DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

MONDAY, MARCH 27, 2023; 5:00 PM

DAVENPORT POLICE DEPARTMENT | 416 N HARRISON ST | COMMUNITY ROOM

I. Call to Order

II. Secretary's Report

   A. Consideration of the February 27, 2023 Meeting Minutes

III. Old Business

IV. New Business

   A. Case DR23-07: Request for Design Approval, C-D Downtown Zoning District; Installation of new storefront windows at 421 West River Drive. Freight House Farmers Market, petitioner. [Ward 3]

   B. Case DR23-08: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 221 East 2nd Street. Nehlsen Creative Marketing, petitioner. [Ward 3]

V. General Discussion

VI. Public Comment

VII. Adjournment

VIII. Next Board Meeting: April 24, 2023

City of Davenport
Design Review Board

Department: Development & Neighborhood Services
Contact Info: Matt Werderitch 563.888.2221

Date
3/27/2023

Subject:
Consideration of the February 27, 2023 Meeting Minutes

Recommendation:
Staff recommends the Design Review Board approve the February 27, 2023 meeting minutes.

Background:
The February 27, 2023 meeting minutes are attached.

ATTACHMENTS:

Type	Description
Backup Material	Meeting Minutes 2-27-23

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Werderitch, Matt	Approved	3/20/2023 - 10:51 AM

MINUTES
DESIGN REVIEW BOARD MEETING
CITY OF DAVENPORT, IOWA
MONDAY, FEBRUARY 27, 2023; 5:00 PM
COUNCIL CHAMBERS CITY HALL 226 WEST 4TH STREET

I. Call to Order

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

II. Secretary's Report

A. Consideration of the January 23, 2023 Meeting Minutes.

Motion by Tebbitt, second by Stinocher, to approve the January 23, 2023 meeting minutes. Motion to approve was unanimous by voice vote (6-0).

III. Old Business

IV. New Business

A. Case DR23-02: Request for Design Approval, C-D Downtown Zoning District; Installation of a Wall Sign at 330 Main Street. Quad City Custom Signs, petitioner. [Ward 3]

Werderitch presented the project proposal to install a new wall sign in the tenant space that was previously occupied by Downtown Deli. The proposed signage will fit within the existing framework of the storefront and will be mounted above the entryway. The material is an aluminum composite panel with vinyl digital print.

Robert Lillicrap, Quad Cities Custom Signs, was in attendance to answer questions.

Staff recommended Case DR23-02 be approved in accordance with the submitted work write up and materials.

Motion by Tebbitt, second by Rashid, to approve staff recommendation. Motion was approved by a roll call vote (6-0).

B. Case DR23-03: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 210 East 2nd Street. Quad City Custom Signs, petitioner. [Ward 3]

Werderitch gave an overview of the proposed projecting sign, which will be mounted to the south building elevation along 2nd Street.

Robert Lillicrap, Quad Cities Custom Signs, was in attendance to answer questions.

Staff recommended Case DR23-03 be approved in accordance with the submitted work write up and materials.

Motion by Tebbitt, second by Stinocher, to approve staff recommendation. Motion was approved by a roll call vote (6-0).

C. Case DR23-04: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 226 West 3rd Street. Printing Plus Signs Inc., petitioner. [Ward 3]

Werderitch presented the projecting sign for The Spot Bar & Lounge. The Board discussed the location of the sign, materials, and lighting.

Staff recommended that Case DR23-04 be approved in accordance with the submitted work write up and materials.

Motion by Tebbitt, second by Anderson, to approve staff recommendation. Motion was approved by a roll call vote (6-0).

D. Case DR23-05: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of an exterior staircase and trellis at 1117 Mound Street. Streamline Architects, petitioner, on behalf of Kelsey Seibert. [Ward 5]

Werderitch discussed the background of this property and previous approvals. The applicant is returning with a revised request to install an exterior spiral staircase on the south side of the building. In addition, the location of the exterior vegetated trellis has been modified from the original rendering.

Craig Shannon, Streamline Architects, was in attendance to answer questions.

Staff recommended Case DR23-05 be approved in accordance with the submitted work write up and materials.

Motion by Tebbitt, second by Stinocher, to approve staff recommendation. Motion was approved by a roll call vote (6-0).

V. General Discussion

A. Case DR23-06: Request for Design Review, C-D Downtown Zoning District; Construction of a new mixed-use building at 606 West 2nd Street. Gateway Square Holding LLC, petitioner. [Ward 3]

The applicant was not in attendance to present the project or answer questions. However, the Board discussed the proposed mixed-use building based on the renderings provided. The Board was supportive of the following project components: architecture/design, scale and massing, building materials, color scheme, retail spaces along 2nd Street, and covered parking lot. The Board expressed concern over the flat first floor appearance along Western Avenue and Gaines Street.

Staff explained the project will come back at a later date for formal approval. Staff will notify the applicant of the comments made during the meeting.

VI. Public Comment

VII. Adjournment

Motion by Rashid, second by Tebbitt, to adjourn the meeting. Motion to adjourn was unanimous by a voice vote (6-0). The meeting adjourned at 5:28 pm.

VIII. Next Board Meeting: March 27, 2023

City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **3/27/2023**

Subject:
Case DR23-07: Request for Design Approval, C-D Downtown Zoning District; Installation of new storefront windows at 421 West River Drive. Freight House Farmers Market, petitioner. [Ward 3]

Recommendation:
Staff recommends that Case DR23-07 be approved in accordance with the submitted work write up and materials.

Background:
The Freight House Farmers Market is proposing to remove three infilled wall openings on the north façade. The openings were originally loading docks that were later filled in when the structure was converted into the Farmers Market.

New 9 feet by 9 feet storefront windows will be installed to fit the existing openings. The purpose is to improve visibility to the public along West River Drive. Due to the proximity to the street, the low E glass will be tempered. The proposed color of the anodized aluminum framing is dark bronze.

The Downtown Design Guidelines recommend windows should exactly fit the original opening. The proposed design is sympathetic to the character of the Freight House and will further activate the street. The Farmers Market is an excellent example of an adaptive reuse of a historic building. The goal is to encourage sensitive change when renovation occurs.

ATTACHMENTS:

Type	Description
Backup Material	Application
Backup Material	Scope of Work
Backup Material	Background Materials & Photos
Backup Material	Frame Set-Dark Bronze
Backup Material	Framing System
Backup Material	Glass Window Performance
Backup Material	Downtown Design Guidelines-Architectural Facade Design
Backup Material	Downtown Design Guidelines-Facade Change as Evolution

REVIEWERS:

Department	Reviewer	Action	Date
Community Planning & Economic Development	Werderitch, Matt	Approved	3/24/2023 - 10:20 AM

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	03/10/2023	03/27/2023

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION
421 W River Dr

BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
RDA grant awarded to replace 3 wooden panels with 9x9 ft windows on the north side of the Freight House Building (west end) to improve visibilityto the public therefore increasing business awareness and customer traffic.

APPLICANT INFORMATION

Applicant Name
Freight House Farmers Market

Address
421 W River Dr

City | State | Zip
Davenport, IA 52801

Phone
(563) 770-3436

Secondary Phone
(563) 650-9709

E-Mail Address
operations@freighthousefarmersmarket.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.

In addition to the application fee, 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.

Missy Carter
Type Applicant's Name

Applicant's Signature

03/10/2023
Date

DEVELOPMENT TEAM

Property Owner
City of Davenport

Address
226 W 4th St

Phone
(563) 326-7711

Secondary Phone

E-Mail Address
courtney.jones@davenportiowa.com

Project Manager/Other
Will Sharp

Address
3750 W River Dr Davenport, IA 52801

Phone
(563) 383-6001

Secondary Phone

E-Mail Address
will@amglazing.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*

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

Mid-American Glazing Systems
3750 W. River Drive
Davenport, IA 52802
Phone 563-383-6001
Fax 563-383-0889

Estimate

Date	Estimate #
3/7/2023	10866

Company	Ship To
Freighthouse Farmers Market 421 W River Dr Davenport, IA Phone Fax	

MAGS Contact:	Will

Contract No. / P.O. No.	Project	Terms

Qty	Description	Total
1	Budget pricing: Remove 3 infilled wall openings on the north side of the freighthouse, approx 9' x 9'. Install new thermally broken fixed style storefront framing with clear low E insulated glass. Basic standard profiles and extrusions only. Dark bronze anodized aluminum framing. SN68 clear/low E tempered glass. Budget pricing only includes demo of existing wall panels and some electrical re-work. Additional work might be required depending on what's in the wall panels. Basic trim out on interior to match aluminum windows.	35,000.00

Subtotal	$35,000.00
Sales Tax (7.0%)	$0.00
Total	$35,000.00

Note: Any deviation from above listed work or material will require a price adjustment.

This proposal is valid for (30) days from the above date.

Accepted by:

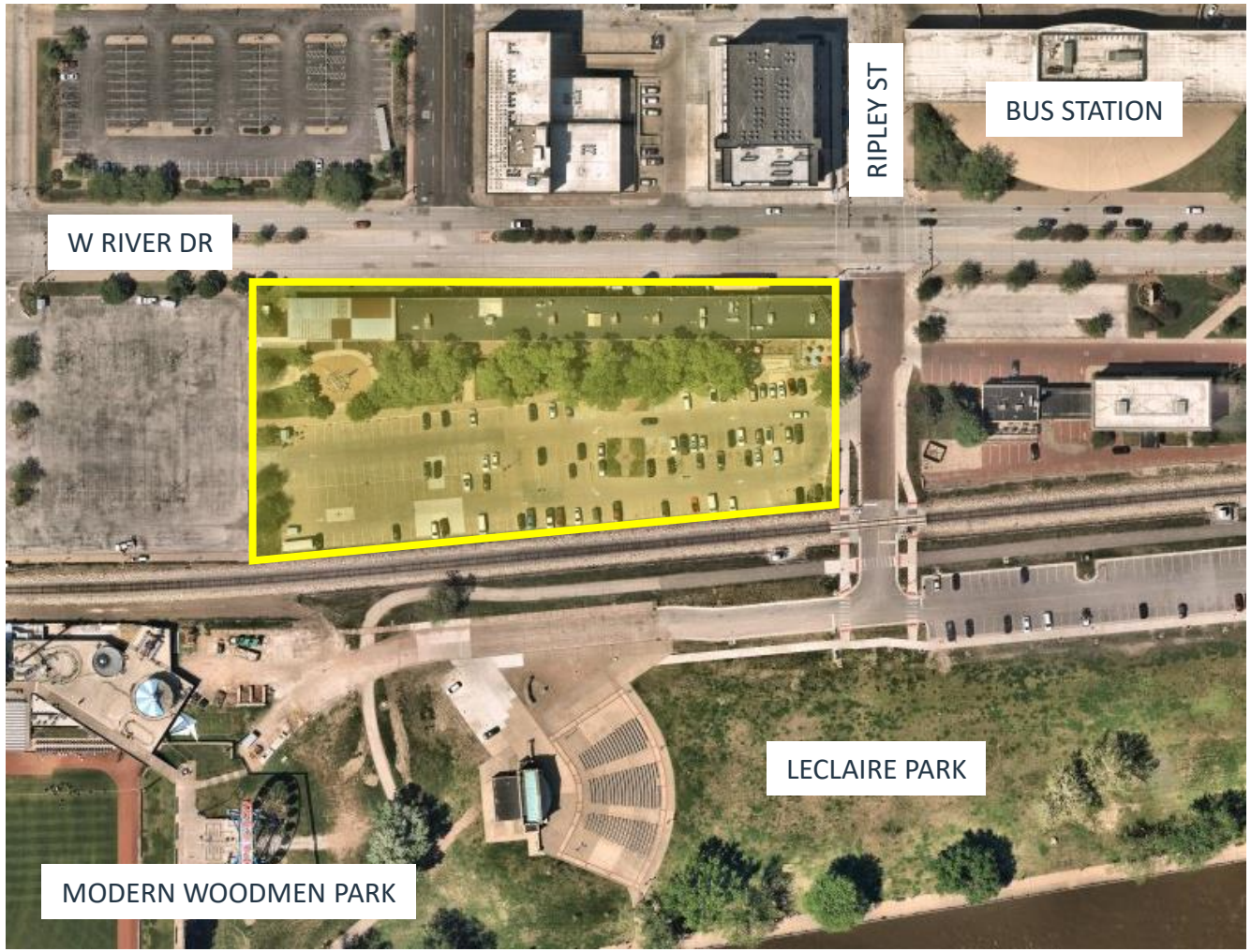
_____

Date: _____

Signature _____

Freight House Farmers Market

DAVENPORT
IOWA | USA



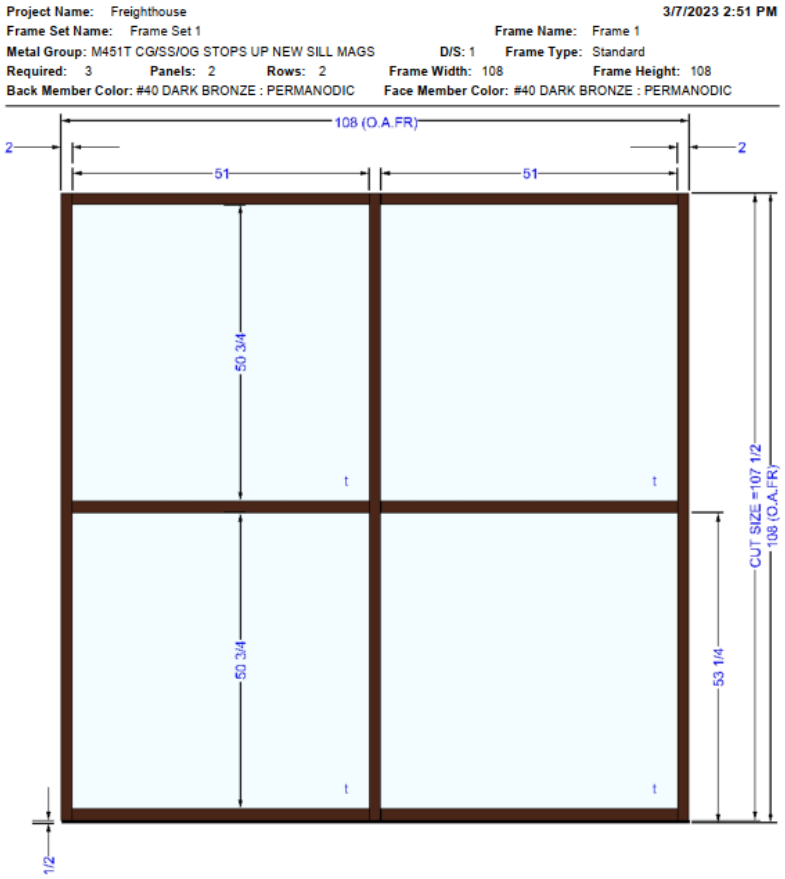
Freight House Farmers Market

DAVENPORT
IOWA | USA

Project Scope: Remove 3 infilled wall openings. Install new storefront windows.
Purpose: Improve visibility to the public along West River Drive.

Freight House Farmers Market

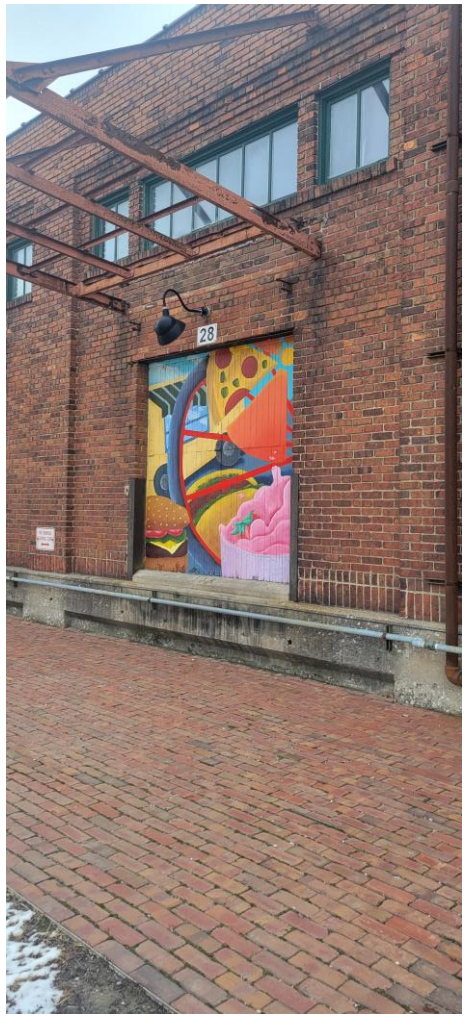
DAVENPORT
IOWA | USA

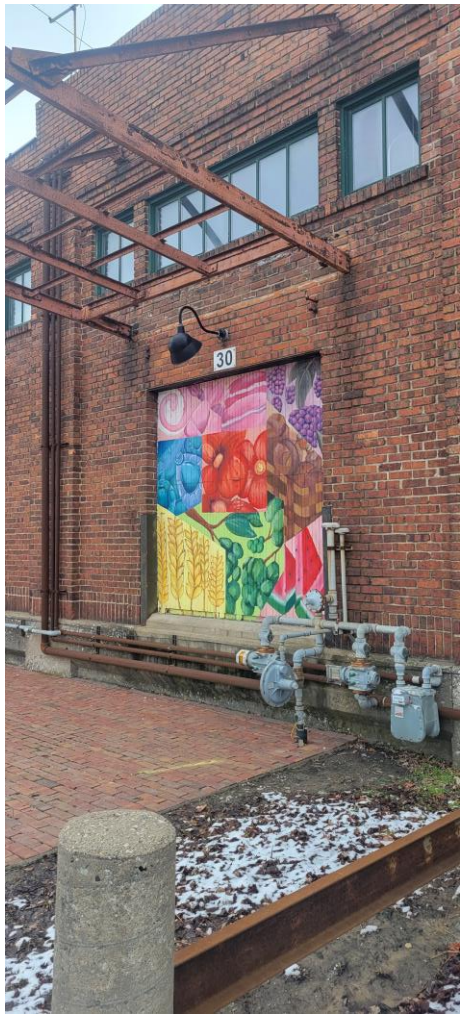


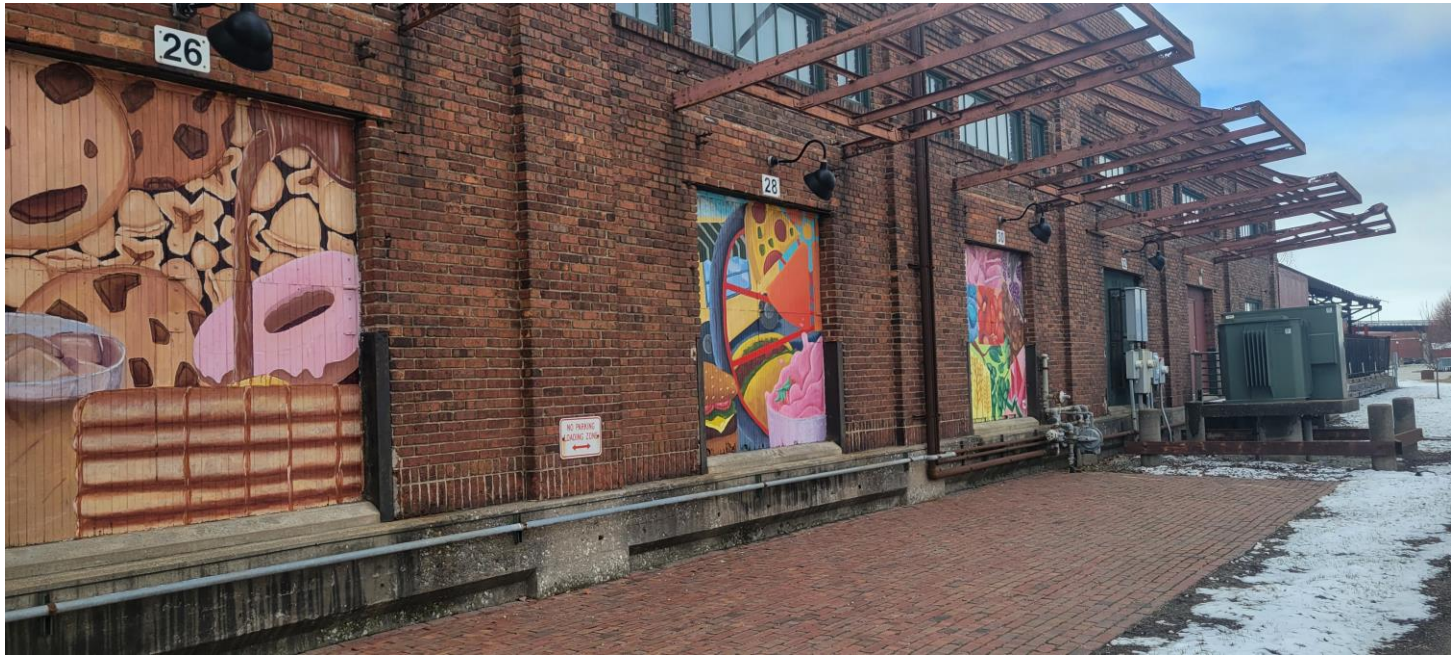
Window Dimensions: 9’ x 9’
Dark Bronze Anodized Aluminum Framing

Freight House Farmers Market

DAVENPORT
IOWA | USA







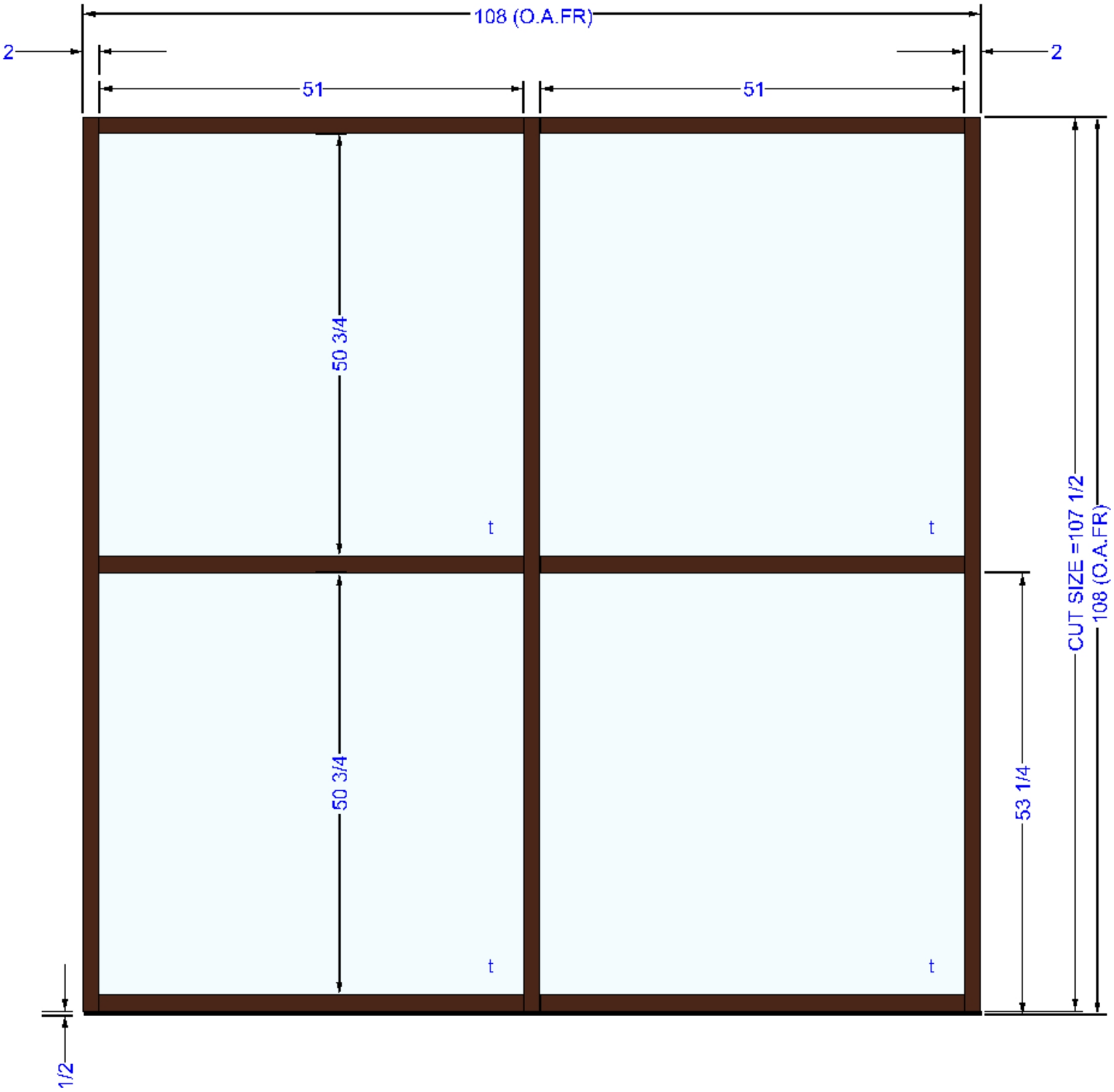
Project Name: Freighthouse **3/7/2023 2:51 PM**

Frame Set Name: Frame Set 1 **Frame Name:** Frame 1

Metal Group: M451T CG/SS/OG STOPS UP NEW SILL MAGS **D/S:** 1 **Frame Type:** Standard

Required: 3 **Panels:** 2 **Rows:** 2 **Frame Width:** 108 **Frame Height:** 108

Back Member Color: #40 DARK BRONZE : PERMANODIC **Face Member Color:** #40 DARK BRONZE : PERMANODIC



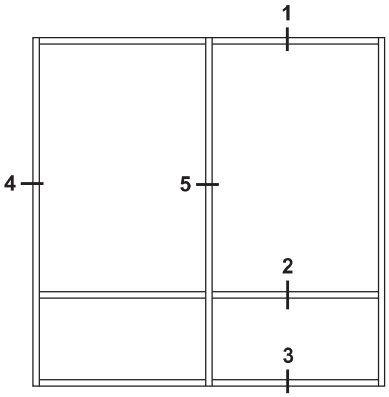
Trifab® VersaGlaze® 451/451T Framing System

FEBRUARY, 2022

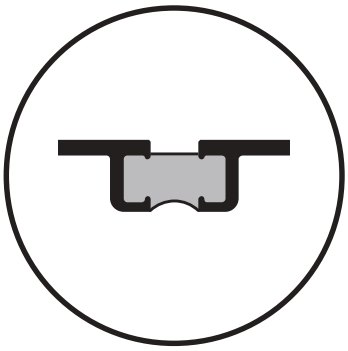
BASIC FRAMING DETAILS (CENTER - Outside Glazed - Stops Up)

EC 97911-262

Additional information and CAD details are available at www.kawneer.com

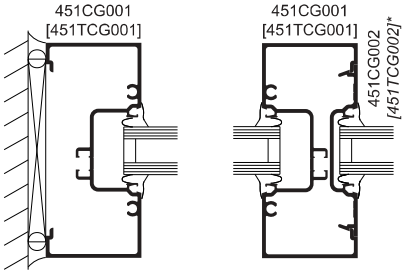


ELEVATION IS NUMBER KEYED TO DETAILS

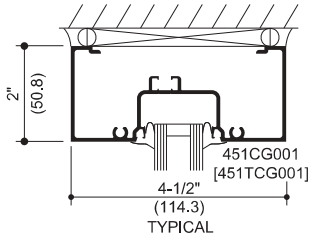


NUMBERS IN BRACKETS ARE THERMALLY BROKEN MEMBERS

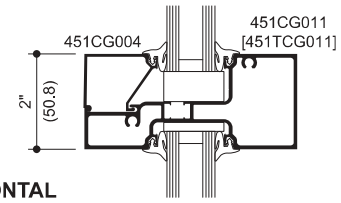
SCREW SPLINE



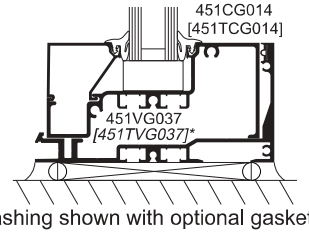
4 JAMB **5 VERTICAL**



1 HEAD



2 HORIZONTAL



3 SILL

* HP Sill Flashing shown with optional gasket.

J channels, head/sill/jamb flashings and air/water barrier by others. MAGS recommends caulking to a peel/stick weather barrier or counter flashing behind J channel that is sealed back to the building.

Laws and building and safety codes governing the design and use of Kawneer products, such as glazed entrance, window, and curtain wall products, vary widely. Kawneer does not control the selection of product configurations, operating hardware, or glazing materials, and assumes no responsibility therefor.

Kawneer reserves the right to change configuration without prior notice when deemed necessary for product improvement.

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PERFORMANCE CALCULATOR

City of Davenport Freighthouse

Make-up Name	Make-up Icon	Visible Light			Ultraviolet	Solar Energy				Thermal Properties		Thermal Stress (COG) °F/C
		Transmittance	Reflectance		Trans UV (τ_{uv} %)	Transmittance	Reflectance	Solar Heat Gain Coefficient (SHGC)	Shading Coefficient (sc)	U-Value		
		Visible (τ_v %)	ρ_v % out	ρ_v % in		Solar (τ_e %)	ρ_e % out			Winter Night (Btu/hr·ft²·F)	Summer Day (Btu/hr·ft²·F)	
1" SN68 Low-E(2) / Clear Argon IGU		**68**	**11**	**12**	**30**	**33**	**33**	**0.37**	**0.43**	**0.25**	**0.22**	**Go**

Calculation Standard: NFRC 2010

1" SN68 Low-E(2) / Clear Argon IGU:
GLASS: Clear Float (North America) Glass, 1/4" (6mm) (2-SunGuard® SN 68 (North America)) GAP: 10% Air, 90% Argon 1/2" (12.7mm) GLASS: Clear Float (North America) Glass, 1/4" (6mm)

1" SN68 Low-E(2) / Clear Argon IGU

Outdoors

GLASS 1	Clear Float (North America) Thickness = 1/4" (6mm)	#1 ----- #2 SunGuard® SN 68 (North America)
GAP 1	10% Air, 90% Argon, 1/2" (12.7mm)	
GLASS 2	Clear Float (North America) Thickness = 1/4" (6mm)	#3 ----- #4 -----

Total Unit (Nominal) = 1 in Slope = 90° Window Height = 1 meter

Estimated Nominal Glazing Weight: 5.75 lb/ft²

Indoors

Important Notes

Calculations and terms in this report are based on NFRC 2010. The performance values shown above represent nominal values for the center of glass with no spacer system or framing.

Laminated products:
It is not guaranteed that modeled laminated configurations will be compliant with relevant laminated safety regulations unless specifically declared for Guardian products. It is the user's sole responsibility to assess if the final laminated product should be certified according to relevant standards and ensure compliance with laminated safety regulations.

Additional consequences for laminated glass with coating facing interlayer (due to contact between coating and interlayer) may include (not limited to): significant decrease of safety performance for some coating and interlayer combinations; loss of thermal insulation performance of surface facing the interlayer; noticeable color change; other performance deterioration.

Non-specular products (translucent or diffuse):
The performance measurement for non-specular (translucent or diffuse) materials such as translucent interlayers or acid etched glass surface, or surface with ceramic frit is limited by the current experimental technologies. Since measurements capture physically only a part of the resulting radiation, calculated performance results provided herein and based on such measurements are not compliant with any standard (including EN 410) and may only be used as a general reference. Actual values may vary significantly based upon exact fabrication process, as well as type, thickness and color of used non-specular material.

Please note that the Thermal Stress Guideline is only a general guide to the thermal safety of a glazing, and it is not a replacement for detailed thermal stress analysis.

Explanation of Terms

Visible Light Transmittance (Tv, %) is the percentage of incident light in the wavelength range of 380 nm to 780 nm that is transmitted by the glass.

Ultraviolet (UV) Transmittance (Tuv, %) is the percentage of the incident solar radiation transmitted by the glazing in the 300 nm to 380 nm range.

Solar Energy Direct Transmittance (Te, %) is the percentage of incident solar energy in the wavelength range of 300 nm to 2500 nm that is directly transmitted by the glass.

Visible Light Reflectance Outdoors/Indoor (Rv out/in, %) is the percentage of incident visible light directly reflected by the glass.

Solar Direct Reflectance Outdoors/Indoors (Re out/in, %) is the percentage of incident solar energy directly reflected by the glass.

Solar Energy Absorptance (Ae, %) is the percentage of the sun's energy that is absorbed by glass.

U-Value is the glazing parameter that characterizes the heat transfer through the central part of the glazing, i.e. without edge effects, and expresses the steady-state density of heat transfer rate per temperature difference between the environmental temperatures on each side. US Standard units are Btu/hr·ft²·F and SI / Metric units are W/m2 K.

Relative Heat Gain (RHG) is the total net heat gain to the indoors due to both the air-to-air thermal conductance and the solar heat gain. US Standard units are Btu/hr.ft² and SI / Metric units are W/m².

Shading Coefficient (sc) is Solar Factor divided by 0.87. It is a measure of the solar heat gain referenced to 3 mm clear glass which has the designated value of 1.00.

Solar Heat Gain Coefficient (SHGC) is the sum of the solar direct transmittance and the secondary heat transfer factor of the glazing towards the inside, the latter resulting from heat transfer by convection and longwave IR-radiation of that part of the incident solar radiation which has been absorbed by the glazing.

Light-to-Solar Gain (LSG) is the ratio of visible light gain to solar gain. LSG = (Visible Transmittance) / (SHGC)

Color Rendering Index in transmission, D65 (R_a) is the change in color of an object as a result of the light being transmitted by the glass.

Weighted Sound Reduction Index (Rw) is a single-number quantity which characterizes the airborne sound insulation of a material or building element over a range of frequencies.

Sound Transmission Class (STC) is a single-number quantity which characterizes the airborne sound insulation of a material or building element over a range of frequencies.

Disclaimer

This performance analysis is provided for the limited purpose of assisting the user in evaluating the performance of the glass products identified on this report.

Spectral data for products manufactured by Guardian reflect nominal values derived from typical production samples or CE Initial Type Testing and subject to variations due to manufacturing and calculation tolerances. Spectral data for products not manufactured by Guardian were derived from the LBNL International Glazing Database and have not been independently verified by Guardian. Guardian recommends a full-size mock-up be approved.

The values provided herein are generated according to established engineering practices and applicable calculation standards. Many factors may affect glazing characteristics, including glass size, building orientation, shading, wind speed, type of installation, production process and others. The applicability and results of the analysis are directly related to user inputs and any changes in actual conditions can have a significant effect on the results. It is the responsibility of the users of the analysis to ensure that the intended application is appropriate and complies with all relevant laws, regulations, standards, codes of practices, processing guidelines and other requirements. Guardian makes no guarantee that any glazing modeled herein is available from Guardian or any other manufacturer. The user has the responsibility to check with the manufacturer regarding availability of any glass type or make-up.

While Guardian has made a good faith effort to verify the reliability of the tools used for this analysis, they may contain unknown programming errors that could result in inaccurate results. The user assumes all risk relating to the results provided and is solely responsible for selection of appropriate products for user's application. Guardian makes no express or implied warranty of any kind with respect to the tools used by Guardian and this analysis. There are no warranties of merchantability, non-infringement or fitness for a particular purpose with respect to the tools used by Guardian and this analysis and no warranty shall be implied by operation of law or otherwise. The only warranties applicable to Guardian products are those separately provided in writing for each product. In no event shall Guardian be liable for direct, indirect, special, consequential or incidental damages of any kind relating to or resulting from use of Guardian tools and analyses.

Trademarks owned by Guardian Industries, LLC and/or its affiliates may be registered in the United States and other jurisdictions. All other trademarks are property of their respective owners.

Program Version: 4.1.0.8614
Database Version: 20200318

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.

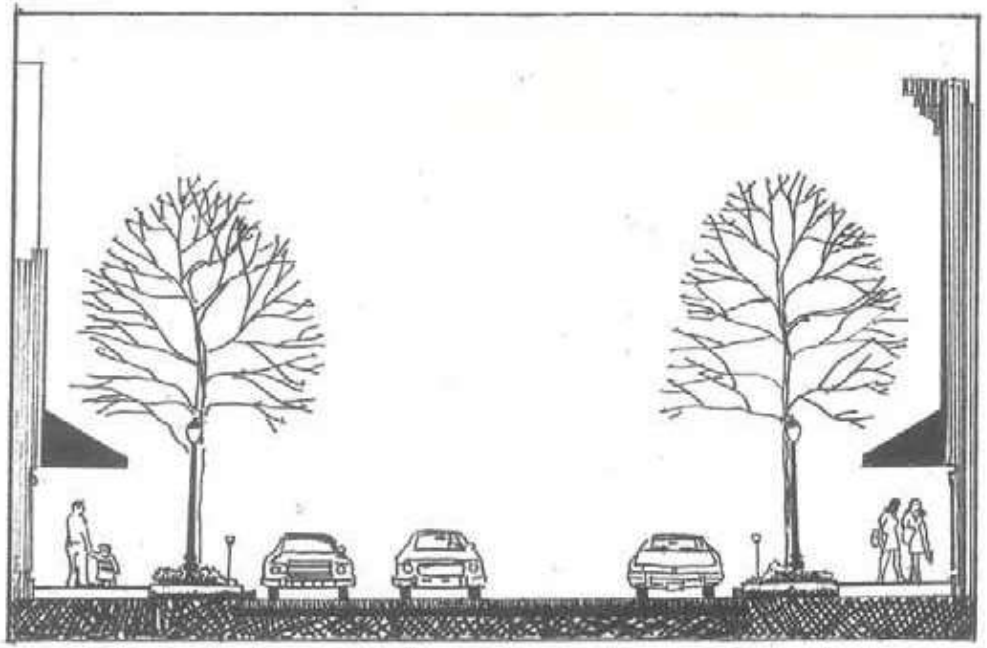
As facades of this type lined both sides of most downtown streets they formed strong blocks, marked by a rhythm of repeating parts. Because it was composed of similar facades, the block had a consistent, organized and coordinated appearance. Facades were related to each other through compatibility in 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:

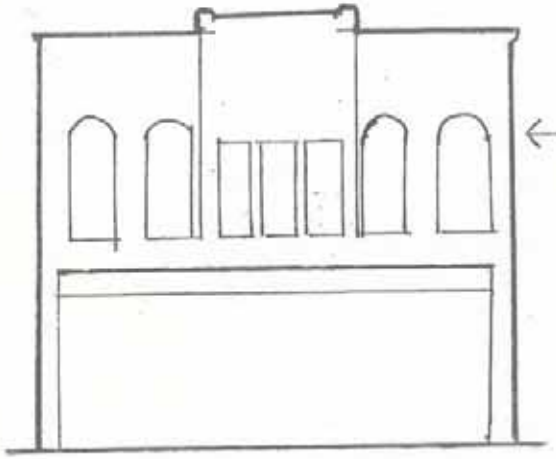
- to strengthen the architectural integrity and design unity of individual facades;
- to create storefronts that add interest, activity, and comfort to the street environment;
- to emphasize compatibility in design, materials and colors to make adjacent buildings appear to the viewer as one unit.

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.

Façade Change as Evolution



←The Masonry Wall

The Decorative Elements →

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.

City of Davenport
Design Review Board

Department: Development & Neighborhood Services **Date**
Contact Info: Matt Werderitch 563.888.2221 **3/27/2023**

Subject:
Case DR23-08: Request for Design Approval, C-D Downtown Zoning District; Installation of a Projecting Sign at 221 East 2nd Street. Nehlsen Creative Marketing, petitioner. [Ward 3]

Recommendation:
Staff recommends that Case DR23-08 be approved in accordance with the submitted work write up and materials.

Background:
The proposed projecting sign is for Nehlsen Creative Marketing, which is opening a new office at 221 East 2nd Street. Nehlsen Creative Marketing will be renting a second floor tenant space in the building.

The Design Review Board approved a projecting sign for H.L by Design at this location at their January 23, 2023 meeting. The building currently has a wall sign above the storefront windows advertising Exit Realty Fireside and Crafted Quad Cities. These businesses are no longer operating form this location. The intent is to remove their signage from the building.

The Nehlsen projecting sign will be mounted to the north building elevation along 2nd Street. The sign will be installed near the rounded arch entryway. A minimum vertical clearance of 8 feet above the sidewalk is required per the Zoning Ordinance. The circular sign is 32 inches in diameter, totaling 5.5 square feet.

The projecting sign structure will be a powder coated metal frame. The center panel has an orange background with the tenant's logo printed in white lettering. The word "Nehlsen" will be embossed. The sign will be internally illuminated with an LED light. The electrical will tie into the can light above the front entry door.

The proposed projecting sign 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	Background Materials & Photos
Backup Material	Storefront Signage Assistance Program
Backup Material	Downtown Design Guidelines-Signage

REVIEWERS:

Department	Reviewer	Action	Date

Community Planning & Economic Development	Werderitch, Matt	Approved	3/24/2023 - 10:23 AM

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

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.

In addition to the application fee, 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.

Type Applicant's Name

Applicant's Signature

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

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

DEVELOPMENT TEAM

Property Owner

Address

Phone | Secondary Phone

E-Mail Address

Project Manager/Other

Address

Phone | Secondary Phone

E-Mail Address

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

221 E 2nd Street

DAVENPORT
IOWA | USA

- **New 2nd Floor Tenant:** Nehlsen Creative Marketing
- **Request:** Install New Storefront Signage
- Exit Realty Fireside and Crafted Quad Cities Wall Sign to be Removed by Landlord.

Projecting Sign

- Sign Area: 5.5 Square Feet (32” Diameter)
- Height: Min. 8 Ft. Above Grade
- Powder Coated Metal Frame
- Orange Background with White Lettering
- Internal LED Lighting

Creative Storefront Signage Grant Application

2022-2023

All applications submitted to:

Downtown Davenport Partnership

331 West 3rd St. Suite 100

Alisha Espey, Program Director 563-823-2651

aespey@quadcitieschamber.com

Creative Storefront Signage Program Description & Eligible Projects

The Downtown Davenport Partnership (DDP) created this Storefront Signage Improvement Grant program to encourage building owners and/or tenants to invest in creative signage enhancements.

Projects must be located within the boundaries of the Downtown SSMID to be eligible (see map). The goal of this program is to enhance the overall appearance and image of Downtown Davenport while supporting downtown businesses. DDP will provide matching grants to encourage downtown business signage to identify and brand the businesses in the SSMID.

Benefits & Regulations

Applicants can request a matching grant up to $1000 to help cover costs towards sign design, creation and installation costs. The request cannot be greater than 50% of the bid. Applicants seeking signage assistance are still eligible to apply for a façade and/or commercial interior grants.

Review Process & Application Deadlines

Applications are managed by the Downtown Davenport Partnership staff. Projects and decisions will be shared with the DDP Board of Directors. The total grant funding available is determined by the annual DDP budget (fiscal year is July 1 – June 30). Incomplete grant applications will not be considered.

DDP reserves the right to accept or reject any and all proposals.

2022-2023 Deadlines

There are no strict deadlines for the FY23 pilot program. Grant applications will be reviewed on a rolling basis and awarded as funding allows.

Reimbursement of Funds

Successful applicants will have grant funding released when the new signage is installed and upon providing proof of payment to contractors.

DDP Storefront Signage Assistance Grant

APPLICATION FORM

Property Owner: _____

Business: _____

Project Street Address: _____

Phone:_____

Email: _____

PROJECT DETAILS

Please provide or attach a brief project overview:

Total Cost: _____

Grant Amount Requested:_____

See Benefits, Regulations and Rules on pages 2 for grant funding information.

Attachments

Please note: Incomplete grant applications will not be considered.

Attach the Following:

☐ Bids for work

By signing this document, I acknowledge that any improvements funded in part by the Downtown Davenport Partnership must remain with the property permanently.

_____ _____

Signature of Applicant **Date**

_____ _____

Printed Name of Applicant **Date**

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.

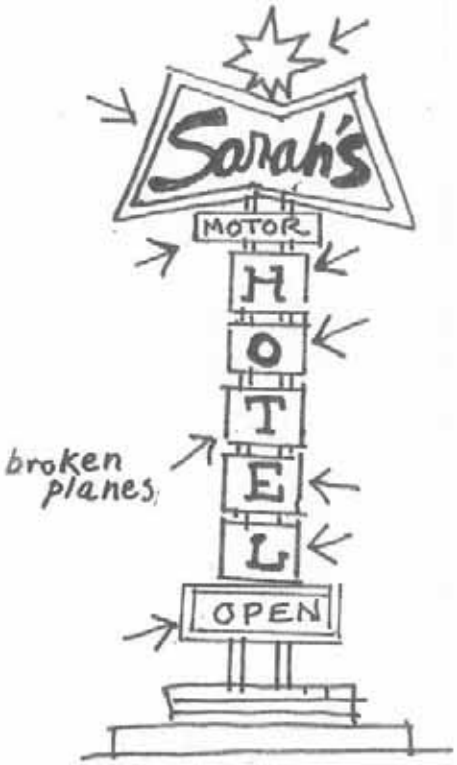
- Die-cut letters should be constructed of materials that are consistent with the age of the building, plastic die-cut letters being more appropriate on a contemporary structure rather than a historic one.

- 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).

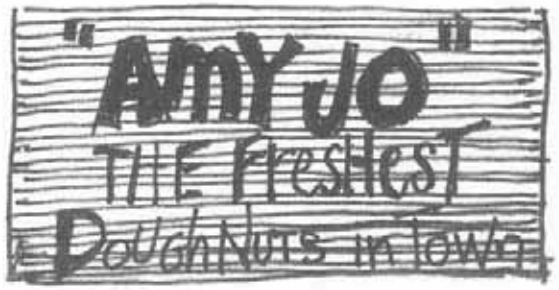
- Firmly anchor signs that project from the building to the building façade with attractive, non-corrosive hardware that will not damage the façade of the building. This prevents accidents and enhances pedestrian safety.

- 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.

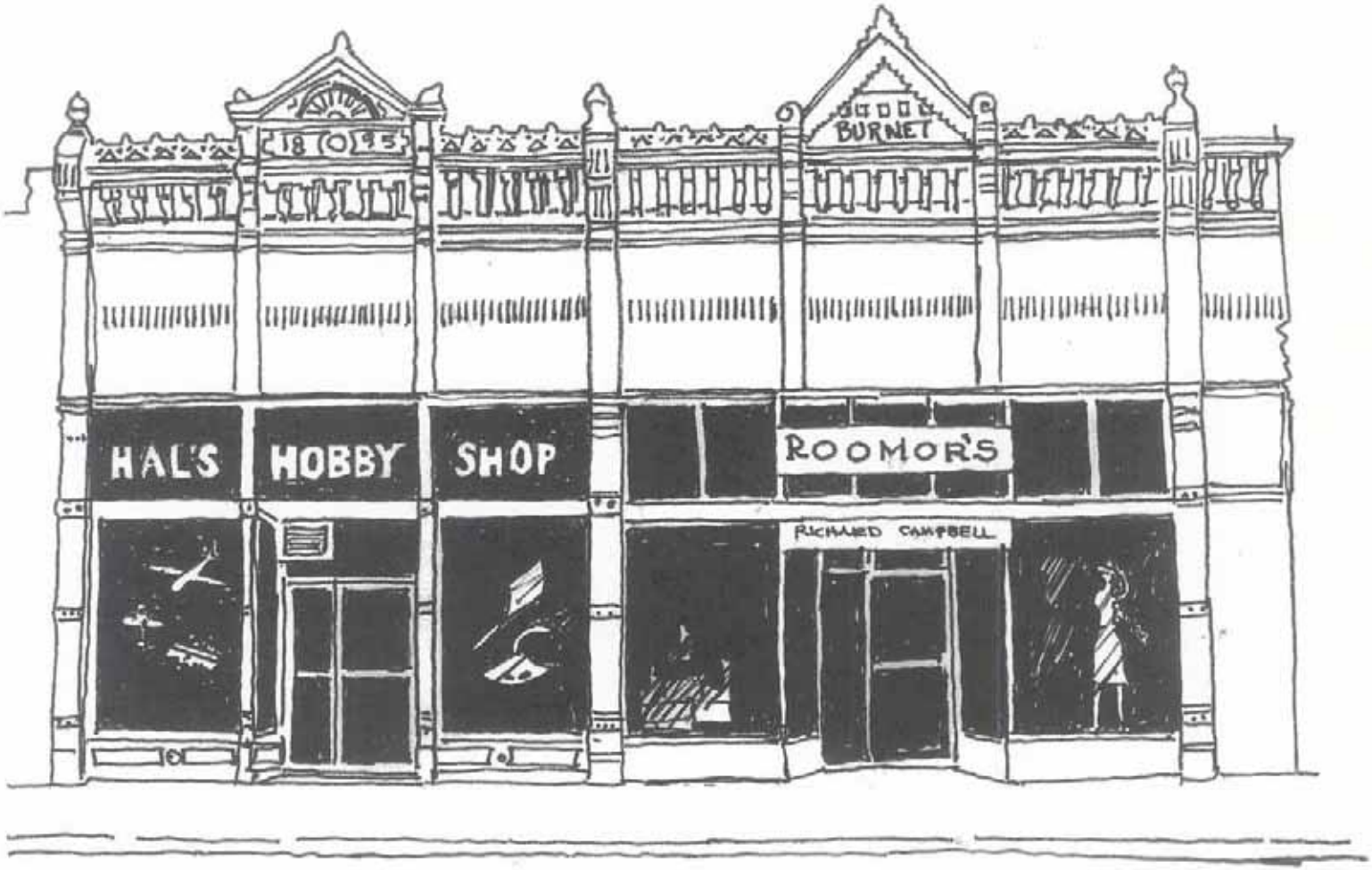


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Bafics

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.

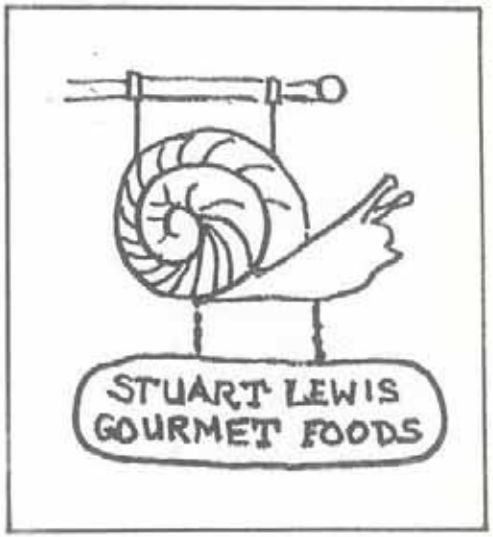
Wall Signs

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.

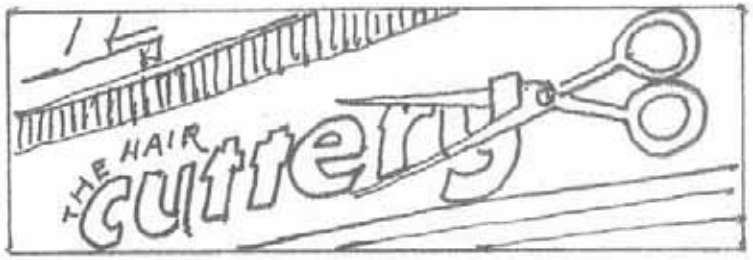
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

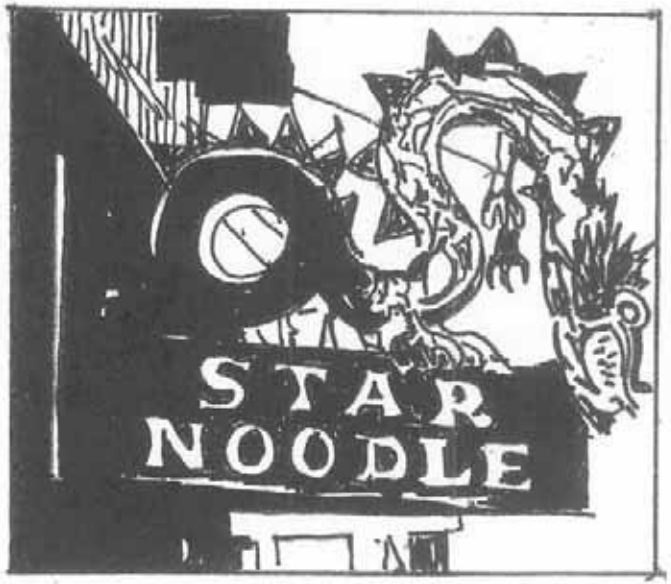
Painted Wall Signs

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.

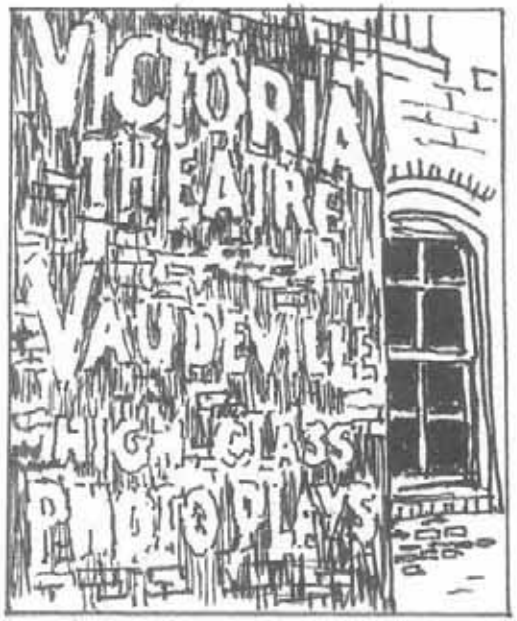
- Painted wall signs may in some circumstances be appropriate. As a general rule new painted signs are more appropriate on an older building than a newer one.

- 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.

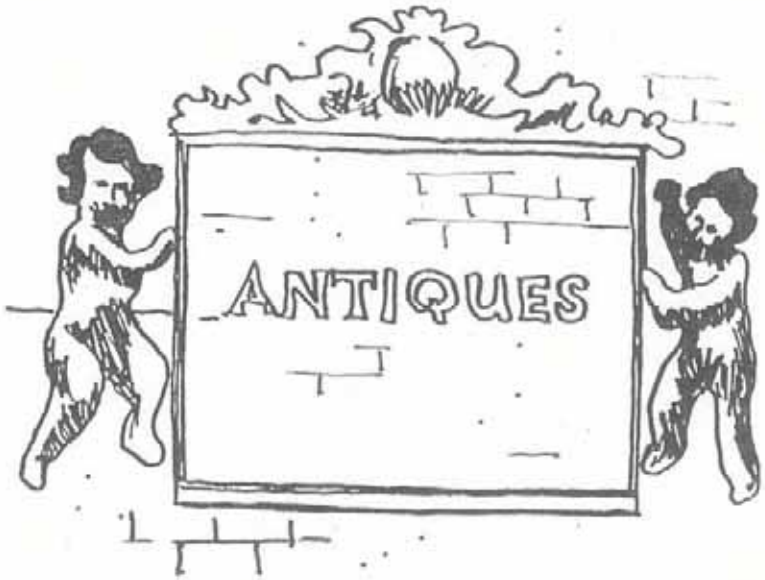




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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

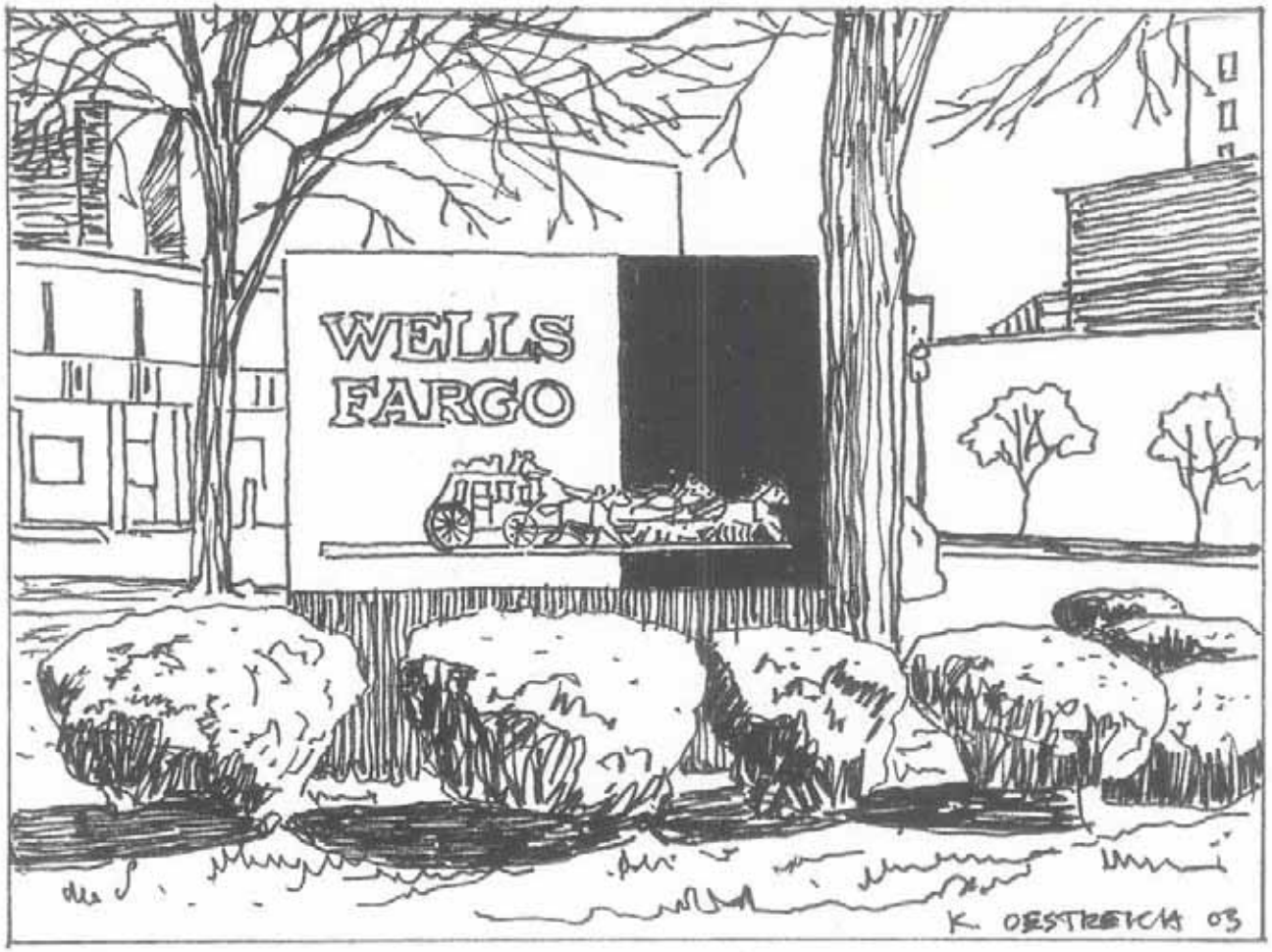
Monument or Ground Signs

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.

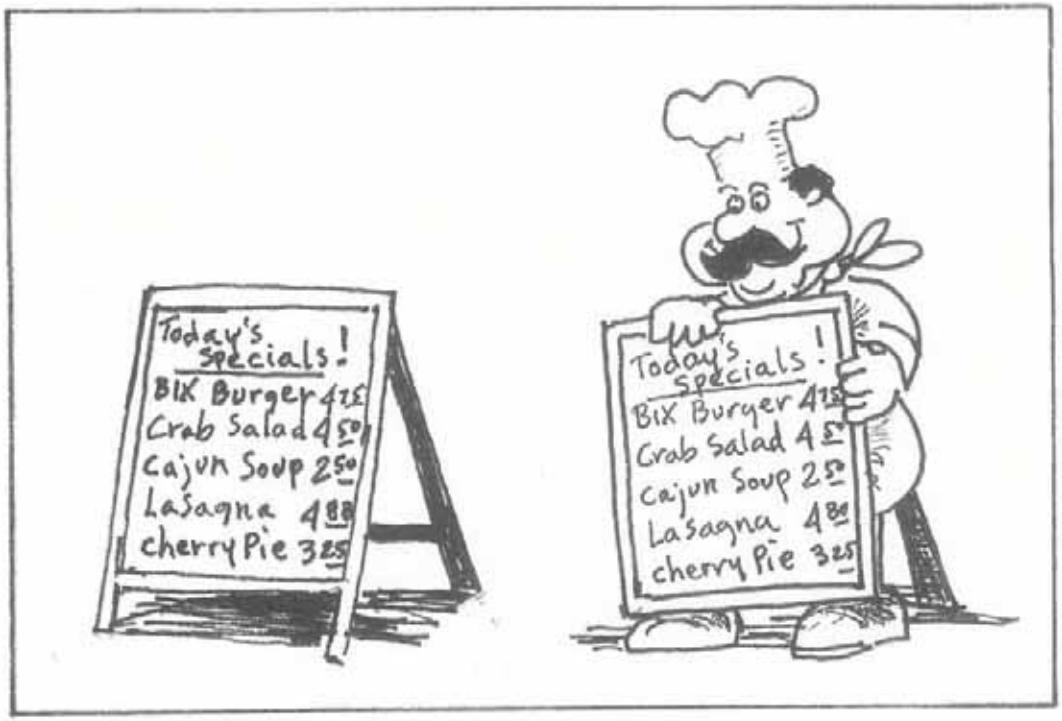
Sandwich Board Signs

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.

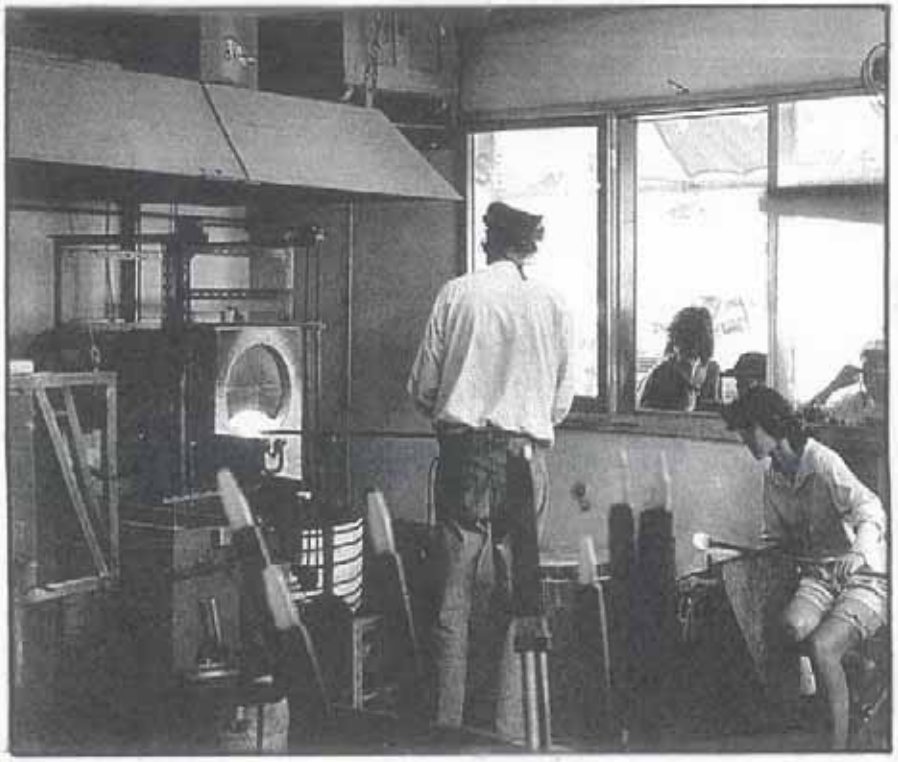
- Sandwich board signs should be on City sidewalks only during business hours, being removed at the end of each day.

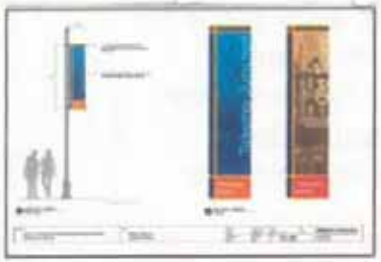


Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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

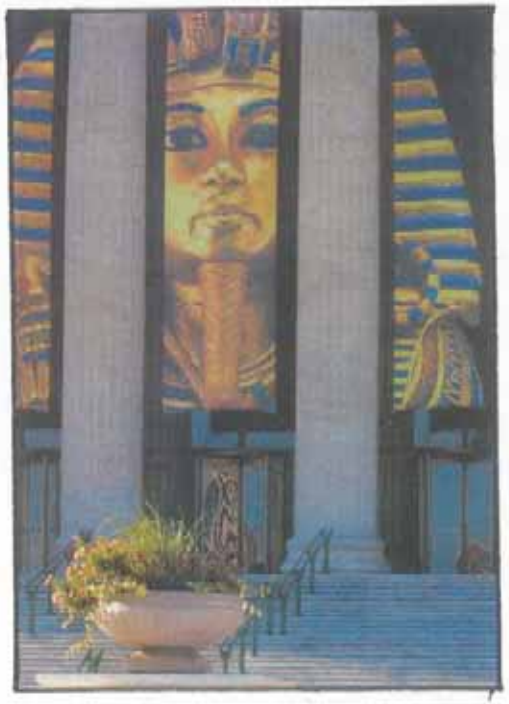
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

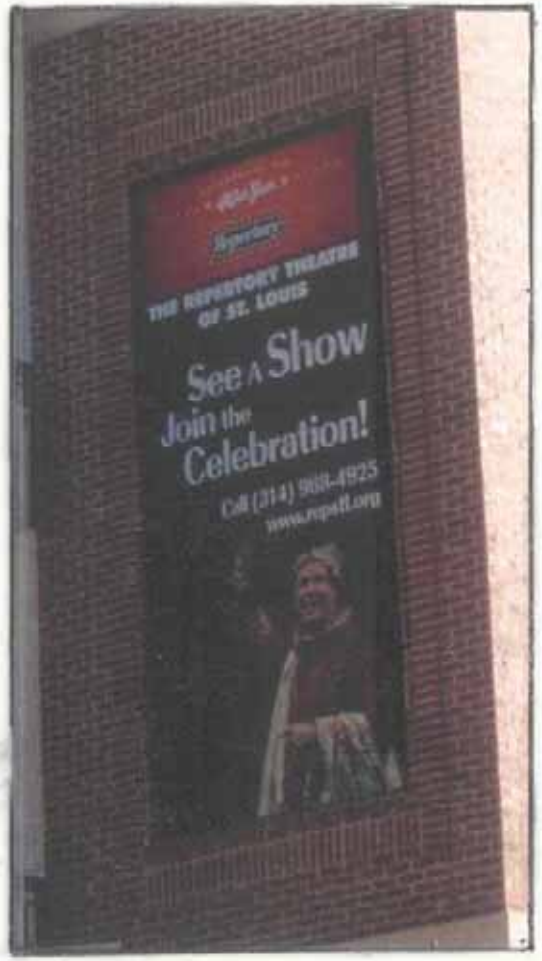
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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

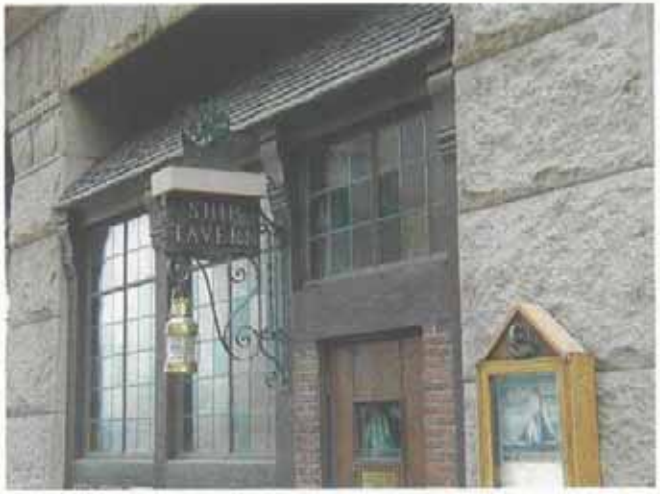




Signage: various forms of attractive signage meeting the guidelines

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.