The Q Casino
Jesus Aviles
Brian Southwood

The City of Dubuque
Laura Carstens
Kyle Kritz
Wally Wernimont

RDG Planning & Design
Doug Adamson
Sara Davids
Mindy Inthalangsy
Ryan Peterson

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Introduction

The Chaplain Schmitt Island Design Guidelines are intended to be used by property managers, developers and the City of Dubuque to help establish a common theme or “place” at Chaplain Schmitt Island. These guidelines outline the necessary components to create a cohesive fabric to help reinforce the vision of the island's master plan-yet provide enough flexibility for property managers to create their own unique offerings.

As it exists today, the island does not have a set of unified design guidelines that comprehensively address the vision, mission and themes of the master plan. Throughout the development of the master plan, key goals were established to help create a common vision for the island's future. These include:

• Connect the riverfront
• Celebrate the Island’s “islandness”
• Put your feet in
• Spend the day-and night! Visit in any season

With these goals in mind, redevelopment of the island is poised to move forward and be developed under a cohesive vision. Within this document, the following items are addressed:

• Applicability, review process, approvals and implementation.
• The built form including buildings, context, style, use, setbacks, materials, etc.
• The public realm including sidewalks, landscaping, furnishings, lighting and screen walls.
• Signs and their location, height, size, material and illumination.

VISION

"Dubuque’s Gateway to Entertainment and the Mississippi."

MISSION

"A connected island that welcomes visitors and the community to recreation, entertainment and the outdoors."
Brand Assessment

Prior to the development of the guidelines, an inventory of the site’s existing conditions was performed. This inventory creates a framework that can be used to inform architectural design, furnishing selection and signage design. To complement the built environment, an analysis of the existing signage, printed media, brand standards and websites was completed to create a unified “image” of the island.

The prominent colors for the “mark,” furnishings, lighting, architectural materials and design were chosen to help reinforce the master plan’s goals by linking people, water and the land together with the Mississippi River, the City of Dubuque and the region.

The following colors shall be used within the signage, media and materials whenever possible:

**COLORS**

- PMS 1525
- PMS 321
- PMS 363

**MARK**

- Agenda Bold
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Agenda Light
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

**FONTS**

**ICON**

- Marina
- Q Casino
The following materials shall be used when possible and as outlined within the built form guidelines.

**Brick Masonry**
Buildings and other structures that use brick, should match or compliment the existing red brick found on the Mystique Community Center. Brick should be uniform in color, taking care to avoid a blend of colors.

**Concrete**
Buildings, structures and site improvements specifically designed for use by pedestrians, should use standard gray concrete. In prominent areas, a light blast can be applied to architectural pre-cast concrete to provide a subtle change in texture.

**Steel**
Galvanized or stainless steel should be used on all handrails, fences and other structures.

**Architectural Panels**
Metal panel (e.g. alucobond) systems should be used to help provide color and visual interest on buildings.

**Native Limestone**
Native limestone should be used to provide visual continuity and consistency between the buildings. Limestone can be split face or sawn.
Design Standards
Design Standards

All building structures and activities shall be located in conformance with these design guidelines. All final site development plans shall be approved in accordance with the provisions of this ordinance and Section 12 Site Plans of the Unified Development Code.

Design Review
All property owners and/or developers shall meet with a representative from the City Planning Services Department to discuss the interpretation and application of the Chaplain Schmitt Island Design Standards to existing sites and any prospective projects to which these design standards apply.

Following this meeting, all compliance projects, improvements, additions and new facilities including proposed parking strategy shall be described in narrative text and illustrative engineering and architectural drawings, including the following:

- Colored front and side building elevations (1/4” scale min.)
- Colored illustrative site landscape plan (130 scale min.)
- Dimensioned site plan (130 scale min.)
- Dimensioned site lighting plan (130 scale min.) indicating proposed illumination patterns and light levels
- Dimensioned architectural plans, including building elevations, cross sections, floor plans and details
- Exterior construction material samples, including brick, stone, glazing, windows and doors, signage materials, fencing, etc.

These application materials shall be submitted as a complete package to the Planning Services Department. Incomplete applications will not be processed. Applications will be reviewed by the Chaplain Schmitt Island Design Review Committee, which will provide a recommendation to the City Manager.

Design Approval
Design approval, based on a review of the application materials identified above, will be issued by the City Manager. A building permit will not be issued by the Building Services Department nor a site plan approved by the Planning Services Department until such approval is given in writing.

Implementation
Application of these design standards to new facilities shall be effective as of the date of adoption of this PUD Ordinance. Application of these design standards to existing facilities and expansions thereof shall be effective as of the date of adoption of this PUD Ordinance and shall be implemented if the cost of improvements or the cost to repair the damage equals or exceeds 50% of the market value of the building.

This requirement also applies when the original floor area of a building is increased by 25%.

The Chaplain Schmitt Island Design Review Committee shall be composed of representatives from the following organizations and City Departments:

- Dubuque Racing Association
- Mystique Community Ice Center
- Dubuque Yacht Basin (American Marine)
- Dubuque Area Convention and Visitors Bureau
- Greater Dubuque Development Corporation
- Engineering Department
- Planning Services Department
- Economic Development Department
- Leisure Services Department
- City Manager’s Office

The City Manager may modify the schedule or application of these standards. A property owner who is aggrieved by the City Manager’s decision may apply to the City Council for review thereof. The City Council may then modify the schedule or the application of these design standards.

The Chaplain Schmitt Island Design Review Committee shall be composed of representatives from the following organizations and City Departments:
The following architectural guidelines are intended to create a cohesive family or "island brand" that uses similar architectural elements, forms, materials, colors and lighting. Using the vision and mission of the island master plan as the foundation for decisions, buildings and structures should relate to the island’s environment and fit within the context of Dubuque and the region.

How to Use The Design Guidelines

Building Context and Style

The architectural aesthetic of the buildings found on the island should use the vocabulary of materials identified in chapter two to create an aesthetic that is unique to the island. The island is not a historic main street or port and is envisioned to become a hub for entertainment and recreation.

The design of individual buildings should produce an orderly and aesthetically pleasing environment that is compatible with the island uses, streets, and natural surroundings found on the island. Buildings should use the following design principles:

• Use quality materials from local materials that consist of concrete, native limestone, brick, glass and steel;
• Create a sense of place on the island;
• Form should follow function – creating a sense of identity for the buildings;
• Use sustainable design principles that use the LEED V4 rating system as a guide to make decisions throughout the process;
• Respect the floodplain and the likelihood flooding will occur on the island.

Key Elements

1. Note here
2. Note here
3. Note here
4. Note here
5. Note here
6. Note here
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The design of individual buildings should produce an orderly and aesthetically pleasing environment that is compatible with the island uses, streets and natural surroundings found on the island. Buildings should use the following design principles:

• Use quality materials that consist of concrete, native limestone, brick, glass and steel.
• Create a sense of place on the island.
• Form should follow function – creating a sense of identity for the buildings.
• Follow the sustainable design philosophy outlined within the City of Dubuque’s Twelve Sustainable Principles.
• Respect the floodplain and the likelihood that flooding will occur on the island.

Minimum First Floor Elevation

A significant portion of Chaplain Schmitt Island is located within the floodway, 100-year flood plain and 500-year floodplain of the Mississippi River. Flooding is an inherent threat on the island. As such, buildings shall be located at least one foot above the 100-year flood plain as of the date of the building permit. No habitable basements are permitted.

Keynotes

1. Floodway
2. 100 Year Floodplain
3. 500 Year Floodplain

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• Follow the sustainable design philosophy outlined within the City of Dubuque’s Twelve Sustainable Principles.
• Respect the floodplain and the likelihood that flooding will occur on the island.

Keynotes

1. High quality brick facade.
2. The form of the building speaks to it’s function.
3. The building and site create a sense of place.
Ground Floor Uses

A key goal of the master plan and design guidelines is to increase foot traffic on the island. As such, at least 75% of the first-floor uses facing the internal public street network shall include retail, entertainment, restaurant or service use.

Building Setback

As development occurs on the island, new buildings shall comply with the setback requirements:

1. **Chaplain Schmitt Island/Greyhound Parkway**: New buildings and parking lots along this street shall be set back 50' from the back of curb and include the following spaces: a 20' vegetated/landscaped buffer, a 10' recreational trail and a 20' flexible space (to the building or parking).

2. **Urban Streets**: New, secondary streets that may be created as part of a larger mixed-use development are encouraged to follow a complete street concept and include the following:
   - Overall right-of-way width of 80'-0" meeting the following requirements:
     - Vehicular travel lanes: 11'-0"
     - Bike lanes: 5'-0"
     - Parallel parking: 8'-0"
     - Boulevard/terrace/street tree zone: 6'-0"
     - Sidewalk: 10'-0"

Keynotes

1. Second floor office.
2. First floor retail.

Keynotes

1. Flexible space adjacent to a public sidewalk.
2. On street parking.
Building Height

Waterfront: Buildings located within 100’ of the floodplain shall be limited to a maximum of three stories with a maximum height of fifty feet.

Non Waterfront: All buildings that are not within this zone shall be a minimum of two stories and maximum of five stories with a maximum height of 100 feet.

Towers, structures, icons or other “non-occupied” structures shall be limited to 150 feet and are exempt from the above requirements.

Ground-Level Expression

Recreation, entertainment, retail, service and mixed-use developments shall include horizontal banding, intermediate cornice line and a change in building materials. Special attention should be given to the ground floor to distinguish its use from the remainder of the building.

All new buildings or those that undergo a renovation of more than 50% of its appraised value shall include native limestone along the bottom third of the first-floor elevation.

Keynotes

1. Waterfront property.
2. Views to the Mississippi River.
3. Building height is less than fifty feet.

Keynotes

1. Horizontal banding.
2. Native limestone along the bottom third of the building.
Roof Lines

New buildings are encouraged to be designed with a flat roof; however, gable and hip roofs are acceptable. Buildings with flat roofs should be developed with roof decks or terraces that include views of the Mississippi River and City. When a roof deck includes a shade structure or other enclosed area, it shall comply with the following:

- The top of the structure shall be no more than 10 feet above the top of the parapet wall or 12 feet above the roof deck if no parapet exists.
- The shade structure must be set back from the building’s façade by at least 10 feet. If the building contains a parapet wall, for each foot the parapet extends above the roof deck, three feet may be removed from the setback distance.
- Enclosed structures shall not cover more than 40% of the roof area.
- Open structures shall not cover more than 60% of the roof area.
- Total area covered by an open or enclosed structure shall not cover more than 80% of the roof area.

Screening: Roof Top & Mechanical Equipment

Mechanical equipment shall be screened from view using major materials that make up 20% of the building façade. The design of the building is encouraged to use architectural details to screen equipment.

Keynotes

1. Metal louvers are used to screen mechanical equipment. This material is also used for the fascia, gutters and downspouts.

1. Parapet wall.
2. Enclosed structure.
3. Outdoor Seating.
Building Width

Buildings should be designed to showcase their use and connect with pedestrians at a human scale. The design of the façade shall include vertical columns, fenestrations, entrances, ornamentation or other means to achieve an incremental width of less than 30 feet.

Façade Transparency

Connecting pedestrians to the building use is a key goal to help increase the island’s overall foot traffic and enhance the sense of place and experience. The following ratios shall be followed and can be achieved using windows or doors (including overhead doors) and are applicable to the façades that face a public street, park, open space or natural area. Facades that do not face a public street, park, open space or natural area may reduce the transparency by 50% from the figures outlined below:

- Retail and restaurant: a minimum of 50% of the ground level and a minimum of 30% for additional stories.
- Sports and recreation: a minimum of 50% of the ground level and a minimum of 30% for additional stories.
- Hotel: a minimum of 20% of the ground level and a minimum of 15% for additional stories.
- Q Casino, Mystique Ice Arena, American Marine and any future additions that physically connect to these buildings are exempt from these requirements.

Keynotes

1. Columns are used to help break up the facade.
2. Building ornamentation creates a pedestrian friendly environment.
3. The use of glazing helps connect users to the outdoors.
4. The building’s form indicates its function.
Entries

Buildings entries shall face the primary street, park, open space or natural area. When a building faces a park, open space or natural area, the building must visually connect and complement the park and shall include a secondary entry that is no less than 75% in scale to the primary entrances.

Keynotes
1. The building’s entry visually connects to the streets.

Balconies and Terraces

A key goal of the master plan is to connect individuals to the outdoors to take advantage of the views to the river, bluffs and the City. Integrating balconies and terraces are recommended. Balconies that front a public street, park, open space or natural area may project into the public right-of-way, with a maximum extension of 50% of the sidewalk width measured from the back of the curb to the nearest point of the building façade.

Keynotes
1. Outdoor terrace’s connect viewers to the river.
2. Exterior patio seating.
3. Private space.
4. Public open space.
Building Materials

Buildings shall use quality materials that are long-lasting, create value, celebrate the natural environment and encourage a contemporary design. Primary building materials shall include: wood, glass, stone, concrete, brick and steel. Complementary materials may include architectural metal trim, architectural metal panels, pre-cast concrete, thin brick or similar decorative materials.

The use of EIFS is discouraged and shall be limited to no more than 30% of the façade exterior.

Native limestone shall be used on the bottom 30% of the façades viewable from a public street or park.

Buildings shall be designed using the following best practices:

- Minimum design life of 25 years
- Follow the sustainable design philosophy outlined within the City of Dubuque's Twelve Sustainable Principles.

Keynotes

1. Contemporary design.
2. Native limestone.
3. Integrated artwork.

Architectural Detailing

Clean lines and classic materials in a contemporary form is the desired aesthetic. Buildings should be detailed to provide pedestrian connectivity, transparency and form.

Keynotes

1. Pedestrian plaza in front of buildings.

Prohibited Materials:

- Painted concrete block
- Pre-fab concrete wall panels
- Vinyl, aluminum, fiberglass panels
- Lap siding
- Standard 3-tab asphalt shingles
Parking Structures

Parking structures shall be designed to complement the use of building or site amenity the parking structure will support.

Structures shall meet the following guidelines:

• The ground floor façade that faces any public street, park, open space or natural area shall be designed and detailed to resemble the principle use of the building or amenity.

• Structures are encouraged to be designed for mixed-use developments with retail, restaurants, recreation or entertainment uses on the first floor.

• The elevation of the buildings should use screening to the maximum extent possible without creating a circumstance that would require the structure to be sprinkled according to the building code.

Keynotes

1. Parking lot screening is completed to the maximum extent without "sprinkling."
2. Contemporary use of building materials.

Accessory Structures/Buildings

Free-standing accessory buildings are prohibited unless the principle revenue source (greater than 75%), activity or business takes place outside. Examples of acceptable uses include:

• Dog racing
• Concessions
• Zip line support buildings
• Marine facilities
• Non-motorized boat rental facility

The design of any accessory structure shall conform with the principal character of the building and shall be constructed of the same quality materials and include landscaping that extends out a minimum of 5’ from the building façade.

Existing structures that do not meet these standards may remain as long as they are in good structural standing, unless the principal facility or use they serve undergoes a major renovation or new construction greater than 50% in appraised value.

Keynotes

1. Metal louvers.
2. Native landscaping.
Franchise Architecture

Franchise architecture is prohibited for new structures. Specific franchises or national chains must follow the design guidelines.

Keynotes
1. Franchise architecture is not permitted.

Maintenance

All facilities shall be maintained at a high level with an exceptional standard of care and appearance, including parking lots, landscaping and other site improvements. The following list is a sampling of items that must be maintained in excellent condition:
- Exterior building facades and finishes
- Windows and doors
- Awnings and canopies
- Roofing systems
- Mechanical and electrical systems
- Parking facilities
- Boardwalks
- Parking areas
- Furnishings, lighting poles and luminaries
- Landscaping and decorative hardscapes
- Fences, railings and retaining walls

All minor repairs shall be handled within 30 days. Major repairs shall be made as soon as feasibly possible unless the damage is caused by a major environmental disaster (e.g., extreme flood or fire).

Dead trees, plants and landscaping shall be removed and replaced as soon as possible.

Keynotes
1. The site uses native plants and locally sourced materials.
2. Turf grass is well maintained, with clean turf edges.
Chaplain Schmitt Island is a unique location, unlike any other within the City of Dubuque. The island is home to beautiful views of the Mississippi River, the bluffs and City. In contrast, many of the details on the island, such as landscaping, furnishings, lighting, paving and signage create an inconsistent assortment of mixed messages.

The design guidelines have been established to help counteract these mixed messages and meet the goals and objectives of the master plan. In addition, these guidelines will help establish a sense of place and create continuity between the various island uses.

These guidelines for the "public domain" have been established for all public spaces excluding those areas that are privately managed and operated. Example: a restaurant has a patio adjacent to a public trail. The furnishings on the patio can be chosen by the building occupants and are not regulated by these guidelines. The furnishings along the trail shall follow these guidelines.
Landscape

Trees, plants, sidewalks, trails and other elements help define the context, connections and accessibility for buildings. These standards were developed to provide consistency between current and future developments on Chaplain Schmitt island.
Landscape

Sidewalks and Walkways

A network of pedestrian accessibility and continuity shall be provided throughout the island. Enhancing access to adjacent businesses and parks is key to improving the experience and the safety of pedestrians on the island.

- Continuous walkways shall be provided along all public street frontages
- Walkways that are clearly defined and lit shall connect parking areas to all building entrances

Shared paths along parkway streets
Public sidewalks on parkway streets must be:
• Minimum of 10’ wide

Sidewalks on local streets
On local streets, public sidewalks shall be:
• Minimum of 10’ wide
• Constructed of concrete
• Surface a stiff-broom finish with saw cut joints

Walkways
In parking areas and around buildings or private property walkways shall be:
• Minimum of five feet wide
• Constructed of concrete or brick pavers
• Bituminous walkways are not permitted

Landscape

Trails

The primary purpose of creating a network of trails on the island is to provide scenic, paved connections for walkers, leisure cyclists, active cyclists, rollerbladers and other users.

Surface
• 10’ wide paved trail with center stripe

Surface Materials
• 5” asphalt pavement on 6” base course
• 6” concrete pavement on prepared subgrade

Shoulder
• 5’ wide graded area, with 6’ aggregate

Horizontal Clearance
• 5’ wide clear zone on each side

Vertical Clearance
• 10’ (free of signage, tree branches)

Accessible
• ADA compliant
Landscape

Streetscape Trees

Plants to Consider
- Black Maple
- Bur Oak
- Hackberry
- Swamp White Oak
- White Oak

Selection Criteria
- Emphasis on native species
- Current disease concerns
- Current best management practices
- Make effort to save healthy and viable existing trees
- Environmental conditions
- Salt tolerance
- Enhance micro-climate conditions
- Species recommended for urban environments
- Safety considerations

Landscape

Overstory Trees

Plants to Consider
- Maple: Black, Red, Silver
- Oak: Bur, Chinkapin, Pin, Red, Shingle, Swamp White
- Linden
- Sycamore
- Birch
- Aspen
- Elm

Selection Criteria
- Emphasis on native species
- Current disease concerns
- Current best management practices
- Make effort to save healthy and viable existing trees
- Environmental conditions
- Seasonal interest
- Enhance micro-climate conditions
- Use on southern exposures of buildings to enhance winter solar gain
- Safety considerations
Landscape

Evergreen Trees

Plants to Consider
- White Pine
- Eastern Red Cedar
- Balsam Fir

Selection Criteria
- Emphasis on native species
- Current disease concerns
- Current best management practices
- Make effort to save healthy and viable existing trees
- Environmental conditions
- Winter interest
- Enhance micro-climate conditions
- Use on southern exposures of buildings to enhance winter solar gain
- Safety considerations
The furnishings selected were determined based on four primary factors:

- **Durability:**
  The furnishing’s ability to withstand inundation of floodwaters.

- **Uniformity:**
  Creating a consistent look that is desired to showcase the island’s brand and sense of place.

- **Sustainability:**
  The furnishings fabrication process and general maintenance requirements, including long term life-cycle cost.

- **Cost:**
  A furnishing line that is about the same price, or less than other product lines typically used in these circumstances.
Furnishings

**Picnic Tables**

Note: Images shown for reference only; the furnishing color shall be gray.

**Information**
- **Model:** FBF-56
- **Company:** Victor Stanley
- **Mounting:** Surface mount

**Color & Finish**
- **Color:** Gray
- **Finish:** Powder-coated steel

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**Tables & Chairs**

Note: Images shown for reference only; the furnishing color shall be gray.

**Information**
- **Model:** FBF-56 (Chairs) and PRSCT-36R (cafe tables)
- **Company:** Victor Stanley
- **Mounting:** None

**Color & Finish**
- **Color:** Gray
- **Finish:** Powder-coated steel
Furnishings

Benches

Note: Images shown for reference only; the furnishing color shall be gray.

Information
Model: Lily: LIL-20 (with pointed armrests)
Lily Backless: LIL-23NA (without armrests)
Company: Victor Stanley
Mounting: Surface mount

Color & Finish
Options: Horizontal steel slat seating
Color: Gray
Finish: Powder-coated steel

Furnishings

Bicycle Parking

Note: Images shown for reference only; the furnishing color shall be gray.

Information
Model: Freesia Bike Rack: BFRE-161
Company: Victor Stanley
Mounting: Surface mount

Color & Finish
Options: Single arch with cross bar
Color: Gray
Finish: Powder-coated steel
Furnishings

Litter Receptacles

Note: Images shown for reference only; the furnishing color shall be gray.

Information

Model: SDC-36
Company: Victor Stanley
Mounting: Surface mount

Color & Finish

Options: Single arch with cross bar
Color: Gray
Finish: Powder-coated steel

Planters

Information

Company: Edwards Cast Stone Company

Color & Finish

Options: 4.64 CF, 30” X 36.5”
Color: 50-032
**Furnishings**

**Water Fountains**

Model: 440 SM & SMSS (optional pet fountain)
Company: MDF, Inc.

**Color & Finish**
Options: with pet fountain
Color: Black

**Emergency Tower**

Model: 2100-TPL
Company: Rath Emergency Communications

**Information**

Model: 440 SM & SMSS (optional pet fountain)
Company: MDF, Inc.

**Color & Finish**
Options: 9’ Height, 11 Gauge Steel
Color: White (Standard)
Furnishings

General Parking Lighting

Information
Model: GAN Galleon LED
Company: Cooper Industries
Mounting: 40’ square steel pole

Color & Finish
Color: Dark Bronze

Furnishings

Street Lighting

Information
Lamp Model: DMS50-SHB/SCB
Lamp Company: Lumec
Pole Base Model: Standard Heritage Base Cover, Pole O.D. 6’
Pole Model: HSA30-64250 & HSA30-64400 (pole reinforced)
Arm Model: Post Top Swept Cast Arm HA03S/HA03L
Pole, Base, and Arm Company: Kim Lighting

Color & Finish
Color: Dark Bronze (Kim Lighting)
Furnishings

Pedestrian Bollard Lighting

Note: Images shown for reference only; the furnishing color shall be gray.

Information
Model: Corral Column LED
Company: Selux
Series: CCCL Round 8’ Straight Pole

Color & Finish
Finish: Gray (specify premium color)
CCT: 4000k
Furnishings

Wall Sconce

Information

Model: Colonnade
Company: Visa Lighting
Series: LED 20° Single Bars, LED 20° Cross Bars

Color & Finish

Finish: Agate Gray
CCT: 4000k

Dumpster/Trash Screening

Information

Dumpster and trash screening facilities shall meet the same requirements as an "accessory structure," excluding the revenue requirements. Dumpster and trash screening facilities are not required to include a roof.
Furnishings

Fences and Screen Walls

Information

Fences must be decorative in design and shall incorporate similar colors and materials used for the building or use. In areas where a building does not exist, the fence or screen wall shall include materials that carry out the ‘brand’ of this document.

Chain-link, fence is prohibited.**

**American Marine and sports and recreation area fields are exempt for this requirement.
Signs

Building and vessel signs shall be architecturally compatible with the style, composition, materials, colors and details of the building or vessel. Signs shall be an integral part of the building and site design.

A comprehensive sign program shall be developed for buildings or vessels which house more than one business. Signs shall be compatible with one another. No more than two types of signs shall be used on a single building facade or vessel (i.e., wall signs, projecting signs, awning signs).

Sign location: Walls signs on commercial or mixed-use storefront-type buildings shall be placed within a “sign band” immediately above the storefront display windows or entryway. Wall signs on other building types shall be placed where they do not obscure architectural features.

Sign materials: Sign material shall be consistent or compatible with the construction materials and architectural style of the building facade on which they are to be displayed. Neon signs are permissible for display windows.

Sign illumination: Both internal and external illumination of signs, except for awnings, is permissible. They must have a limestone base and use one of the primary brand colors.

The following sign types are prohibited:
- Pole or pylon signs
- Billboards
- Internally illuminated awnings
- Flashing and rotating signs
- Portable signs
- Search lights
- Audible or musical signs
- Roof signs

The following sign types are permissible:
- Non-illuminated awning signs
- Canopy or marquee signs
- Wall signs
- Projecting signs
- Window signs
- Freestanding ground/monument signs
- Freestanding non-flashing, electronic information or message signs
Signs

Ground-Mounted Gateway Signs**

Information

Maximum Height: 30'
Maximum structure area any one side: 160 SF
Maximum structure area all sides: 600 SF
Maximum sign area any one side: 100 SF
Maximum sign area per premise: None
Maximum number: None

**Note: Ground Mounted Gateway Signs shall only exhibit copy that contains the words “Chaplain Schmitt Island.” These signs are intended to be placed at prominent vehicular locations that welcome people to the island.

Signs

Ground-Mounted Building Identification Signs

Information

Maximum Height: 20'
Maximum structure area any one side: 160 SF
Maximum structure area all sides: 600 SF
Maximum sign area any one side: 100 SF
Maximum sign area per premise: None
Maximum number: One per building located at the primary entrance for each building or business.
Signs

Ground-Mounted Directory Signs – Vehicular

Maximum Height: 20’
Maximum structure area any one side: 160 SF
Maximum structure area all sides: 600 SF
Maximum sign area any one side: 100 SF
Maximum sign area per premise: None
Maximum number: None

Information

Maximum Height: 10’
Maximum structure area all sides: 200 SF
Maximum sign area any one side: 15 SF
Signs

Pylon-Mounted Directory Signs - Vehicular

Pylon Signs for vehicular purposes are permitted in two sizes:
- **Small:** 34 x 26’
- **Large:** 43’ x 52’

Sign copy shall be fabricated from highly reflective lettering and should avoid using colors that may be conflicted with traffic control signs.

Electronic Message Signs

**Electronic Message Sign - Casino**
- Maximum Overall Sign Height: 75’
- Maximum Electronic Message Area: 375 square feet
- Animation and Video: Permitted
- Maximum number of signs allowed per facility or building: One

**Electronic Message Sign - Other**
- Maximum Overall Sign Height: 20’
- Maximum Electronic Message Area: 75 square feet
- Maximum number of signs allowed per facility or building: One
- Monument sign only
Signs

Projecting Signs

Maximum dimensions for projecting signs: nine feet, with a clearance of at least eight feet from ground level, projecting no more than three feet from the side of the building. Maximum of one per business.

Window Signs

Window signs shall cover no more than 20% of the window area.
Signs

Wall Signs

Commercial/Retail
Maximum sign area per use or occupant: 50 SF
Maximum number: One sign per business or occupant
Maximum aggregate sign area per premise or building: 100 SF
Sign shall be limited to no more than four colors.

Restaurant, Nightclub or Entertainment Facility
Maximum sign area per use or occupant: 100 SF
Maximum number: One sign per business or occupant
Maximum aggregate sign area per premise or building: 400 SF
Sign shall be limited to no more than four colors.

Gaming Facility
Maximum sign area per use or occupant: 250 SF
Maximum number: Two signs per business or occupant
Maximum aggregate sign area per premise or building: 1,200 SF
Sign shall be limited to no more than four colors.

Cinema, Theatre, Hotel, Institutional or Public Facility
Marquee or Identity Sign: Maximum three sides, maximum 300 SF of changeable information plus 150 SF identity signs for a maximum aggregate area of 450 SF
Maximum Size of Wall Sign: 32 SF
Maximum aggregate sign area for all wall signs per premise, excluding marquee: 64 SF

Vessel Signs

Maximum sign area: 10% of vessel area or 500 aggregate SF, whichever is less.
Maximum number: No limit, up to aggregate area per vessel.
Vessel area shall be calculated as length times height of vessel.
Height of vessel shall be defined as the mean waterline to the top of the upper deck not including the pilot house.
Note: Required US Coast Guard vessel names are excluded from these requirements.