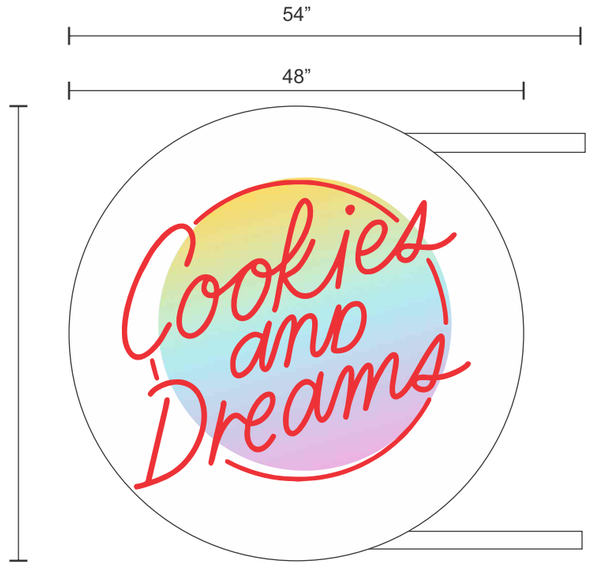
Scale: 1/4”=1’-0”



Night View



Existing



Scale: 3/4”=1’-0”

Furnish and install D/F sign fabricated from square aluminum tubing with flat aluminum panels attached sprayed white with digital print applied. Exposed red neon attached



When neon is off

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.

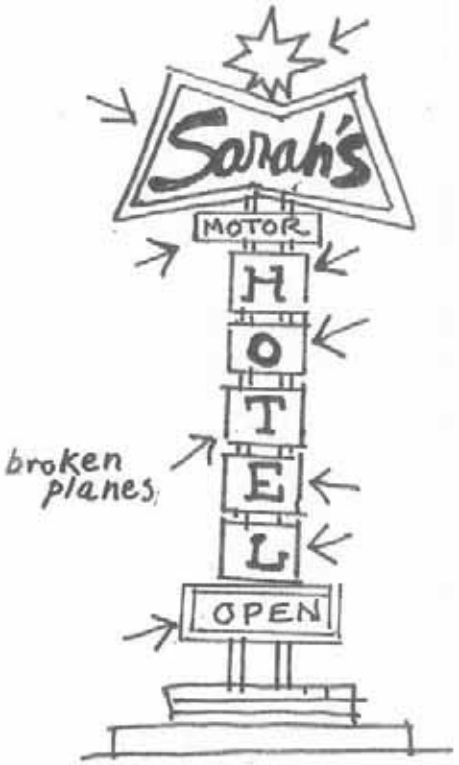
- In the case of large buildings with multiple tenants use signage that relates in terms of height, proportion, color and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition, while still retaining each business' identity.



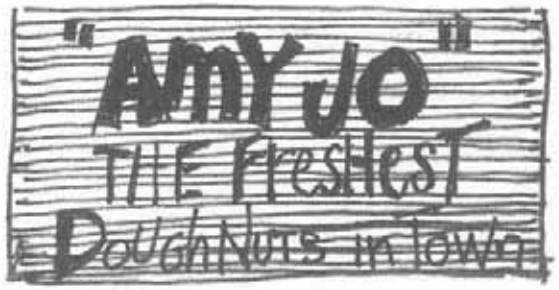




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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



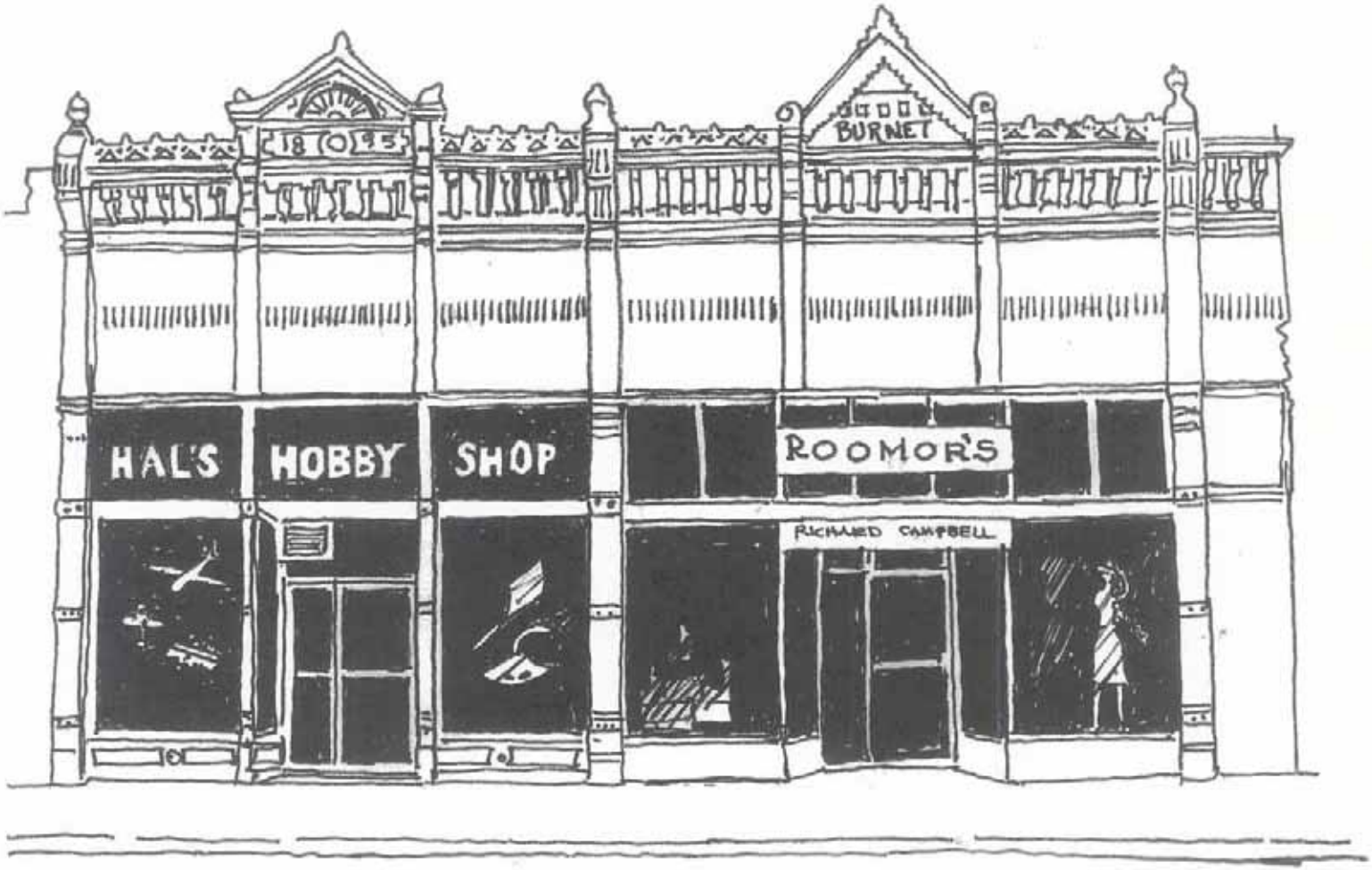


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

BoRics

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.

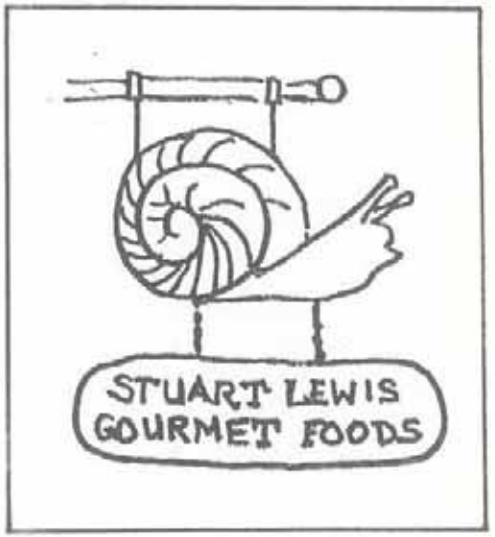
Wall Signs

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.

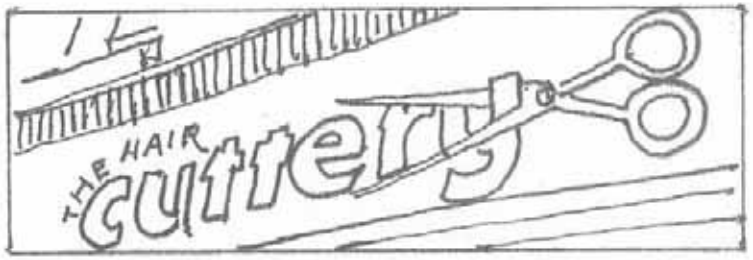
Painted Wall Signs

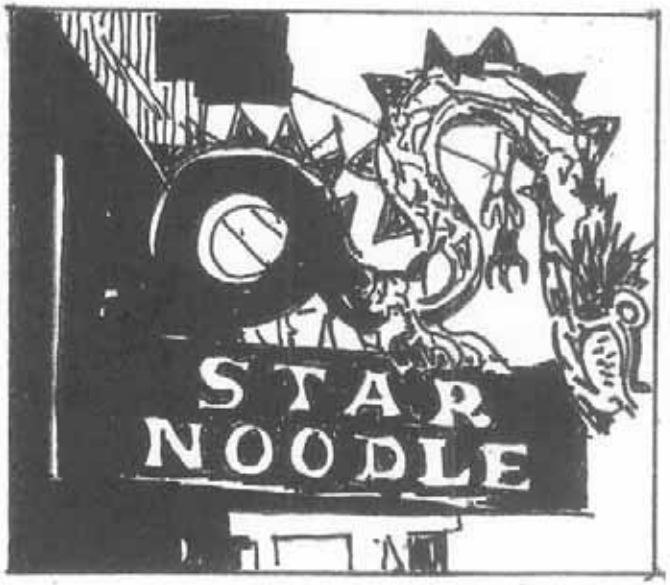
From the mid-19th Century to the early 20th Century, signs painted directly on buildings were a popular form of advertising. Painted signs do require a sign permit and do fall within the purview of these design regulations.

- 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.

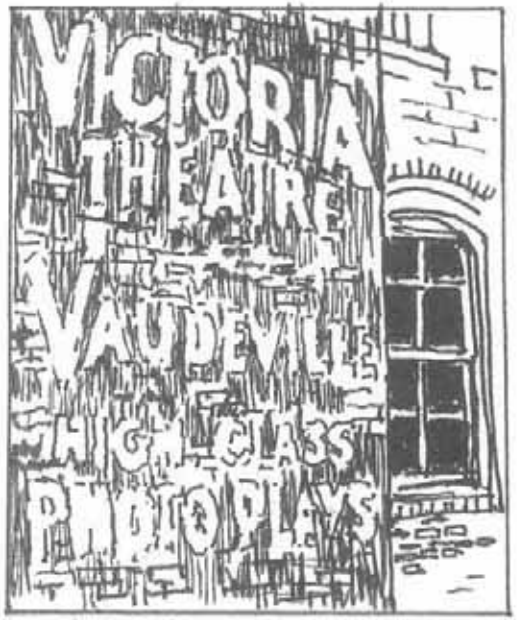




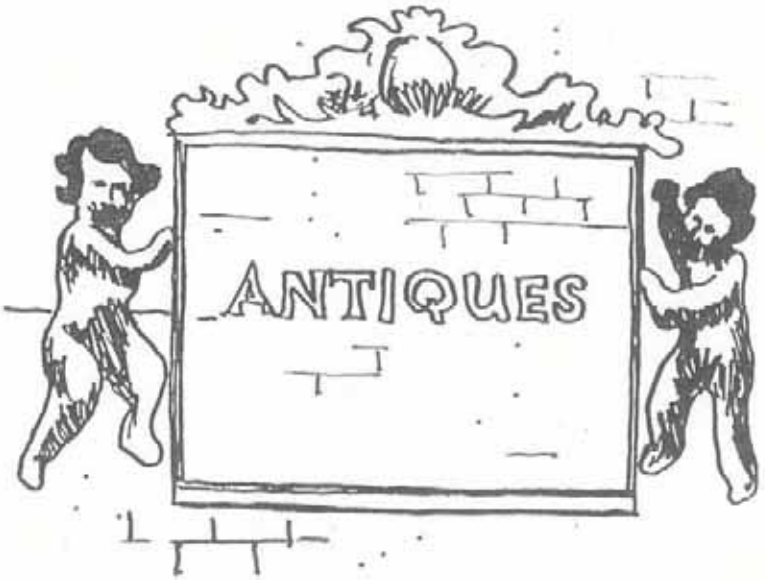




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

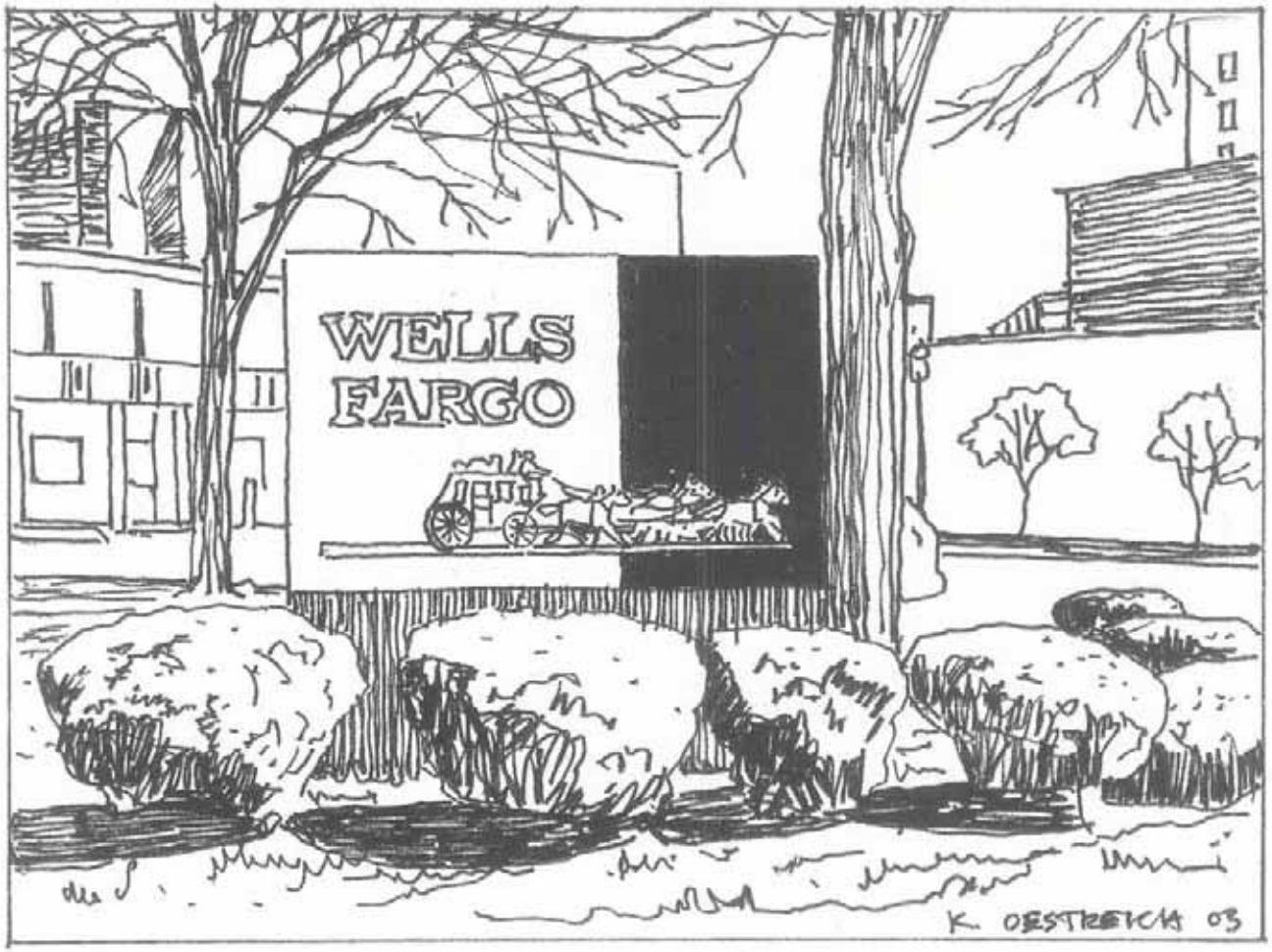
Monument or ground signs are signs, often on a masonry base, placed directly on the ground. Monument signs are limited to 48 inches and ground signs to 15 feet.

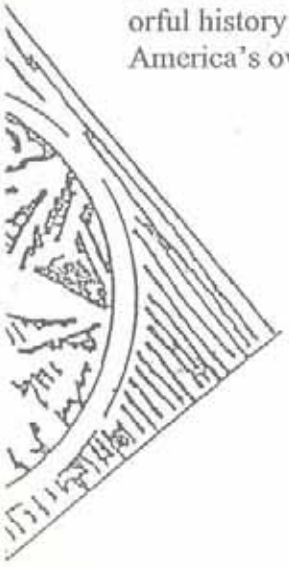
- Monument or ground signs can be effective signage. They, however, need room and are only appropriate where building setbacks are sufficient to create an appropriate space.

- 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 the1920's and became popular in the following two decades. Although various gases are used in these signs, over time, they have come to be called "neon" signs.

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

- Continuing the use and maintenance of neon and bare bulb signs helps in maintaining the historic character of downtown.

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

Banner Signs

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

- Decorative banner signs can be used to add color and create a festive atmosphere for special events, holidays and seasonal events.

- Banners may be attached to light standards (with an encroachment permit if they are on the public right-of-way) or project from building facades.

- Banners should be removed or replaced when they show signs of fading or unattractive wear.





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

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

Lighted Signs

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

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



Directional Signage for Parking Lots

- Directional signs marking entries and exits to parking lots are to have no more than one commercial image, logo or message, which shall be subservient to text identifying the parking lots as "customer parking" makes the direction signage easily comprehensible.

- Limiting each driveway to no more than one directional sign, located on private property, near the sidewalk makes the signage more user friendly.

Sandwich Board Signs

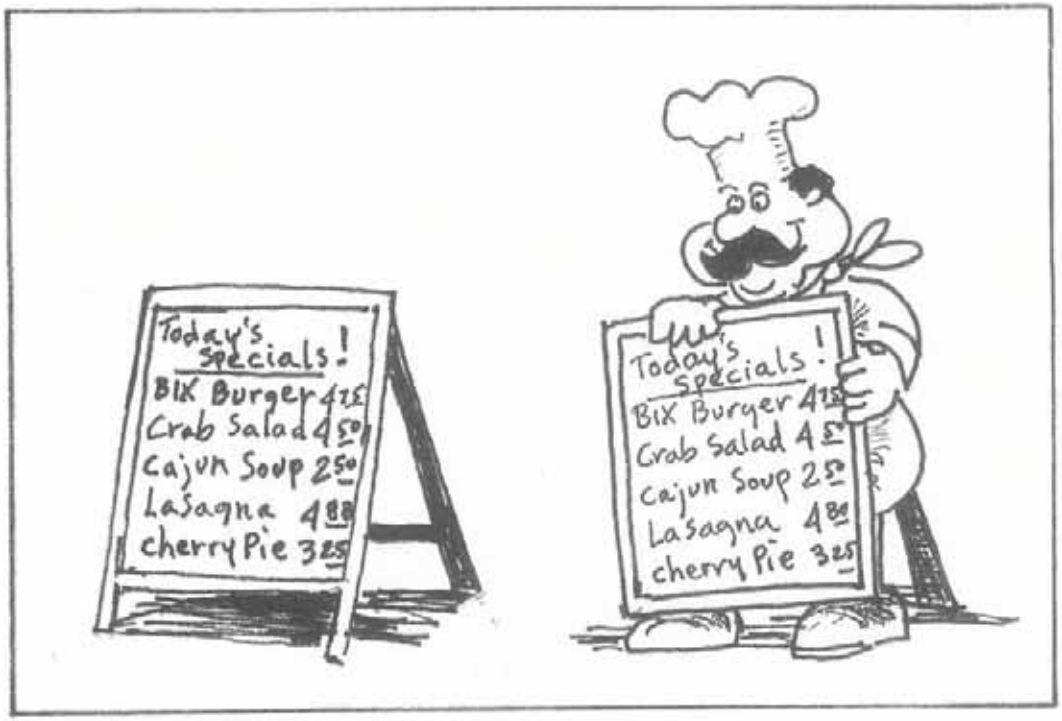
Sandwich board or "A-frame"signs may, at the City's discretion, be placed on city sidewalks listing restaurant menus or advertising special sales or events if the City approves an "encroachment permit."

- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access.

- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.

- Sandwich board signs should be on City sidewalks only during business hours, being removed at the end of each day.



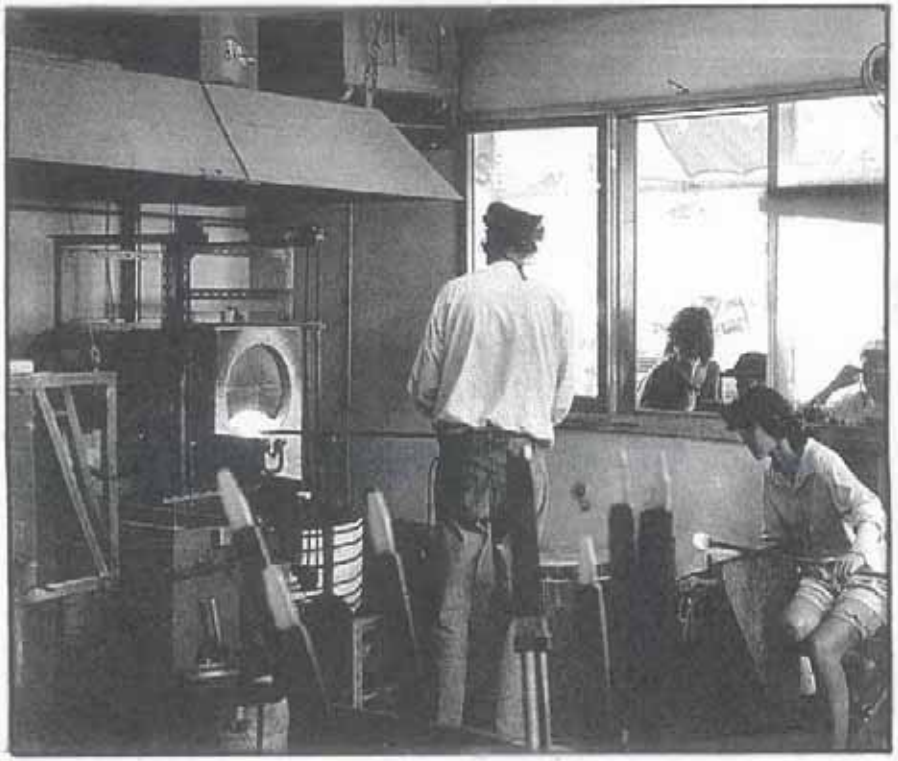


Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



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

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



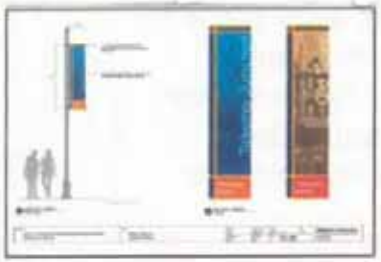




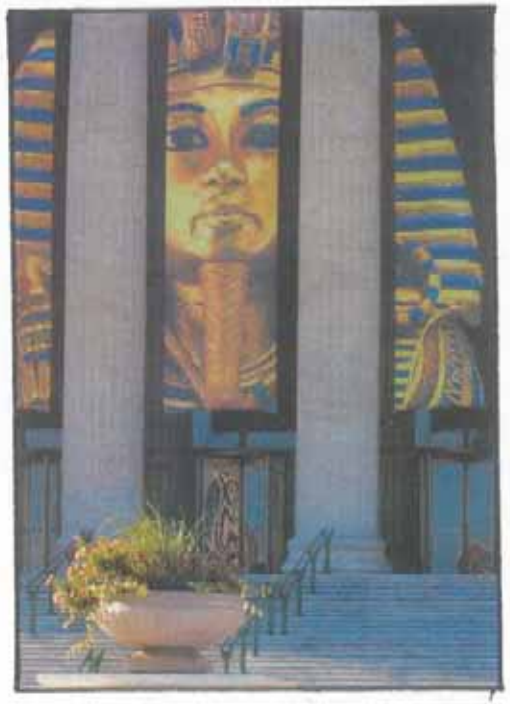




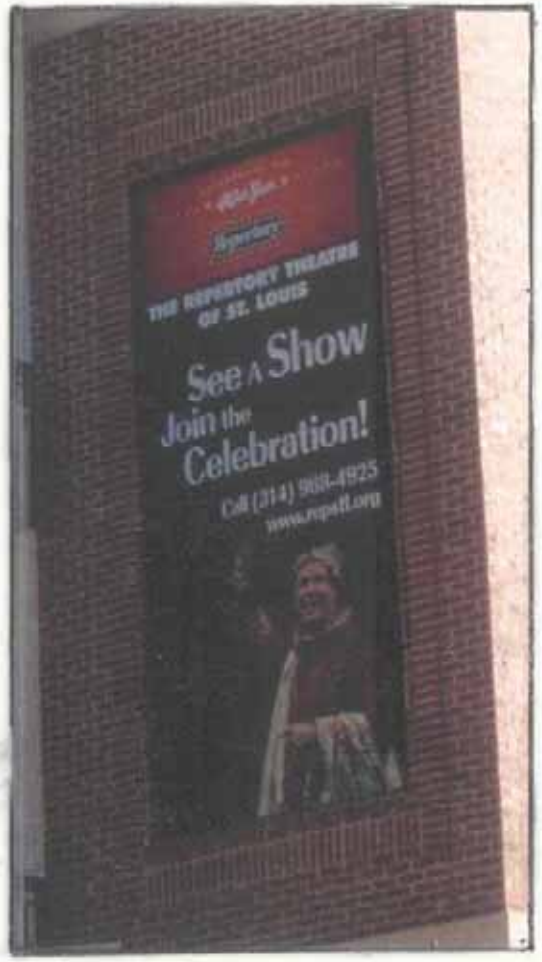




The Design Review Board may at its discretion allow banners and signs advertising events of a civic or cultural nature. This would include museum shows and theatrical events and/or public festivals. Community special event banners and signs shall not be considered to be billboards and may be located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

























Signage: various forms of attractive signage meeting the guidelines















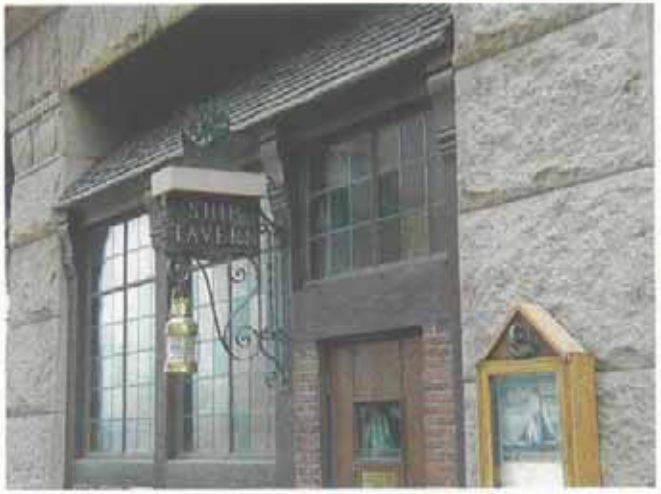




Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:





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





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

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



- Signs which are affixed to trees, utility poles, fire hydrants, fire escapes, bus stop shelters, or other structures in a public right-of-way except signs permitted by these standards with all of the appropriate permits.

- Any signs listed as prohibited by Section 17.45.030 of the Zoning Ordinance entitled "Prohibited Signs" unless specifically listed as allowable in the Downtown Design District by these standards.

City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **5/22/2023**

Subject:
Case DR23-13: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of a new fence at 1113 Mound Street. William Sheeder, petitioner, on behalf of Memecat LLC. [Ward 5]

Recommendation:
Staff recommends that Case DR23-13 be approved in accordance with the submitted work write up and materials.

Background:
Eleven17 Bar and Coia's Meat Lab currently operate at 1113 Mound Street. The property owner intends to establish an outdoor seating area along the storefront.

The project scope is to encompass the area along Mound Street with a black ornamental metal fence. This is the same fence design that the Design Review Board approved for Kelso's Corner Bar, just north of the alley. The proposed fence will be four feet in height and extend from the building's façade to the edge of the sidewalk pavement.

There are several obstacles in front of the building, including a utility pole, guy wire, and a fire hydrant. A site plan has been provided by the applicant. The Fire Department requires a minimum separation of three feet from the fire hydrant. The submitted site plan has been revised to exclude the utility pole from being fenced in.

City Council will have final authority over any fence placed within the public right-of-way via an encroachment agreement.

The Village of East Davenport Design Guidelines states that "wrought iron, steel, and aluminum fencing works well in a historic shopping area. It would also add to the historic ambiance of the Village of East Davenport."

ATTACHMENTS:

	Type	Description
🗋	Backup Material	Application
🗋	Backup Material	Scope of Work
🗋	Backup Material	Background Materials & Photos
🗋	Backup Material	Village of East Davenport Design Guidelines

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	5/19/2023 - 2:41 PM

CITY OF DAVENPORT
Development & Neighborhood Services – Planning
1200 W. 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
Village	5/11/23	5/29/23

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION
1113 Mound St

BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
Adding a metal fence to front exterior.

APPLICANT INFORMATION

Applicant Name
William Sheeder

Address
2752 Nichols Ln

City | State | Zip
Davenport, IA. 52803

Phone
(309) 269-2752

Secondary Phone
—

E-Mail Address
bill@idreamaboutcookies.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. ☒

William Sheeder — Type Applicant's Name here to serve as a signature

5/11/23 — Date

DEVELOPMENT TEAM

Property Owner
William Sheeder

Address
627 W 2nd St.

Phone
(309) 269-2752

Secondary Phone

E-Mail Address
bill@idreamaboutcookies.com

Project Manager/Other

Address

Phone

Secondary Phone

E-Mail Address

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	☐ N/a
Material specifications: type, dimensions, & color	☐ pic

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

Application Fee: **NONE**

Formal Procedure

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

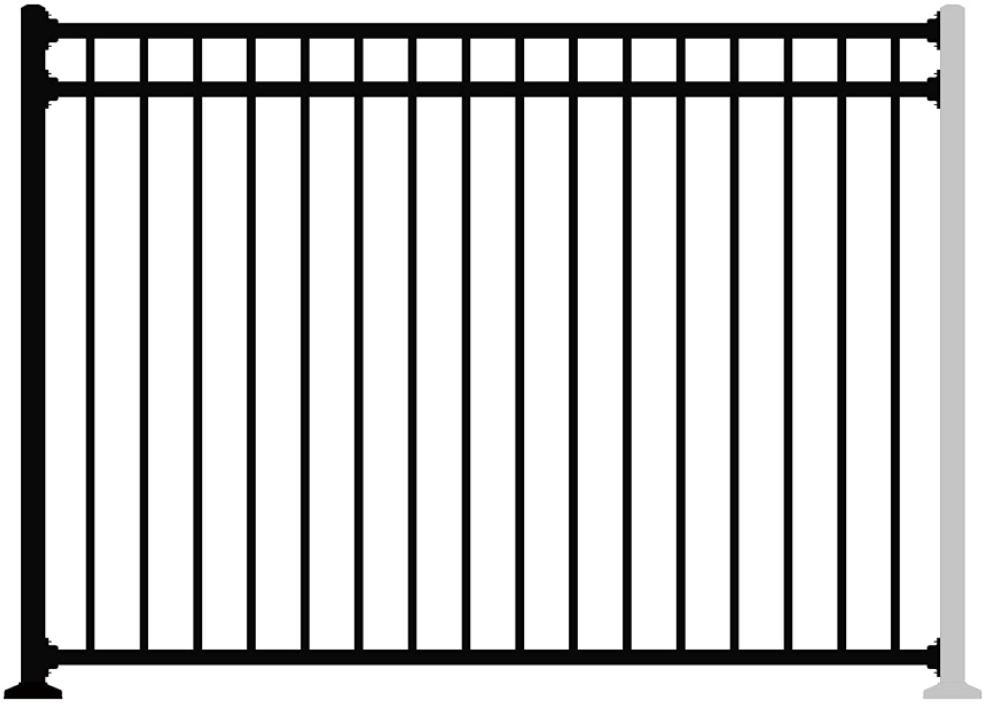
(2) Scope of Board's Consideration:
- Only work described in the application may be approved.
- If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested 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

Full Scope of Work–

Adding a metal fence to the front exterior of the building. Fence will start by the post and will go the length of the building (with the 3ft distance from the fire hydrant). Fence will be roughly 48 ft by 9 ft. Pictures are attached below. Fencing has not been purchased yet, but I have attached what we would use.







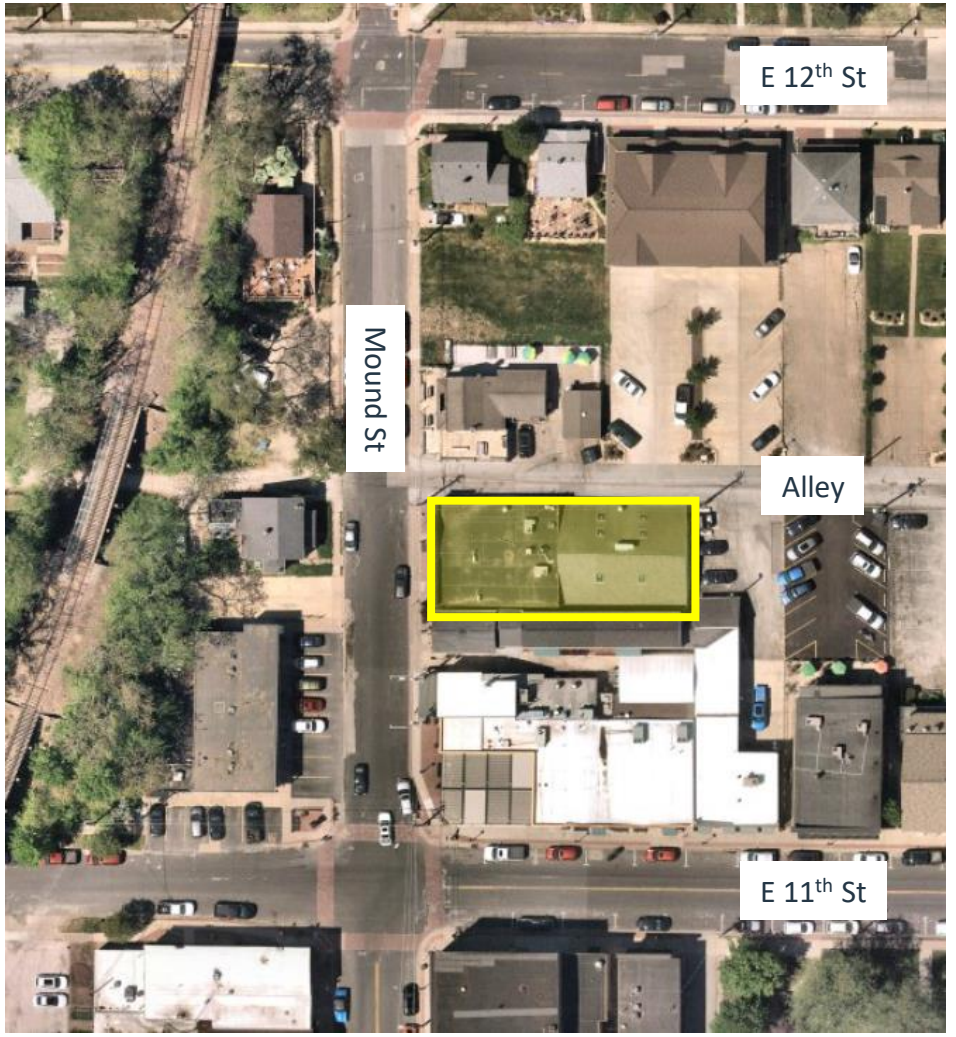

ELEVEN17
OPEN LATE

1113 Mound Street

DAVENPORT
IOWA | USA

- **Tenants:** Eleven17 Bar & Coia's Meat Lab
- **Request:** Fence in outdoor area along storefront.
- **Fence Material:** 4 ft Tall Black Ornamental Metal Fence





Outdoor Area

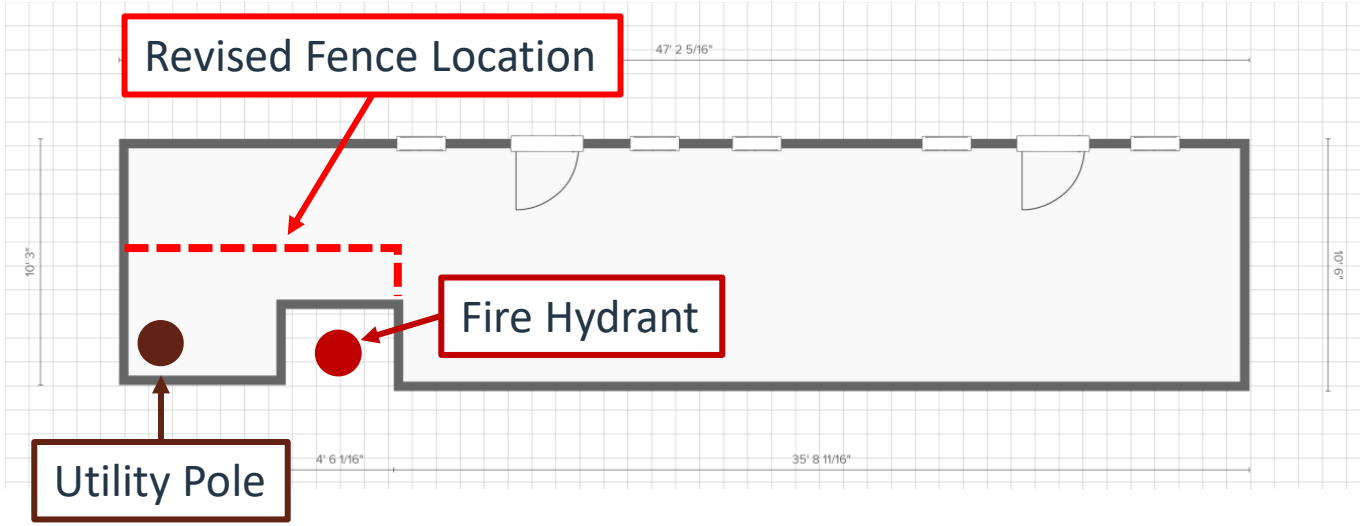


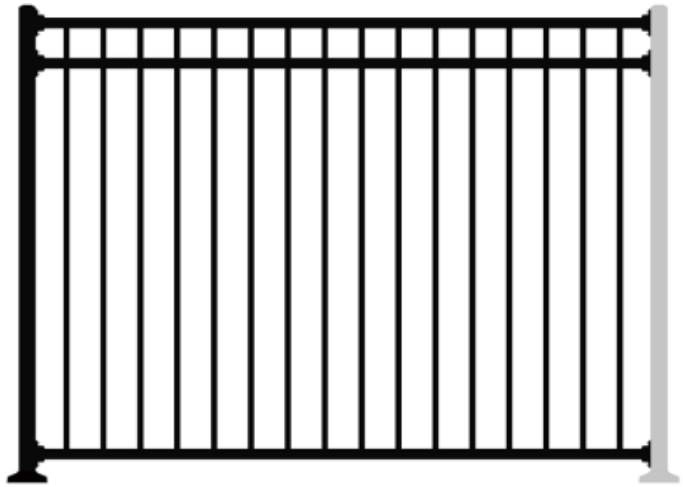


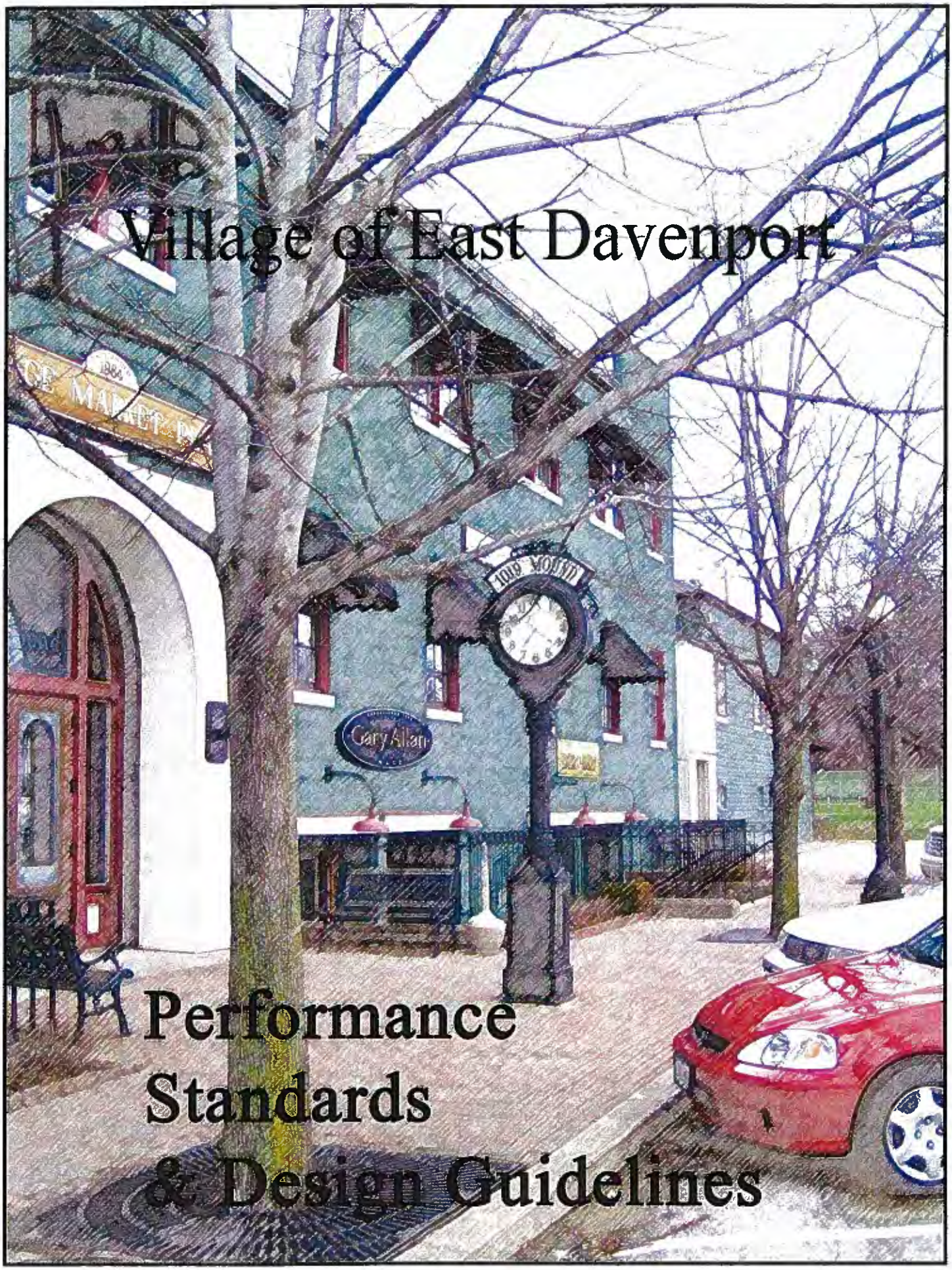
Fire Dept. Requires 3’ Clearance Around Hydrant

Proposed Fence



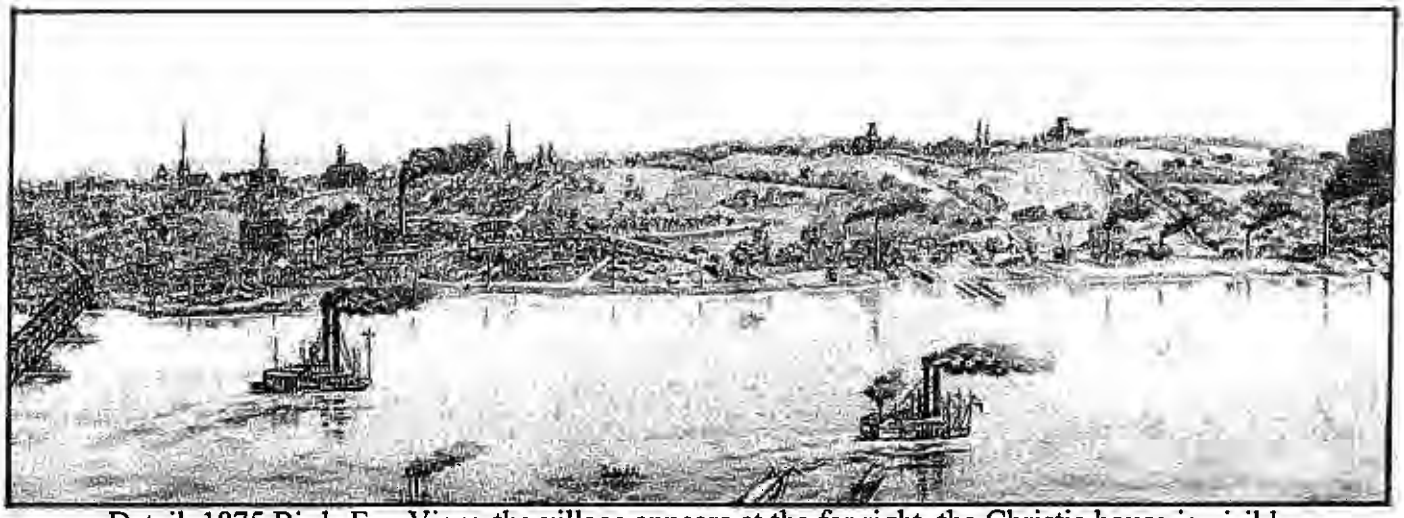




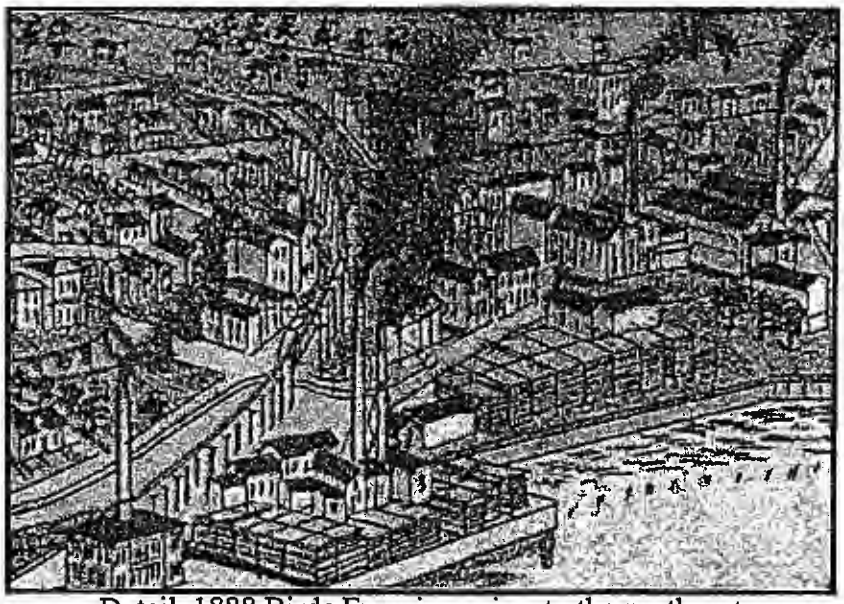

Village of East Davenport
Performance
Standards
& Design Guidelines



Detail from 1888 *lithographic bird's eye view of Davenport and the Village of East Davenport*



Detail, 1875 Birds Eye View, the village appears at the far right, the Christie house is visible between the two smokestacks. Note the apparent absence of a railroad east of the bridge at far left.



Detail, 1888 Birds Eye view, view to the northeast
(H. Wellge, "Davenport, Iowa, 1888," Milwaukee: American Publishing Company).

Note: Three pages of this report include photographs of good and bad examples of franchise architecture. These photographs come from the report "Better Models for Commercial Development" by Edward T. McMahon published by The Conservation Fund in partnership with Planning Commissioners Journal and Smart Growth Network. These photographs were used with the author's permission.



Design Guidelines

Discussion:

No two towns are exactly alike. Each has a particular street layout and arrangement of buildings, shaped over time in a particular geography, by a particular population. The dynamic forces of place, time and culture work to create endless variations on the theme of city, town and village.

At least they used to. In another era local culture and geography played a larger role in the shaping of communities. Buildings were constructed of local materials, regional architectural styles predominated, businesses were locally owned, and building technology was limited. Roads curved and dipped, buildings were added onto, signs were designed one at a time. Muscatine, Iowa looked somewhat similar to nearby Dewitt, but not quite like Clinton and a whole lot different from Taos, New Mexico or Beaufort, South Carolina. Regional style predominated and local variation provided uniqueness.

Today, however, these subtle differences between places are fading away and regional distinctions hardly exist. A suburban shopping strip in the City of Davenport may not look much different than a similar setting in suburban Washington, D.C., or suburban Seattle, Washington. Over the past 40 years, America's commercial landscape has progressed from unique to uniform, from the stylized to the standardized.

In the City of Davenport there are exceptions to this rule. There are still historic business districts that retain considerable character, none more so than the Village of East Davenport. The first structure in the Village was constructed in 1848 (a double-pen log cottage that still exists in altered form). Most of the structures were constructed over a 50-year time frame ranging from 1850 to 1900 with the majority of the construction occurring in the 1860's and 1870's. (Among the older buildings there are a few exceptions; the fire station, for example, was constructed in 1931). This relatively brief construction period resulted in a historic shopping neighborhood with a great deal of architectural cohesion while at the same time maintaining the randomness of a rural village. The architectural styles are rather limited, chiefly the Italianate Style and various vernacular adaptations with an occasional example of other architectural styles.

Over time, the Village of East Davenport has remained largely intact. The caliber of renovations and restorations of the historic structures has varied considerably but the overall character of the historic business district remains good.

Over the course of the Village of East Davenport's history, a series of poorly designed infill structures have been constructed. These include the gas or ex gas stations at 2229 East 11th Street, 2306 Kirkwood and the Kwik Shop at 2242 East 12th Street, the commercial structure at 1102-06 Mound Street and the 1950's era commercial strip building located at 2010-2028 East River Drive. All of these structures represent the prevailing, or common, architecture of the time during which they were constructed. They, for the most part, predate the recognition of the value of historic neighborhoods in the City of Davenport and at the time of their construction they were likely considered modern buildings to be proud of. While these structures add little to the Village of East Davenport architecturally the community was very fortunate in one respect. They are all on the periphery of the historic shopping district. The heart of the district remains intact. These same structures located in the center of 11th or 12th Street would have done much more harm than they do. Even more fortuitous is the fact that the Village has avoided the formula corporate franchise architectural design that is the predominant model for commercial development in America. A single Taco Bell with its pseudo Mexican architecture or a single Checker's hamburger restaurant constructed with its sleek, modern corporate architecture in the center of 11th Street would have largely destroyed any feeling that one is in a historic place.

It easily could have happened. The City of Davenport's commercial zoning regulations do little to address visual quality, community character or urban design in historic shopping areas (the city does have the Highway Corridor Overlay District Ordinance but this ordinance is oriented to suburban "green field" development and a Historic Preservation Ordinance that for various reasons has never been applied to the Village of East Davenport.)

In February of 2006, however, residents and property and business owners in the Village of East Davenport asked the City to devise a new zoning classification, a classification that would consider the special opportunities and needs of a historic shopping neighborhood.

The City Council then passed a resolution establishing a 120-day moratorium on the issuance of business licenses in the Village on March 1, 2006, which in turn was signed by the Mayor on March 24th. Planning staff, in turn, has worked with citizens in the Village of East Davenport to develop a new zoning classification, the "HSD", Historic Shopping District Ordinance to consider appropriate land uses for a historic commercial neighborhood as well as to establish the design review of new infill buildings or structures, major additions to existing buildings (a 50% addition or larger), parking lot design and signage.

The design review process is intended as a means of ensuring that new buildings and structures will meet the community's design aspirations. The goals of these standards are as follows:

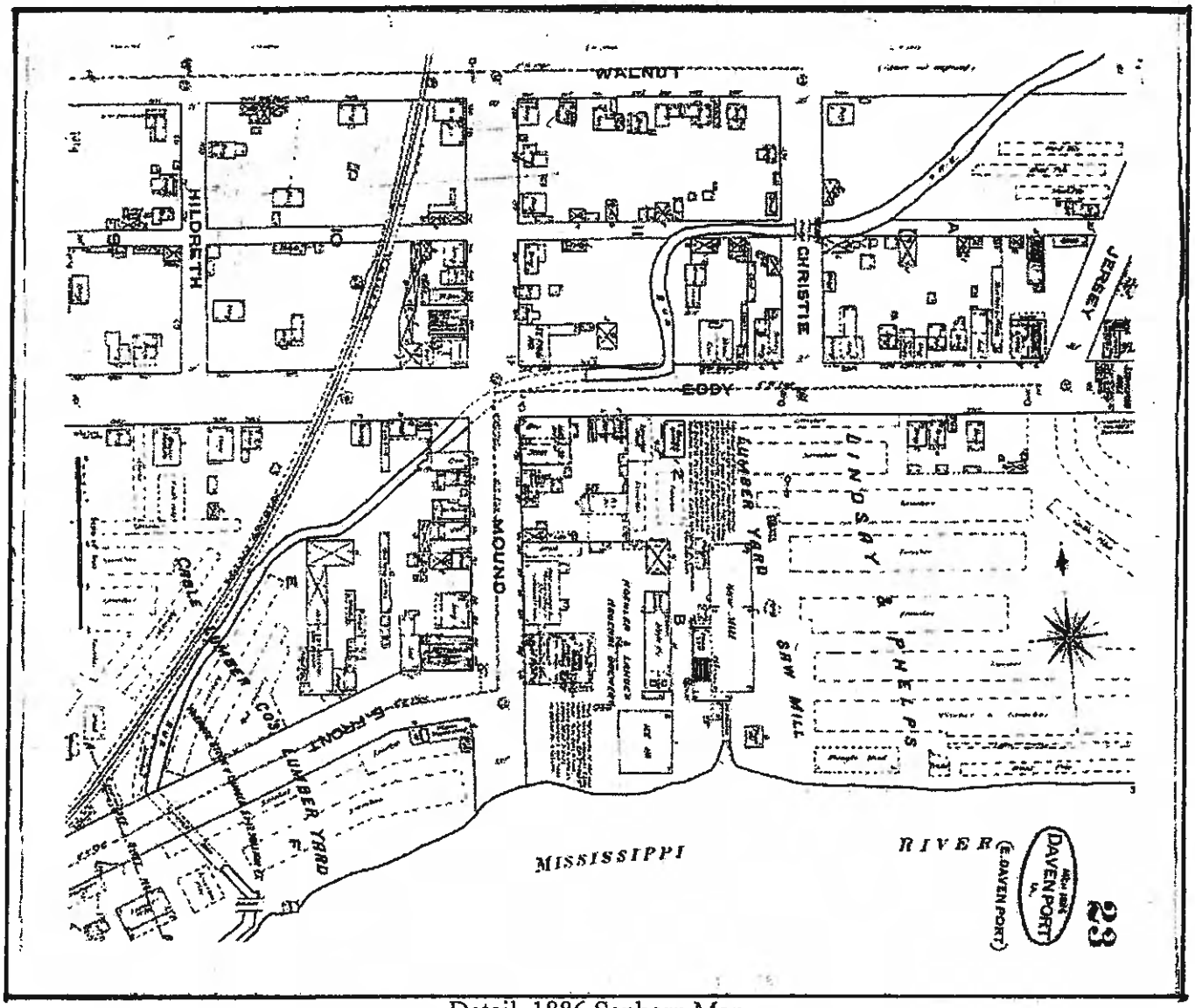
- To affirm and create a "sense of place," building neighborhood identity and pride – and thus generating positive energy, which, in turn, can be translated into better maintenance and investment in both public amenities and private rehabilitation.

- To help create an area that is more attractive to the establishment of new businesses by generally upgrading the quality and compatibility of the district so that it is perceived as a distinctive commercial unit.

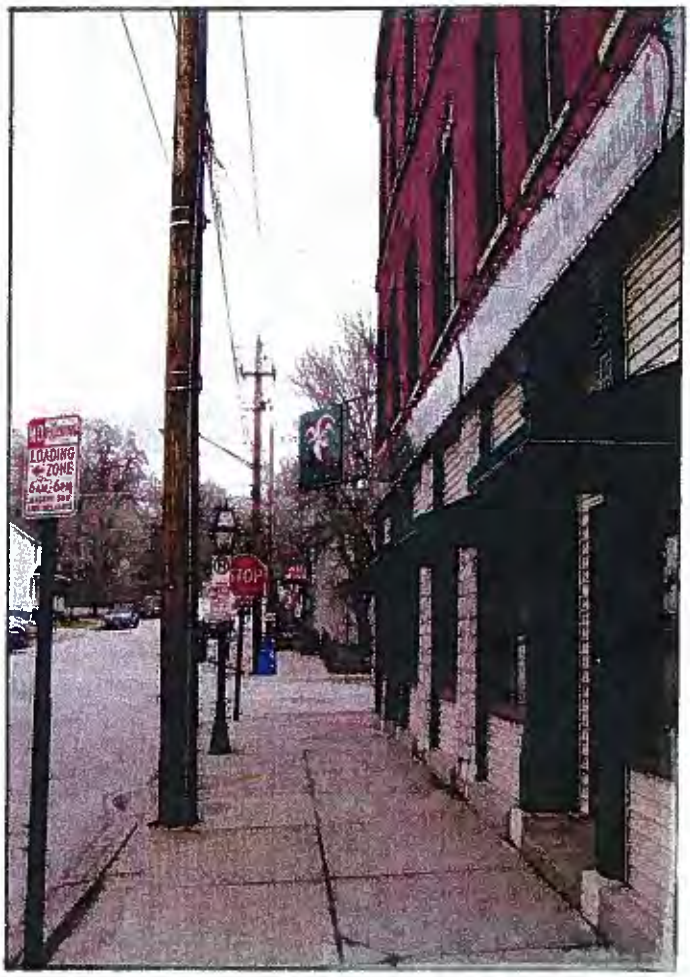
- To increase the overall historic ambiance of the Village of East Davenport by respecting the human scale in façade and sign design, thus supporting a pedestrian-friendly environment. This in turn can encourage longer periods of visitation and the increased purchase of goods and services.

- By design review and the limitation of negative land uses to protect the investments that business and homeowners have made in their property and to encourage additional investment in the future.

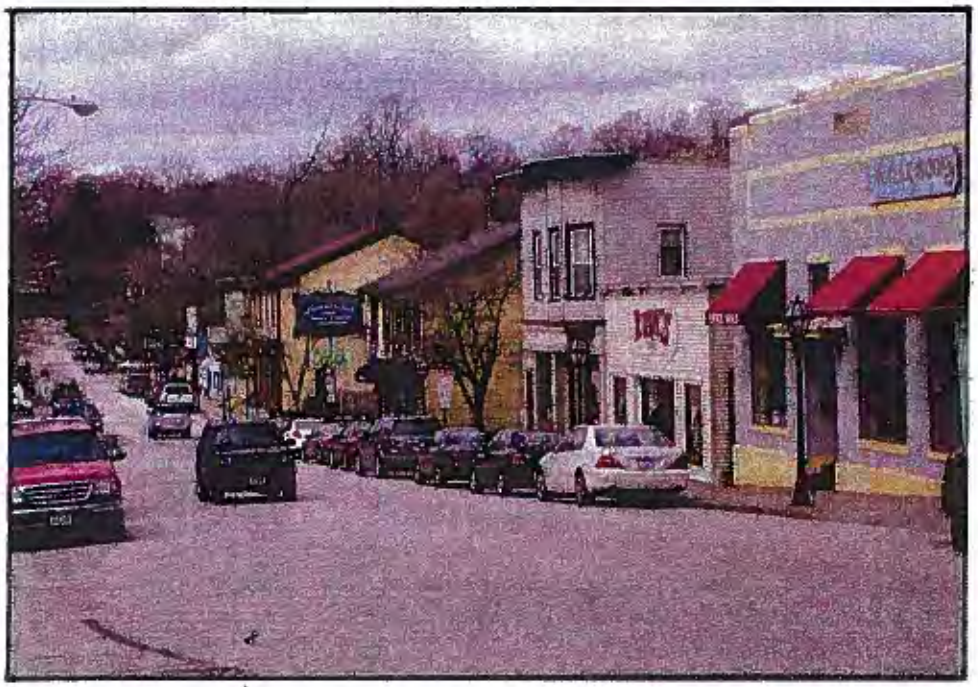
- To foster increased heritage tourism by creating a stronger preservation identity for the Village.



Detail, 1886 Sanborn Map

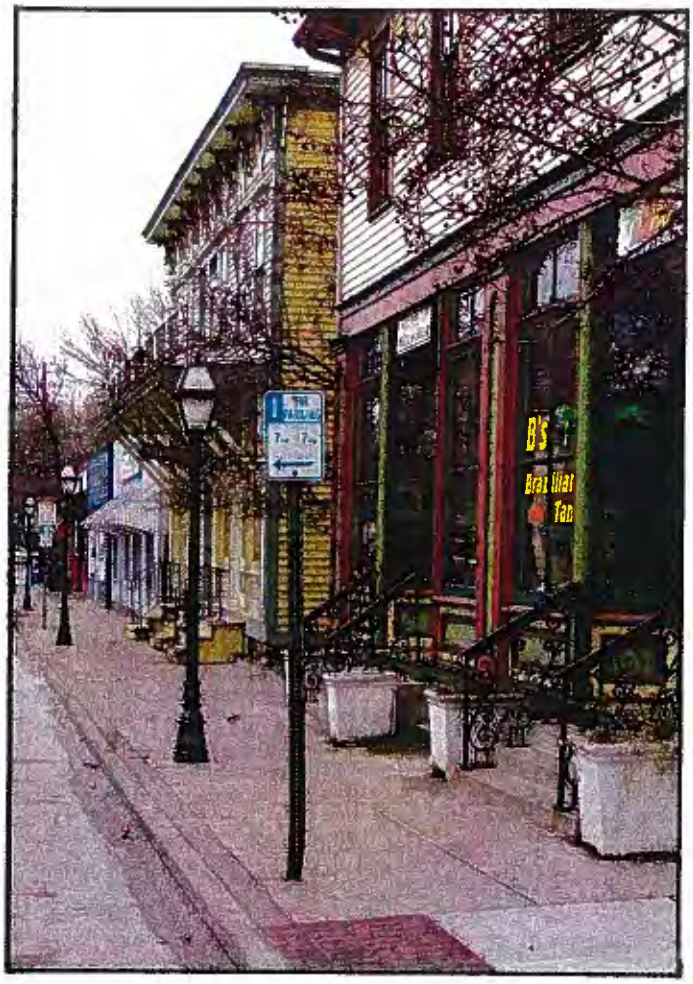






One of the Village of East Davenport's most interesting traits is its randomness. Buildings are constructed of brick or stone or wood lap siding. Building heights range from one story to three. Roofs, depending on the building, are flat, gabled or hipped. Most of the structures on 11th Street are built to the sidewalk while those on the south side of 12th Street have small front yards and those on the north are set on the top of the bluff.





Various views of the Village of East Davenport and its architecture.





Infill Development

Discussion:

Infill development can repair and strengthen the urban fabric by eliminating gaps created by vacant lots and surface parking lots. After the protection of high quality, existing architecture, the introduction of well-designed infill should be the primary development priority in the Village of East Davenport. Infill development should be designed to compliment the existing architecture and reinforce its features.

The repetition of design elements or themes helps a historic shopping district to build a recognizable identity and sense of place, making it a more marketable and attractive location. This does not mean buildings should all look alike or materials need to come from a limited palette, but it is important to emphasize the common characteristics that make a historic neighborhood special.

The design of a new infill building, particularly its front façade, is a special challenge. It should be designed to look appropriate and compatible with surrounding buildings. Otherwise, the new building will look awkward and out of place. An analysis of the existing architecture will identify the characteristics in building placement and design that contribute to the image of the historic neighborhood. Understanding this context should be the starting point when designing new structures.

Since a good infill design responds to its surroundings, it is not possible to develop specific guidelines that will apply in all cases. Also it should be noted that the Village of East Davenport, as it has developed over time as a real village has more architectural variety than most small town main streets.

There are, however, several general concepts that should govern the visual relationship between an infill building and its neighbors.

1. Height
   Buildings in a historic commercial district generally share a similar height. Infill construction should respect this. In the Village of East Davenport this requirement is very much location specific. Building heights in the Village run from one to three stories. As such the appropriate height of any new building will depend in part on where it is to be constructed.

2. Width
The infill building should reflect the rhythm of the facades along the street. In the case of a larger building consider dividing the structure into bays.

3. Proportion
The characteristic proportion (the relationship between height and width) of existing facades should be respected. Obviously, there are substantial differences in building proportions between the buildings on 11th Street versus those on 12th Street. Appropriate proportions, therefore, are site specific.

4. Relationship to the Street
The setback of any infill building should be consistent with that of neighboring structures. Most of the historic buildings on 11th Street and Mound Street are constructed immediately behind the sidewalk (there are exceptions). On the south side of 12th Street on the other hand, buildings are set back from the sidewalk creating small front yards. On the north side of 12th Street the Pierce School structure and the Christie House have deep dramatic setbacks.

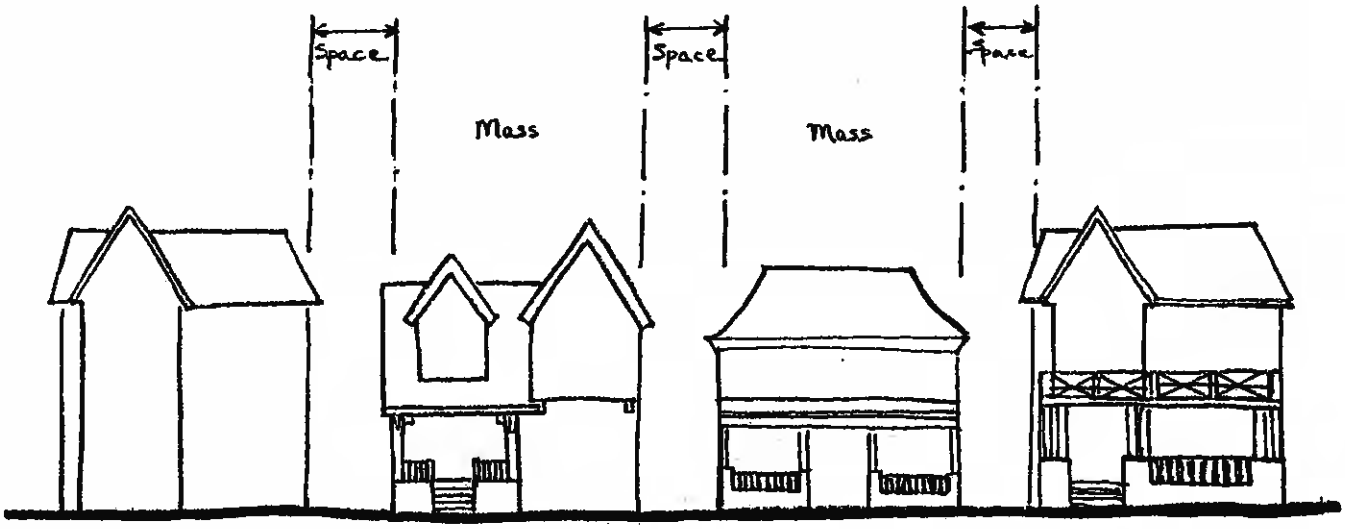
5. Roof and Cornice Forms
Roof and cornice forms in most historic shopping districts are usually similar with commercial structures generally having flat roofs. In the Village of East Davenport roof styles vary substantially particularly on East 11th Street. Many roofs are flat. Other buildings have gable or hipped roofs. In the case of the Village of East Davenport it is the randomness or differences in style that create character rather than the sameness.

6. Composition
The composition of infill facades (that is the organization of its parts) should be similar to that of the surrounding facades.

7. Rhythm
Rhythms that carry throughout the block (such as window spacing) should be incorporated into any new façade.

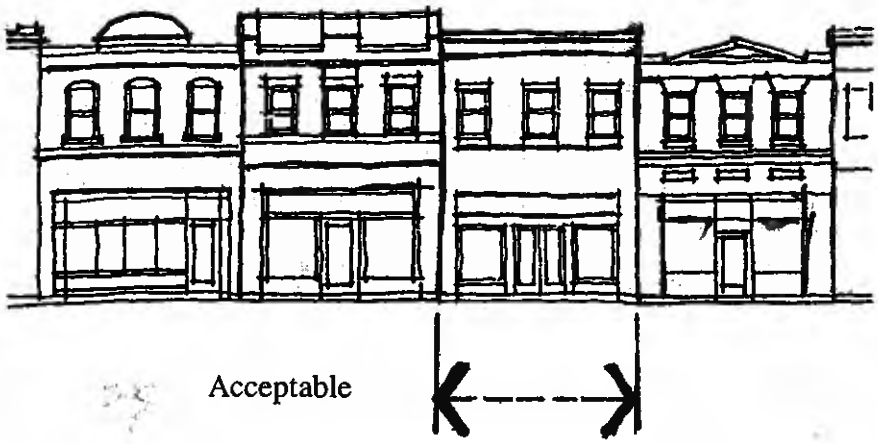
8. Proportions of Openings
The size and proportion of window and door openings should be similar to those on surrounding facades. The same applies to the ratio of window area to solid wall on the façade as a whole.

9. Materials
An infill façade should be composed of materials that complement the adjacent facades. The new building should not stand out against others. In the Village of East Davenport buildings were typically constructed of wood lap siding, brick and in rare cases stone. An infill building intended to reproduce the look of wood lap siding should consider concrete board siding such as Hardi-plank. It looks very much like the historic materials and is superior to vinyl or aluminum siding.

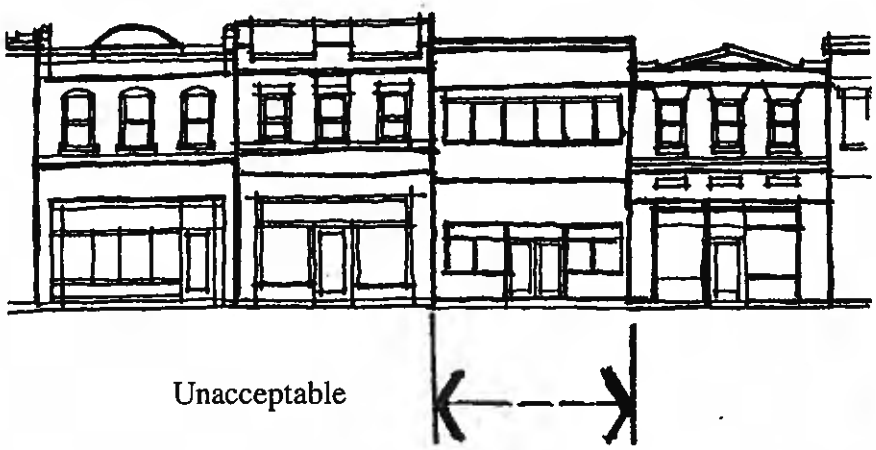


On the south side of East 12th Street the rhythm of the facades and the spacing between them is an important character-giving element that should be maintained in the event of infill construction.

On East 11th Street the spacing of buildings is less consistent. Some structures have side yards separating them from adjacent structures but many buildings are constructed from lot line to lot line with no separation at all. In the case of 12th Street the rhythm of openings becomes very important. In particular, most structures have large glass enclosed first floor store fronts. This would be an important element to be picked up in any infill design.



Acceptable



Unacceptable

It is not the intent of these standards to disallow the use of modern materials to reproduce historic features. Examples of this could include fiberglass cornices, cast stone steps and/or ornamental decoration or aluminum clad wood windows. Modern reproduction materials generally are acceptable on infill buildings.

10. Colors

The choice of color is important when integrating a building within a district. Color schemes should be simple, using the minimum number of colors necessary to achieve the desired look. The color selection should complement the predominant hues of the adjoining buildings.

Scale Versus Land Use

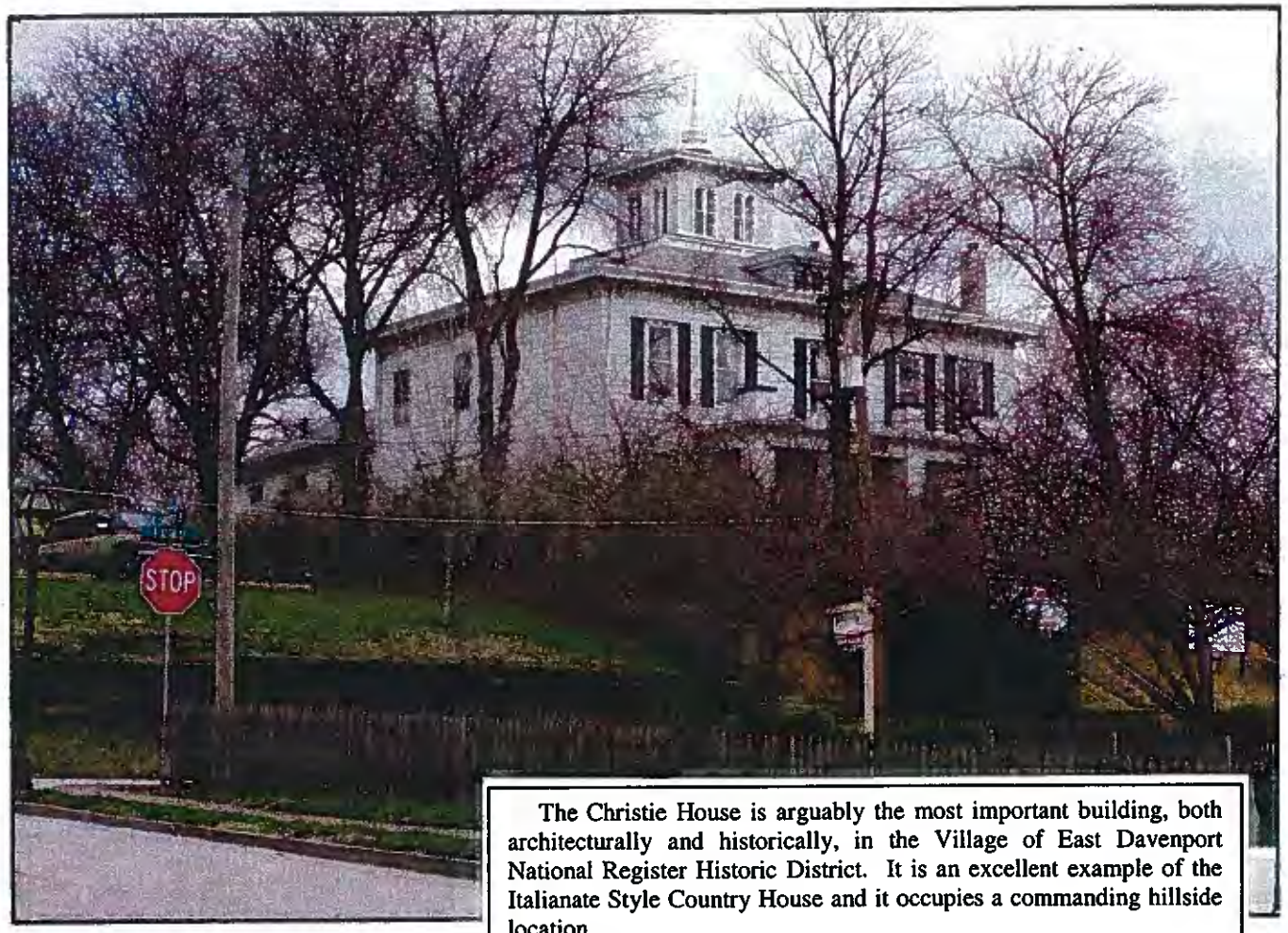
Height, width and proportions together determine a building's scale. Within the HSD Historic Shopping district zoning classification, scale is as important as land use in determining the suitability of a particular project. To the right are a series of land uses that would be acceptable in a Historic Shopping District, a drug store or pharmacy, a toy store and a hardware (home improvement) store. In each case, however, the scale of the structure is totally unacceptable. As a general rule new infill structures should have footprints that are reasonably similar to the Village of East Davenport's existing structures.

In addition to being out of scale in a historic shopping area such as the Village of East Davenport, the bland corporate architecture is similarly unapprovable.



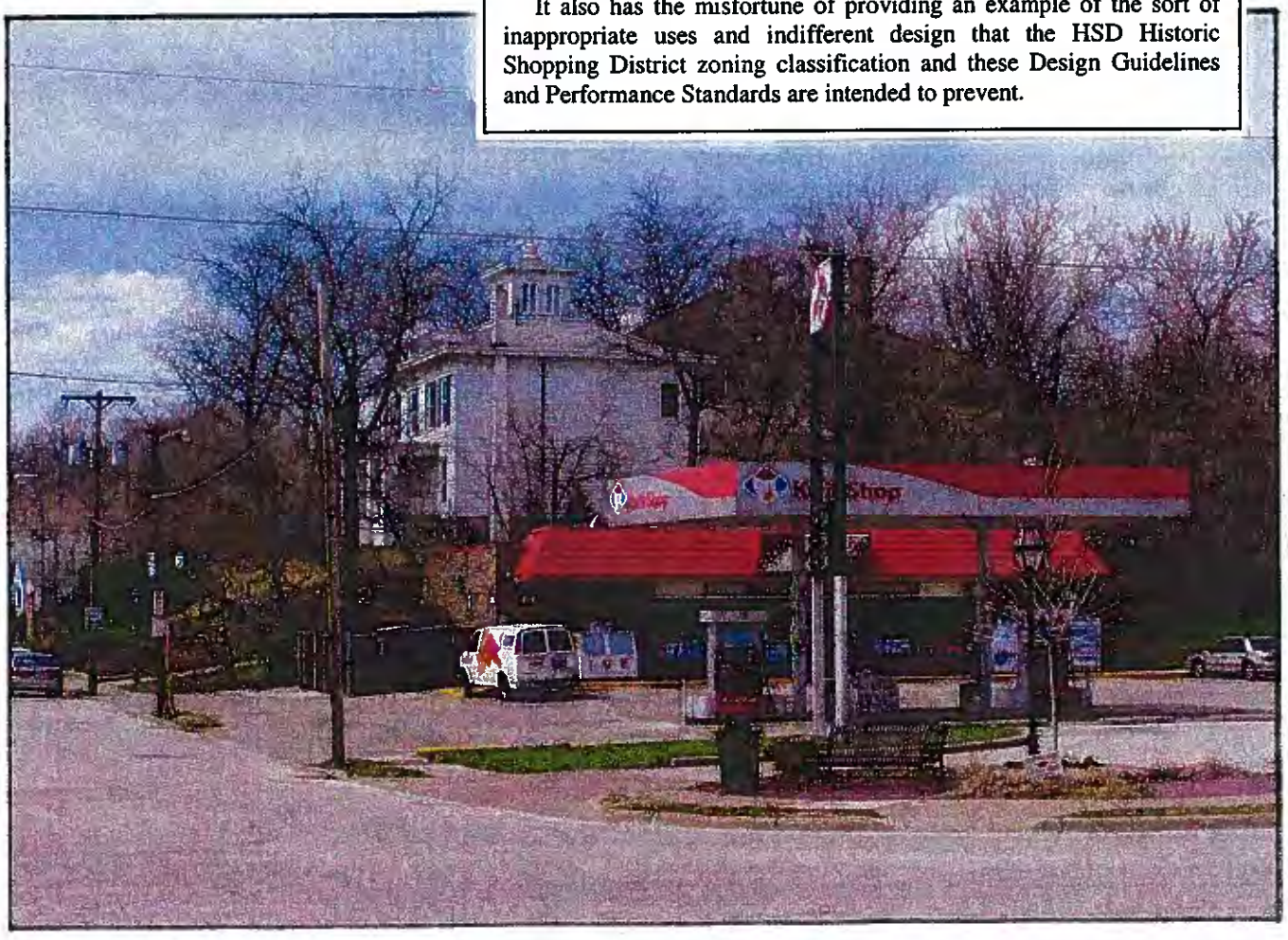






The Christie House is arguably the most important building, both architecturally and historically, in the Village of East Davenport National Register Historic District. It is an excellent example of the Italianate Style Country House and it occupies a commanding hillside location.

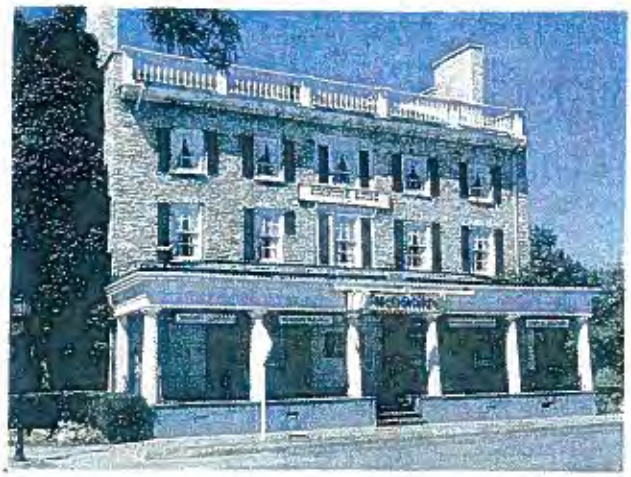
It also has the misfortune of providing an example of the sort of inappropriate uses and indifferent design that the HSD Historic Shopping District zoning classification and these Design Guidelines and Performance Standards are intended to prevent.











Franchise Architecture Prohibited

The usual marketing strategy of fast food restaurants, gas stations, convenience stores, drug stores and other corporate chains is to promote the security of sameness by replicating a standardized brand image often in garish colors and shapes designed to catch the eye of consumers passing in their cars. This strategy is self-serving generally and does much to diminish the sense of place that once distinguished one city from another. This type of architecture is particularly out of place in a historic shopping area such as the Village of East Davenport. Locating a single Kentucky Fried Chicken with its red and white striped roof or a McDonald's with its golden arches on East 11th Street would completely destroy the image of the Village as a historic place. As such, franchise architecture (building design that is trademarked or identified with a particular chain or corporation that is generic in nature) is prohibited. Franchises or national chains should they wish to locate within the Village of East Davenport must comply with these design guidelines and create a unique building sensitive to the context of the historic district.

The photographs of the two McDonalds restaurants (left) as well as the examples on the following two pages are simply to illustrate that national chains can, and will, do this if they wish to locate in a particular location. As far as the designs themselves, some would be more appropriate for the Village of East Davenport than others.

Positive Designs for Franchise Architecture



Typical McDonald's



McDonald's, Annapolis, Maryland. It is in an older building on a busy city street.

More Good Examples



McDonald's, Freeport, Maine. The company originally proposed demolishing this house. The town said no.



McDonald's, Lake Forest, Illinois. This profitable restaurant resembles a Dutch colonial house.



McDonald's, Stowe, Vermont, reflects its New England setting.



Rite Aid in Camden, Maine, is in a new building that complements its surroundings.

Positive Designs for Franchise Architecture



Typical Pizza Hut



Pizza Hut, Worchester County, Maryland, shows how landscaping and good design can pay off.

More Good Examples



Burger King, Key West, Florida, illustrates context-sensitive design.



Burger King, Chesterfield, Virginia. The county has a design standards manual.



Taco Bell in Fort Collins, Colorado, is in a restored Spanish colonial revival house.



Taco Bell, Freeport, Maine. Most of the town's chain stores and franchises are in existing historic buildings.



MERIT

Mossburg Building

HARBOR SPRINGS, MICH.

Acceptable Infill

There are two schools of thought on what constitutes good architectural infill. In the past many architects viewed the concept of replicating historic styles as something of a sellout – an assault on their creativity. Their view was that infill buildings in a historic district should relate to the historic structures in terms of height, materials or massing but the buildings should be clearly contemporary.

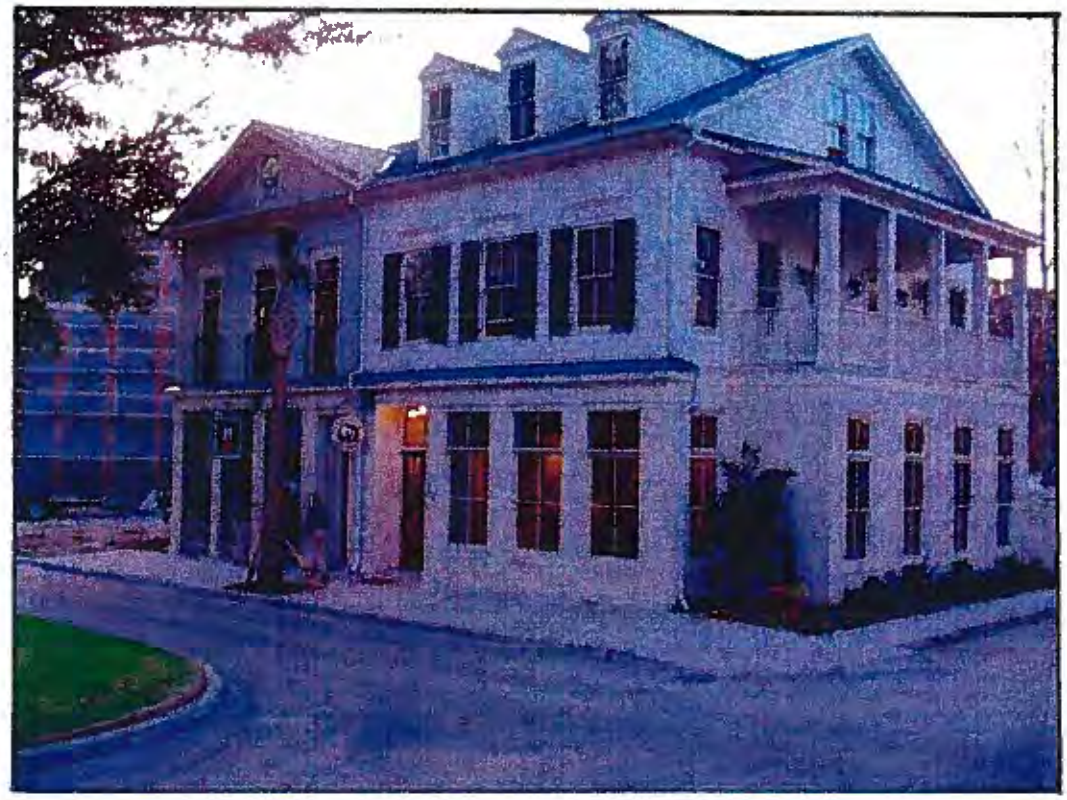
More recently the new urbanist movement has emerged which places, perhaps, more emphasis on context. Architects, city planners and builders who have embraced the new urbanism appear more open to the use of historic revival styles on contemporary buildings. (This is an over-simplification of a design debate that could fill a book).

These standards accept either design view.

The Mossburg Building above is a good example of the latter view. The building constructed in a neighborhood similar to the Village of East Davenport, Harbor Springs, Michigan, won the Builders Choice Award in the live/work infill category from "Builder" Magazine. Planning staff would suggest that a building of this nature could fit very comfortably in the Village.

Like most of the structures in the Village of East Davenport the Mossburg Building does not replicate a particular architectural style. Instead, the structure has the look of a vernacular building that could well have been built in the Village by a local builder in the mid or late 1800's.





Other possible commercial infill designs



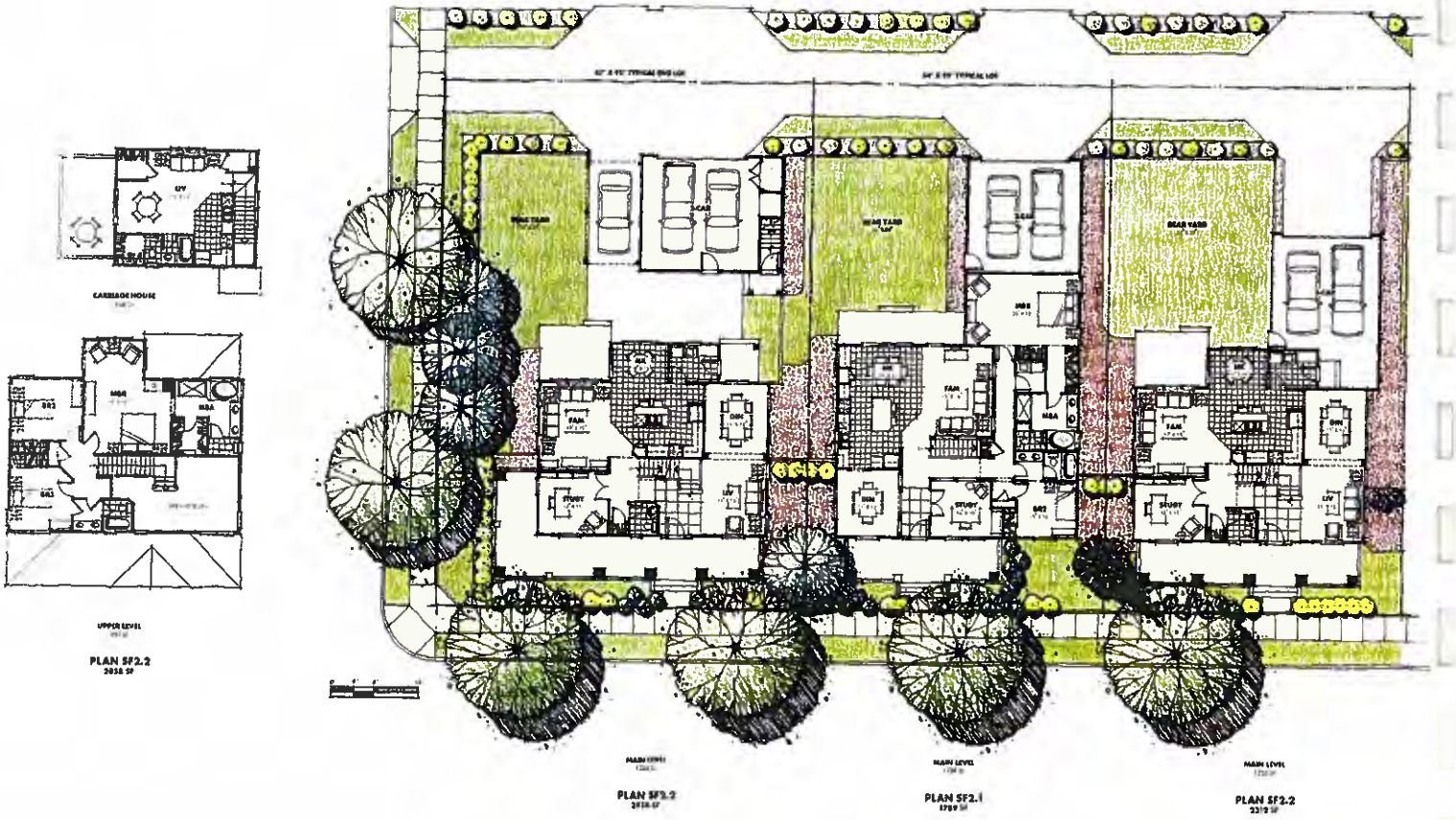
PLAN SF2.2
EUROPEAN CRAFTSMAN

PLAN SF2.1
CLASSIC COTTAGE

PLAN SF2.2
FOURSQUARE

PLAN SF2.1
AMERICAN CRAFTSMAN

Residential Infill



Many of the Village of East Davenport's commercial structures, particularly those on East 12th Street and on Jersey Ridge Road, were originally constructed as residential properties. In these portions of the Historic Shopping District an infill structure should continue this residential look even if it is to have a commercial application. Residential structures in the Village come in a variety of architectural styles including vernacular cottages, Victorian, Foursquare and the Craftsman or bungalow style. Due to the prominence of the new urbanist movement there are a wide variety of contemporary architectural plans available that closely mimic these styles. This page and the following provide a variety of examples.

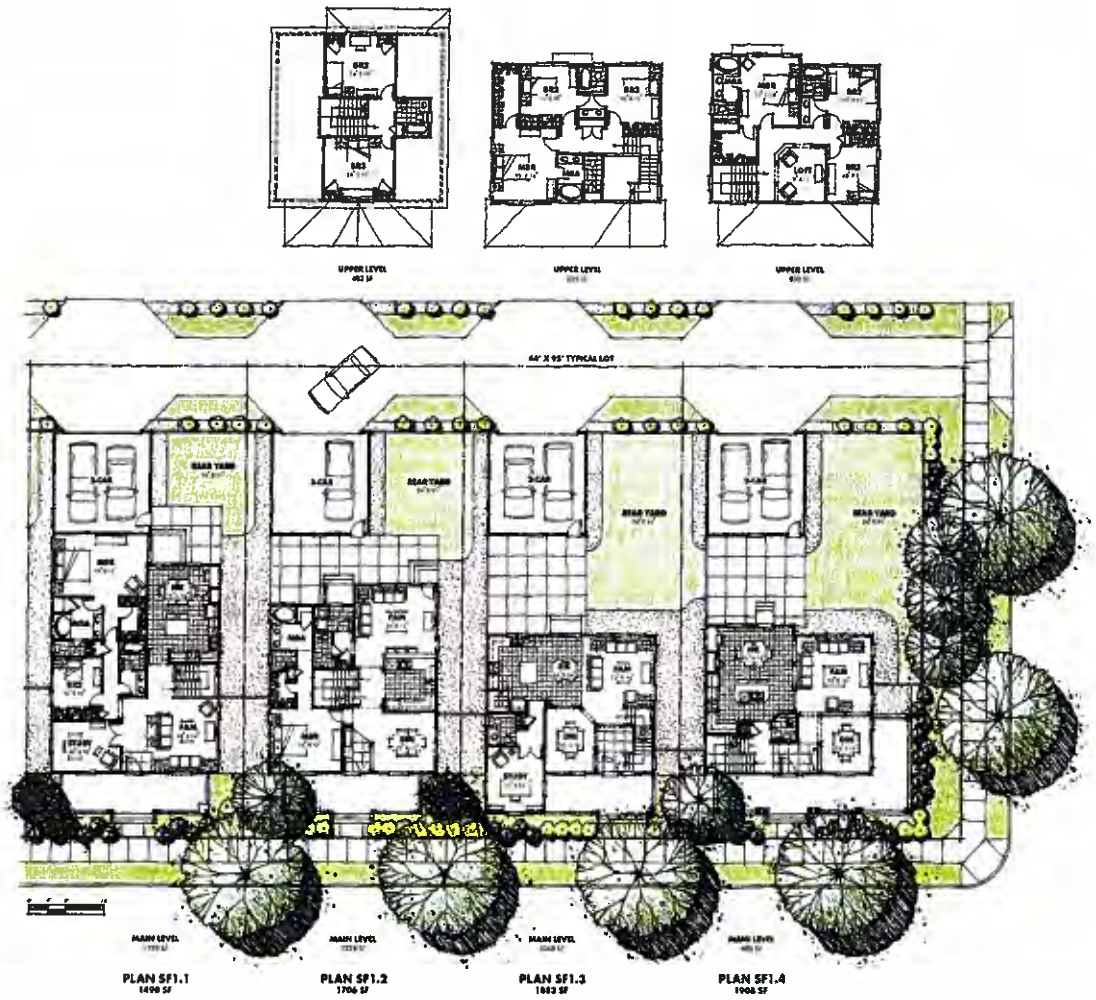


PLAN SF1.1
CLASSIC COTTAGE

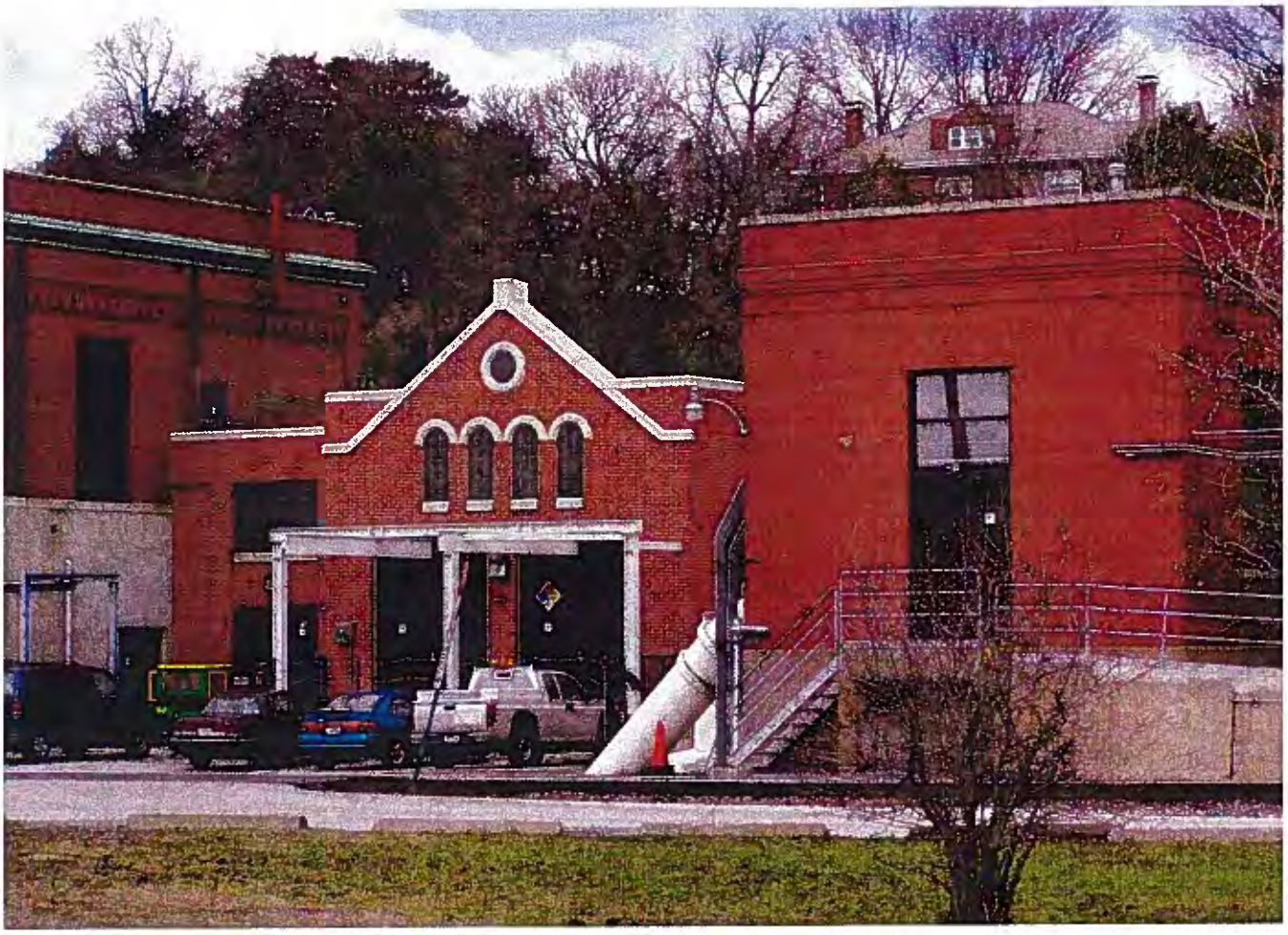
PLAN SF1.2
AMERICAN CRAFTSMAN

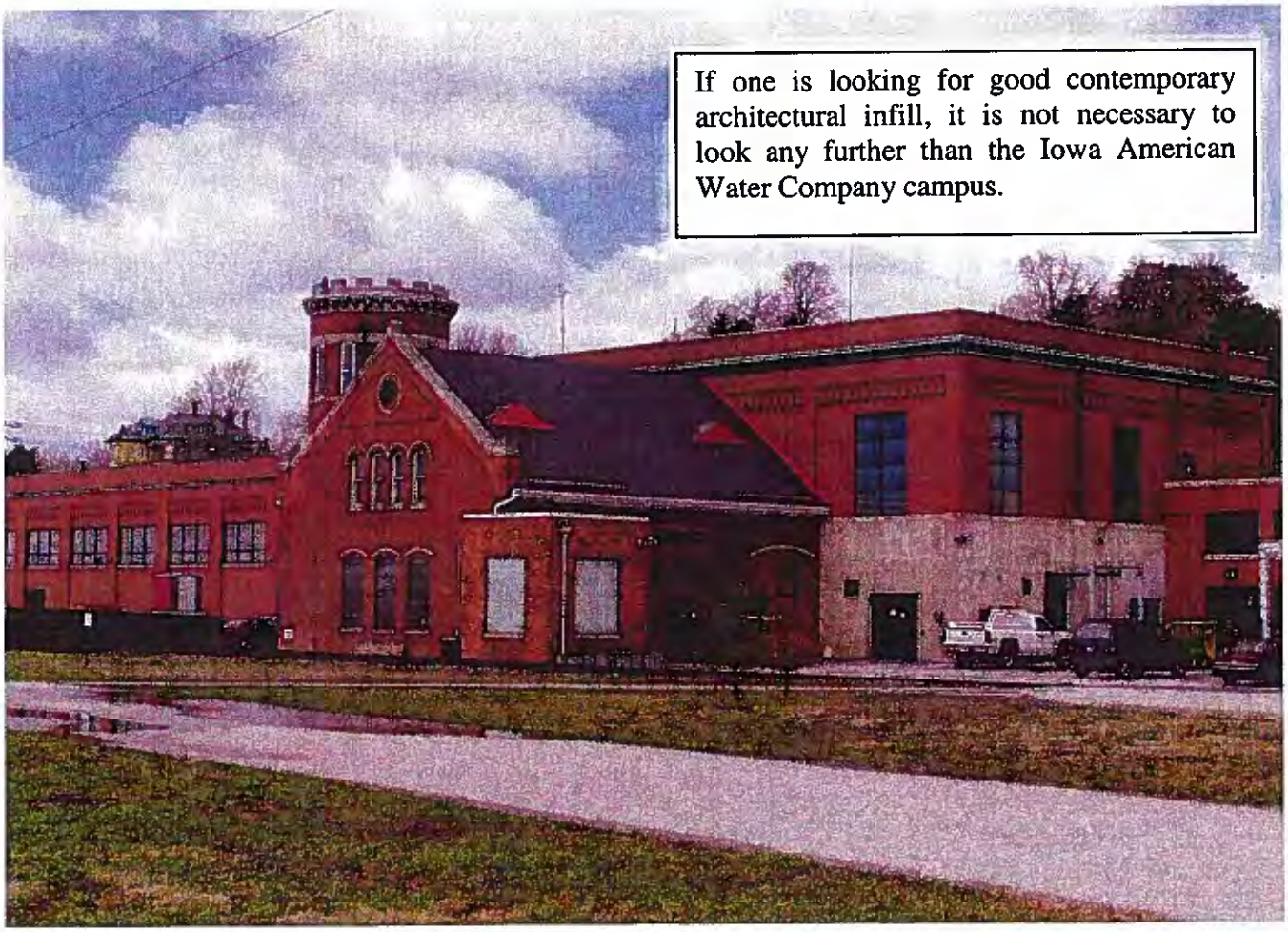
PLAN SF1.3
VICTORIAN

PLAN SF1.4
COLONIAL



Residential Infill (continued)





If one is looking for good contemporary architectural infill, it is not necessary to look any further than the Iowa American Water Company campus.





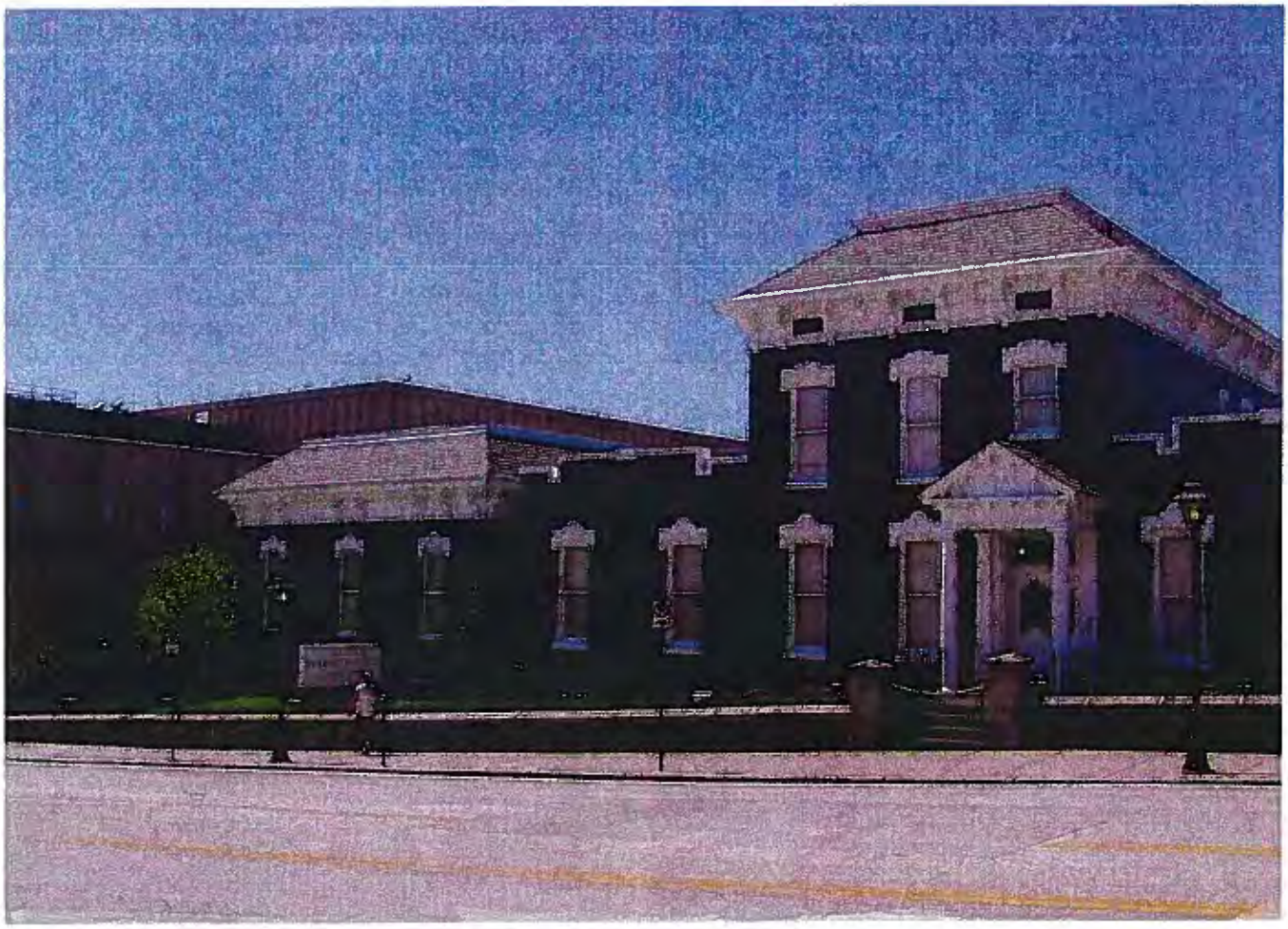




The Village of East Davenport area does have examples of truly outstanding infill development. The Iowa American Water Company has constructed a series of infill structures on its campus that carefully mimic the industrial architecture of the late 1800's and early 1900's. The buildings are not likely to be mistaken for historic structures but by using the same forms, scale, building heights and materials (brick and limestone trim) they fit into the context around them very well.

Note the treatment of gable of the historic building in the center of the photograph on the preceding page (bottom left). Then look at the new infill building in the center of the photograph, top left (same page). The exact gable form has been repeated with the same brick and dressed limestone materials. Further note the gables detailing which includes a series of four Romanesque windows with a circular window above. This same treatment is picked up in various forms in many of the other new structures (see above).

Another design problem handled very well by the architect of the infill structures is the windows or rather the lack of them. Historic factory buildings typically had large expanses of windows for light and air. Usually these windows would be constructed with many small panes of glass set in a rectangular metal frame. Maintaining the rhythm of window openings is important yet the new infill structures like most modern industrial buildings have very few windows. The architect has solved this problem by creating the illusion of windows on the otherwise blank facades with gray/black tiles. The tiles even recreate the grid effect of real industrial windows and at a distance may even be mistaken for them.

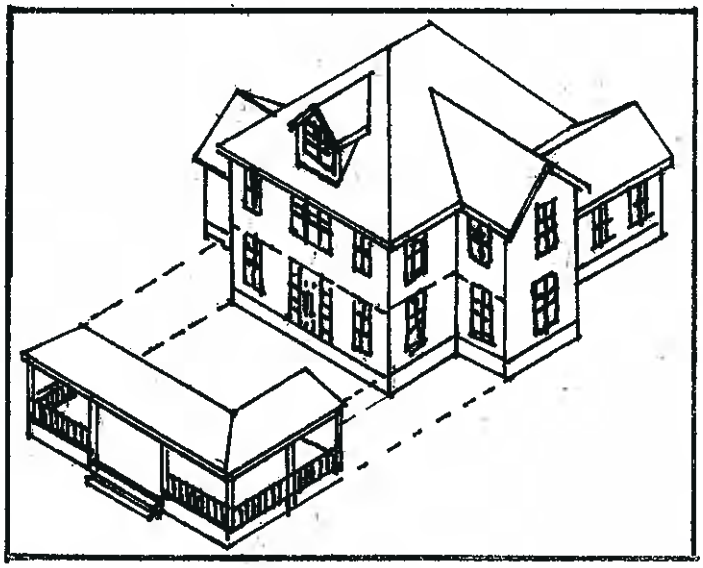


Above: The Halligan-McCabe Devries Funeral Home, 614 Main Street, Davenport, Iowa provides a good example of an addition that closely replicates the original historic architecture of a building. The average person would likely have a difficult time telling that the portion of the building to the left is a modern addition.

Building Additions

Whether building additions on historic structures should look contemporary but match the existing building's height, scale and materials or replicate the building's historic architecture generates the same sort of debate as that of infill buildings generally. Many designers believe that any addition should clearly look contemporary yet respectful. Other persons, however, prefer that any addition look like it was always part of the original building.

Once more these standards do not propose to take sides on this issue. Petitioners should present a design they feel comfortable with to the Committee for review.



Above: An example of a sensitive porch addition. The Design Review Committee will only review additions to existing buildings if the addition totals 50% of the size of the existing building or the dollar value of the addition equals or exceeds 50% of the assessed value of the existing structure.

Accessory Structures

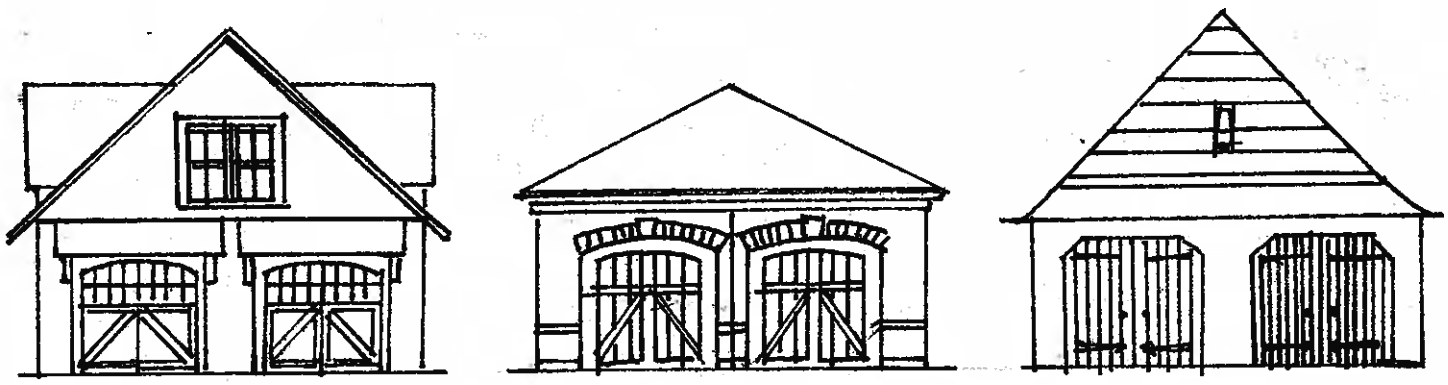
Household or business functions, which were not accomplished within the primary structure in a historic business district, were accommodated in a secondary building, such as a smokehouse, springhouse, carriage house or garage. These secondary buildings were smaller and usually simpler in design than the primary structure, but reflected the same design characteristics.

These accessory structures are frequently original to the site or have some historical basis. Sensitive adaptations, particularly to carriage houses or garages, can provide modern, functional space while retaining the historic characteristics of the building and enhancing the entire property.

Carriage houses and garages were and continue to be the most desired outbuildings. Historically, a carriage house was a two-story building located to the rear of a property which served as a shelter initially for buggies and later for automobiles. Carriage houses typically had an ample second floor storage area.

Garages were built in the early 20th century specifically for automobiles. They were one story in height and did not feature the floor area available in a carriage house. A separate entry was provided for each vehicle bay with two vehicle bays being common.

Any new accessory structure should be designed to complement the primary structure on the site. Detailing may be simpler on the accessory building. Consider the construction of any new accessory building to be an opportunity to add to the ambiance of the Village of East Davenport as a historic shopping district. The Design Review Committee will review the design of any new accessory building.



Above: Several garage designs that would fit comfortably in the Village of East Davenport.









One of the most character-giving elements for either a carriage house or historic garage or a reproduction carriage house or garage is the garage doors. A modern flat panel roll-up garage door does much to destroy any historic character that the building otherwise might have. Today, however, many manufacturers sell roll-up garage doors that look like the old fashioned doors. These are highly recommended for any design.

Other suggestions for the construction of infill accessory buildings include:

- Use appropriately scaled windows.
- If shutters are desired, use real operable shutters attached to the window frame with clips. Do not propose plastic shutters screwed into the wall. Shutters should also be sized to fit the window opening.
- Concrete board will give a better finished look than vinyl or aluminum siding.



Parking Lot Design

Discussion:

Parking in the HSD Historic Shopping District should be designed to improve the quality of the visual environment and to minimize the extent to which it disrupts movement among retail and other uses.

On Street Parking

While vehicular access and parking must be convenient and efficient, it is important to give pedestrians clear priority in order to encourage walking and enliven streets. Sufficiently wide sidewalks and amenities to enhance the pedestrian experience are necessary if streets are to serve as links rather than barriers.

To maximize the Village of East Davenport's attractiveness as a retail and entertainment destination, priority should be given to short-term users, such as shoppers, over employees with daily parking needs. Signs (or a Wayfinding system) helping shoppers to locate parking can make the Village more competitive with suburban shopping areas. Certainly an adequate supply of long-term employee parking also must be made available. Parking for employees, however, can be further away.

Surface Lots

Surface parking lots create gaps in the development edges that otherwise provide special enclosure to the street, as well as interrupt the activities that make the street a vital and interesting place for people. Expanses of pavement and parked cars create a visually harsh environment that harms the image of a historic shopping district.

When needed, surface parking lots should be located to minimize their visibility from pedestrian oriented-shopping streets. Parking lots located behind buildings are preferred. The suburban practice of placing parking in front of a building between the structure and the street will not be approved. As a general rule parking lots with a substantial frontage on public streets will not be allowed except at fringe locations.

Screening Surface Parking Lots

A perimeter landscape planting of shade trees can do much to soften a parking lot or even screen it from view. A three-foot screening wall or hedge or other landscaping will also make parked cars less visible from the street. For security purposes, however, a clear zone should be maintained at an elevation between three or four feet and eight feet from the ground to allow surveillance of the parking lot. A three-foot brick wall topped with a wrought iron fence would be ideal. A wrought iron fence with landscaping is another good choice as would be a forty-two or forty-four inch wood Victorian looking fence. Planting flowers is also welcome. They are sort of the opposite of graffiti. While graffiti sends a message that society is not completely in control, flowers send the message property owners care a great deal about their neighborhood. Flowers like day lilies bloom much of spring and summer and will come back year after year. Berming the parking lot or wood tie walls, on the other hand, are not allowed. They have a suburban image not appropriate for a historic shopping district. Landscape planting strips should be a minimum of five feet in width. If trees are being planted eight feet is desirable. Five percent of the interior of any parking lot is required to be in pervious landscaped peninsulas and islands. Islands and peninsulas should have concrete curbing and should be wide enough to protect plantings from parked vehicles.

It is understood that in a historic neighborhood parking lot dimensions may already be determined by existing buildings and that the optimum setbacks cannot reasonably be achieved. The Design Review Committee may waive setback requirements should that prove to be the case.

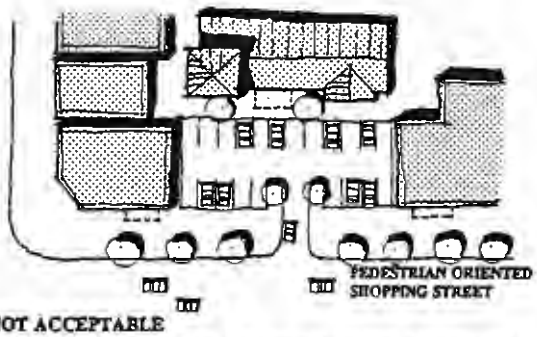
Parking Lot Lighting

Lighting for new parking lots should use poles and fixtures that appear historic. Matching the existing historic lights used on Village streets would be an excellent choice.

Parking Lot Guidelines

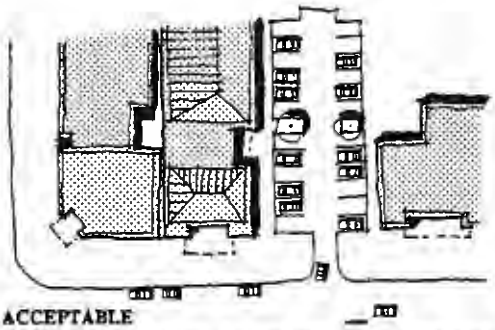
THE LOCATION OF PARKING LOTS IN HISTORIC SHOPPING DISTRICTS

Parking on a commercial streetfront should be minimized and where possible should be located behind a building. Parking located along a commercial streetfront where pedestrian traffic is desirable lessens the attractiveness of the area to pedestrians and compromises the safety of pedestrians along the street.



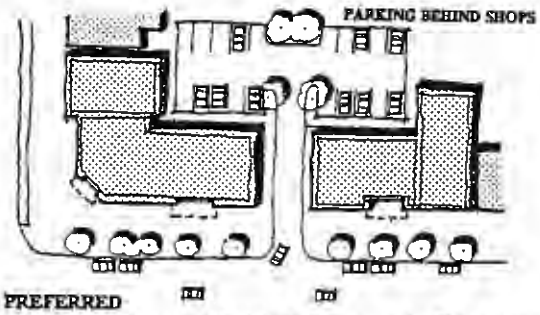
NOT ACCEPTABLE

Parking lots along the full length of the streetfront are generally inappropriate.



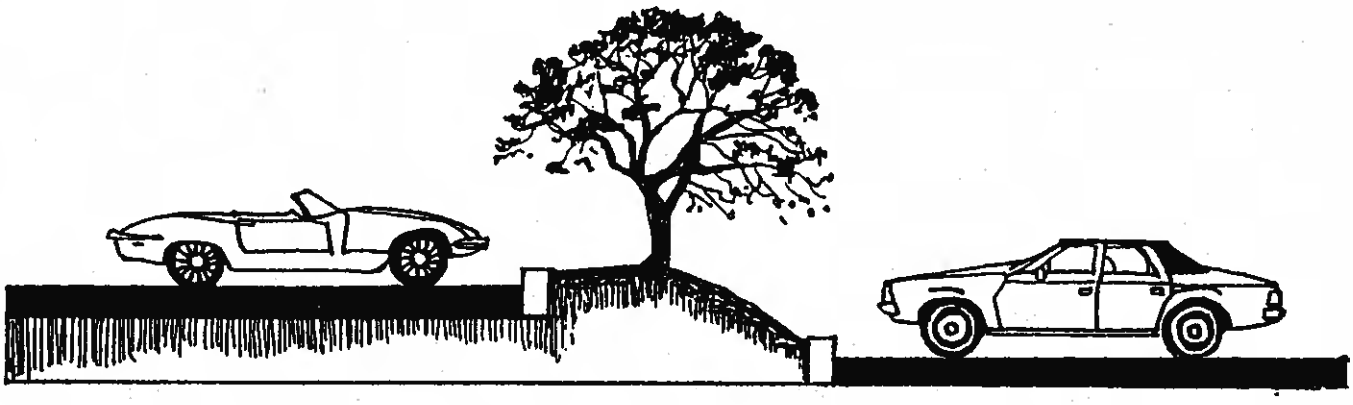
ACCEPTABLE

In certain situations, limited streetfront parking lots may be acceptable.



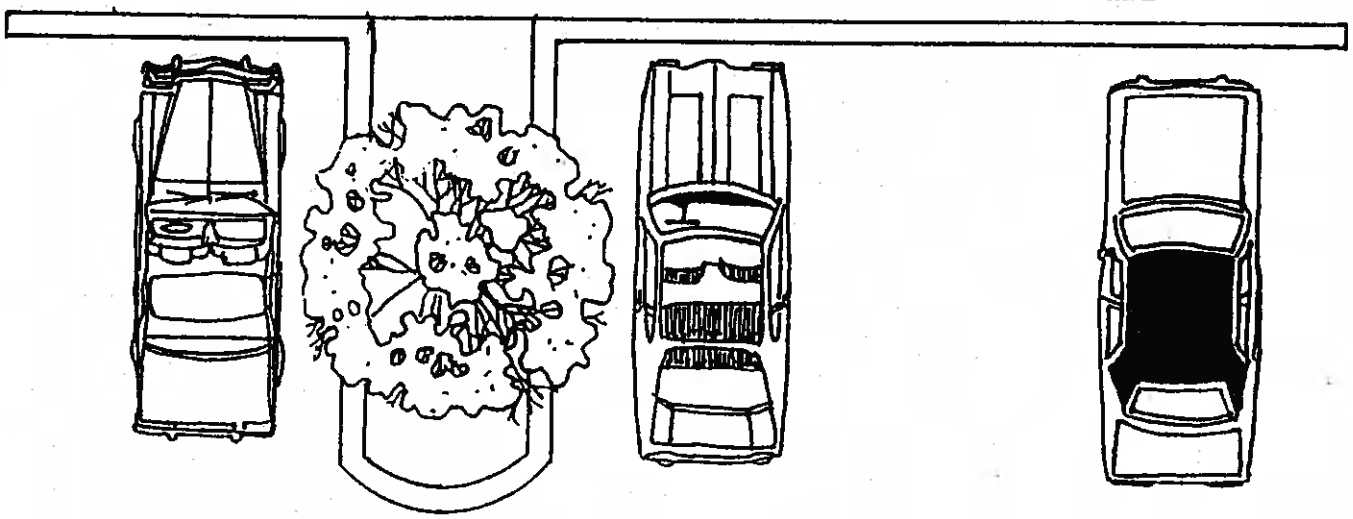
PREFERRED

Parking lots located behind shops and offices are preferred.



Parking lot requirements: In the Historic Shopping District concrete curbing is required on all new parking lots. The use of landscaped islands between parking rows to make grade changes, reduce grading requirements, conform to the topography and reduce the visual impact of parking lots is encouraged in cases where the property has some fall to it.

Below: An area equal to 5% of the total size of new parking lots must be in landscaped islands and peninsulas. The above example shows an island while the bottom shows a peninsula.

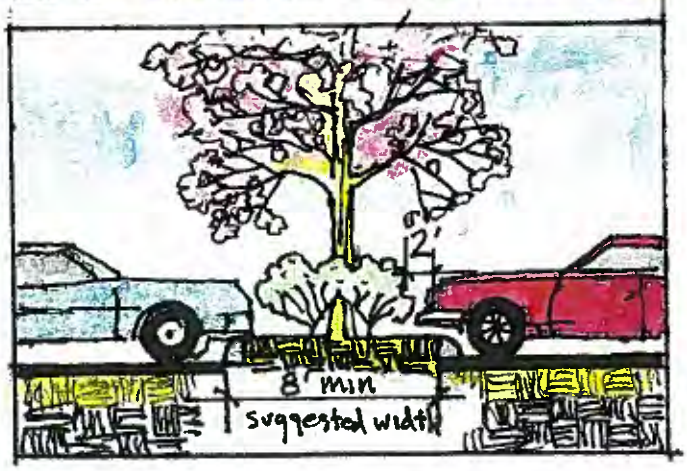


Maintenance: All plant growth in landscaped areas be controlled by pruning, trimming, or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

All trees, shrubs, ground covers, and other plant materials must be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.







Above and center left demonstrate possible screening methods for surface parking lots.

Left: It is necessary to accommodate the vehicle overhang when designing landscaped areas in parking lots. Plants and trees are often damaged if a landscape strip is not wide enough to provide for both the plants and the vehicle overhang.



Screening and Fencing

Wrought iron, steel and aluminum fencing works well in a historic shopping area. It can be used with low landscaping to diminish the view of parked vehicles while still allowing surveillance of a parking lot for crime prevention. If used for fencing, it would also add to the historic ambiance of the Village of East Davenport.













The use of wood Victorian style fences are also an excellent method of screening parking areas while adding to the overall historic ambiance of the shopping district.



Signage

Discussion:

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

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

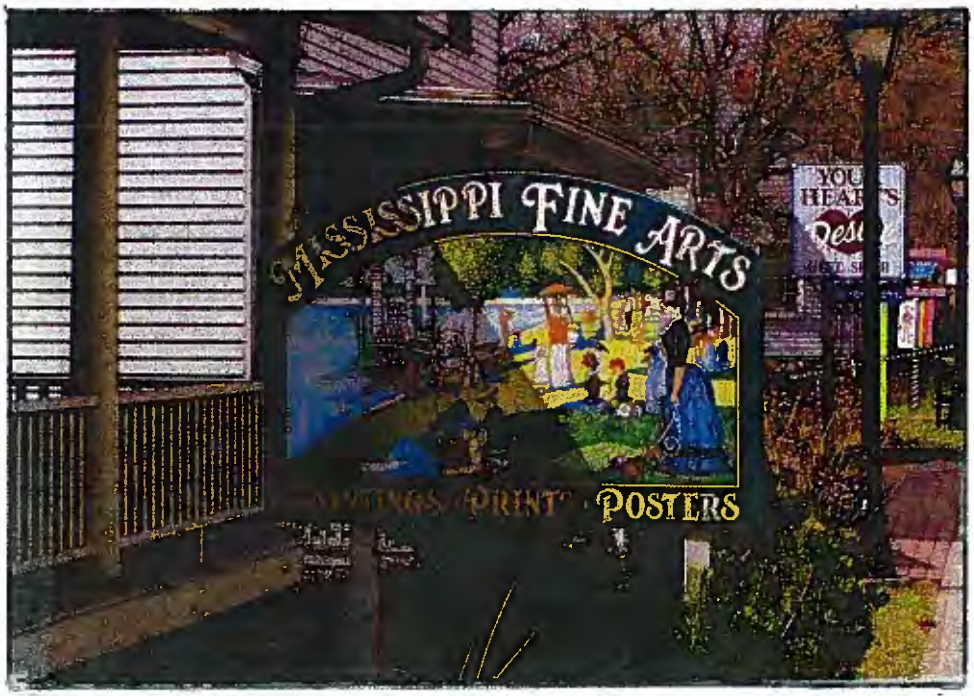
In many communities, the visual distinction between traditional business districts and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses to adopt the large-scale signs used on commercial highways. This is unfortunate as historic shopping districts,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

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

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



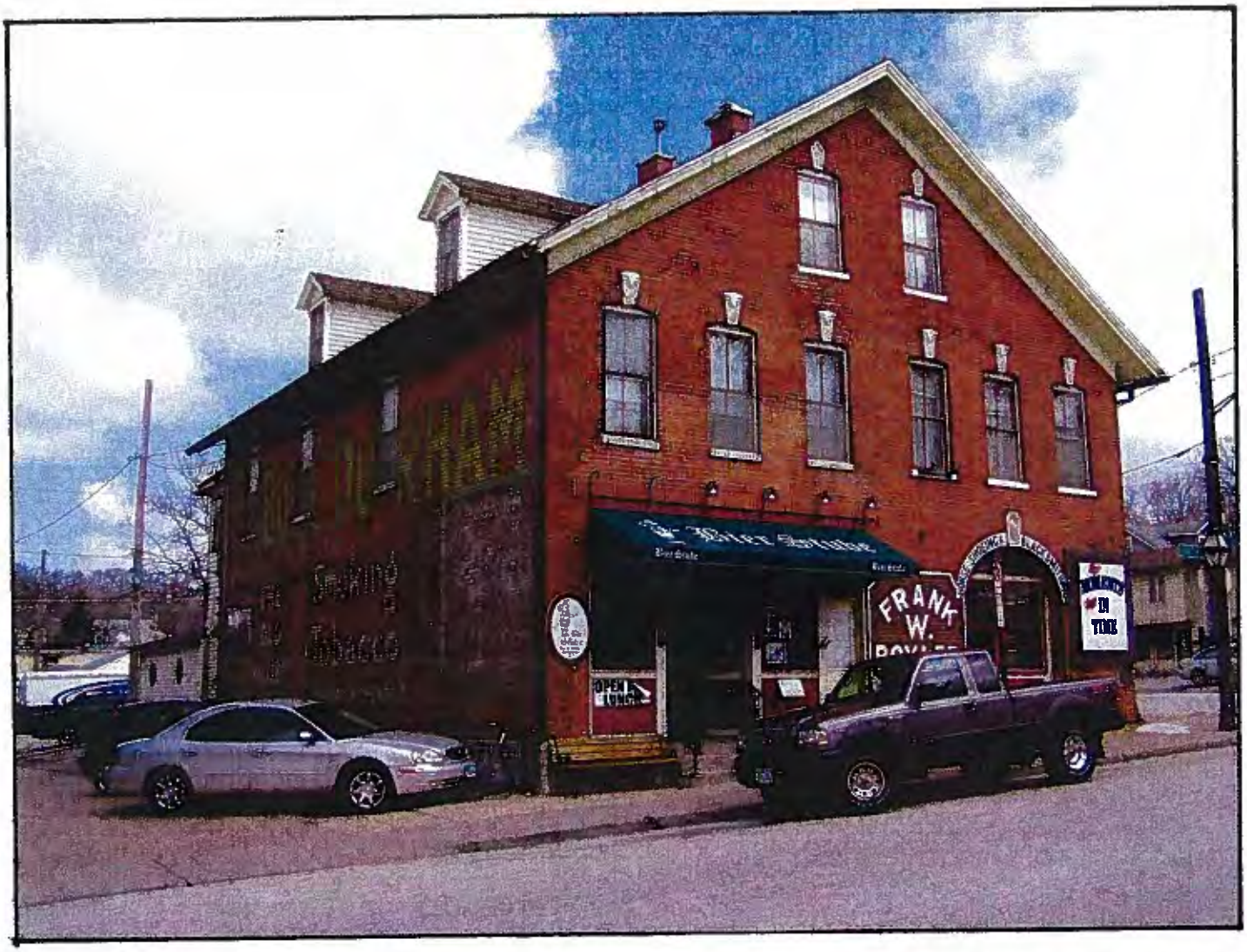








The Village of East Davenport has its share of outstanding signage. These range from the restrained but attractive signage of Village Market Place to the signage for Mississippi Fine Arts which whimsically places the famous painting "Sunday in the Park" by French artist George Seurat on the Mississippi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



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



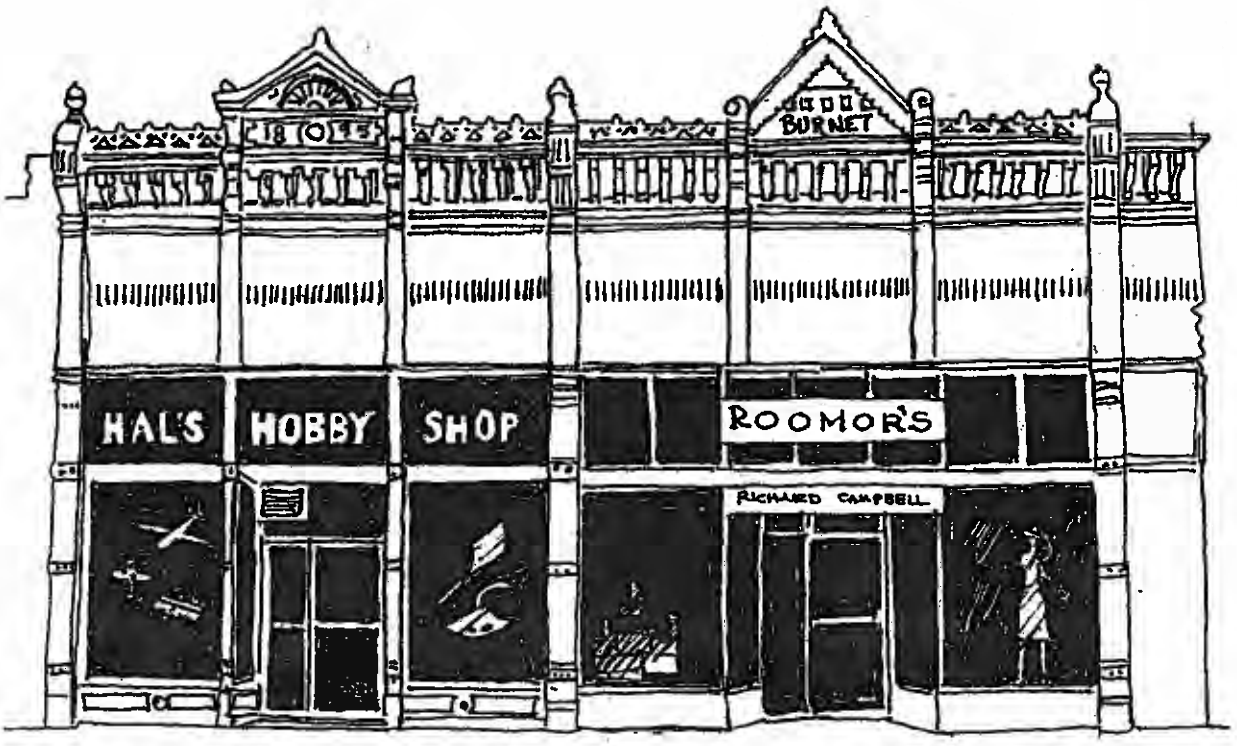
The building also provides a good example of an awning sign (although it also illustrates that signage on the top of an awning can be difficult to read.)

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

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

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

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



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

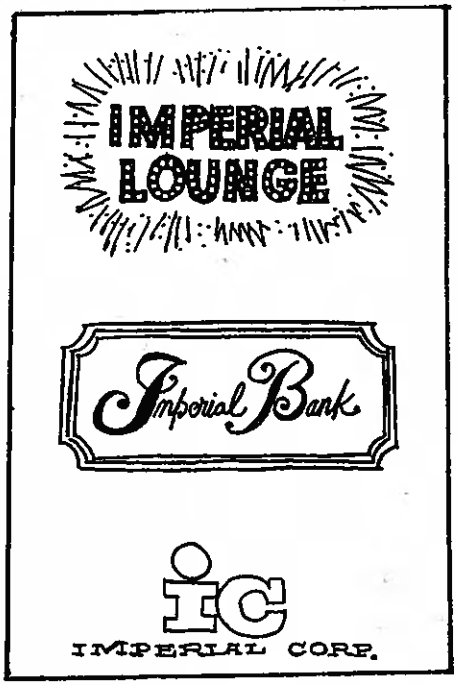
General Sign Guidelines

- Creating a network of quality, well-designed signs, clearly announcing the types of services offered makes the shopping district an attractive, friendly experience for the visitor. This experience is further enhanced when building signage indicates the names of businesses and reflects the activities that occur within buildings.

- Merchants are encouraged to create their own unique signs, symbolic of their personal business.

- The use of lighter letters against a darker background makes signage more legible for viewers and is encouraged. Dark colors have a tendency to recede while lighter or brighter colors stand out.

- Avoid the placement of signs at locations that hide architectural details. Most buildings, both historic and contemporary, were designed with logical places to locate signs that do not negatively impact the architectural design.



Sign design in many ways establishes a business' identity.

- Maintaining a minimum clearance above the public right-of-way for signs that project from buildings helps prevent accidents and promotes pedestrian safety (8 feet).

- Locating flush-mounted wall signs on a historic storefront along the first floor belt course, at the clerestory, above any awning or on transom windows helps maintain the architectural identity of the building.

- Create simple signs with strong graphics.

- Avoid using too many words on signs. If the information provided is more than someone can take in with a glance they will simply turn their attention elsewhere.

- Avoid complex color schemes and garish colors and lighting. Use simple designs that provide a clear contrast between any lettering and/or graphics and the sign background.

- Avoid typefaces that are difficult to read. This often will include signs written in script.

- Avoid complex signs broken into numerous plans (individual boxes or shaped signs).

- As a general rule, signs provided by national distributors are not appropriate. They often appear to be "add ons".

- Quality workmanship, materials and construction are essential when creating attractive and long-lasting signage.

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

- Firmly anchor signs that project from the building to the building façade with attractive, non-corrosive hardware that will not damage the façade of the building. This prevents accidents and enhances pedestrian safety.

- In the case of large buildings with multiple tenants use signage that relates in terms of height, proportion, color and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition, while still retaining each business' identity.

SIGN PROBLEMS

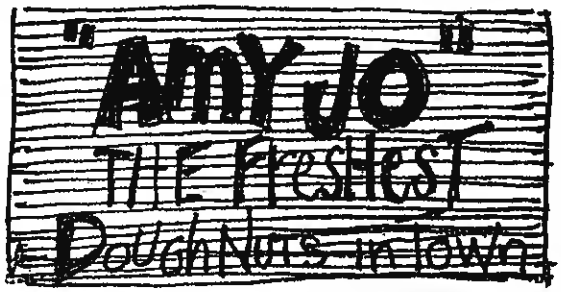




Left: A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

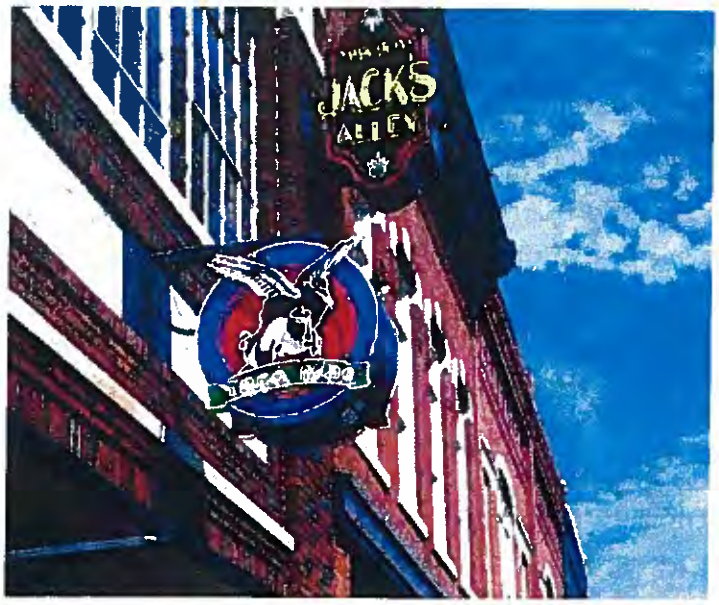


Avoid unusual type faces that are difficult to read.





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

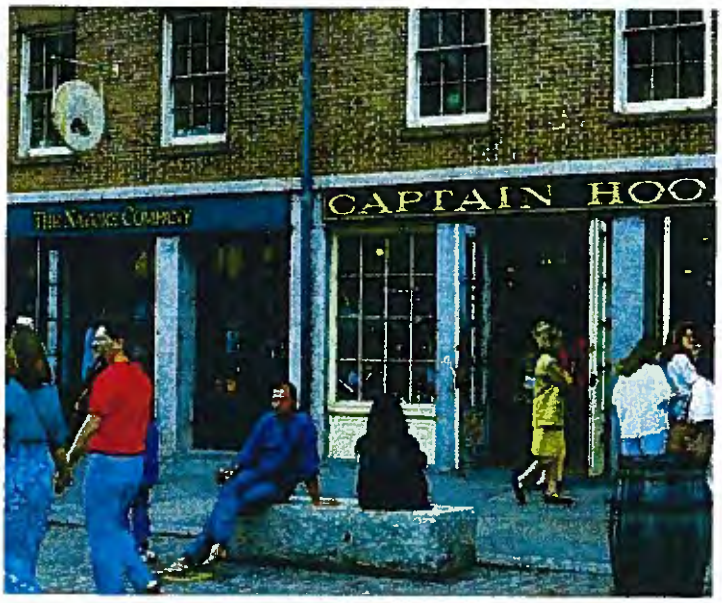












Wall Signs

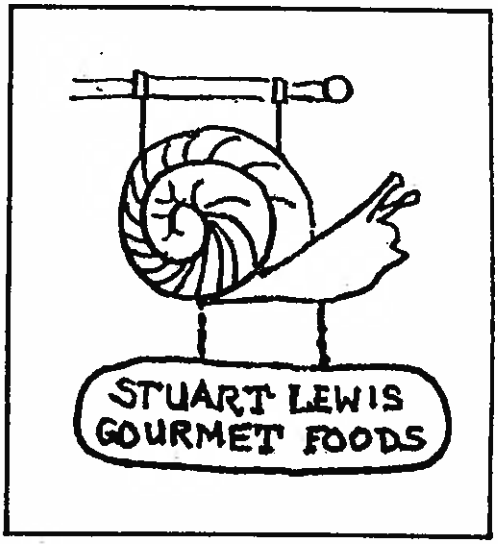
Flush mounted wall signs are signboards placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Hanging Signs

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

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



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

- Designing projecting signs with a sign area of more than three feet makes them obtrusive and unsightly.

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

Window Signs

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

- Well-designed window signs identify the corresponding uses/activities that occur on the premises while preserving a majority of the display area for pedestrian window shopping.

- Exceeding 20% of the total area of the window with signs generally makes the window seem too cluttered for the viewer.

- Window signs that use high quality materials such as paint or gold leaf, or that are etched into glass create an attractive and visually pleasing façade for the viewer.

- The City of Davenport does not regulate signage or displays on the inside of windows. Nevertheless, businesses should consider the use of icons, symbols and product displays that are lively and changing. Window displays can be very effective signage.

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

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



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

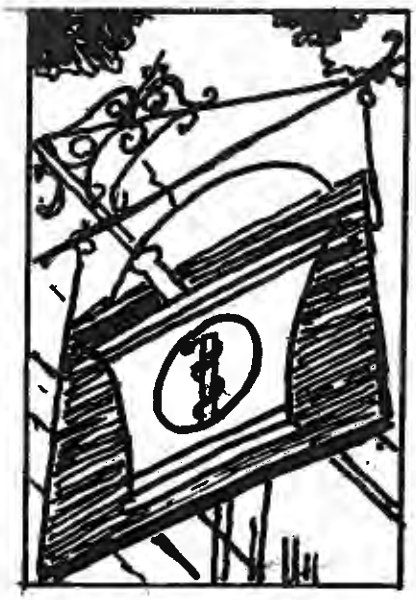
Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complimented by the display in both color and proportion. It is best to let products speak for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

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

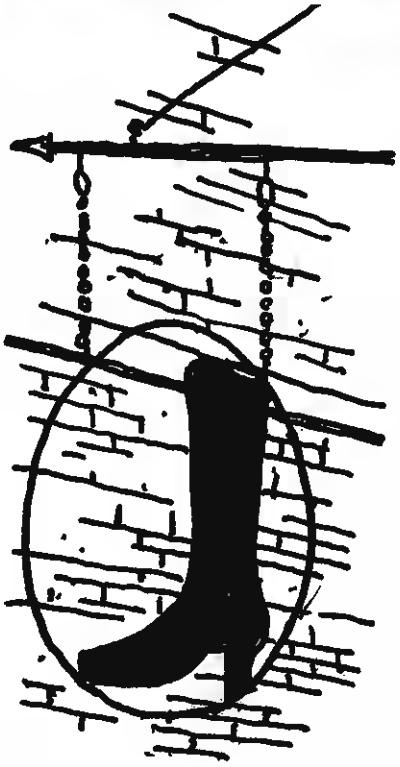
Icon, Symbol or Graphic Signs

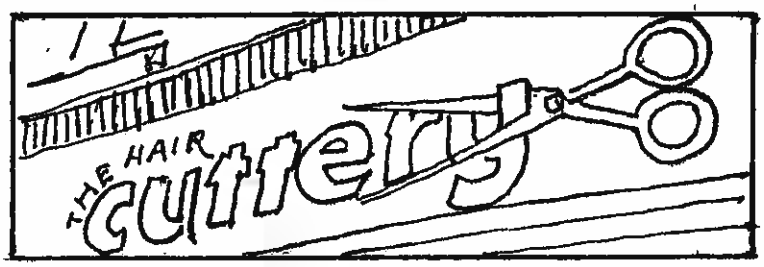
Icon, symbol or graphic signs illustrate by their shape the nature of the business within. For example, a hanging sign in the shape of a guitar, eye glasses, or a shoe quickly conveys the business' products and services. There are also symbols (such as a striped barber's pole or a mortar and pestle)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

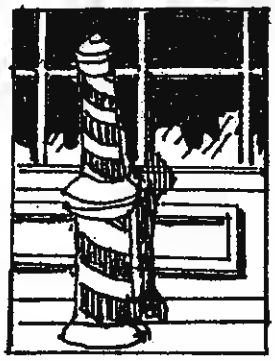
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.











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

Signs on Awnings

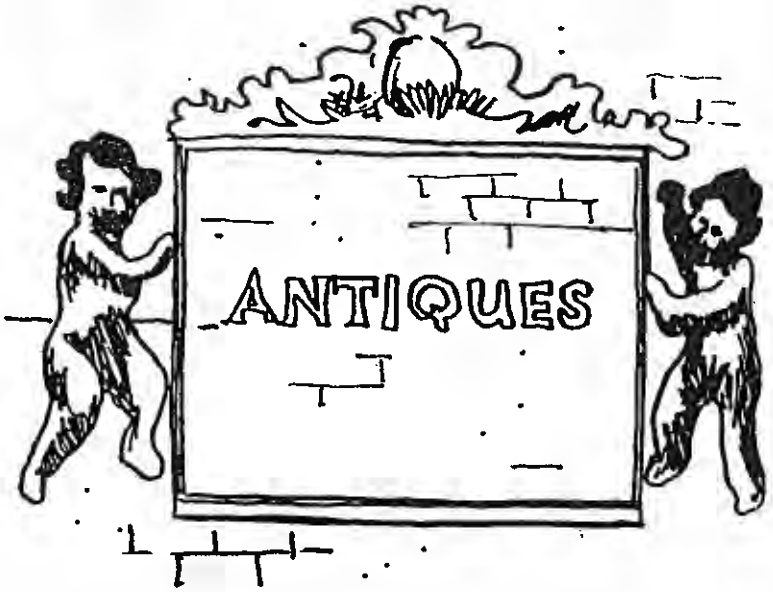
Painting signs on the valance (vertical flap) of an awning is an inexpensive and simple method of creating signage.

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

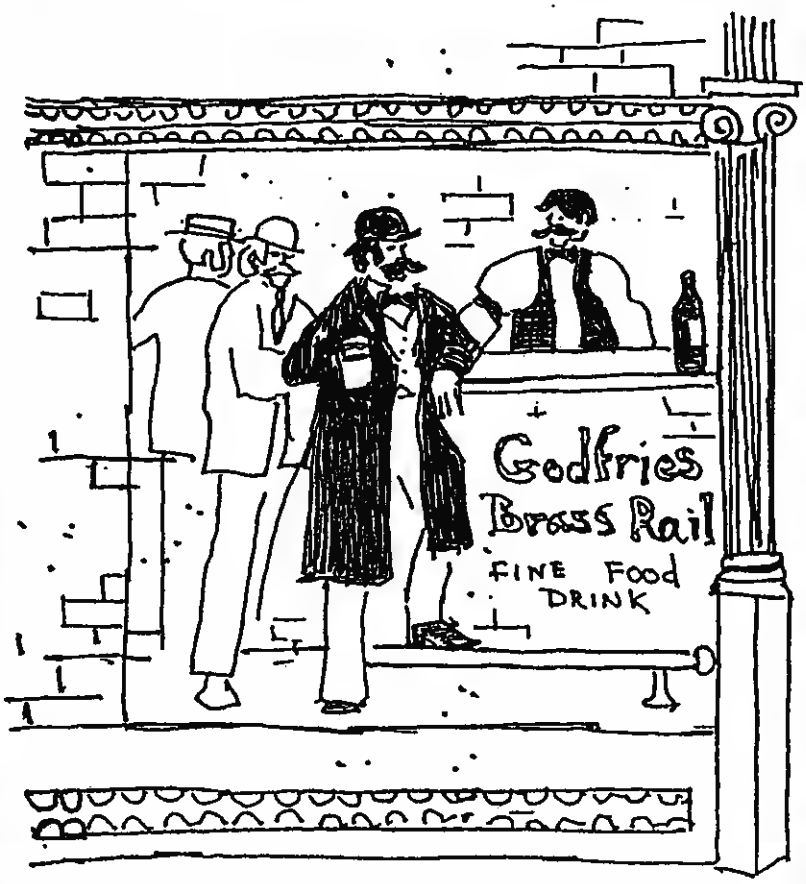


Christ Kuehl & Son Grocery, 1029 Mound-2103 East Eleventh Streets c. 1910 – Historically awning signs (raised in this drawing) were among the most commonly used signage in the Village.

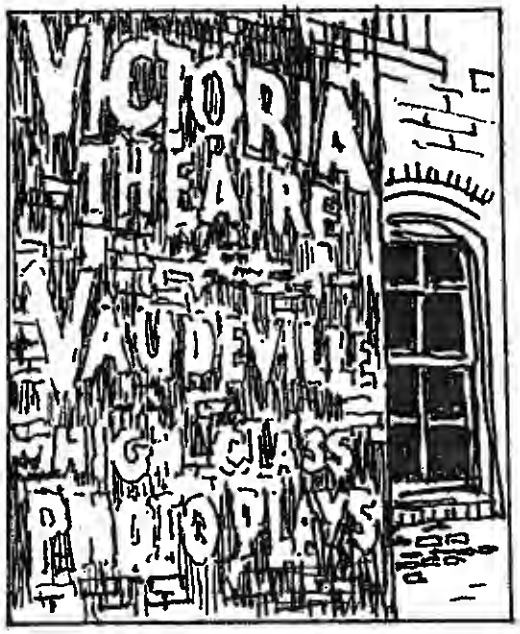
To the right:
Painted signs, signs painted directly onto the brick surface of a building, were very common in the 1800's and early 1900's. Given it is a historic sign style, painted signs are more appropriate, if used today, on a historic building. In particular, a painted sign might be appropriate at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



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



Painted Wall Signs



Ghost or Phantom Signs



Freestanding Pole Sign

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

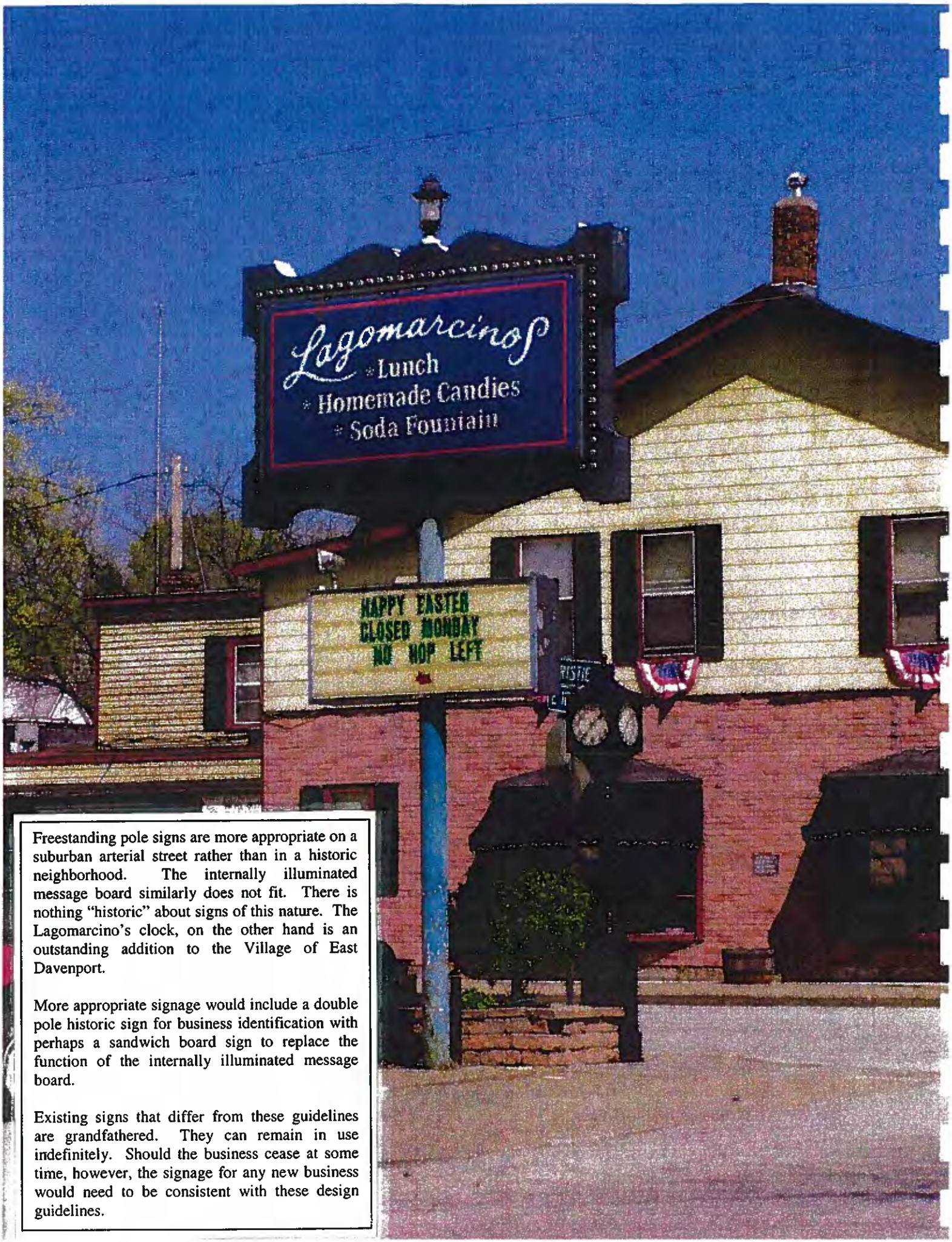
The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate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

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

Neon and Bare Bulb Signs

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

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



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

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

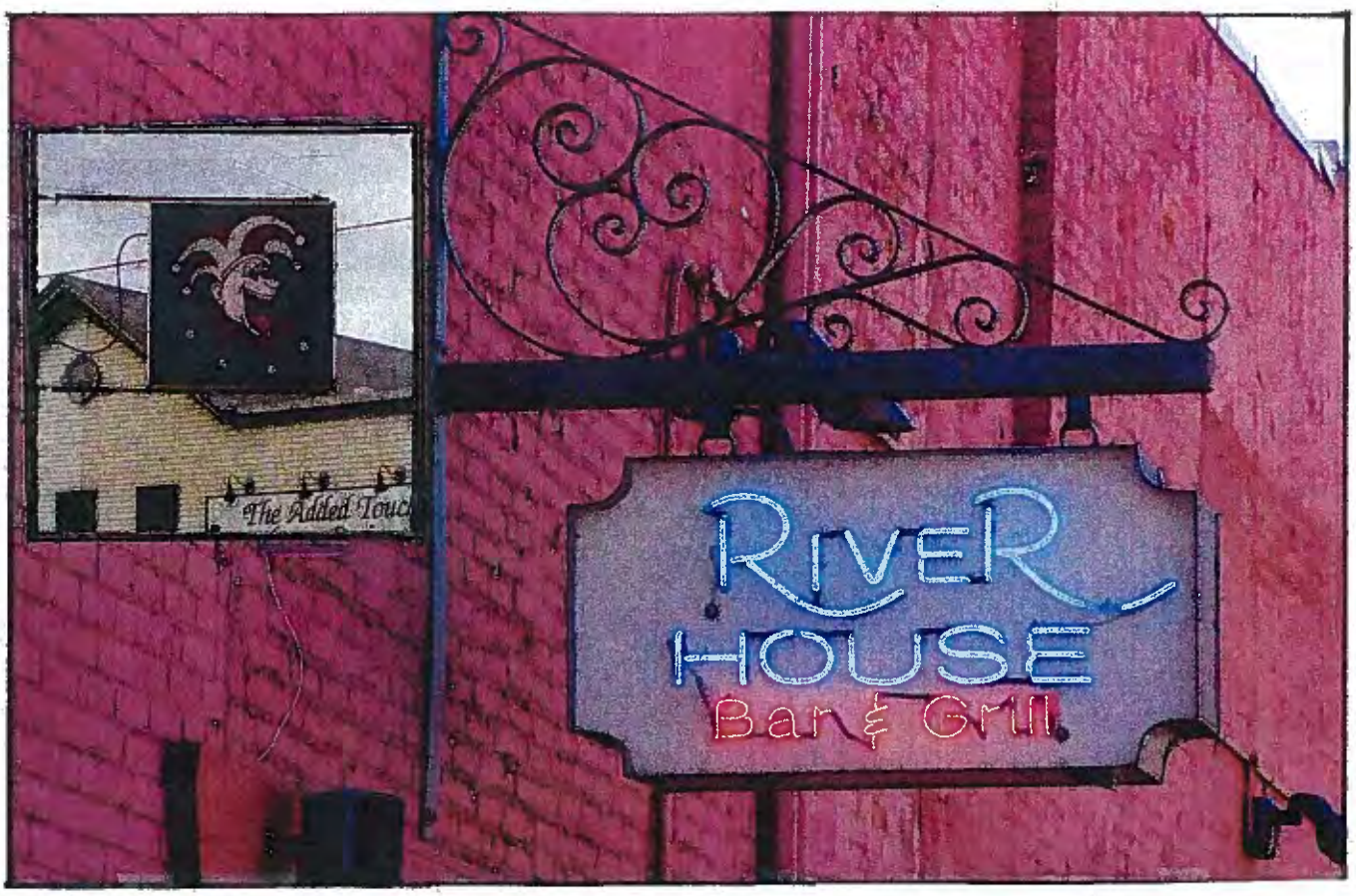
Existing signs that differ from these guidelines are grandfathered. They can remain in use indefinitely. Should the business cease at some time, however, the signage for any new business would need to be consistent with these design guidelines.

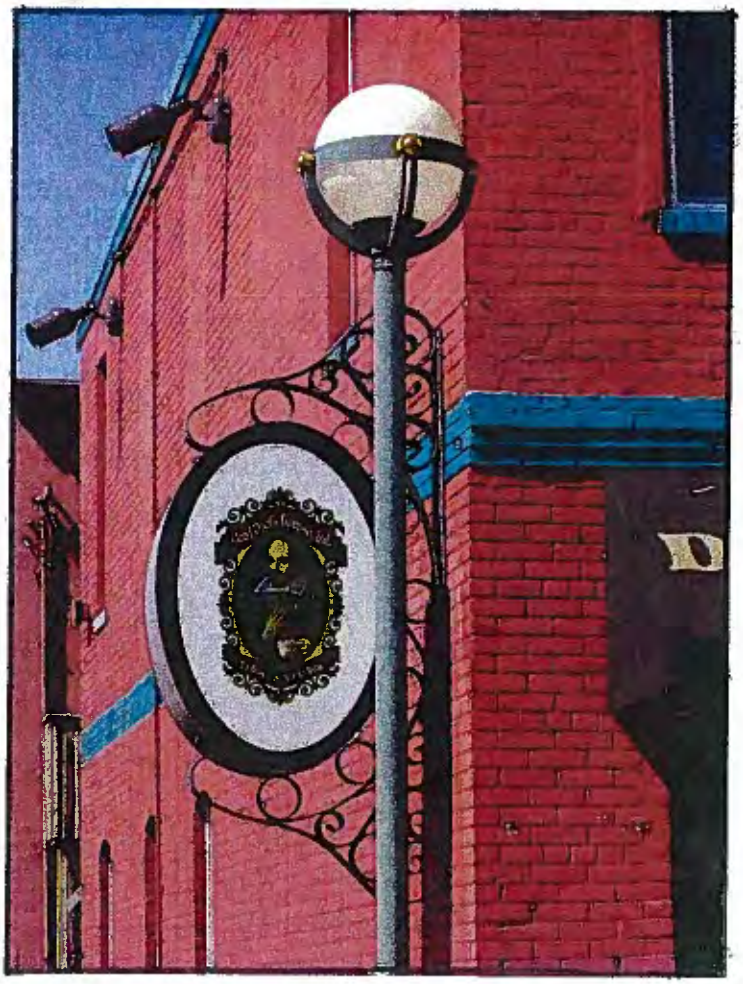


Top and right: This page presents two examples of historic double post signs. What separates them from the freestanding pole signs of a highway is scale (they should be no higher than necessary and in no case exceed 12 feet) and materials (typically wood or a material that imitates wood). If lighted,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

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









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

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

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

Banner Signs and Flags

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



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

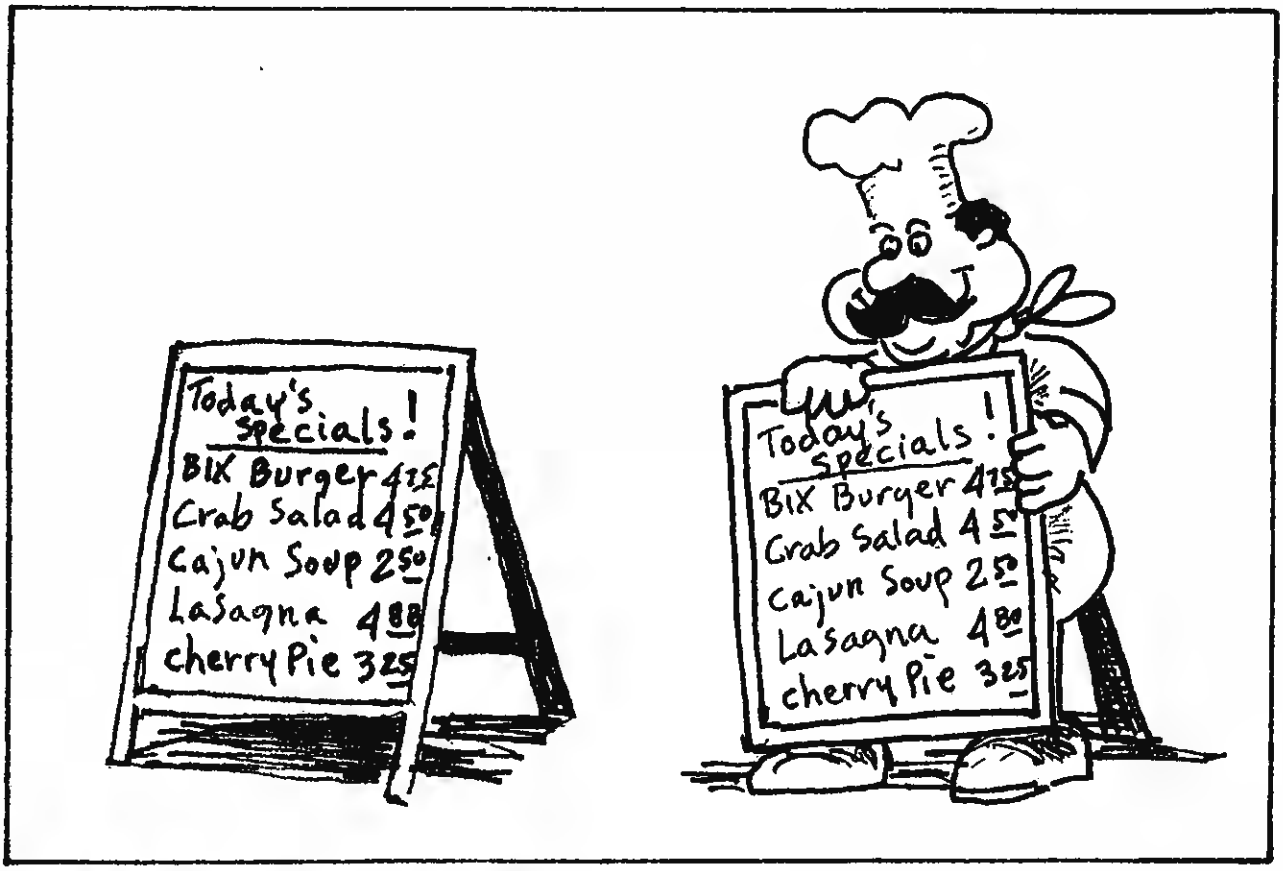
Sandwich Board Signs

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

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

Signage Plans

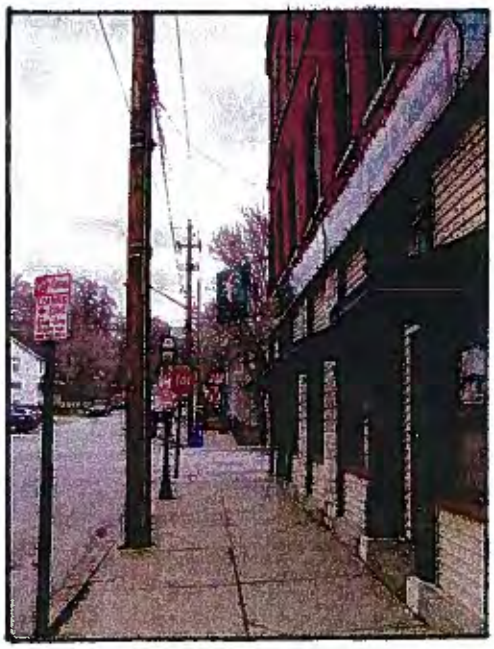
To recreate the ambiance of a historic shopping district signs that may be legal in other commercial districts may not be appropriate. Similarly, the Historic Shopping District shall allow signage types that may not be legal in other more contemporary commercial districts, again to help recreate the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





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





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

Signage Plans





















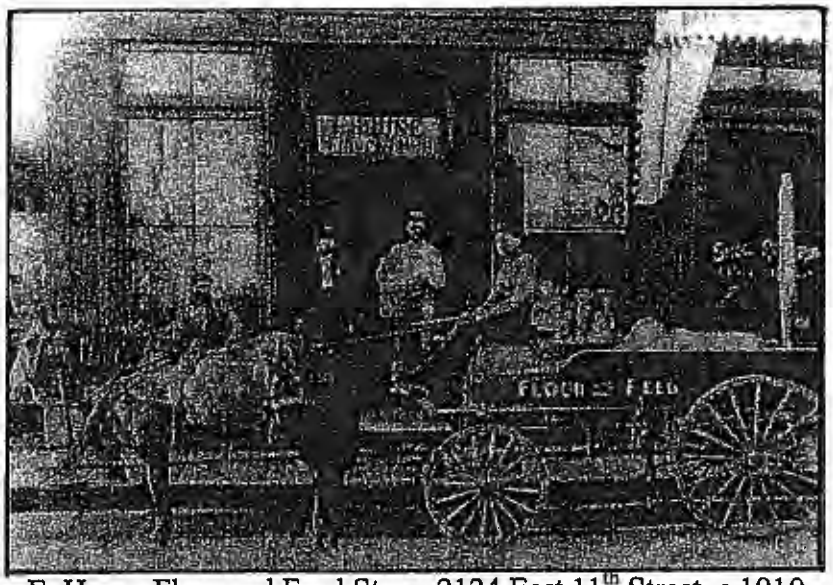




The photographs above illustrate a wide variety of acceptable signage. Sign types shown include awning signs, wall signs and hanging signs.

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

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



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

ADDENDUM No. 1

Village of East Davenport Performance Standards and Design Guidelines

Endorsed by the City of Davenport
Design Review Board

February 24, 2014

5.0 BUILDING DESIGN & LAND USE



Appropriate building design in the Village is important in order to retain the character of the area and promote the community vision for the Village of East Davenport as a regional tourist destination and attractive neighborhood center.

This chapter describes the land use regulations that shape development in the Village and provides principles and guidelines for building design.





5.1 Land Use Regulations

The City's existing land use and zoning standards help shape development in the Village. They regulate permitted uses as well as site and building characteristics such as parking, height and setbacks. In many cases, existing land use and zoning standards are consistent with the community's vision for the Village. However, some adjustments may be necessary to better direct future development.

The Village core is zoned as Historic Shopping District (HSD), which is intended to:

- Preserve and enhance the smaller scale or historic character of older commercial areas.
- Stabilize and increase property values by discouraging incompatible development.
- Preserve unique historic and architectural character by controlling the design and scale of infill construction.
- Encourage heritage tourism.

Permitted Uses

Uses permitted in the HSD district include

- Multifamily residential
- Live/work units
- Bed and Breakfast establishments and small inns
- Bars and taverns
- Restaurants
- Stores and retail establishments of various kinds
- Professional services
- Salons and health spas

A number of uses are specifically excluded, including automobile dealerships, drive through sales and liquor stores (excluding wine shops). In addition, bars and taverns may not occupy more than 35% of each block face.

Additional uses that are not specifically listed as permitted in the HSD district may be appropriate to promote the community's vision. They include:

- Boutique hotels
- Grocery stores (gourmet and health food stores are currently permitted)

Design Standards

In most cases, the design standards that shape the development of sites and buildings in the Village are contextual. That is, they vary according to the surrounding context to help ensure compatible height, setbacks and width. Overall building heights may not, however, exceed three stories or 45 feet.

The existing design standards in the HSD district are generally consistent with the community's vision for the Village. In some cases, however, additional clarification or illustrations could be helpful. Additionally, it may sometimes be appropriate to allow building elements that are taller than three stories as part of larger developments that are not adjacent to lower scale neighborhoods or historic resources.

Design Review

New buildings, and exterior modifications, signs or additions are reviewed by a design review committee using adopted performance standards and design guidelines.

The design guidelines should be updated to more clearly articulate the community's vision for the Village, including mixed-use Village character, context-sensitive design guidance for specific subareas and appropriate historic rehabilitation. The general guidelines provided in this chapter provide a foundation for such an update.

5.2 Preserving a Sense of History

An urban village has layers of history. Historic buildings and sites should be preserved to contribute to the character of the street. Some will have compatible additions that reflect an evolution in uses.

The proper treatment of historic buildings will ensure that they continue to contribute to the historic ambiance of the Village. With careful treatment, the existing historic resources will continue to promote the unique atmosphere that makes the Village an inviting place to visit.

Guidelines:

- Preserve significant stylistic and architectural features and materials.
- Repair deteriorated building features.
- Replace an architectural element accurately if it must be replaced, matching the material and design.
- Avoid adding details that were not a part of the original building.

See “Heritage Resources” on page 57 for more information.

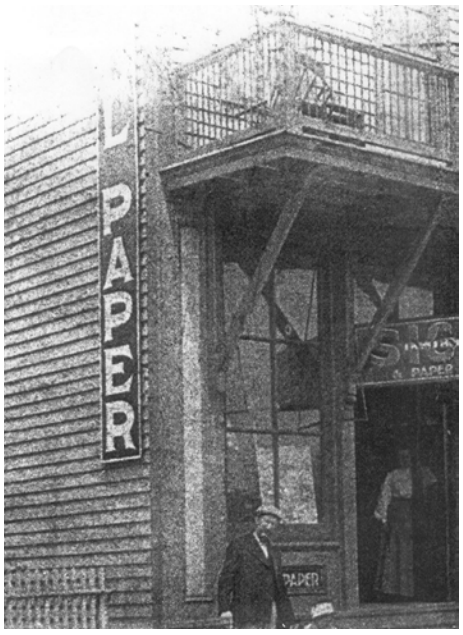


An urban village has layers of history. Historic buildings and sites should be preserved to contribute to the character of the street.

Potential Infill Standards

Although preservation of the Village’s historic buildings is a priority, it may sometimes be necessary to demolish an older building to make way for new development that is consistent with the community vision for the Village. The City should require an approved design for new development, or consider a demolition delay to provide time for consideration of other options, prior to issuing a demolition permit. The City should also consider design standards for new infill development to:

- Encourage high quality design and materials in new infill development
- Discourage parking areas located between buildings and the street
- Discourage parking as a primary use (properties use exclusively to provide parking)



A historic image shows the storefront and balcony in a similar configuration as it looks today.

Rehabilitation Opportunities





Preserve significant stylistic and architectural features and materials.

Guidelines:

- Do not use synthetic materials, such as aluminum, vinyl or panelized brick/ stone as replacement for primary building materials.
- Do not cover original materials with new materials.
- Consider removing later covering materials that have not achieved historic significance.

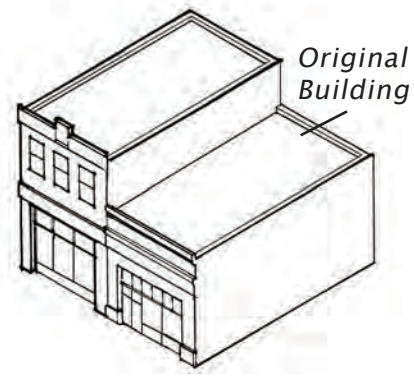


The rehabilitation of this building is expected to be completed in 2013.

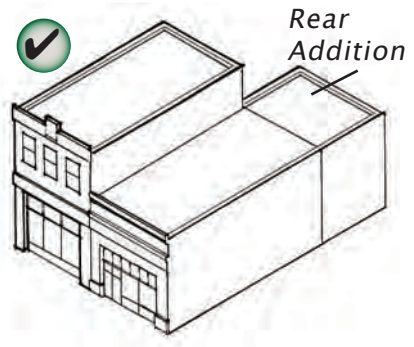
Locating a Commercial Addition

An addition to a historic building may be located to the rear or to the side or roof as illustrated below.

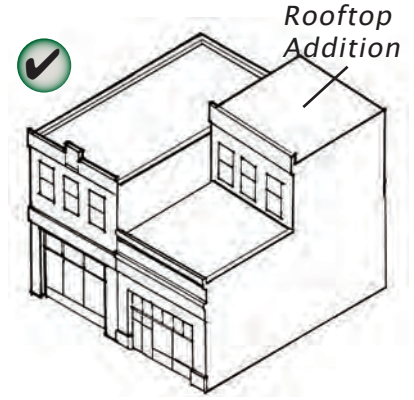
Original Building



New Addition to the Rear



New Addition to the Side and Roof Addition





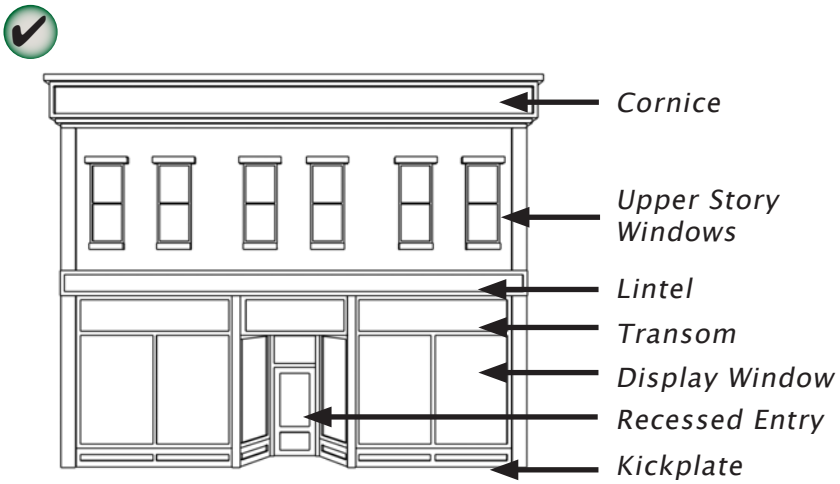
Guidelines:

- Preserve the position, proportion, and arrangement of historic windows and doors on a primary facade.

Special consideration should be given to the important historic elements of specific building types including historic commercial storefronts and residential buildings.

- Preserve the character-defining features of a historic commercial storefront. Typical features include the storefront itself as well as features on the upper stories of the building as illustrated below.

Character-Defining Elements of a Historic Commercial Storefront



Treatment of an Altered Historic Commercial Facade

The guidelines in this *Historic Commercial Properties* section discuss a range of treatment options for commercial facades, including reconstruction and replacement. When applied to a building that is already altered, which would be the best approach? The diagram below outlines the treatments to consider in making that decision. Treatment 1 is always the first priority.



Altered Historic Commercial Facade

Treatment 1: Reconstruct



When should I use this treatment?

- The building is highly significant.
- There is good historical information about the design.
- The needed materials and craftsmen are available.
- The context has many intact historic buildings.

Treatment 2: Simplified Interpretation



When should I use this treatment?

- The building is a contributor to a district.
- There is less historical information available about the original design.

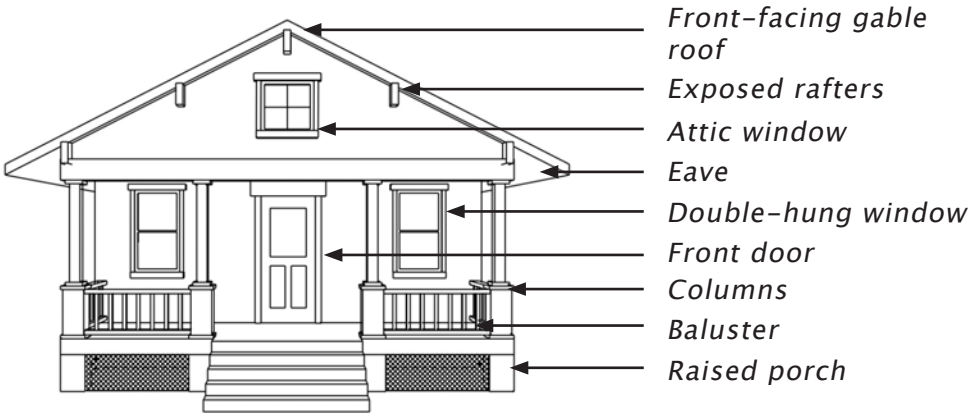
Treatment 3: Contemporary Interpretation



When should I use this treatment?

- There is substantial alteration, making "Treatment 1" difficult.
- There is less historic information about the original design.
- The context has more variety.

Character-Defining Elements of a Residential Facade

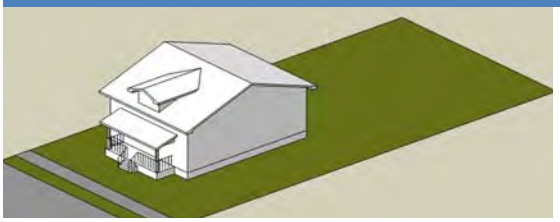




Guideline:

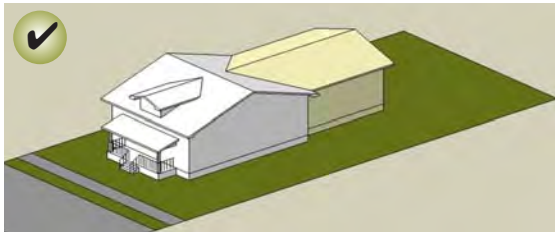
- Preserve the character-defining features of historic residential buildings. The typical features include the front porch, building form and materials.

Designing A Residential Addition to a Historic Building



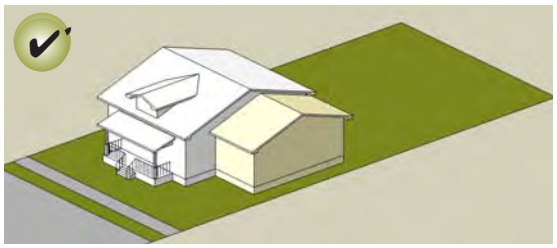


Original building One-and-a-half stories



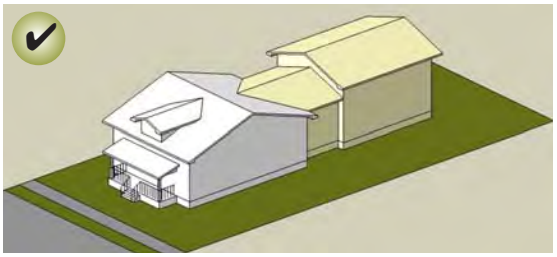


One story attached addition
Addition is set back behind the original building.



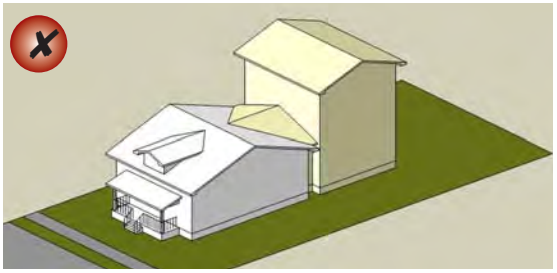


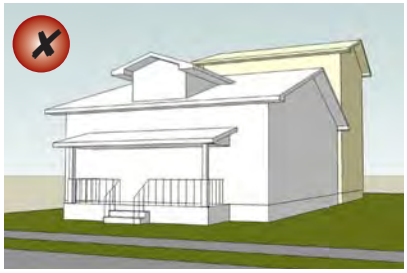
One story attached addition
Addition is set to the side of the original building.



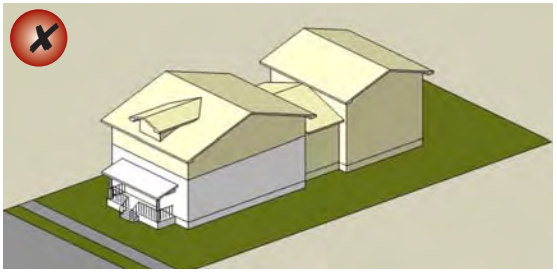


One-and-a-half story addition with connector
Addition is set back behind the original and accessed by a connector.





Two-and-a-half story addition with connector
Addition is set back behind the original and accessed by a connector.





Two story roof-top addition
Addition is set back behind the original and accessed by a connector.





Incorporate traditional building components such as a storefront into the design of a new building (Boulder, CO).

5.3 New Construction

Things to See

Storefronts that create a browsing environment, with goods and activities to see in windows, invite walking.

Guidelines:

- Consider incorporating contemporary interpretations of traditional (1920's Commercial Style) designs and details into a new building. For example, new storefronts can create interest while expressing new compatible design.
- Incorporate traditional building components into the design of a new storefront or porch feature.



Incorporate traditional building components such as a base, middle and cap into the design of a new building (Boulder, CO).



Porches help connect buildings to the street and convey a sense of human scale (Georgetown, TX).



A new building should continue to use a variety of pedestrian-friendly scales and visually appealing masses (Missoula, MT).

A Variety of Building Types

Traditional commercial storefronts are essential ingredients of an urban village, as are conventional residential structures, including those adapted to commercial uses. Porches serve as "connections" to the street and as places for product displays. Storefronts offer views to goods and services inside. Building materials also vary.

Guidelines:

- Design a new building to reflect its time, while respecting key features of its context.

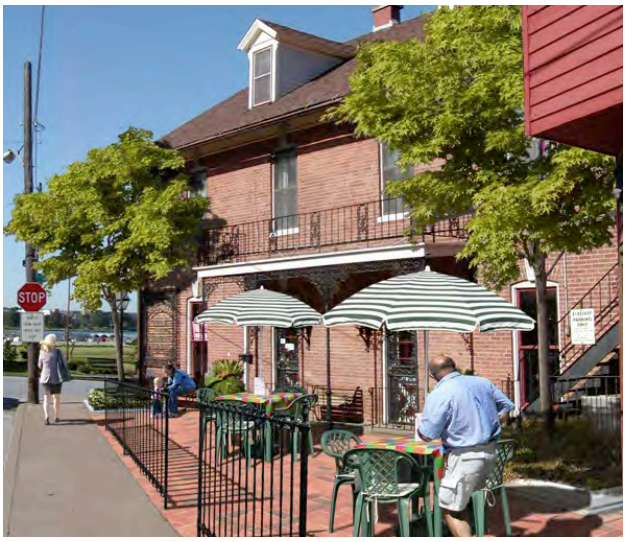
Human Scale Buildings

In the urban village, most buildings range in height from one to three stories, and they are designed to convey a sense of human scale.

Traditionally, commercial buildings had varied heights, articulated masses and visually interesting, pedestrian-scaled street fronts that contribute to a sense of human scale. A new building should continue this tradition of a variety of pedestrian-friendly scales and visually appealing masses. It should not be monolithic in scale or greatly contrast with those seen traditionally in the Village.

Guidelines:

- Maintain the traditional size of buildings as perceived at the street level.
- Establish a sense of human scale.
- Maintain traditional pattern of building widths along the street.
- A new building should incorporate a base, middle and cap.



Gaps in the building wall should incorporate small courtyards or seating areas with landscaping or street furniture.



Orient the primary entrance to the street (Milwaukee, WI).



Unlike a downtown where all buildings align uniformly at the sidewalk edge, an urban village will have more gaps (Le Claire, IA).

Variations in the Street Wall

Unlike a downtown where all buildings align uniformly at the sidewalk edge, an urban village will have more gaps. These spaces are designed to be used and should include plants and landscape structures.

Guidelines:

- Maintain the diverse building and open space pattern that occurs along the street.

Building Entrances Oriented to Pedestrian Ways

Storefronts that face the street and invite walking are key features, as are shops that open onto alleys and internal paths. Residences with stoops and porches that signal connection to the street also contribute to the urban village character.

Guidelines:

- Maintain the traditional orientation of a building to the street.
- Enhance building entries oriented to the alley between East 11th and 12th streets. See “Village Lane” on page 36 for more information on alley improvements.





Use high quality, durable building materials, such as masonry brick for commercial buildings (Boulder, CO).



High Quality in All Things

Finally, an urban village conveys a high level of quality, in terms of the goods and services provided, the buildings and infrastructure and in the experiences that villagers encounter.

Guidelines:

- Use high quality, durable building materials, such as masonry brick for commercial buildings and wood lap siding for smaller residential type buildings.
- Window and door openings as well as trims should be similar in profile to traditional openings.
- Synthetic material is generally inappropriate.

Design Guidelines for the Ball Diamond at Lindsay Park

Intent: To establish design-sensitive guidelines for signage at the ball diamond at Lindsay Park.

Background: The ball diamond at Lindsay Park was established well before 1900, perhaps as early as the days of Camp McClellan during the American Civil War. It is located within the Village of East Davenport Historic District.

The Davenport Parks and Recreation Department sells advertising space at the ball diamond to provide a source of revenue for the City. Advertising signs have long been accepted at ball parks throughout the country.



Ebbet's Field, Brooklyn, ca. 1940



Rickwood Field, Birmingham, Alabama, present day.

Advertising signs, if left unchecked, can be unsightly and detract from the overall look and feel of the East Village. Further, the City of Davenport, as its owner, desires to complement the ball diamond and the East Village in general by establishing design standards for commercial signage.

Design Standards:

- Each sign panel be sized to fit post to post, ground to the base of the yellow "safety" padding at the top of the existing fence (see Rickwood Field example).

- Advertising shall only be displayed towards the interior of the ball park; signage directed towards River Drive shall be prohibited.

- The back of the signs shall be colored Pantone Pine Green, 5923 TCX, or equivalent.

- The 'batter's eye' shall also be protected with panels or other covering also in the same Pine Green color.

- Signage shall exemplify the "Golden Age of Baseball", commonly identified as the period 1920-1960. Sings shall use design and fonts typical of the era. Generally speaking, signs shall use bold lettering, primary colors and dark, backgrounds. Actual "period" advertising from companies is encouraged. Bright neon colors are not appropriate.

- Signage shall be printed on 3mm Alu-panel (Aluminum/Plastic Combination).

- Damaged signs shall be repaired or removed within 30 days of incident.

Following are examples of appropriate signage:

















Design Approval Process.

Before installation, the applicant shall obtain approval from a committee comprised by representatives of the Parks and Recreation and Community Planning and Economic Development Departments. Appeals may be made to the City Design Review Board.

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City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **5/22/2023**

Subject:
Case DR23-14: Request for Design Review, C-D Downtown Zoning District; Demolition of the structure at 602 East 4th Street. YMCA of the Iowa Mississippi Valley, petitioner. [Ward 3]

Recommendation:
Staff recommends that Case DR23-14 be approved in accordance with the submitted work write up and materials.

The Design Review Board may hold discussion and provide feedback on the proposed redevelopment of the site. More detailed plans shall be provided at a later date for formal review and approval.

Background:
The YMCA of the Iowa Mississippi Valley is requesting permission to demolish the former Astra Furniture building at 602 East 4th Street.

The original brick building was constructed in 1890. There was a warehouse addition completed in 1970, which created a blank façade along 4th Street. The YMCA has since acquired the property. The purpose of the demolition is to prepare the site for the future development of artificial turf soccer fields.

This request is for the demolition of the former Astra Furniture building. However, the applicant has submitted conceptual plans for the soccer fields. The Design Review Board can provide preliminary feedback on the use and design. Formal approval with more detailed plans will be required at a later date.

Urban Soccer Field Design Concept:

1. Construct 2 urban soccer fields, with the potential of 4 fields to be built in a later phase.
2. Soccer fields are smaller than a traditional field. Dimensions are 50 feet by 90 feet.
3. Fields are artificial turf for soccer use only. They are not multi-use courts.
4. Fields will be encompassed with either a solid or see through wall.
5. Fields will be individually illuminated with light poles.
6. Artificial turf will allow for stormwater infiltration.
7. Remainder of the site will be grass with walkways and possible gathering areas.
8. Parking being proposed as angled along 4th Street. (Outside Design Review Board Review)

The Downtown Design Guidelines do not directly address demolition of structures. However, the Shared Values for Downtown include safety, economic vitality, comfortability, and activity. Allowing the structure to stand vacant may result in nuisances and break-ins at the property. Demolition of the underutilized building will prepare the site for future development and allow for a cleaner and safer appearance. The Design Review Board will have review authority over any reconstruction on the site.

ATTACHMENTS:

Type	Description
Backup Material	Application
Backup Material	Site Plan for Redevelopment
Backup Material	Site Preparation for Soccer Fields
Backup Material	Scott County Parcel Report-602 E 4th Street
Backup Material	Background Materials & Photos

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	5/19/2023 - 2:55 PM



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

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

Applicant (Primary Contact)
Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Owner (if different from Applicant)
Name:
Company:
Address:
City/State/Zip
Phone:
Email:

Engineer (if applicable)
Name:
Company:
Address:
City/State/Zip
Phone:
Email:

Architect (if applicable)
Name:
Company
Address:
City/State/Zip:
Phone:
Email:

Attorney (if applicable)
Name:
Company:
Address:
City/State/Zip:
Phone:
Email:

Application Form Type:

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

Zoning Board of Adjustment
Zoning Appeal
Special Use
Hardship Variance

Design Review Board
Design Approval
Demolition Request in the Downtown
Demolition Request in the Village of East Davenport

Historic Preservation Commission
Certificate of Appropriateness
Landmark Nomination
Demolition Request

Administrative
Administrative Exception
Health Services and Congregate Living Permit

Design District:

CD - Downtown

CV – Village of East Davenport

CE – Elmore Corners

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

When is an application for design approval required?
Prior to the commencement of any work.

What type of activity requires design approval?

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

Submittal requirements

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

Submittal requirements for all types of requests:

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

Submittal requirements for specific types of requests:

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

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

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

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

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

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

Formal Procedure

(1) Application:

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

(2) Design Review Board consideration of the request:

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

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

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

Applicant: [Brent Mantell] Date: [5-12-23]

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

Received by: [ ] Date: [ ]

Planning staff

Date of the Public Meeting: [05/22/2023]

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

Work Plan

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

Add additional pages in needed.

DRB Calendar 2020

Design Review Board

Meetings are generally held on the fourth Monday of the Month in the City Hall Council Chambers.
(subject to change due to holidays and unforeseen circumstances)

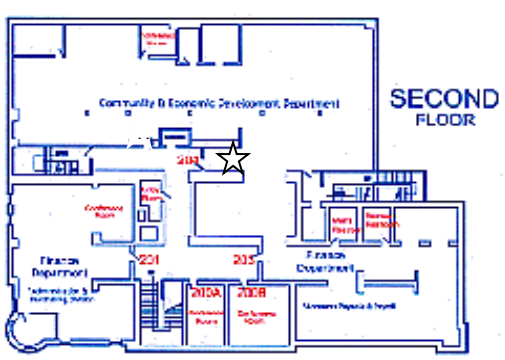
Day:	Friday (12pm)	Monday (5pm)
Activity:	**Submittal Deadline**	**Meeting**
Date:	1/18/2020	1/28/2020
	2/13/2020	2/25/2020
	3/13/2020	3/24/2020
	4/17/2020	4/27/2020
	5/8/2020	5/18/2020
	6/12/2020	6/22/2020
	7/17/2020	7/27/2020
	8/14/2020	8/24/2020
	9/18/2020	9/28/2020
	10/16/2020	10/26/2020
	11/13/2020	1123/2020
	12/18/2020	12/28/2020

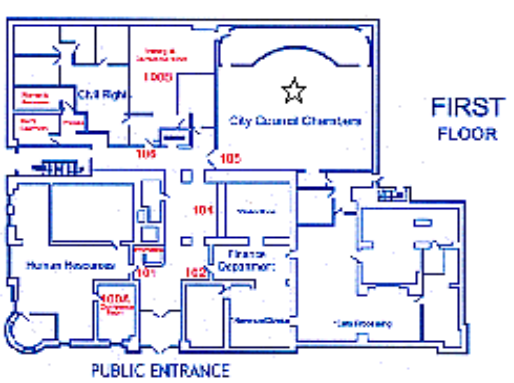
***** The Applicant or their representative MUST be at the Meeting *****

Location/Time subject to change

Contact planning@ci.davenport.ia.us to confirm meeting date/time/location

	Application Due:	**Meeting Appearance:**
Time:	**12:00 PM**	**5:00 PM**
Location:	**Community Planning**	**City Council Chambers**
	Second Floor, City Hall	**First Floor, City Hall**
	(see below)	*(see below)*





City Hall is located at 226 W 4th St, Davenport IA 52801

PROPOSED 50' X 90' SOCCER FIELDS. FIELD SURFACING TO BE ARTIFICIAL TURF. PROJECT TO BE COMPLETED IN PHASES WITH PHASE 1 INCLUDING CONSTRUCTION OF (2) SOCCER FIELDS. ADDITIONAL FIELDS TO BE ADDED IN LATER PHASES.

PROPOSED PROJECT AREA
602 E 4TH ST

YMCA
630 E 4TH ST

YMCA EARLY
LEARNING CENTER

408.3'

111.3'

151.4'

36.6'

20.0'

20.0'

20.0'

50.0'

90.0'

20.4'

7.5'

579

577

578

576

573

571

569

30

SHIFTING EXISTING SIDEWALK NORTH TO ALLOW FOR ANGLED PARKING ALONG 4TH STREET

E 4TH STREET

30 ANGLED PARKING STALLS ALONG 4TH STREET PROPOSED

EXISTING ASTRA FURNITURE STORE, TO BE DEMOLISHED.

0 15 30 60
SCALE IN FEET

SHIVEHATTERY
ARCHITECTURE + ENGINEERING

SEAL

2144 56TH AVENUE WEST
BETTENDORF, IOWA 52722
563.635.7300 | SHIVE-HATTERY.COM

BITTNER YMCA URBAN SOCCER PARK

YMCA OF THE IOWA MISSISSIPPI VALLEY

602 E 4TH ST, DAVENPORT, IOWA 52801

PRELIMINARY - NOT FOR CONSTRUCTION

DRAWN BY	ZAK
APPROVED BY	ZJH
ISSUED FOR	REVIEW
ISSUE DATE	02/07/2023
PROJECT NUMBER	2132301320
FIELD BOOK	--

SITE PLAN

C101

P:\Projects\NDV21322\1320\Deliverables\Drawings\1_Civil\C101 SITE PLAN.dwg
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SITE PREPARATION - RAW LAND

Step 1:
Remove Non-Uniformed Material

- Done by outside contractor
- Remove organic material and non-uniform surface material (ie: grass, large rocks)
- Remove structures or uneven surfaces

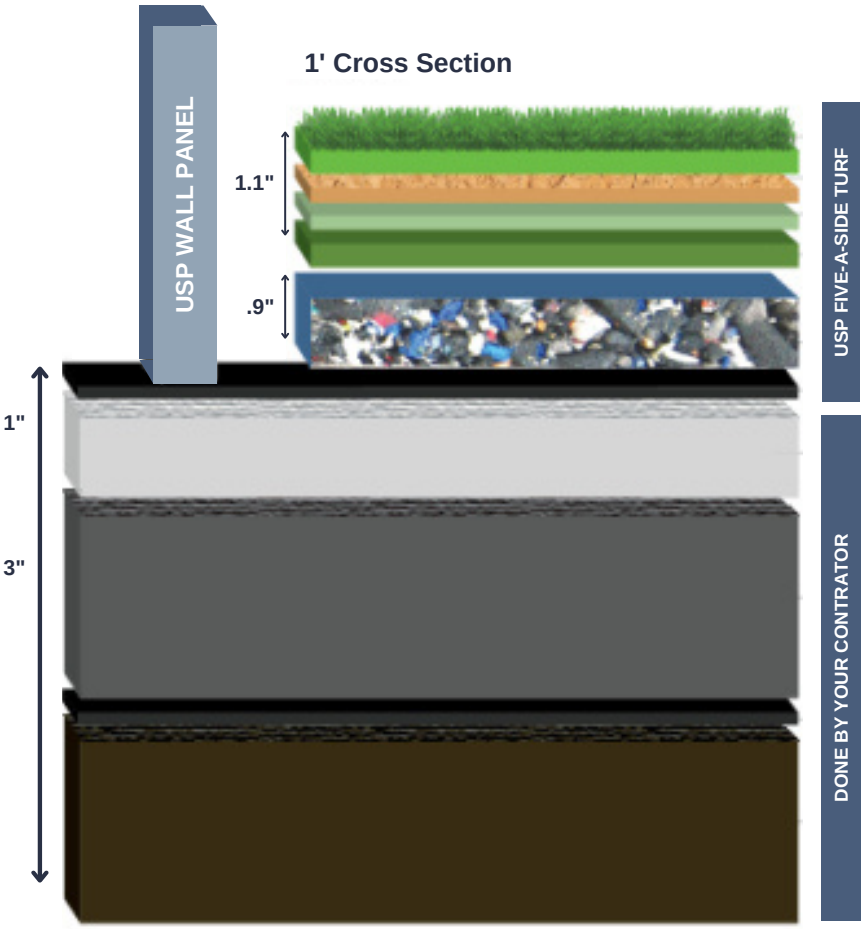
Step 2:
Over Excavate 5"

- Done by outside contractor
- Up to 1% grade for drainage
- 10' additional perimeter
  - EX: 50' x 90' field = 70" x 110' perimeter

Step 3:
Prepare Base

- Done by outside contractor
- Lay landscape fabric (geotextile) over soil & under base rock
- 3/4" clean compacted base rock
- 7/16" minus decomposed granite or screenings
  - Increase Volume Of Base Rock And Granite By 20% To Compact To 95% Compaction
- Lay another landscape fabric (geotextile) over decomposed granite

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- U Blade Turf For Natural Ball Play
- Natural Five-A-Side Infill
- USP Safeshell Infill
- USP Smooth Infill
- ProPlay - Sport 23D - Shock PAD
- Geotextile Fabric
- 7/16" Minus Decomposed Granite
- 3/4" Clean Crushed Stone or Road Base
- Geotextile Fabric
- Compacted Soil

Scott County / City of Davenport, Iowa

Summary - Auditor's Office

Parcel ID	F0062A03
Alternate ID	F33003
Property Address	**602 E 4TH ST** **DAVENPORT IA 52801**
Sec/Twp/Rng	N/A
Brief Tax Description	SCOTT COUNTY FAMILY YMCA 1ST ADD Lot: 3 (Note: Not to be used on legal documents)
Deed Book/Page	
Contract Book/Page	
Gross Acres	0.00
Net Acres	0.00
District	DAEX - DAVENPORT DAVENPORT EXPANDED SMID
School District	DAVENPORT SCHOOL
Subdivision	SCOTT COUNTY FAMILY YMCA 1ST ADD



Owners - Auditor's Office

Deed Holder
YMCA OF THE IOWA MISSISSIPPI VALLEY
630 E 4TH ST
DAVENPORT IA 52801
Contract Holder
Mailing Address
YMCA OF THE IOWA MISSISSIPPI VALLEY
630 E 4TH ST
DAVENPORT IA 52801

DBA (Doing Business As) - Assessor's Office

ASTRA FURNITURE & MIDLAND FOAM

Land - Assessor's Office

Map Area C-402
Lot Area 1.41 Acres ; 61,460 SF

Land Sizes Used For Assessment Purposes Only. Not A Survey Of The Property.

Commercial Buildings - Assessor's Office

Total GBA 21,437 SF
Total Units 0
Building 1: Store - Retail Large (> 10000 SF), Solid Brick - 8" / EIFS, 2 Story, Built - 1890, 10500 SF, Bsmt - 0 SF, HVAC - Suspended Unit Heater (Gas), Roof - Rubber Membrane/Wood
Adjustments: Office - internal w/heat only, 120 SF
Office - internal w/heat only, 1255 SF
Partition - Plywood or OSB/Stud - (, 1056 SF
Office - internal w/heat only, 384 SF
Loading Dock, 149 SF
Loading Dock, 128 SF
Addition 1: Warehouse (Storage), C'Blk or Tile - 8" / EIFS, 1 Story, Built - 1970, 437 SF, Bsmt - 0 SF
HVAC - No HVAC, Roof - Rubber Membrane/Wood
Adjustments: Floor - dock level adjustment, 437 SF
Heat - none, 437 SF
Plumbing: 3 - Toilet Room
Building Extras: #1- Canopy, 128 SF, Frame, Average Pricing, 1890, Qty1
#2- Door, O.H. Door - Manual, 8 Ft Wide, 9 Ft High, 1890, Qty1
#3- Door, O.H. Door - Manual, 6 Ft Wide, 7 Ft High, 1890, Qty1
#4- Door, O.H. Door - Manual, 7 Ft Wide, 7 Ft High, 1890, Qty1
#5- Door, O.H. Door - Power, 11 Ft Wide, 10 Ft High, 1890, Qty1
#6- Dock Leveler, Mechanical, Average, 1890, Qty1
#7- Door, O.H. Door - Manual, 7 Ft Wide, 7 Ft High, 1970, Qty2

Yard Extras - Assessor's Office

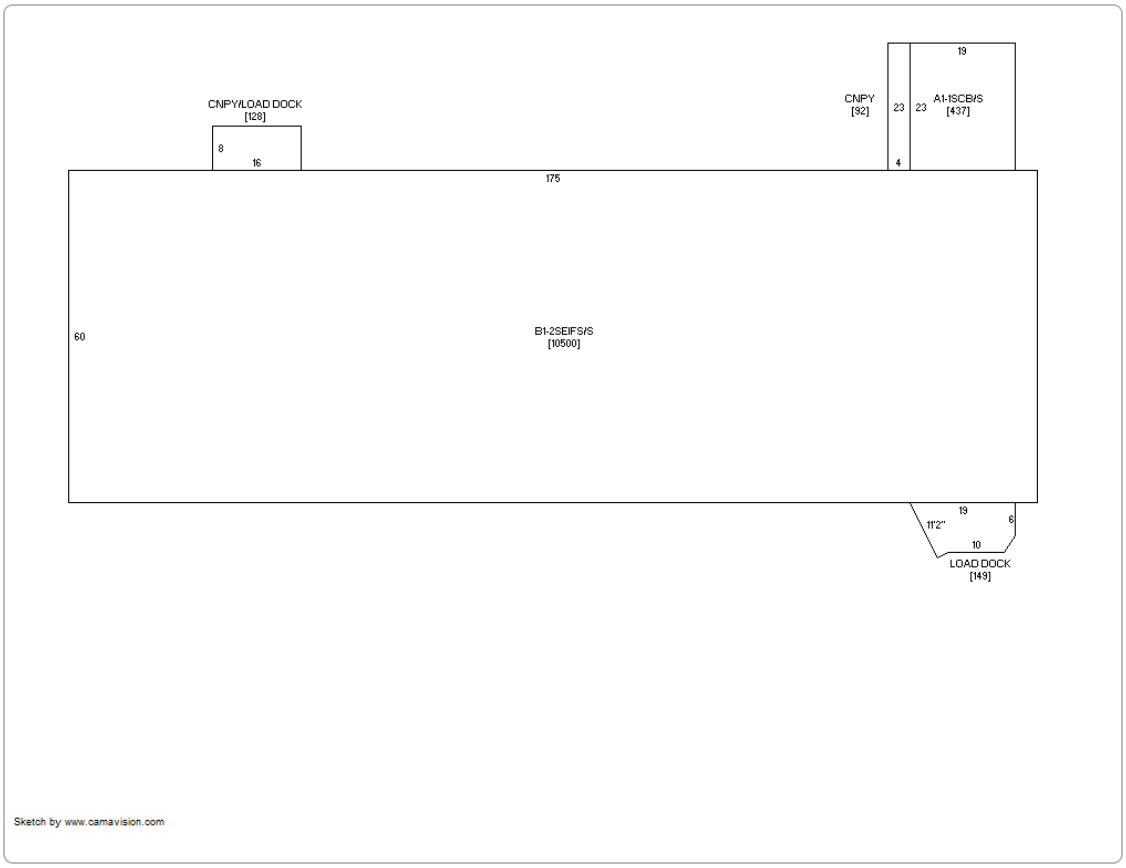
#1 - (1) Paving - Asphalt 4,800 SF, Asphalt Parking Lots, Average Pricing, Built 1980

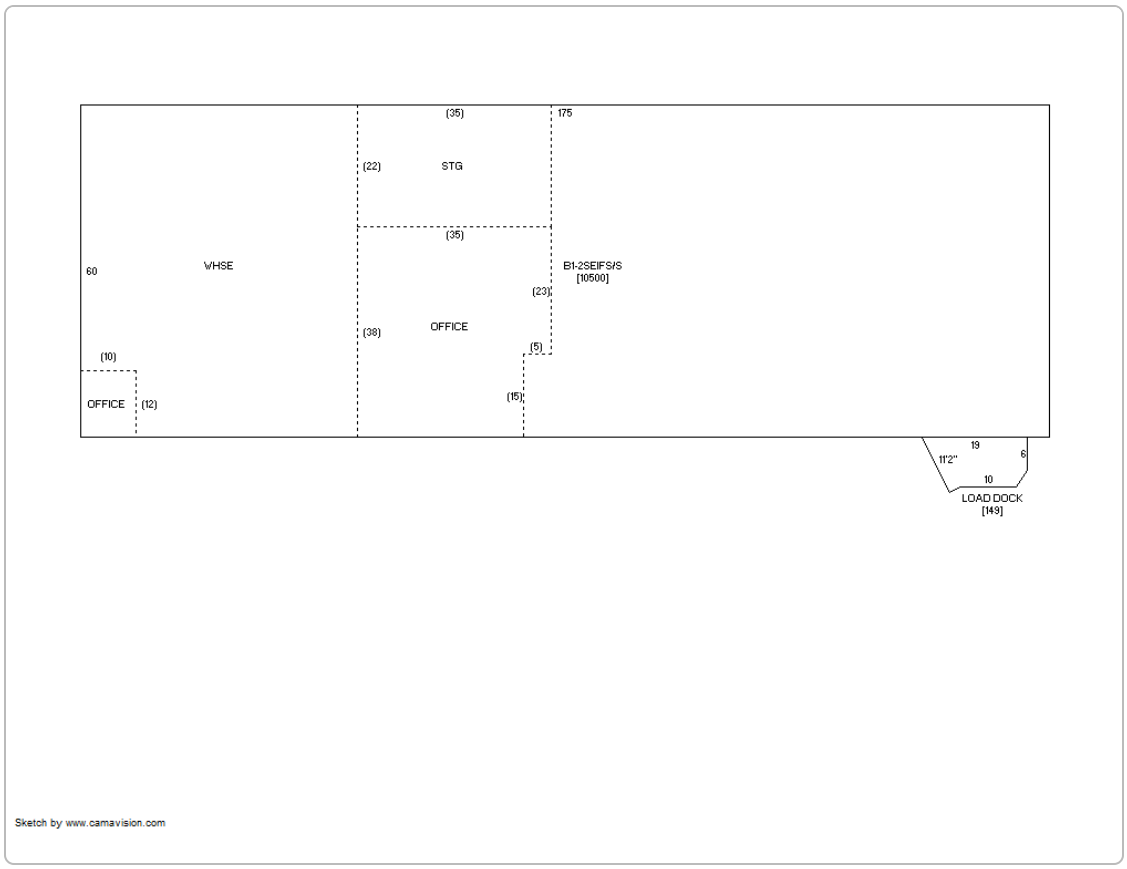
Photos - Assessor's Office

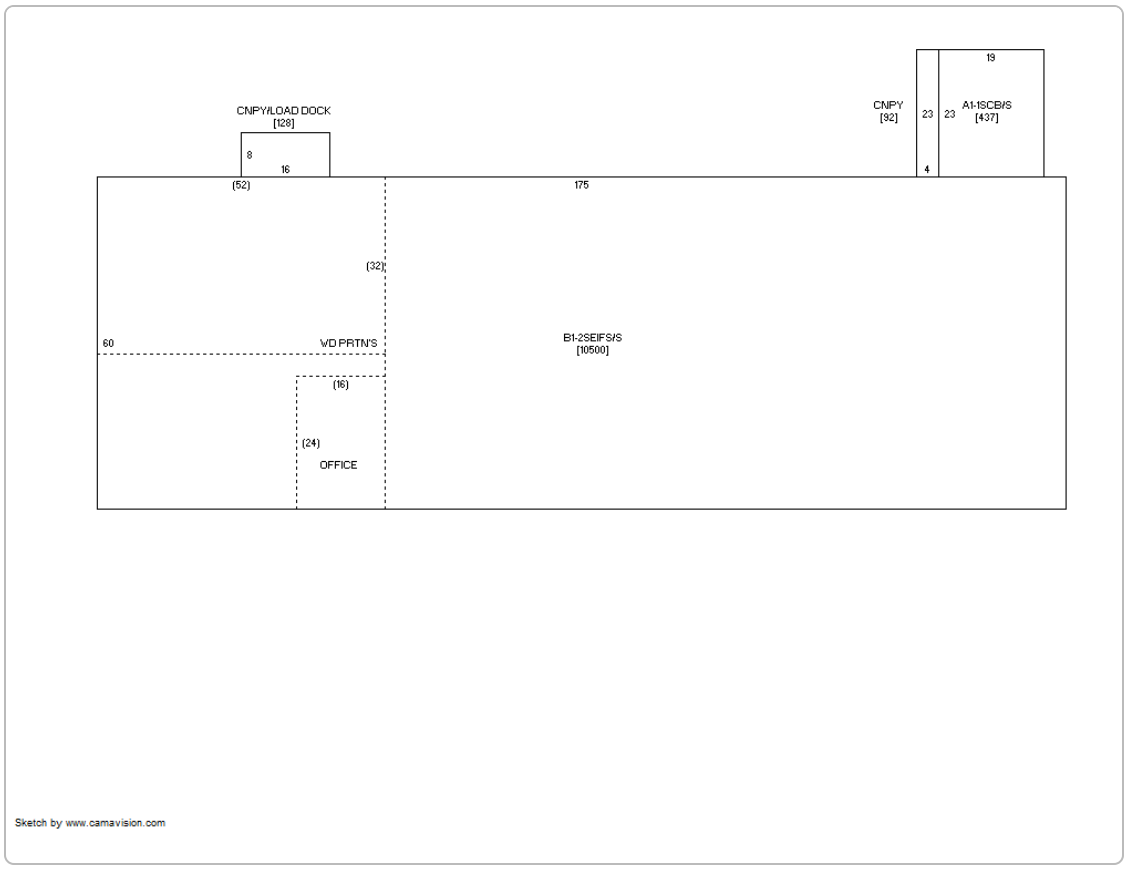




Sketches - Assessor's Office




(35)
175
(22)
STG
(35)
60
WHSE
B1-2SEIFS/S
[10500]
(23)
(38)
OFFICE
(5)
(10)
OFFICE
(12)
(15)
19
11'2"
6
10
LOAD DOCK
[149]
Sketch by www.camavision.com


19
CNPY/LOAD DOCK
[128]
CNPY
[92]
23
23
A1-1SCB/S
[437]
8
16
4
(52)
175
(32)
60
WD PRTN'S
B1-2SEIFS/S
[10500]
(16)
(24)
OFFICE
Sketch by www.camavision.com

Permits - Assessor's Office

Permit #	Date	Description	Amount
M010377	12/06/2012	HVAC	4,900
B013889	11/01/2011	Misc	0
177350	03/01/1999	Fitout-Interior/Ste	5,000

Sales - Assessor's Office

Date	Seller	Buyer	Recording	Sale Condition - NUTC	Type	Multi Parcel	Amount
11/12/2020	SCOTT COUNTY FAMILY Y	SCOTT COUNTY FAMILY Y	2020-36043	Split of division	PLAT		$0.00
1/16/2018	ROEDERER HOLDINGS LLC	SCOTT COUNTY FAMILY Y	2018-01383	Sale to/by Government/Exempt Organization	WD		$300,000.00

Recent Sales in Area

Sale date range:

From:

05/19/2013

To:

05/19/2023

1500

Feet

Valuation - Assessor's Office

		2023	2022	2021
	Classification	Commercial	Commercial	Commercial
+	Assessed Land Value	$230,480	$230,480	$230,480
+	Assessed Building Value	$231,410	$221,180	$221,180
+	Assessed Dwelling Value	$0	$0	$0
=	Gross Assessed Value	**$461,890**	**$451,660**	**$451,660**
-	Exempt Value	$0	$0	$0
=	Net Assessed Value	**$461,890**	**$451,660**	**$451,660**

Taxation - Auditor\Treasurer's Office

		2021 Pay 2022-2023
x	Rollback (estimated)	90
+	Taxable Land Value	$207,432
+	Taxable Building Value	$199,062
+	Taxable Dwelling Value	$0
=	Gross Taxable Value	**$406,494**
-	Military Credit	$0
=	Net Taxable Value	**$406,494**
x	Levy Rate (per $1000 of value)	43.14282
=	Gross Taxes Due	**$17,537.30**
-	Ag Land Credit	$0.00
-	Family Farm Credit	$0.00
-	Homestead Credit	$0.00
-	Disabled and Senior Citizens Credit	$0.00
-	Business Property Credit	($865.49)
=	Net Taxes Due	**$16,672.00**

Tax History - Treasurer's Office

Year	Due Date	Amount	Paid	Date Paid	Receipt
2021	March 2023	$8,336	Yes	5/15/2023	671950
	September 2022	$8,336	Yes	1/4/2023	

Davenport Data Correction Feedback Form

Link to Data Correction Feedback Form

Pay Property Taxes

Click here to pay your Property Taxes online for this parcel

Davenport Tax Credit Applications

Apply for Homestead, Sales Questionnaire or Military Tax Credits

No data available for the following modules: Summary - Inactive, Residential Dwelling - Assessor's Office, Agricultural Buildings - Assessor's Office, Tax Sale Certificates - Treasurer's Office, Special Assessments - Treasurer's Office, Scott County Data Correction Feedback Form, Treasurer Data Correction Feedback Form, Scott County Assessment Appeals Process, Davenport Assessment Appeals Process, Scott County Tax Credit Applications, Iowa Land Records.

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602 E 4th Street

DAVENPORT
IOWA | USA

Request: Demolish the former Astra Furniture Building





Astra Furniture Building

DAVENPORT
IOWA | USA

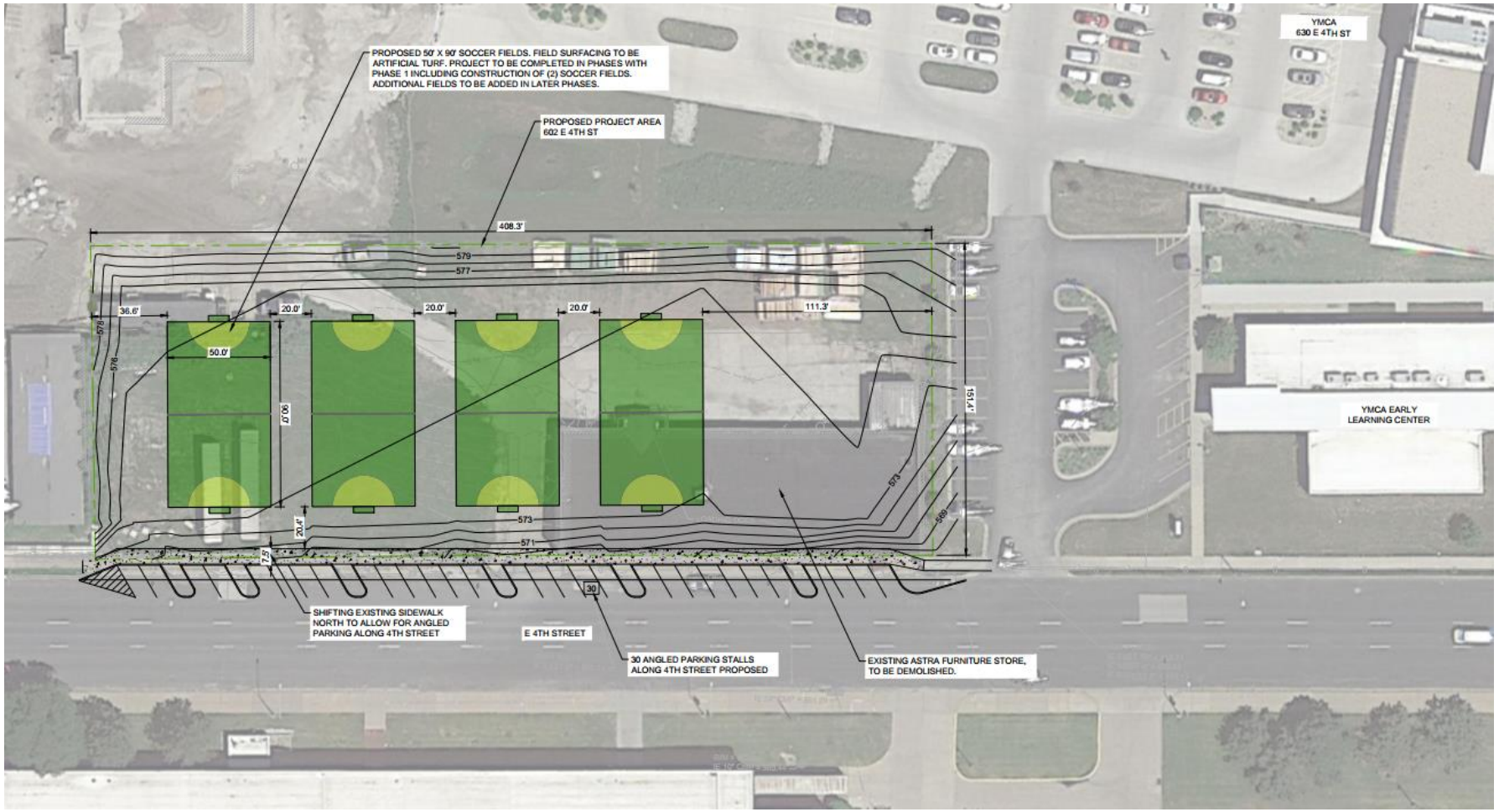




Urban Soccer Field Design Concept

DAVENPORT
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- Initial Phase: 2 Soccer Fields
- Potential for 4 Fields
- Dimensions: 50’ x 90’
- Artificial Turf
- Enclose with Fencing
- Exterior Lighting on Poles
- Stormwater Infiltration
- Remainder of Site to be Grass
- Angled Parking on 4th Street (Outside Scope of DRB)



Urban Soccer Field Design Concept

DAVENPORT
IOWA | USA



Urban Soccer Field Design Concept

DAVENPORT
IOWA | USA

