

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

Tuesday, May 26, 2026; 5:00 PM

Police Department | 416 Harrison Street | Community Room

- I. Call to Order
- II. Secretary's Report
 1. Consideration of the April 27, 2026 meeting minutes.
- III. Old Business
- IV. New Business
 1. Case DR26-04: Request for Design Review, C-D Downtown Zoning District; Installation of signage for Maldon Kitchen + Bar at 229 Brady Street. Quad City Custom Signs, petitioner. [Ward 3]
 2. Case DR26-05: Request for Design Approval, C-D Downtown Zoning District. Reconstruction of the north parapet wall and exterior painting at 323 East 3rd Street. Donda Holdings LLC, petitioner. [Ward 3]
 3. Case DR26-06: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of signage on The Village Theatre located at 2113 East 11th Street. Riverbend Signworks, petitioner. [Ward 5]
- V. Public Comment
- VI. Adjournment
- VII. Next Meeting: June 22, 2026

City of Davenport

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

Action / Date
5/26/2026

Subject:
Consideration of the April 27, 2026 meeting minutes.

Recommendation:
Approve the minutes.

Background:
The April 27, 2026 meeting minutes are attached.

Attachments:
1. Meeting Minutes 4-27-26

MINUTES

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

Monday, April 27, 2026; 5:00 PM

City Hall | 226 West 4th Street | Council Chambers

I. Call to Order

Present: Molacek, Stinocher, Martin, Hoff, Paone, Tylka, Anderson, Warren

Excused: Rashid

Staff: Werderitch, Reu

II. Secretary's Report

1. Consideration of the March 23, 2026 meeting minutes.

Motion by Tylka, seconded by Martin, to approve the March 23, 2026 meeting minutes.

Motion to approve was unanimous by voice vote (8-0).

III. Old Business

IV. New Business

1. Case DR26-03: Request for Design Approval, C-D Downtown Zoning District. Reconstruction of the east parapet wall and exterior painting at 400 Main Street. Bi-State Masonry Inc., petitioner. [Ward 3]

Staff provided a summary and overview of the request. Staff noted that maintaining the parapet's original height and profile is important to preserving the building's historic silhouette. Reconstruction of the parapet was considered appropriate to address structural concerns and maintain the building's character. Rather than replicating the lost historic cornice, the applicant proposed a simplified brick facade treatment. Staff also noted that the north elevation had previously been painted; therefore, the proposed painting was considered routine maintenance. The proposed "Cobble Brown" color was found to be generally compatible with the historic masonry, with staff recommending proper surface preparation prior to painting.

Staff recommended Case DR25-03 be approved in accordance with the submitted work write up and materials.

The property owner was present to provide additional information and respond to questions regarding the project.

Board Members discussed the proposed paint color and the compatibility of the

replacement masonry with the existing brick façade.

Motion by Tylka, second by Anderson, to approve Case DR26-03 in accordance with the submitted work write up and materials. Motion was approved by roll call vote (8-0).

2. Election of Chairperson

Motion by Stinocher, second by Tylka, to nominate Board Member Hoff as Chairperson. Motion was approved by roll call vote (8-0).

3. Election of Vice-Chairperson

Motion by Tylka, second by Martin, to nominate Board Member Stinocher as Vice-Chairperson. Motion was approved by roll call vote (8-0).

V. Public Comment

VI. Adjournment

Motion by Tylka, second by Stinocher, to adjourn the meeting. Meeting adjourned at 5:13pm.

VII. Next Meeting: May 26, 2026

City of Davenport

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

Action / Date
5/26/2026

Subject:

Case DR26-04: Request for Design Review, C-D Downtown Zoning District; Installation of signage for Maldon Kitchen + Bar at 229 Brady Street. Quad City Custom Signs, petitioner. [Ward 3]

Recommendation:

Staff recommends Case DR26-04 be approved in accordance with the submitted work write up and materials.

Background:

Quad City Custom Signs submitted an application requesting Design Review approval for the installation of exterior signage for Maldon Kitchen + Bar Maldon Kitchen + Bar at 229 Brady Street. The new restaurant is located in the first-floor tenant space formerly occupied by Cavort.

The subject property is located within the Union Arcade, a nationally registered historic landmark and contributing structure within the Davenport Commercial Historic District. The mid-rise building retains a substantial degree of its historic character and includes first-floor commercial tenant space with 68 residential apartment units on the upper floors.

As the property is situated within the Downtown Design Review District, all exterior signage is subject to review and approval by the Design Review Board prior to issuance of a sign permit.

Design Request:

Maldon Kitchen + Bar is requesting approval for the installation of two new projecting signs—one facing Brady Street and one facing 3rd Street. The signs will be mounted perpendicular to the building façade and are intended to enhance pedestrian visibility and storefront identification.

Each sign cabinet measures approximately 40 inches by 40 inches and projects approximately 47 inches from the building façade, including the mounting framework. The signs are internally illuminated and double-sided. A minimum vertical clearance of 8 feet above the sidewalk is required per the Zoning Ordinance.

The sign cabinets feature a black background with the Maldon logo and lettering in an orange color scheme. The signs will be digitally printed on polycarbonate faces and illuminated internally with white LED lighting for nighttime visibility.

Black metal mounting arms, retainers, and mounting plates will support the signs. The mounting framework has a simple contemporary appearance compatible with the building's commercial storefront character.

Staff Review:

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

The projecting signs are appropriately scaled for the storefront and provide clear business identification without overwhelming the building façade. The use of a simple projecting blade sign design, restrained color palette, and pedestrian-oriented placement is consistent with the character of the downtown corridor.

Downtown Design Guidelines:

The Downtown Design Guidelines encourage projecting signs because they are effective in reaching pedestrians and reinforcing an active streetscape environment. Historically, projecting signs were commonly utilized on downtown commercial buildings and remain an appropriate signage type within the downtown district.

Attachments:

1. Application
2. Downtown Design Guidelines - Signage



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

Office 563.326.6198
 planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW
 DESIGN REVIEW BOARD

REVIEW DISTRICT	SUBMITTAL DATE	MEETING DATE

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION

APPLICANT INFORMATION

Applicant Name | Company Name

Address

City | State | Zip

Phone

Secondary Phone

E-Mail Address

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

APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED)

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

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

Acceptance of Applicant

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

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

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

Type Applicant's Name here to serve as a 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

Formal Procedure Application Fee: **NONE**

(1) Application:

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

(2) Scope of Board's Consideration:

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

(3) Post Board Ruling:

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

Project Manager/Other

Address

Phone Secondary Phone

E-Mail Address

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

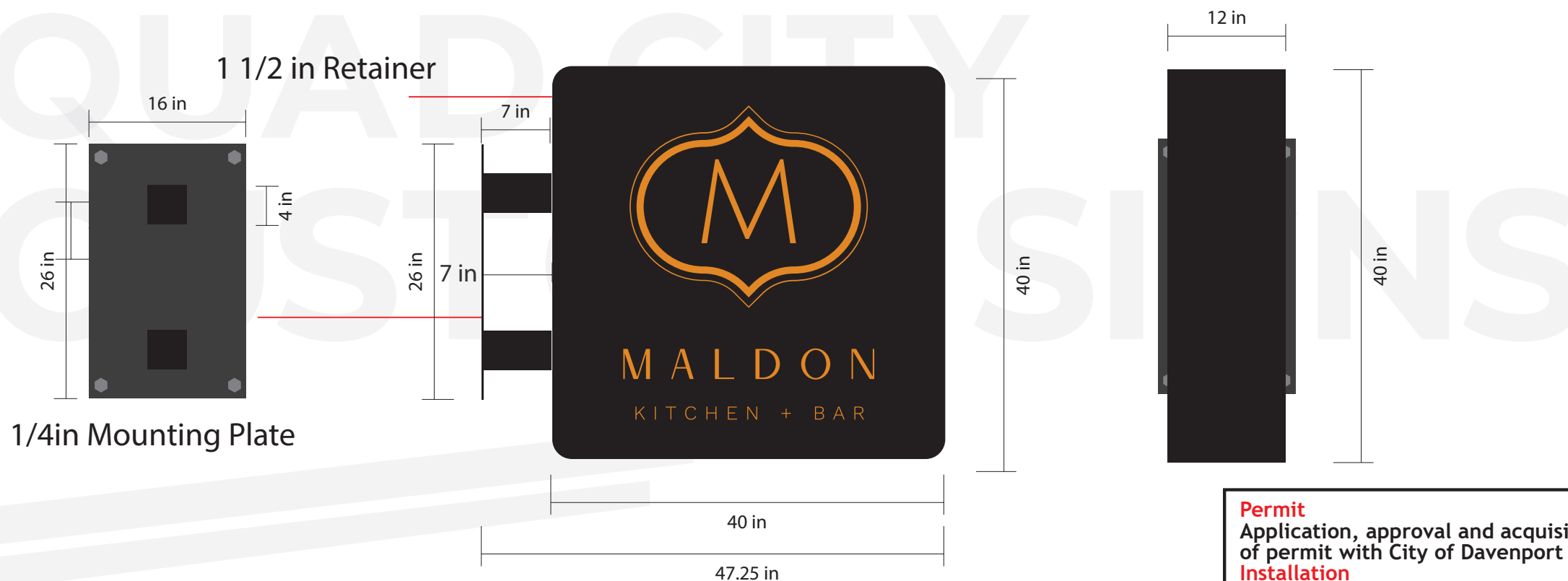
SIGN DETAIL

After deposit, all projects include 2 free proof revisions, there after billed at our hourly design rate.

3rd St -
Blade Sign



Night View



Permit
Application, approval and acquisition of permit with City of Davenport
Installation
Installation to wall surface with mechanical fasteners
Connection to facility electric within 5ft of sign
Facility Electrical Routing to sign location provided by others



1024 W 3rd St.
Davenport, IA 52802
563-334-2039
www.QuadCityCustomSigns.com

Date: 23-April-2026
Client: Maldon
Sales Rep: Rob Lillicrap
Designer: Aubrey Thomas
Proposal: 260022-01

Qty: 2
Size: 40in x 40in
Description/Materials:
2-Sided Illuminated Projection Signs
Qty 2
Approx 40in Square Cabinet
Digitally Printed Graphics on Polycarbonate Faces (2 sided)
4in square tubes mounted to cabinet with panel for wall mounting
Frame, retainers and arms all painted black
Internally illuminated with white LEDs
Power Supplies
UL Certificaiton

Fonts/PMS Color:

 PMS 7569 C

Project Location/Installation:
229 N Brady St,
davenport, IA 52801

Project: Kitchen and Bar Exterior
Projection Signs
Contact: Mike Bolin
563-726-9200
michael.bolin@AmazRestaurantgroup.com

Please sign and date upon approval of submitted proof.

Revise and resubmit

Proof # **3**

Please review proof carefully. We've made every attempt to clearly identify the project details. Check that all project details, including spelling, punctuation, phone numbers, dimensions and colors are correct prior to approval. These drawings supersede prior design communications and reflect what will be produced upon approval. Once approved, any changes made after approval are subject to additional charges.

This drawing is the sole and exclusive property of Quad City Custom Signs and is protected under the copyright laws of the United States of America. This drawing was created in conjunction with a project proposed by Quad City Custom Signs and it is forbidden to copy, transmit or display this drawing to anyone other than an officer of Quad City Custom Signs. To do so will make the client liable for a design fee to be determined by Quad City Custom Signs.

Office Use Only Approved _____ Production File Ready Printed Lam Cut/Weed Application Installation Date _____ Delivered/PU

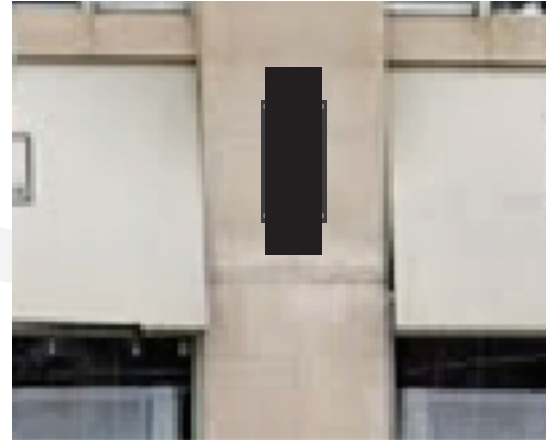


East 3rd Street Elevation

SIGN DETAIL

After deposit, all projects include 2 free proof revisions, there after billed at our hourly design rate.

Brady St -
Blade Sign



Night View



Permit
Application, approval and acquisition of permit with City of Davenport
Installation
Installation to wall surface with mechanical fasteners
Connection to facility electric within 5ft of sign
Facility Electrical Routing to sign location provided by others



1024 W 3rd St.
Davenport, IA 52802
563-334-2039
www.QuadCityCustomSigns.com

Date: 28-April-2026
Client: Maldon
Sales Rep: Rob Lillicrap
Designer: Aubrey Thomas
Proposal: 260022-01

Qty: 2
Size: 40in x 40in
Description/Materials:
2-Sided Illuminated Projection Signs
Approx 40in Square Cabinet
Digitally Printed Graphics on Polycarbonate Faces (2 sided)
4in square tubes mounted to cabinet with panel for wall mounting
Frame, retainers and arms all painted black
Internally illuminated with white LEDs
Power Supplies
UL Certification

Fonts/PMS Color:

PMS 7569 C

Project Location/Installation:
229 N Brady St,
davenport, IA 52801

Project: Kitchen and Bar Exterior
Projection Signs
Contact: Mike Bolin
563-726-9200
michael.bolin@AmazRestaurantgroup.com

Please sign and date upon approval of submitted proof.

Revise and resubmit

Proof # **2**

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Office Use Only Approved _____ Production File Ready Printed Lam Cut/Weed Application Installation Date _____ Delivered/PU



Brady Street Elevation



Sign (Permanent) Permit Application

Permanent (and temporary) signs must be permitted and approved prior to installation. Permanent (and temporary) signs placed without proper approval and permits may be ordered removed and/or subject to fine.

Submit this completed application along with an inventory of existing signage, graphic of proposed sign with sign height, sign area, quantity of signs requested and site plan indicating location and setback, along with any other applicable site details via the [Davenport E-Plan Review](#) portal.

Questions pertaining to the permissibility of signs should be directed to Community Planning at 563.326.6198 or planning@davenportiowa.com.

Staff will contact applicant once proposed sign(s) are approved.

The permit fee for permanent sign installation is \$50.00. This fee is payable to the City of Davenport, Public Works Building Division, 1200 E 46th St, Davenport, IA 52807 upon approval.

Where the owner of the improvements is a tax levying body, a permit shall be obtained in the normal manner, but no fee is required.

Signs requiring an electrical connection require an [electrical permit](#) in addition to the sign permit. All electrical work must be performed by a licensed and bonded electrical contractor.

Address of Proposed Sign						How many signs currently exist at this location?	
Purpose of Sign							
Description of Project							
Sign Height		Sign Area		Quantity			
Will electricity be required for this sign?						<input type="checkbox"/> Yes <input type="checkbox"/> No	
Owner Name							
Address		City		State		Zip	
Contact Name		Phone		E-mail			
Contractor Name							
Address		City		State		Zip	
Contact Name		Phone		E-mail			
License #		Bond #					
Zoning Review and Conditions (if applicable)				Zoning Approval			
				By			
				Date			
I understand the regulations and terms for placing the sign described. I affirm this application is a complete and accurate description of the temporary signage permit we are applying for.							
Signature				Date			
For Office Use Only							
Processed by		Permit #		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.

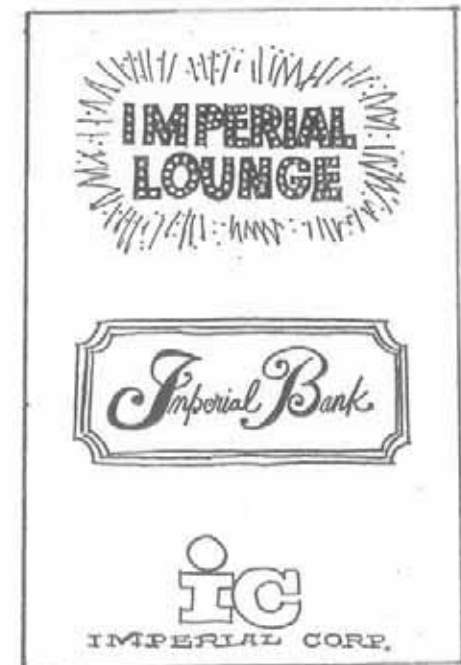
The purpose of these guidelines is to provide information on the design, construction and placement of signs that will enhance and reinforce the distinctiveness of downtown Davenport.

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.

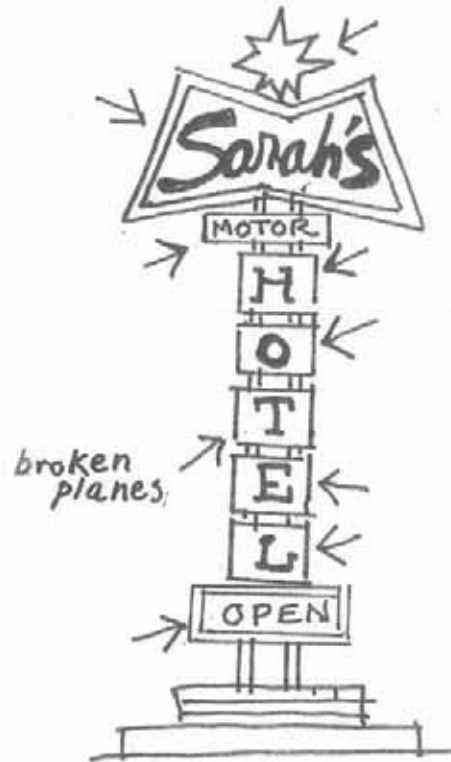


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

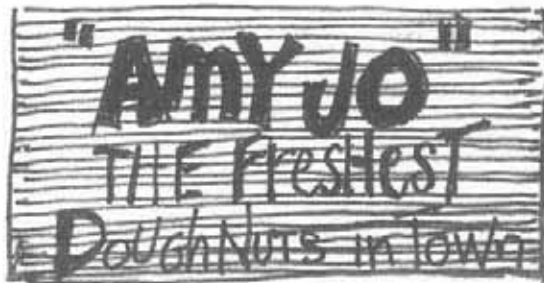




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

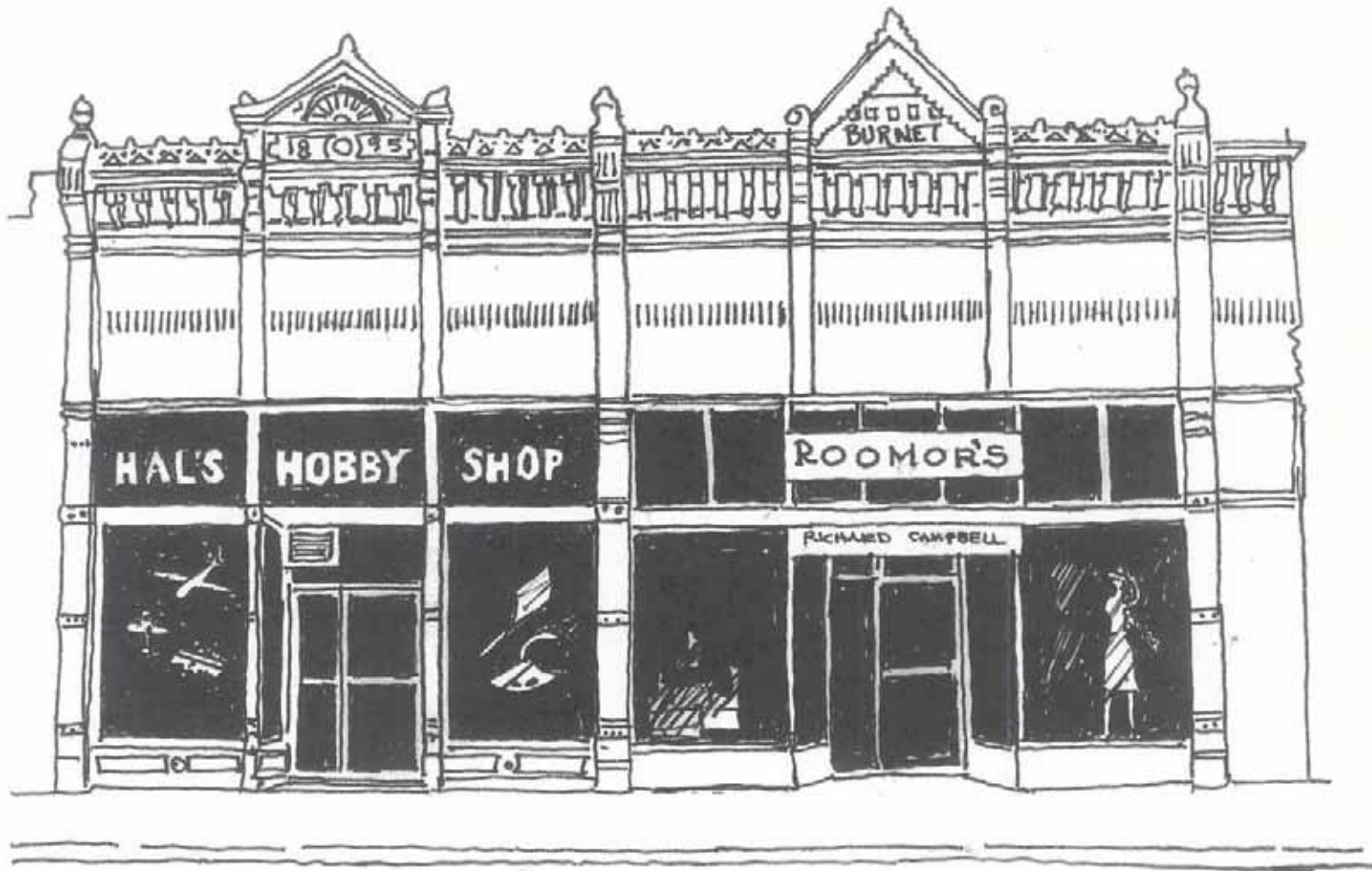


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



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

Wall Signs

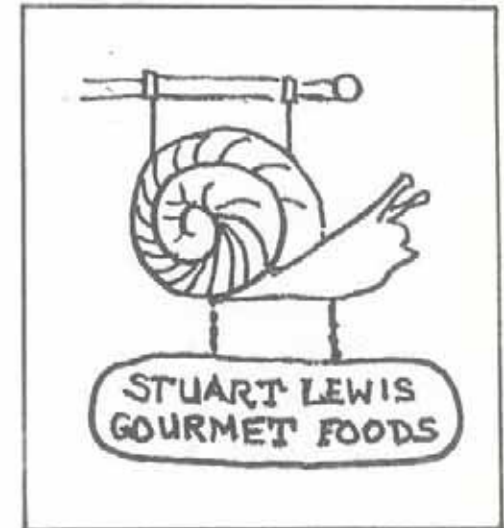
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Projecting Signs

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

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



Window Signs

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

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





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

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

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

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

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

Icon, Symbol or Graphic Signs

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

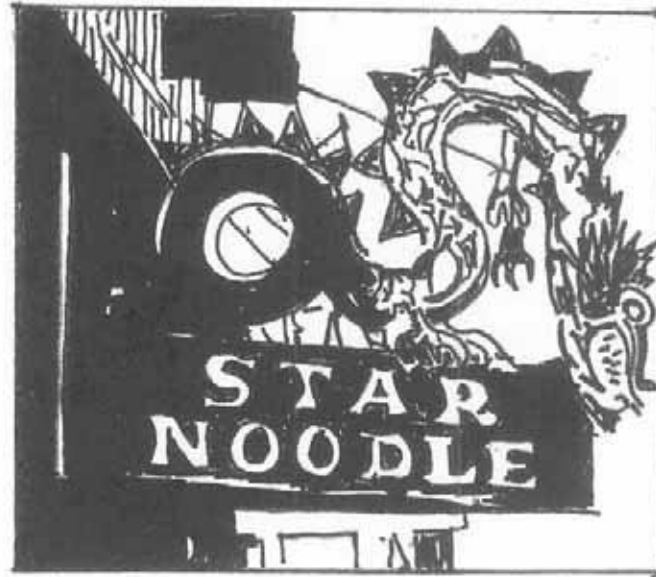
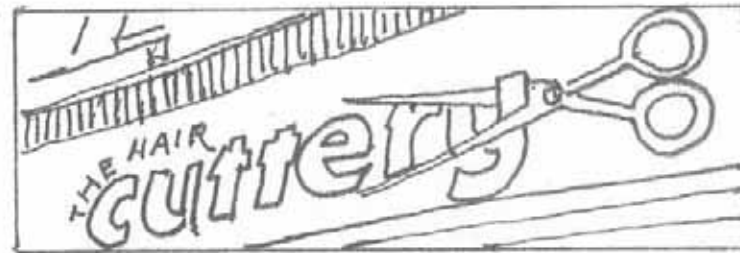
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

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

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

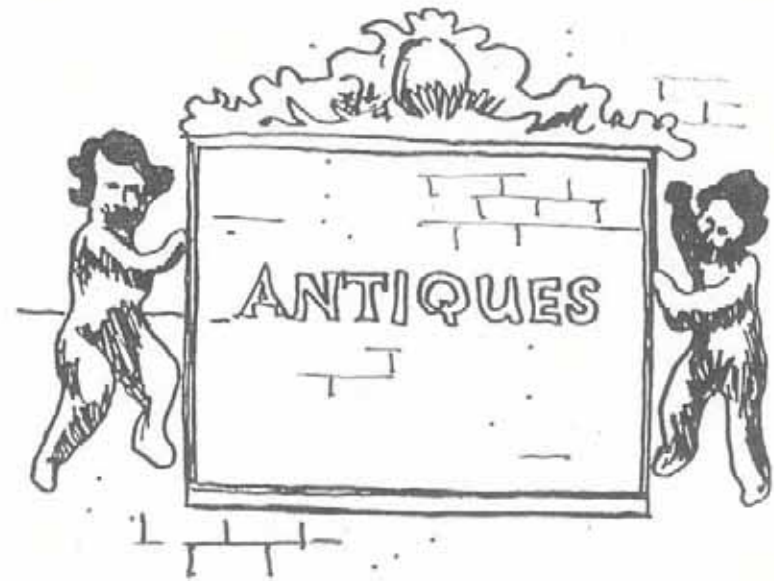
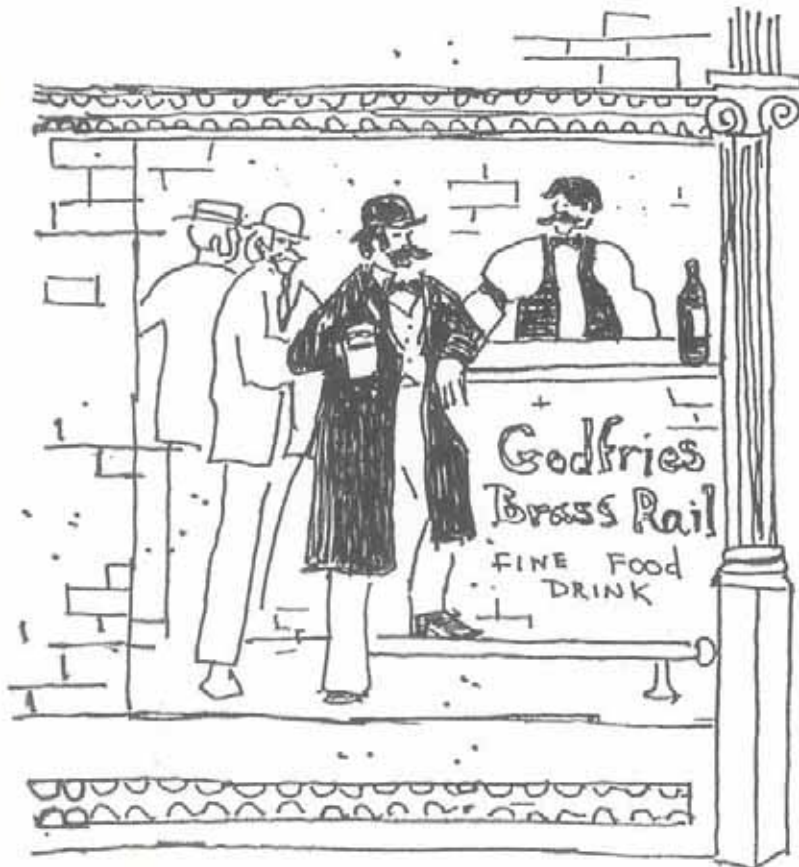




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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



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



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

Changing Signs

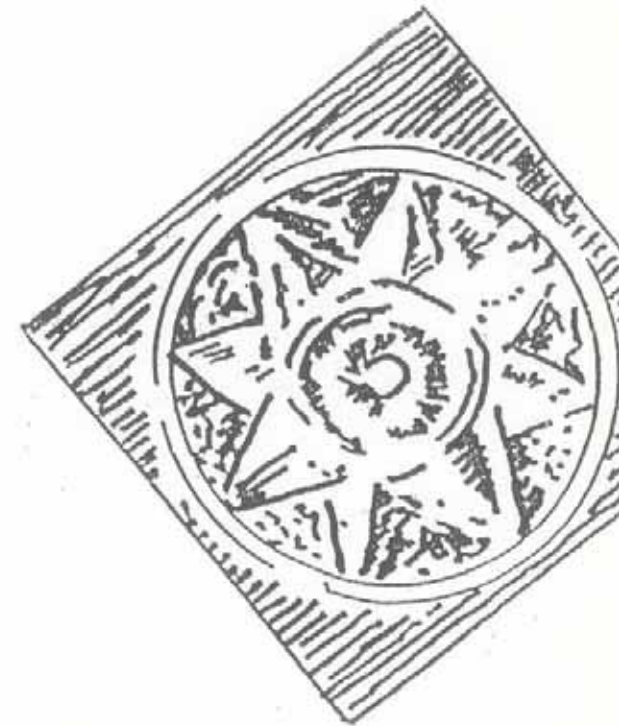
Changing signs are signs where the copy changes such as on an electronically controlled time and temperature sign.

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

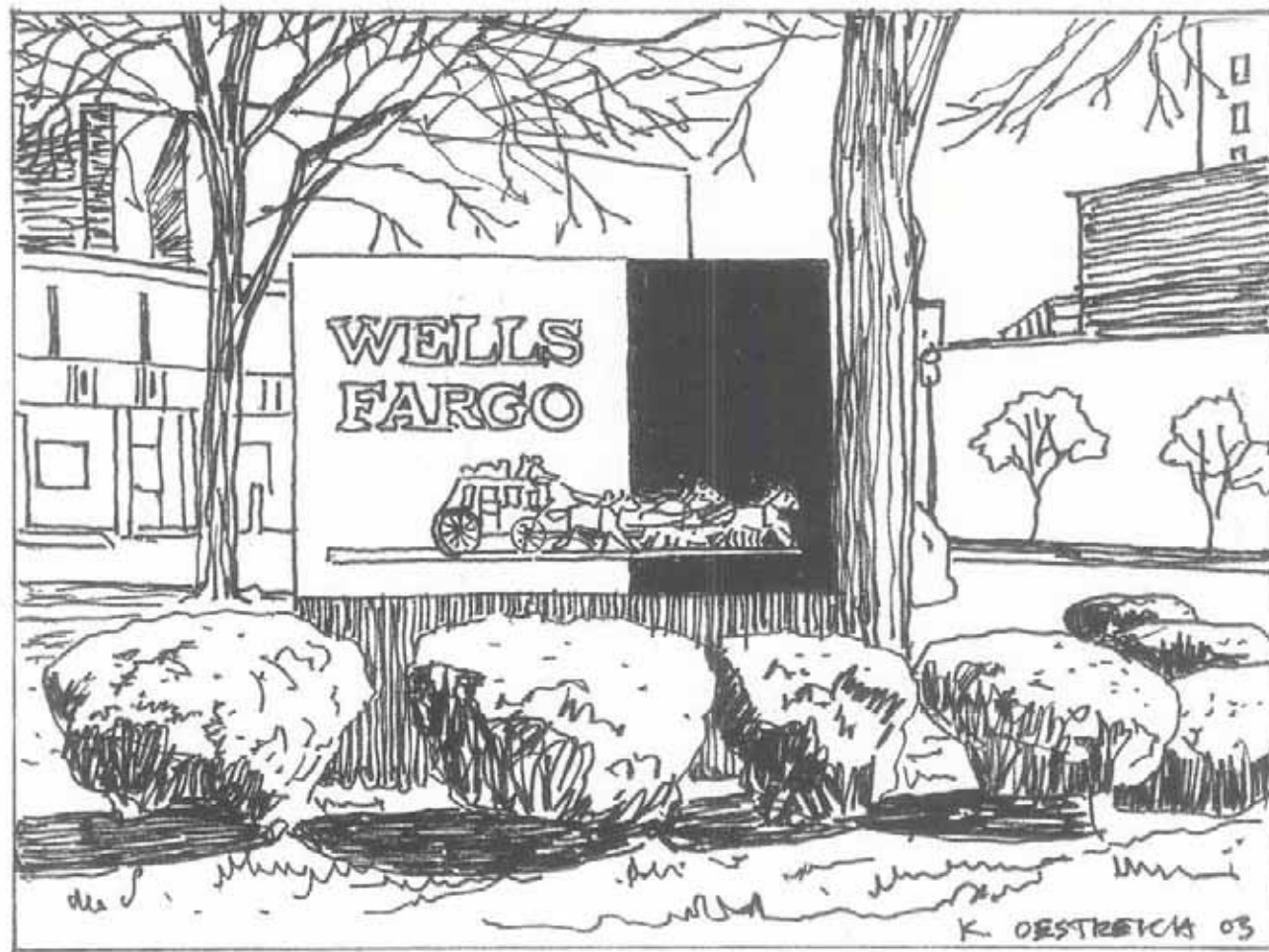
Monument or Ground Signs

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

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



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



Signs on Awnings

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

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

Freestanding Pole Sign

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

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

Neon and Bare Bulb Signs

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

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

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

Banner Signs

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

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





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

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

Lighted Signs

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

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



Directional Signage for Parking Lots

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

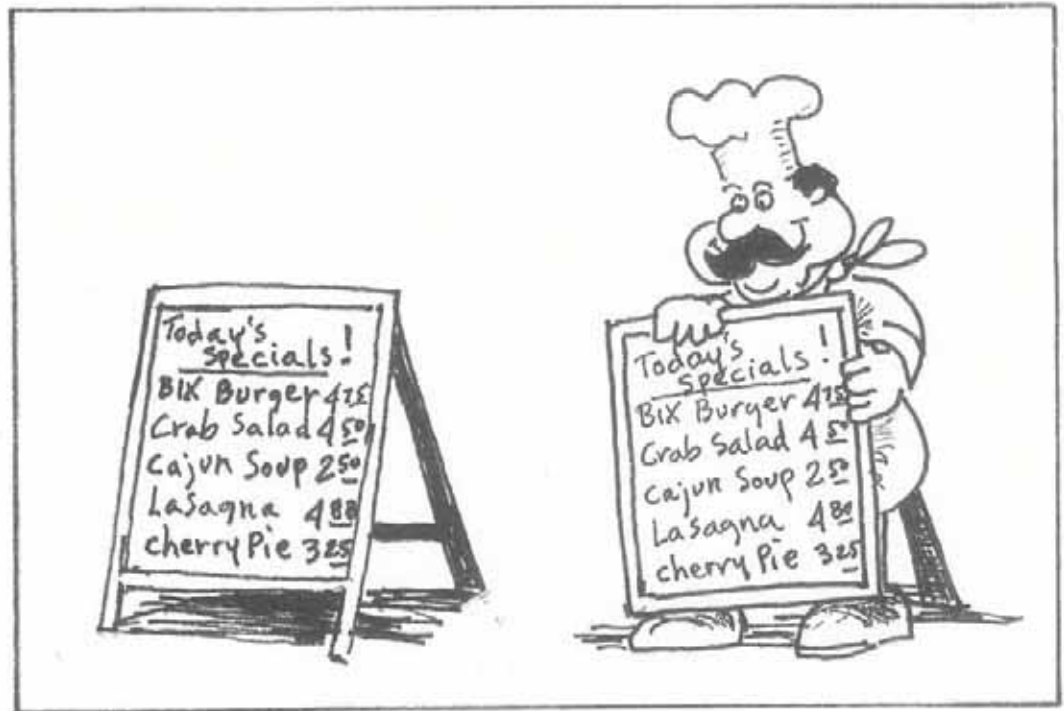
Sandwich Board Signs

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

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



RESTREKKE 2001

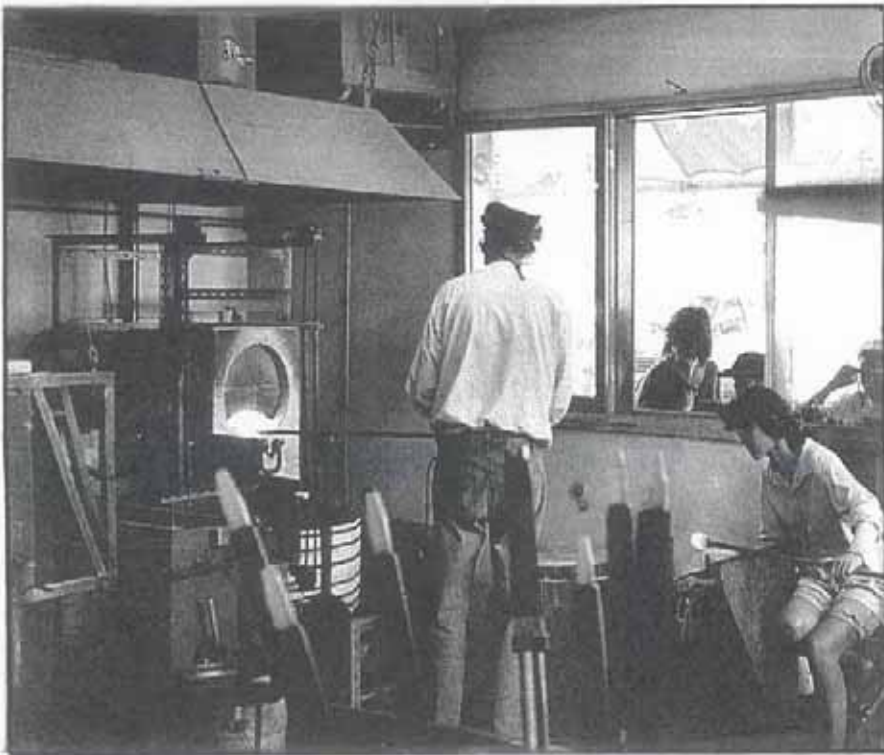


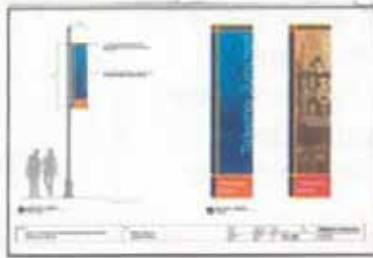
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



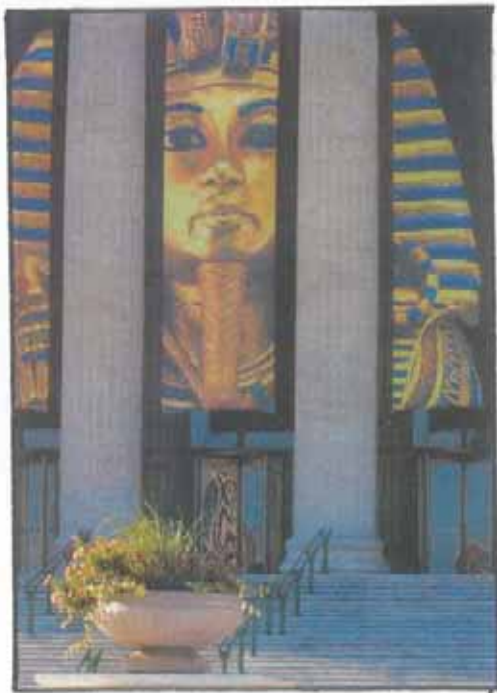
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

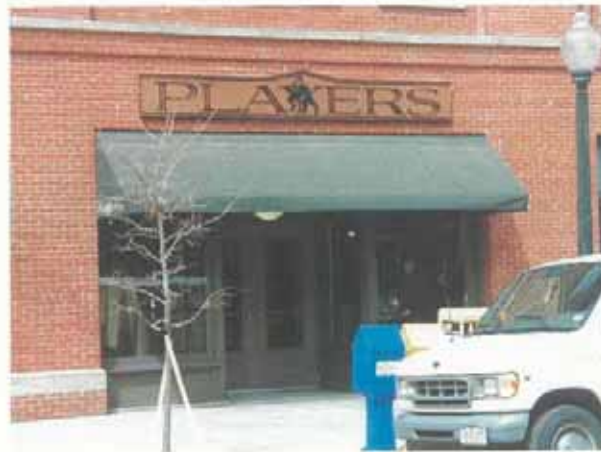
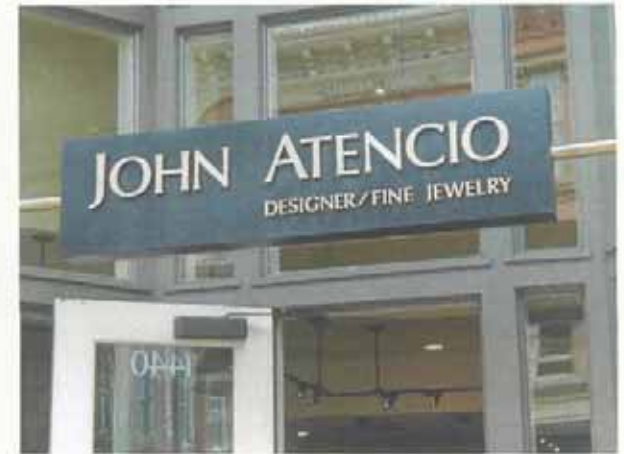
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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





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





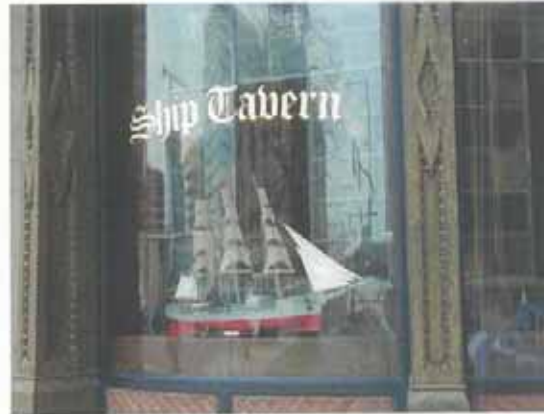
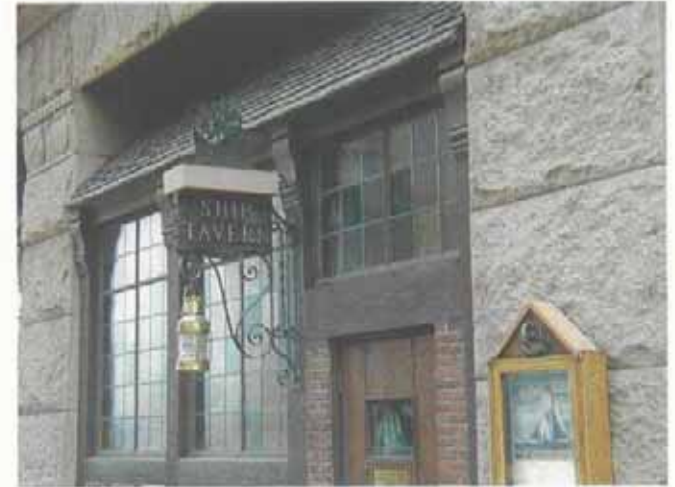
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

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



SIGNAGE PLANS

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

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



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

Design Details – Awnings and Canopies

Design Objective

Awnings and canopies are encouraged.

Discussion

Canopies, arcades, awnings and overhangs provide shade and weather protection while enhancing the pedestrian environment at ground level. They help to define the pedestrian space along the street. Canopies and awnings can also serve as an architectural element on buildings to help articulate a building’s façade, creating greater variety and interest at street level. Awnings and canopies are also a traditional design element common to commercial buildings in Downtown Davenport. Finally, they can also provide an additional location for business signage.

Awnings and canopies come in many shapes, styles and colors. In general awnings should fit the architecture of the building, be well maintained, functional and be at a height that will not obstruct pedestrian movement along the sidewalk (7’ minimum).

City of Davenport

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

Action / Date
5/26/2026

Subject:

Case DR26-05: Request for Design Approval, C-D Downtown Zoning District. Reconstruction of the north parapet wall and exterior painting at 323 East 3rd Street. Donda Holdings LLC, petitioner. [Ward 3]

Recommendation:

Staff recommends Case DR26-05 be approved in accordance with the submitted work write up and materials.

Background:

Design Request:

The applicant is requesting approval for reconstruction of the north parapet wall and exterior improvements at the commercial building located at 323 East 3rd Street. The proposed work addresses deterioration of the parapet and also includes repainting the street-facing elevation to improve the overall appearance.

Building Description and Historic Context:

323 E. 3rd Street in Davenport, Iowa is a historically layered commercial building whose current appearance reflects multiple phases of construction and early 20th-century adaptive reuse.

Architecturally, the property presents a simple, 1-story stucco façade that visually unifies what were originally three separate structures. The earliest components date to around the 1890s, with a significant 1920s remodeling that consolidated the individual buildings into a single commercial frontage. A later addition from around 1970 further modified the complex behind the façade, but the street-facing elevation was designed to read as one cohesive building.

Historically, the site is closely tied to Davenport's early automotive and transportation services. By the early 1920s, the combined structures were being used as a livery and garage operation, which evolved into the Yellow Cab Company presence by 1923. In 1929, ownership under Frank Camp led to its redevelopment as the Blackhawk Garage, expanding services to include automobile storage, washing, greasing, and simonizing. The Yellow Cab Company reportedly continued operating in the building into the early 1960s. Today, the existing business is known as Sergeant Peppers Auto Shop.

The significance of the property is derived less from ornamental architectural detailing and more from its evolution as a continuously adapted commercial structure, reflecting the broader transition of downtown Davenport's building stock in response to the rise of the automobile industry.

Scope of Work:

The reconstruction of the parapet wall and restoration of the north facade includes the following components:

1. Remove deteriorated portions of the existing north parapet wall.
2. Reconstruct the north parapet using four (4) courses of concrete block, matching the existing parapet height and overall profile.
3. Install 2-inch rigid Styrofoam insulation over the reconstructed parapet wall
4. Apply a stucco finish over the insulated parapet face to match existing exterior finish materials and appearance.

Painting the north elevation encompasses the following scope:

1. Paint the upper portion of the north elevation (approximately the top three feet, including parapet) in "Dark Ash."
2. Repaint the remainder of the north elevation stucco wall in "Legendary Gray."
3. Paint window and door trim black.
4. There are no plans to repaint the existing wall signage.
5. The existing mural on the east elevation, painted by the High School Art Club, will be preserved.

Staff Review:

Maintaining the parapet's original height and profile is critical, as it continues to define the building's presence along East 3rd Street. The reconstruction of the parapet is appropriate and necessary to maintain the structural integrity and historic character of the building.

The north elevation has been previously painted and is currently in a state of deterioration, with visible wear and degradation of the existing stucco coating. The applicant proposes a simplified, uniform stucco facade treatment that reflects both practical considerations and cost efficiency. Retaining a consistent parapet height and profile remains important, as it continues to define the building's overall silhouette.

The existing painted wall sign identifying "Sergeant Peppers Auto Shop" will be removed as part of the parapet reconstruction and repainting work. The applicant has indicated that the sign will not be recreated on the façade at this time. Any future sign permit applications will require separate review and approval by the Board.

Overall, the proposed work is generally consistent with the intent of the Downtown Design Guidelines as it focuses on stabilization, repair, and compatible exterior maintenance of a previously altered historic commercial structure.

Downtown Design Guidelines:

The Downtown Design Guidelines recommend the following objectives:

1. The goal of these standards, as they relate to older historic buildings, is not to prevent change, nor is it necessary to return a facade to its original appearance. Rather the goal is to encourage sensitive and appropriate change when restoration occurs.
2. Maintain and protect character-defining elements of historic buildings, including rooflines, parapets, cornices (where extant), masonry detailing, and overall façade composition.

3. Encourage the preservation and repair of original masonry and architectural features whenever feasible, with reconstruction limited to deteriorated or missing elements based on historic precedent.
4. New work should match or be compatible with existing historic materials in color, scale, texture, and workmanship to ensure continuity with the original building fabric.
5. Preserve unpainted historic masonry where it exists, while allowing maintenance or repainting of previously altered or painted surfaces when deterioration is present, provided moisture and long-term material impacts are addressed.

Attachments:

1. Application
2. Background Material & Photos
3. Downtown Design Guidelines: Historic Architectural Facade Design
4. Downtown Design Guidelines: Maintenance and Materials
5. Downtown Design Guidelines: Facade Change as Evolution



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

Office 563.326.6198
 planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

REVIEW DISTRICT	SUBMITTAL DATE	MEETING DATE

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION

APPLICANT INFORMATION

Applicant Name | Company Name

Address

City | State | Zip

Phone

Secondary Phone

E-Mail Address

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

APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED)

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

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

Acceptance of Applicant

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

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

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

Type Applicant's Name here to serve as a 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

Formal Procedure Application Fee: **NONE**

(1) Application:

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

(2) Scope of Board's Consideration:

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

(3) Post Board Ruling:

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

Project Manager/Other

Address

Phone Secondary Phone

E-Mail Address

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

Werderitch, Matt

From: Sandberg Construction
Sent: Friday, May 8, 2026 11:41 AM
To: Werderitch, Matt
Cc: Kyle Carter
Subject: [EXT] 323 E 3rd Street project
Attachments: DRB Design Review Application Form 2025.pdf; Parapet detail.jpeg; IMG_0776.jpeg; IMG_0777.jpeg; IMG_0778.jpeg; thumbnail.png

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Orange Category

ATTENTION: This is an external email.

Matt,

We are ready to move forward on the parapet replacement on our building. I've enclosed documents for your review. We are planning replacement of existing parapet with four courses of concrete block to match the existing height of the parapet. Phase 1 on the face is to put 2' Styrofoam on block and stucco to match existing. We are planning on painting entire front facade and then at a later date redo stucco on lower portion of the front facade. Work will only be on North parapet.

Thank you,
Doug Sandberg
Sandberg Restoration Services, Inc.

Werderitch, Matt

From: Sandberg Construction
Sent: Friday, May 15, 2026 8:19 AM
To: Werderitch, Matt
Subject: Re: [EXT] 323 E 3rd Street project
Attachments: colors.jpeg


Matt,

Attached are proposed grey tone paint colors. The dark will be on the top 3' of the building on the new parapet area. Lighter color on the rest of the front facade. Window and door trim to be painted black. At this time, we intend to keep the current mural painted by the High School art club on the East side.

Thank you,
Doug Sandberg
Sandberg Restoration Services, Inc.

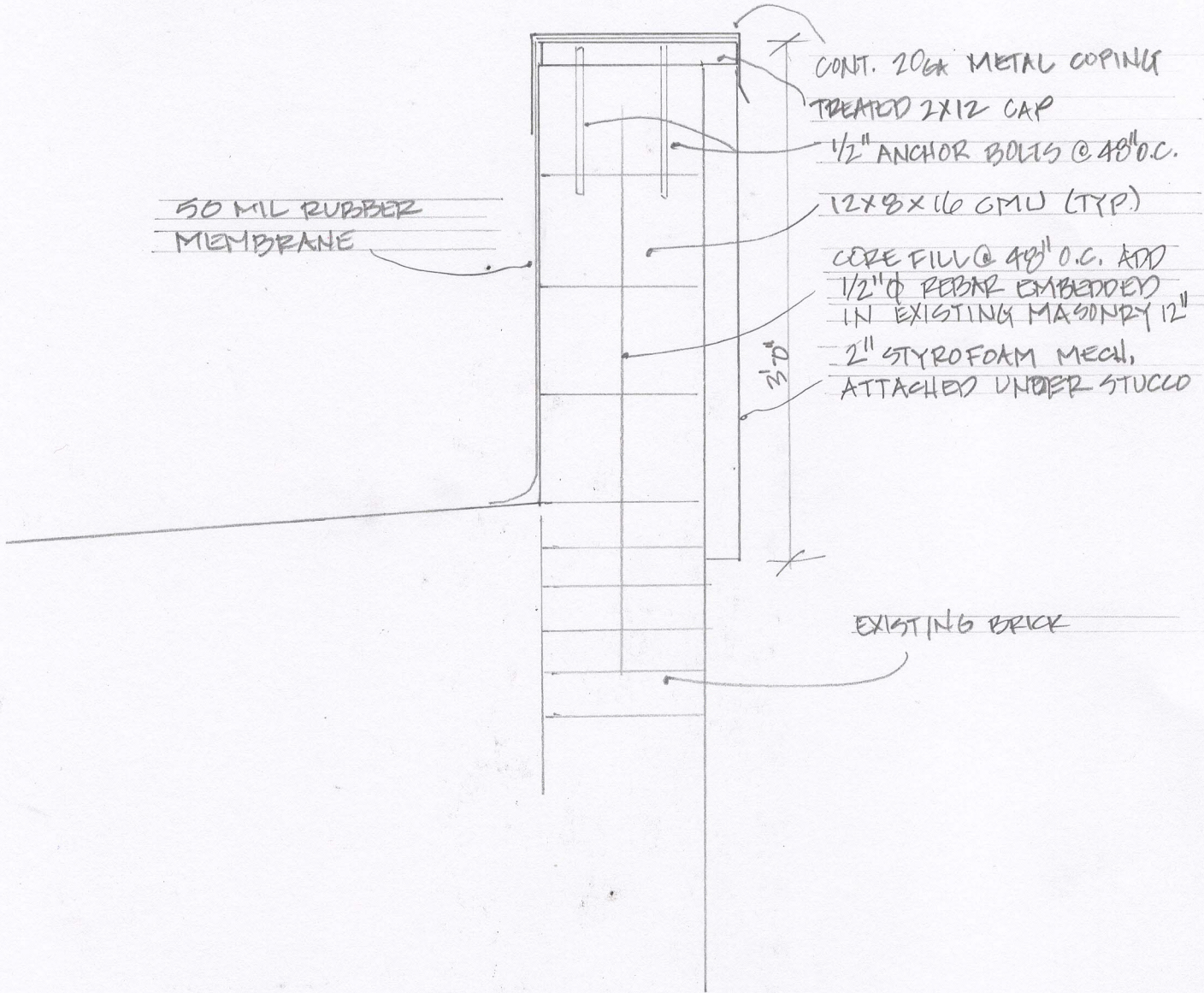
← 322 E 3rd St

Davenport, Iowa

 Google Street View

Jun 2025 [See more dates](#)





50 MIL RUBBER
MEMBRANE

CONT. 20GA METAL COPING
TREATED 2X12 CAP

1/2" ANCHOR BOLTS @ 48" O.C.

12X8X16 GML (TYP)

CORE FILL @ 48" O.C. ADD
1/2" ϕ REBAR EMBEDDED
IN EXISTING MASONRY 12"

2" STYROFOAM MECH,
ATTACHED UNDER STUCCO

EXISTING BRICK

DONDA HOLDINGS LLC
323 E 3RD ST.
DAVENPORT, IA





THIS IS HARD.
Being a mom is tough—but so are you.
YourAliveness.org

CORAZON RESTAURANT
15th St. Ave. Suite 101
Waco, TX

HAPPY HOUR
MON-FRI 12PM-5PM
APPETIZERS





323 E 3rd Street

DAVENPORT
IOWA | USA



Davenport Motor Row and Industrial Historic District



Design Request

DAVENPORT
IOWA | USA

- Reconstruct North Parapet Wall & Repaint Facade

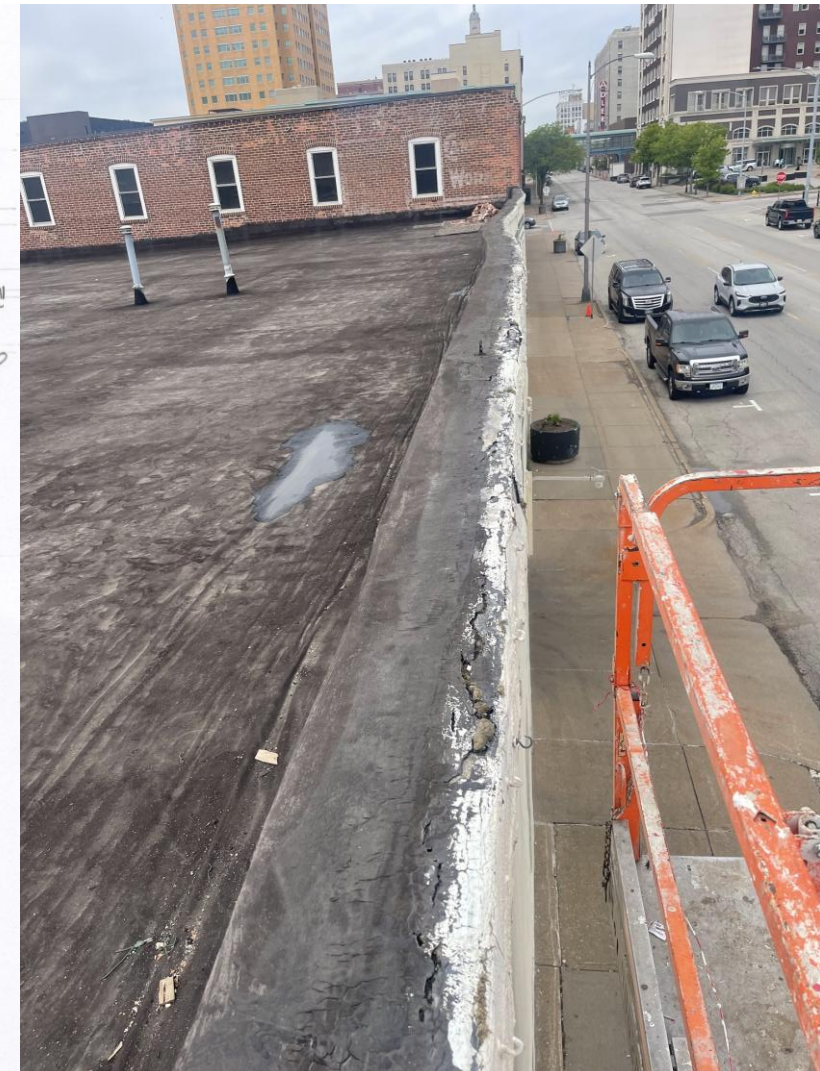
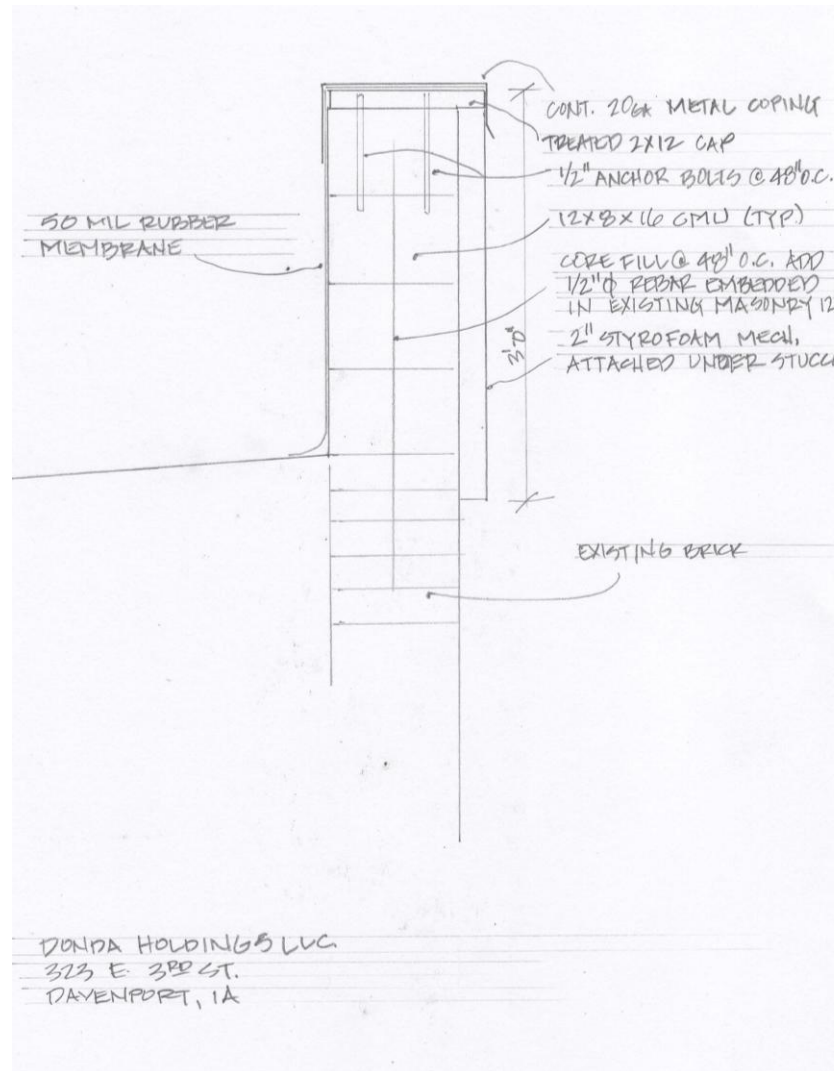


Existing Conditions



Parapet Wall Reconstruction

1. Remove deteriorated wall.
2. Reconstruct with concrete block matching the original height and profile.
3. Install Styrofoam insulation.
4. Apply stucco finish.



Repaint North Facade

DAVENPORT
IOWA | USA



Dark Ash

Legendary Gray

Historic Architectural Façade Design

Design Objectives:

Reinforce a sense of historical continuity

Reinforce the unique character of the City of Davenport

Encourage architectural excellence

Require the use of quality building materials

Discussion:

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

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

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

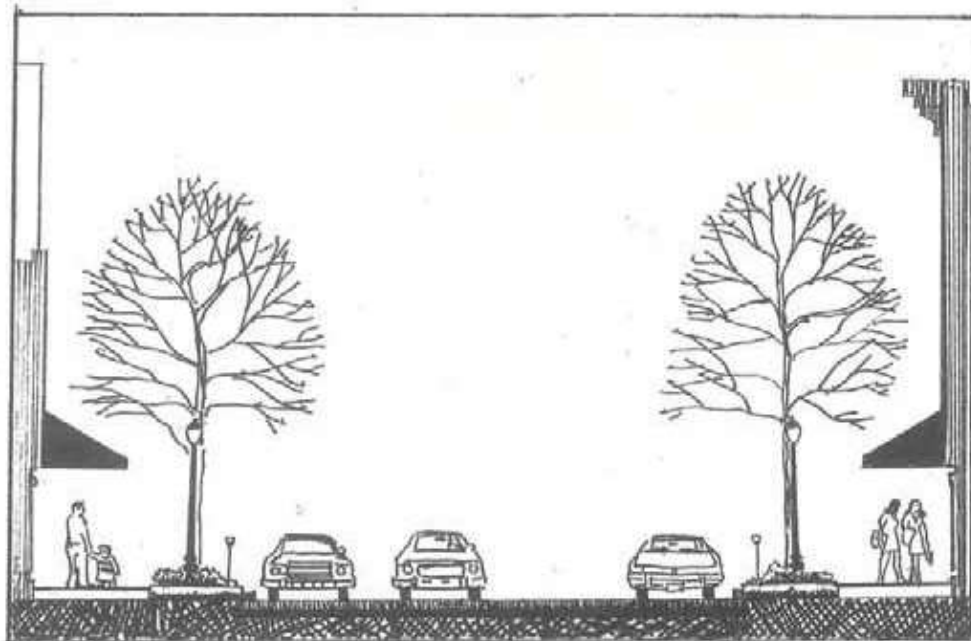
As facades of this type lined both sides of most downtown streets they formed strong blocks, marked by a rhythm of repeating parts. Because it was composed of similar facades, the block had a consistent, organized and coordinated appearance. Facades were related to each other through compatibility in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

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

It is the intention of this chapter of these guidelines:

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

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



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

Maintenance and Materials

Design Objectives:

Build a positive identity

Encourage public and private investment

Create a safe downtown

Create a comfortable downtown

Create an economically vibrant downtown

Discussion:

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

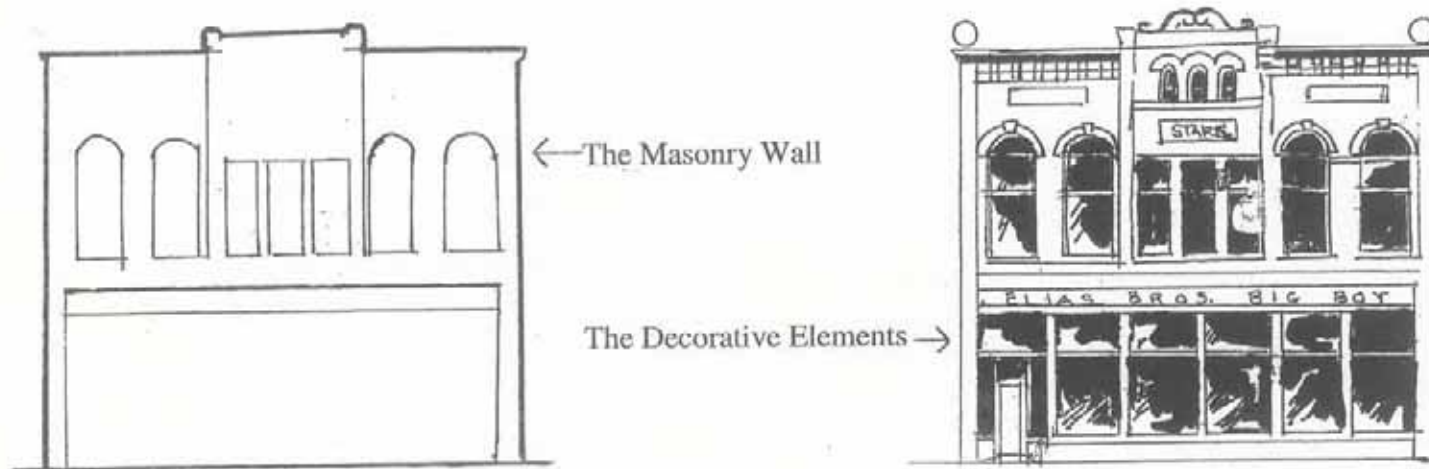
Guidelines

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

- Where possible, using substantial, high-quality materials is preferred over less expensive alternatives that will not endure over time and use, as it makes for an unattractive downtown.
- Using cleaning techniques that do not destroy existing materials such as brick and stone is a sensible solution for otherwise the cost would be very expensive in the long term. For example, sand blasting of brick may destroy the outer surface, causing future water damage to the building surface.
- Maintaining the original surfaces and colors of older buildings rather than painting them helps maintain the original identity of the building. Similarly painting or treating natural or previously unpainted surfaces of brick, ceramic tile, or terra cotta with other coating materials may change the original character of the building.
- Using high-quality materials to replace existing building features (for example, aluminum-framed windows being replaced by wood or steel-framed windows) helps maintain the overall architectural identity of the building. Similarly new windows having same individual details like sash, frame thickness and window depths as the original or historic ones preserves the architectural characteristics of the buildings.
- Considering original color schemes while rehabilitating and maintaining existing buildings preserves its character.



Façade Change as Evolution



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

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

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



City of Davenport

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

Action / Date
5/26/2026

Subject:

Case DR26-06: Request for Design Review, C-V Village of East Davenport Zoning District; Installation of signage on The Village Theatre located at 2113 East 11th Street. Riverbend Signworks, petitioner. [Ward 5]

Recommendation:

Staff recommends Case DR26-06 be approved in accordance with the submitted materials.

Staff advises the Design Review Board to hold discussion and provide feedback on the preferred placement of the sign.

Background:

The East Davenport Turnverein (Turner) Hall, currently operating as The Village Theatre, is a contributing structure within the Village of East Davenport Historic District. Constructed in 1909, the building historically served as an important social and gathering space for Davenport's German-American community and remains a recognizable landmark within the district.

Heights Holdings LLC purchased the property in late 2024 with the intent of rehabilitating the historic structure for use as a community-centered venue. Interior and exterior improvements are currently underway as part of the ongoing restoration efforts.

Design Request:

The applicant is requesting Design Review approval for the installation of dimensional letter signage on the primary façade facing East 11th Street. The proposed signage is intended to identify the building as "Town Hall East."

The proposal consists of the following:

1. Non-illuminated dimensional wall lettering
2. Text: "Town Hall East"
3. Color: Black
4. Letter height: 13 inches
5. Letter depth: 2 inches
6. Mounted with 1-inch standoffs

Sign Placement:

The applicant is seeking feedback from the Design Review Board regarding the preferred placement of the proposed wall sign on the building façade. Historic photographs of Turner Hall indicate that signage was historically located above the second-floor windows. In addition, during the building's rehabilitation, evidence of a painted wall sign was uncovered within the rounded parapet arch.

Because both locations have historic precedent, the property owners are requesting guidance from the Board regarding the most appropriate placement for the proposed signage in relation to the building's historic character, architectural composition, and overall visibility.

Staff Review:

Staff finds the proposed signage to be consistent with the standards outlined in Chapter 17.12 of the Zoning Ordinance and generally compatible with the historic character of the structure and surrounding district.

The proposed dimensional lettering is appropriately scaled to the building façade and provides clear tenant identification without overwhelming the historic architecture. The use of individual dimensional letters, rather than a cabinet-style sign, helps maintain the visual integrity of the building and is appropriate for a contributing structure within a historic district.

Staff further notes that both proposed sign locations are supported by historic precedent associated with the building. Historic photographs document signage above the second-floor windows, while physical evidence uncovered during rehabilitation indicates a painted sign previously existed within the rounded parapet arch. As proposed, either location could be accommodated without obscuring significant architectural features or substantially altering the historic character of the façade.

Village of East Davenport Performance Standards & Design Guidelines:

The design guidelines recommend the following standards for signage:

- 1. Preserve significant stylistic and architectural features.
- 2. Sizing signs to fit within the proportions of the building facade maintains the architectural quality of the building design.
- 3. 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 facade.

The proposed signage meets these guidelines by maintaining a modest scale, respecting the architectural composition of the building, and preserving the visibility of character-defining historic features.

Attachments:

- 1. Application
- 2. Sign Placement Options
- 3. Village of East Davenport Performance Standards and Design Guidelines-Signs



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

Office 563.326.6198
 planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW
 DESIGN REVIEW BOARD

REVIEW DISTRICT	SUBMITTAL DATE	MEETING DATE

SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION

APPLICANT INFORMATION

Applicant Name | Company Name

Address

City | State | Zip

Phone

Secondary Phone

E-Mail Address

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

APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED)

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

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

Acceptance of Applicant

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

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

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

Type Applicant's Name here to serve as a 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

Formal Procedure Application Fee: **NONE**

(1) Application:

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

(2) Scope of Board's Consideration:

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

(3) Post Board Ruling:

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

Project Manager/Other

Address

Phone Secondary Phone

E-Mail Address

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

Date: 05/07/2026

Customer: Russell Construction
Village TheatreProject: Dimensional
Letters

Design Specs:

Fonts: Kirsty

Colors: Black

Details:

13" Tall cast letters mounted
with 1" standoffs.

2" deep.

Notes:

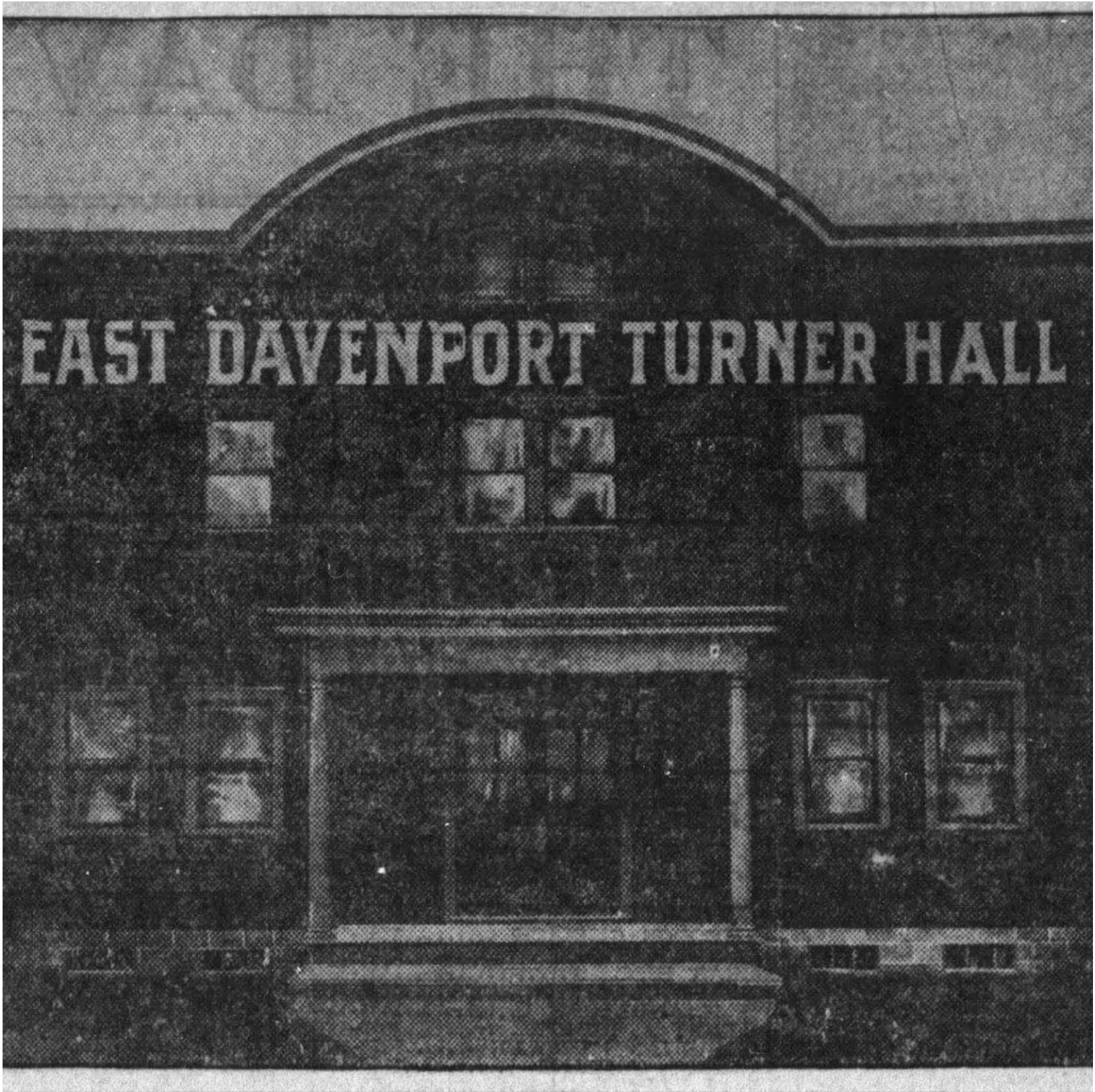
Project Manager: Wayne

Designer: Lisbet

File Location:



EAST DAVENPORT TURNER HALL



Date: 05/08/2026
Customer: Russell Construction
Village Theatre

Project: Dimensional
Letters

Design Specs:

Fonts: Kirsty

Colors: Black

Details:

13" Tall cast letters mounted
with 1" standoffs.

2" deep.

Notes:

Project Manager: Wayne
Designer: Lisbet

File Location:





EAST DAVENPORT TURNERS

ARCHITECTURAL/HISTORICAL SURVEY

DAVENPORT, IOWA

The Architects Office

Wehner, Nowysz, Pottsichull and Pfiffner
201 day building, Iowa city, Iowa 52240

DAVENPORT COMMUNITY DEVELOPMENT DEPARTMENT
IOWA DIVISION OF HISTORIC PRESERVATION

SITE #82-10-11-E2113 MAP #

HIST. DIST. East Davenport

NAME East Davenport Turnverein Hall (H) C

ADDRESS 2113 E. 11th Street

Pt. of Sec 30-78-4 Com 130' E of SE cor Mound & Eddy Sts
S 150' - E 49' - N 150' - W to Beg (Exc. part exempt)

LEGAL DES. SUB-DIVISION BLOCK PARCEL SUB-PARCEL

UTM 15 704760 4600380 ACREAGE -1 ZONE C-2
EASTING NORTHING

OWNER East Davenport Turner Verein

TITLE H. East Davenport Turner Verein
(IF DIFF) 2113 E. 11th St.
Davenport, IA 52803



MAP

SITE SHEET

DESCRIPTION

FORM 2 story auditorium, gable roof with round-arched front parapet CONST. 1909 & later

MATERIALS wood ARCH STYLE

FENESTRATION Rectangular, varying size

DIST. FEATURES

ALTERATIONS

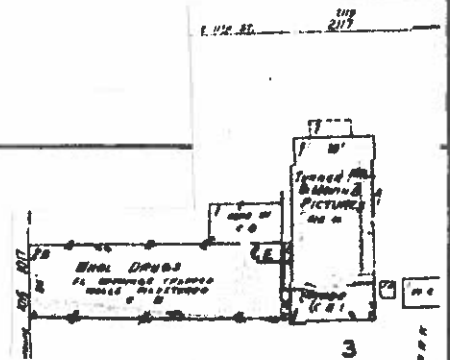
SITE & RELATED STR. at edge of grassy park & playing fields, across street from small commercial district

ARCHITECTURE

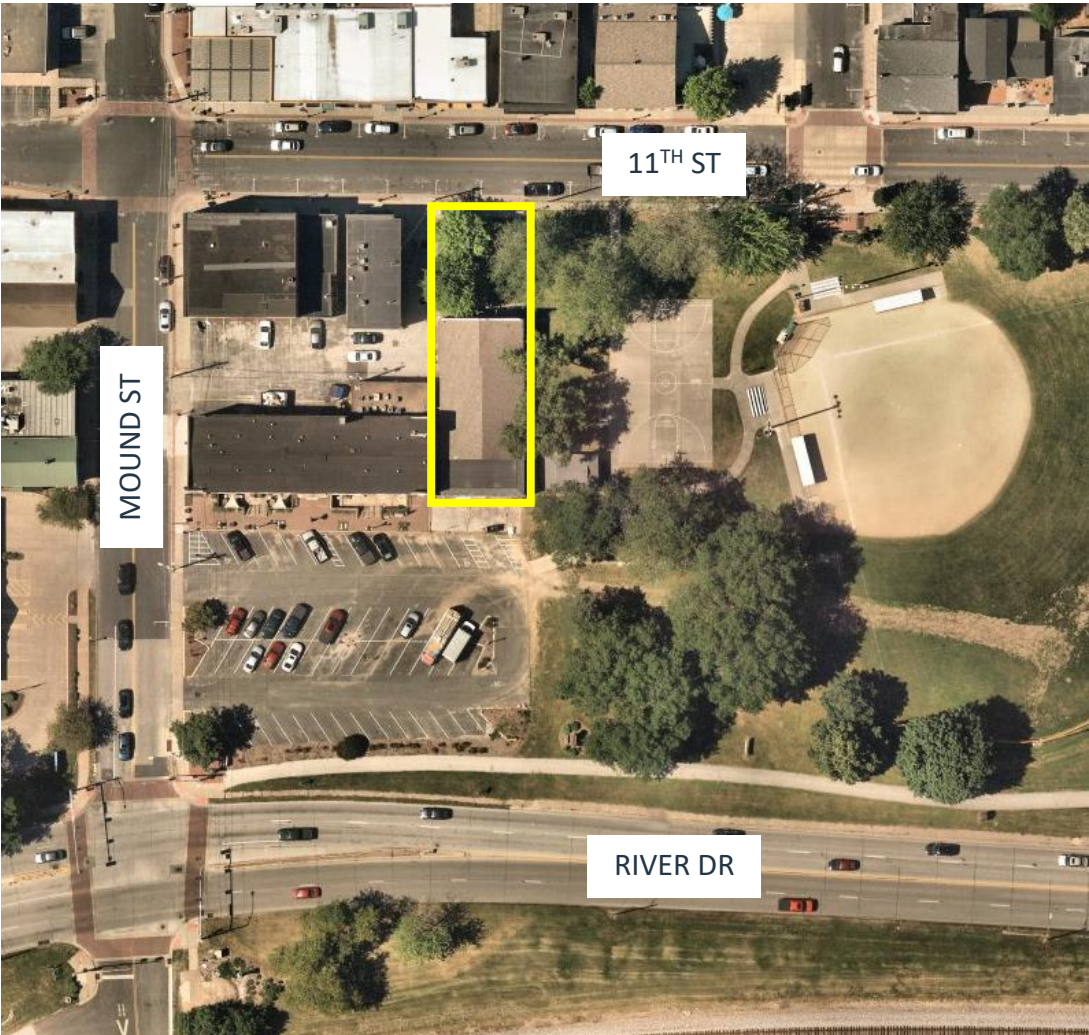
STATEMENT

Contributing structure in E. Davenport Historic District.

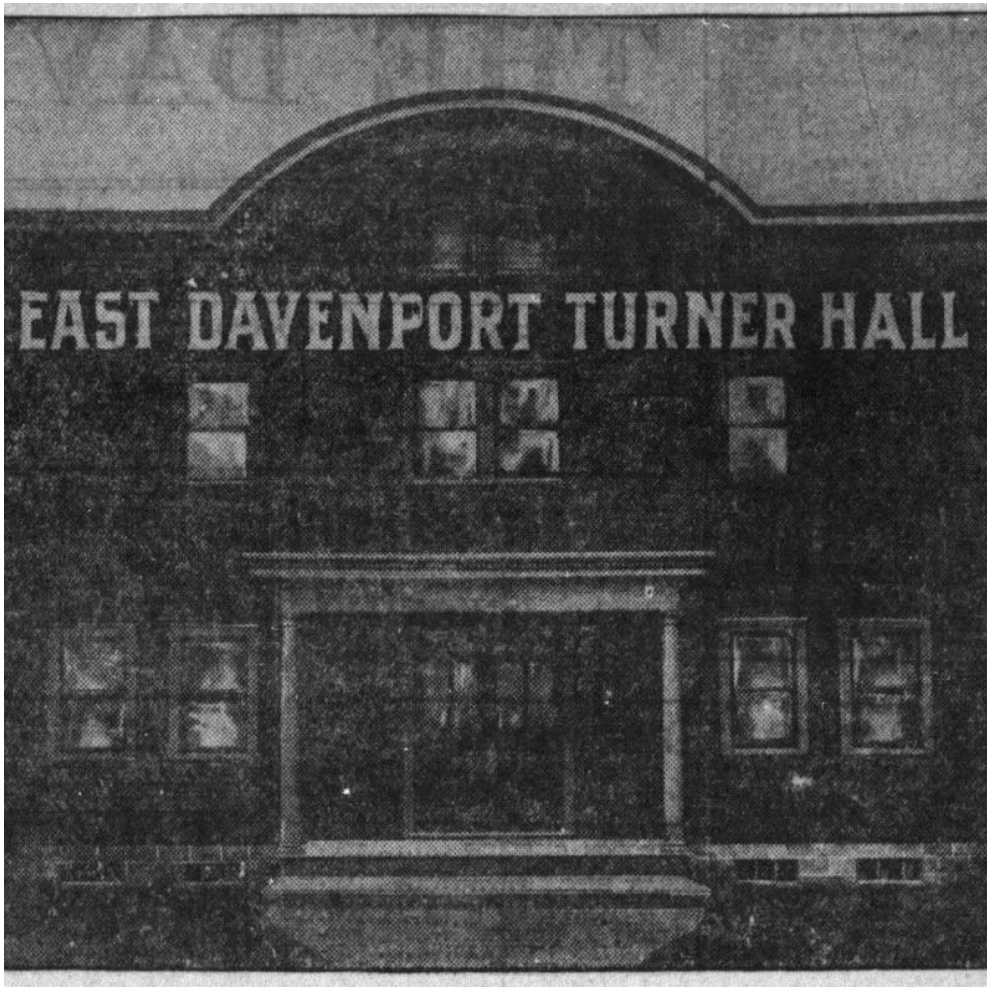
SOURCES



The Village Theatre



Sign Placement Option 1



Sign Placement Option 2



Sign Placement



Option 1



Option 2

Signage



Discussion:

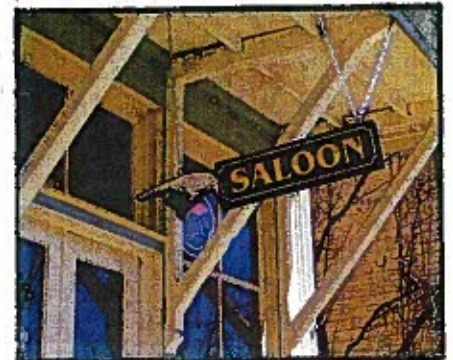
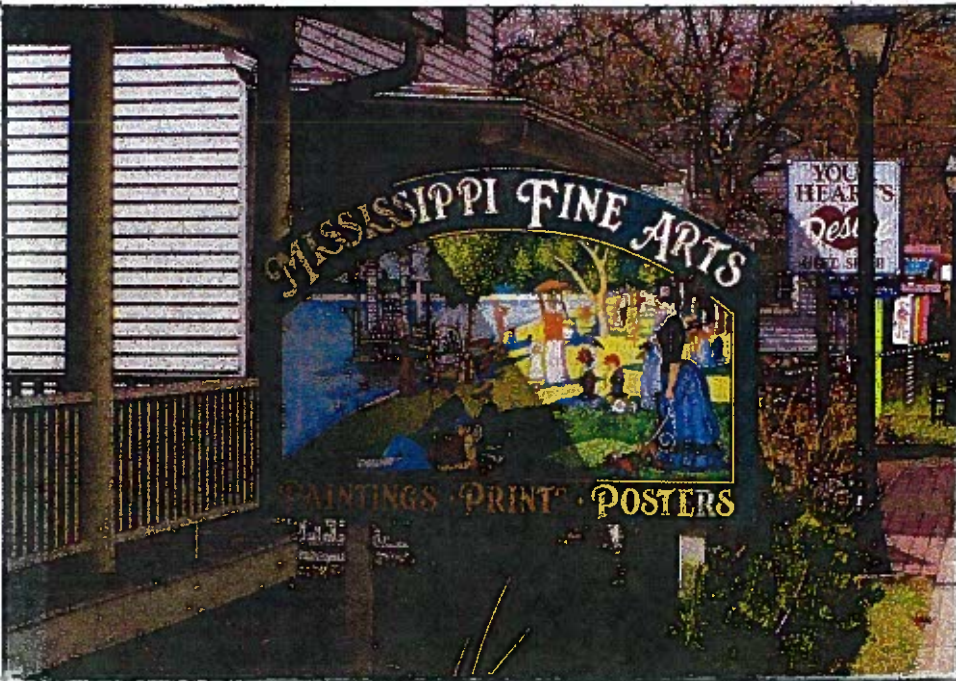
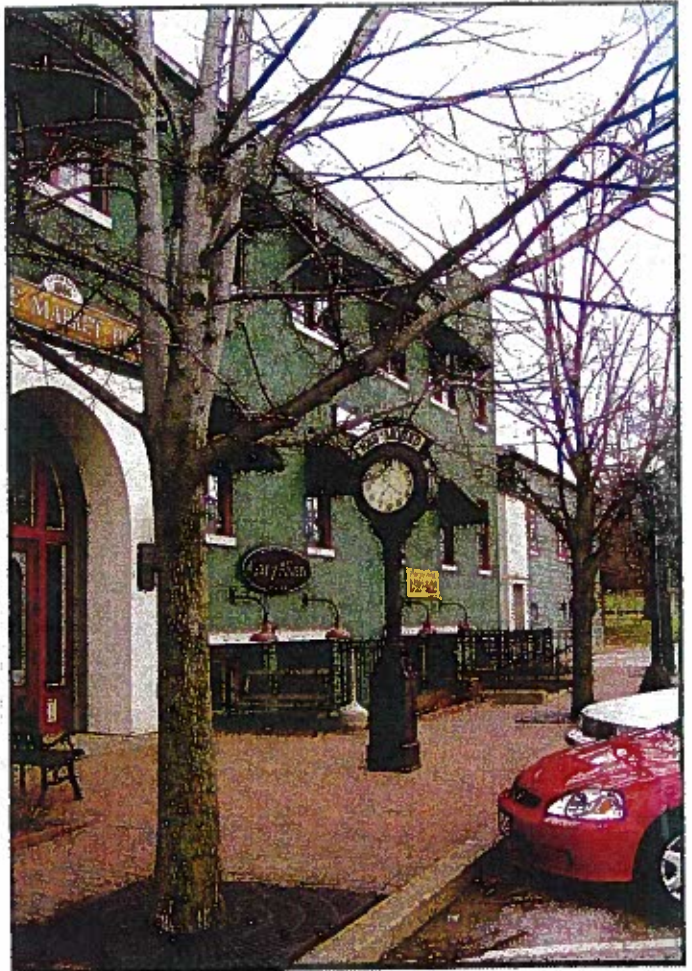
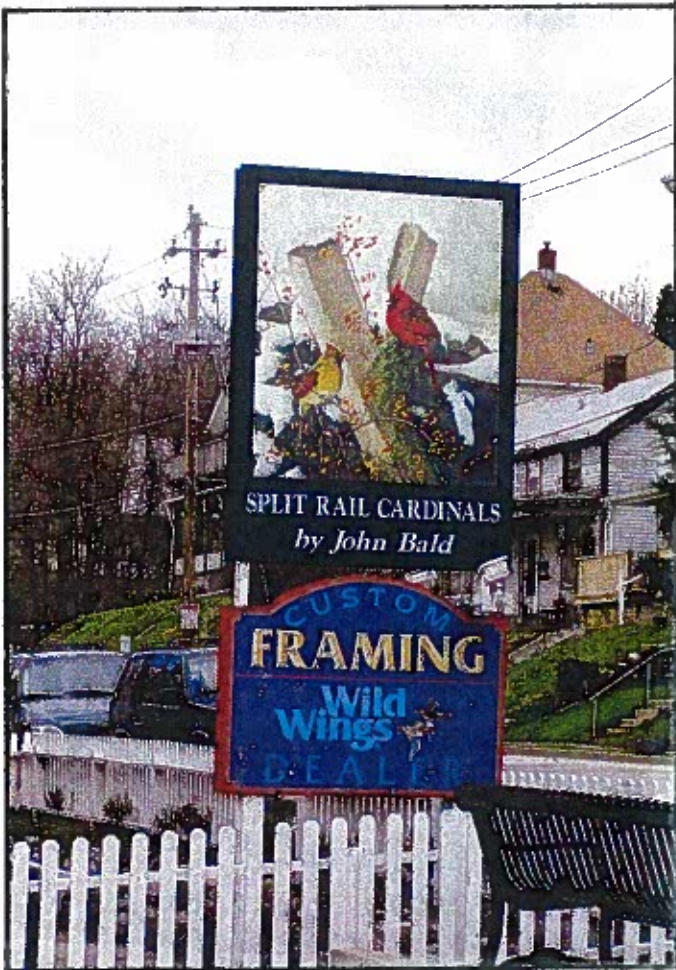
The economic health of any commercial district depends, in part, on the quality of its retailing, promotional activities, marketing and management. Underlying the success or failure of these factors, however, is the physical appearance of the business district. Because first impressions can be lasting,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

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

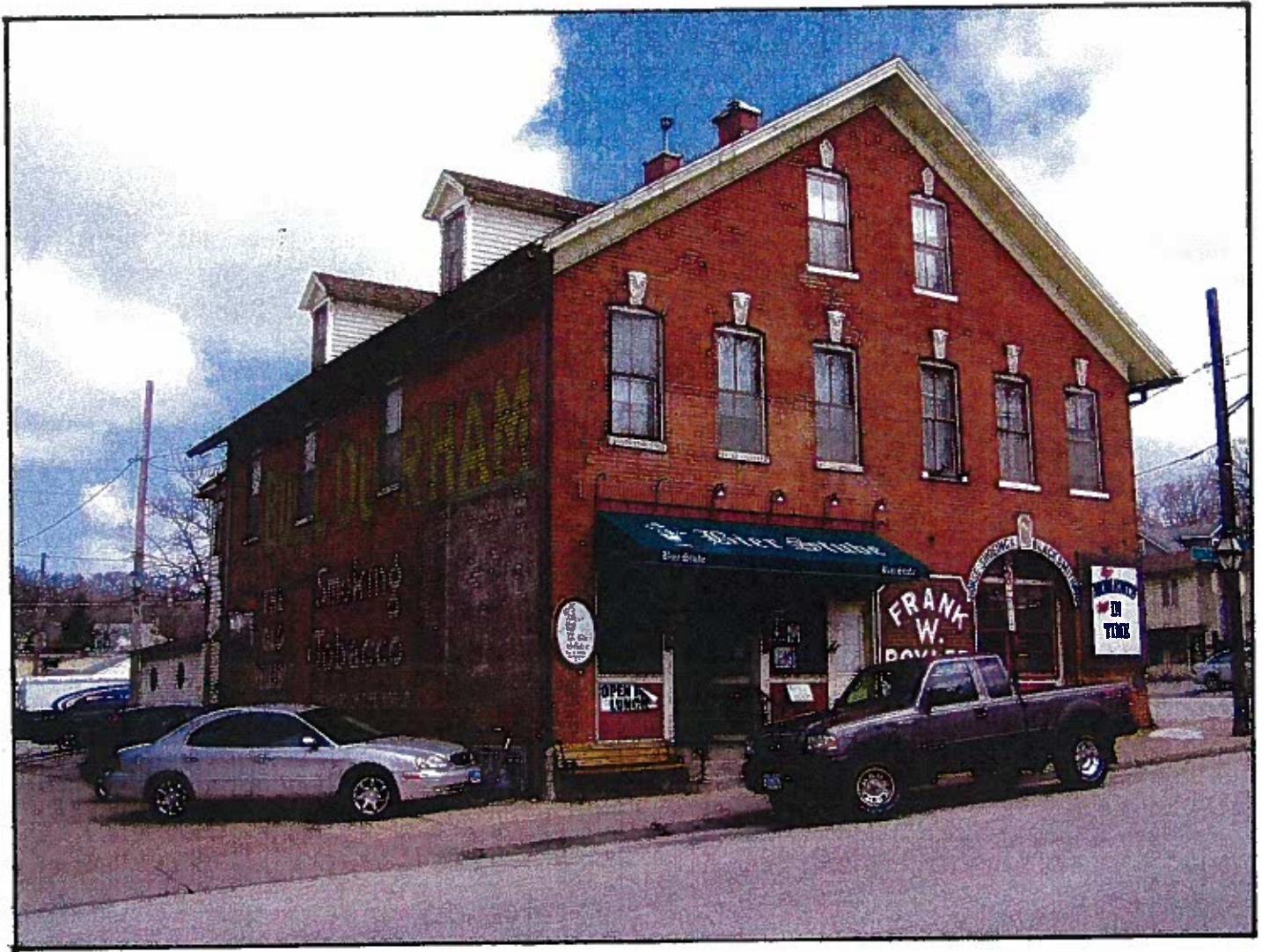
In many communities, the visual distinction between traditional business districts and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses to adopt the large-scale signs used on commercial highways. This is unfortunate as historic shopping districts,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

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

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



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



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

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

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

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



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

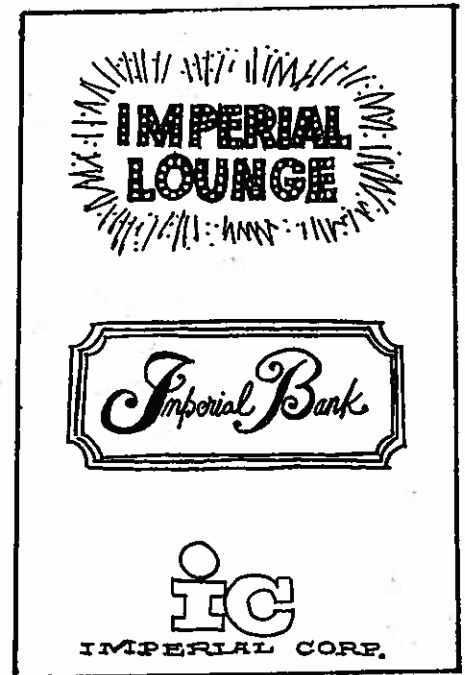
It should be noted that within the historic shopping district zoning classification the City is taking something of a different direction with regards to sign regulation. In other zoning districts signs are controlled by restricting their number and size. (Generally, businesses are limited to two signs,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



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

General Sign Guidelines

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



Sign design in many ways establishes a business' identity.

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

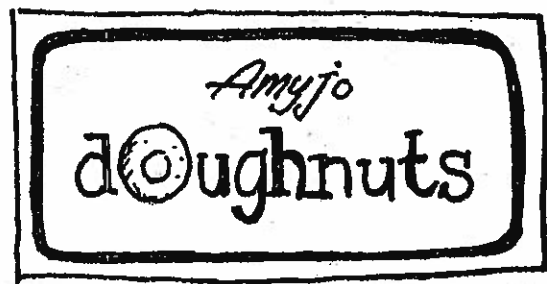
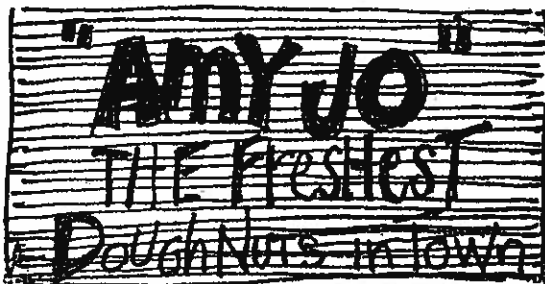
SIGN PROBLEMS



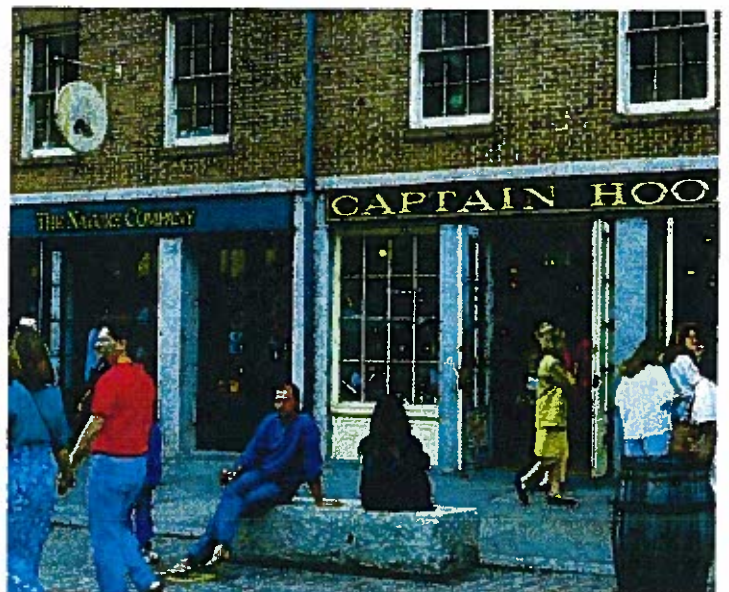
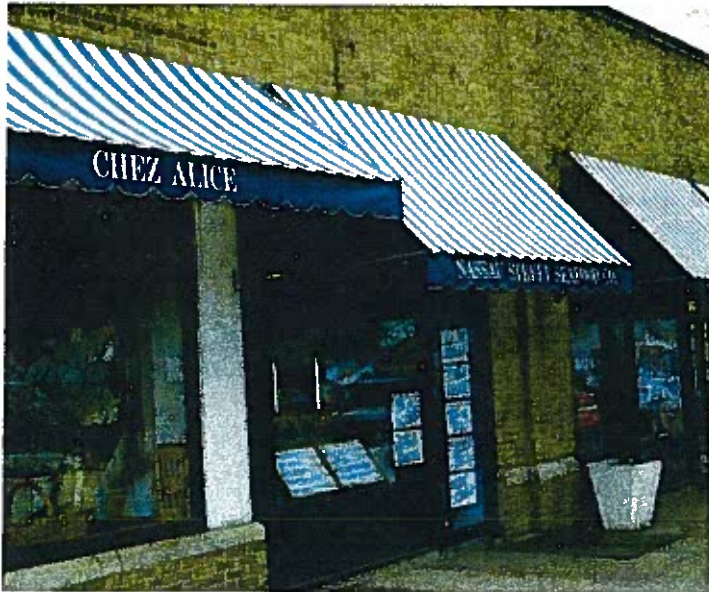
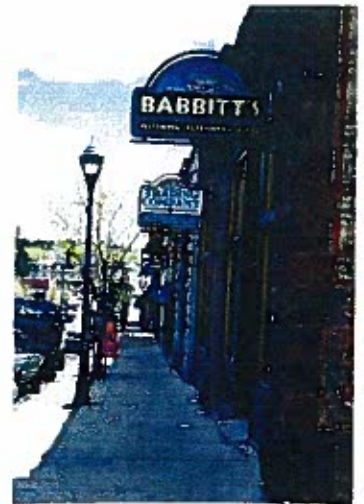
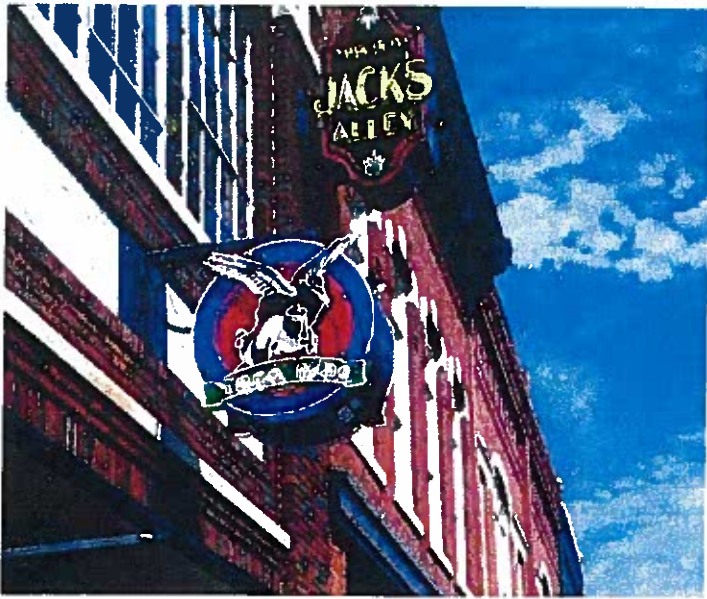
Left: A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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

Boflics

Avoid unusual type faces that are difficult to read.



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



Wall Signs

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

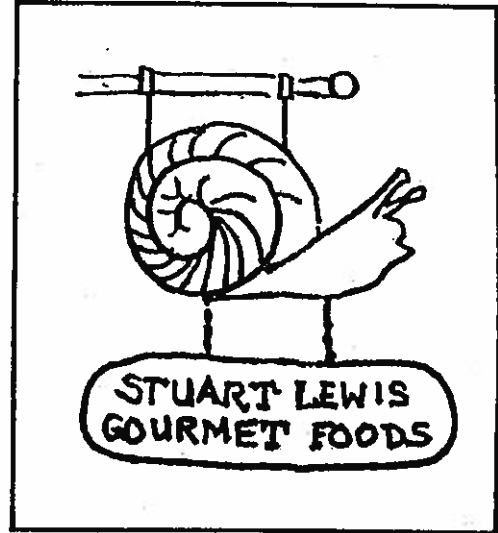
- Sizing signs to fit within the proportions of the building façade maintains the architectural quality of the building design.

Hanging Signs

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

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

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



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

Window Signs

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

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

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

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



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

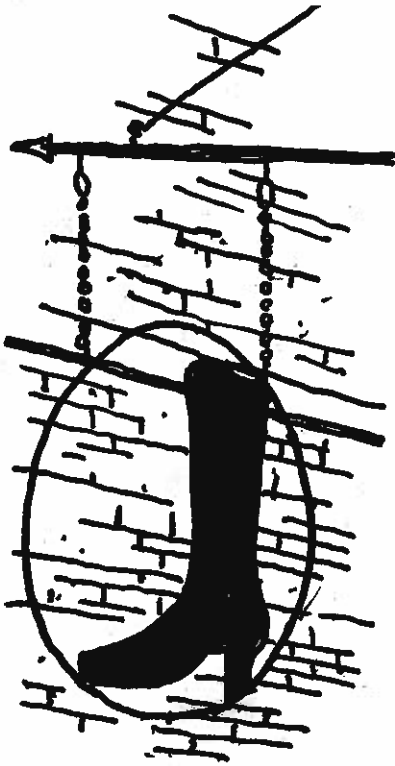
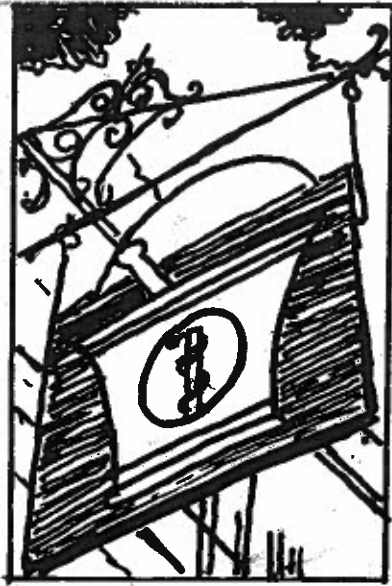
Think of the window display as a composition; as if it were a sculpture or an oil painting. In effect, it is a large picture framed by a storefront. The building and window should create a single unit that is complimented by the display in both color and proportion. It is best to let products speak for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

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

Icon, Symbol or Graphic Signs

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

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



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

Signs on Awnings

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

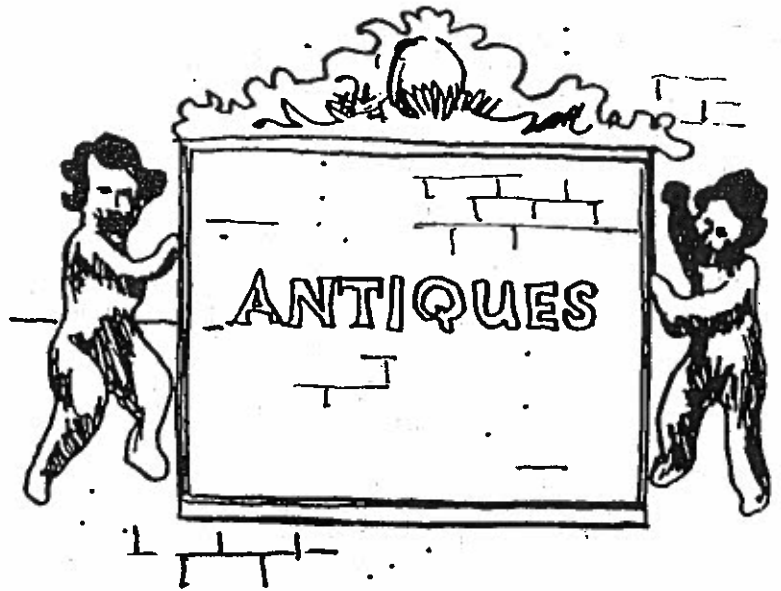
- Individual letters painted directly on the valance of an awning facing the street makes for a distinguished and informative sign.
- Limiting signage on the sloping surface of an awning to small graphic symbols or logos unique to a particular business helps prevent the information on the signage from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



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

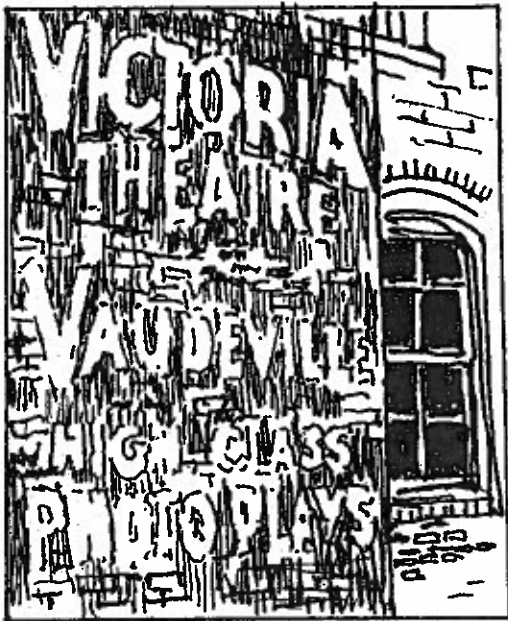
To the right:

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



Below:

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



Painted Wall Signs

Ghost or Phantom Signs



Freestanding Pole Sign

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

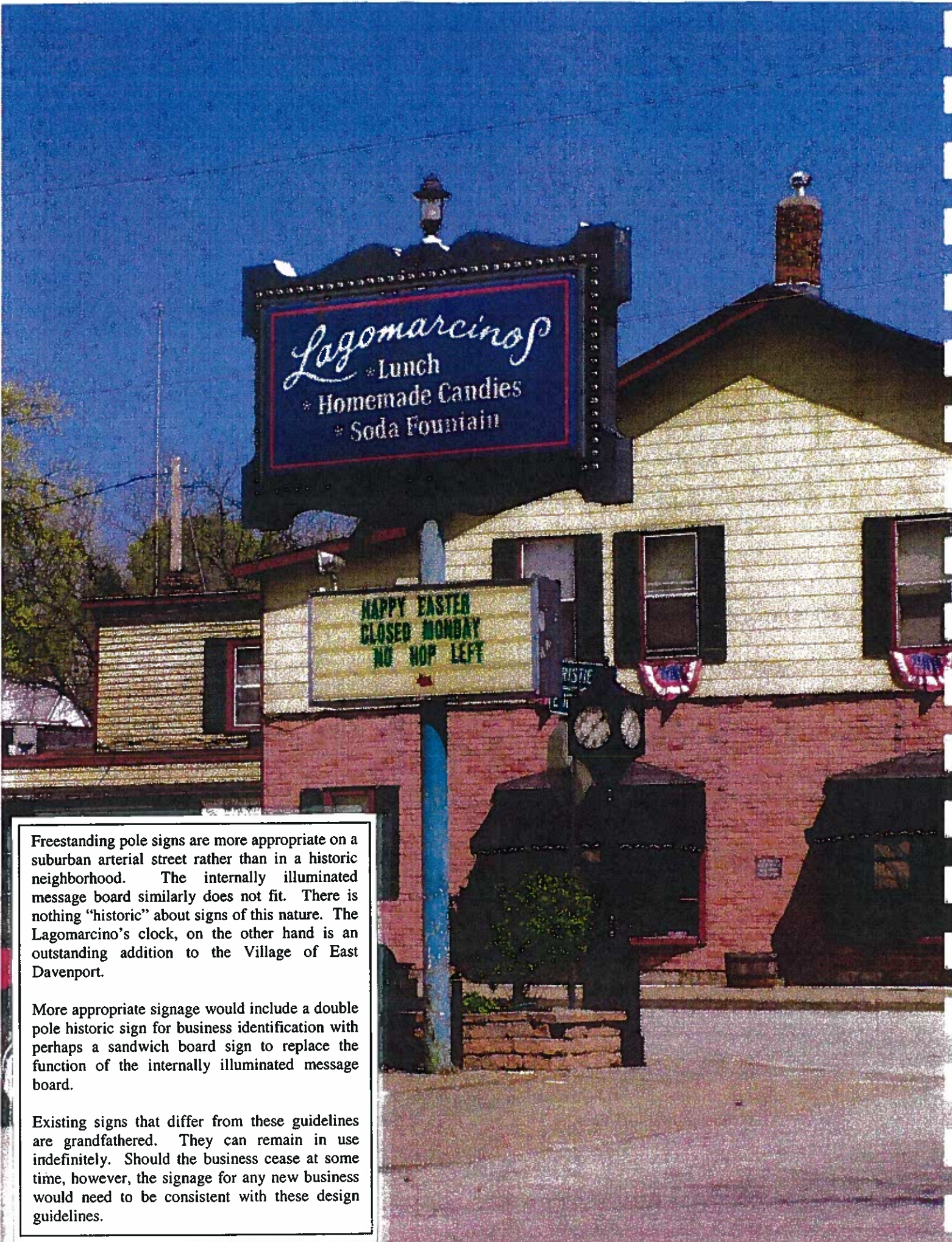
The freestanding pole sign is the signage type most closely associated with suburban strip commercial development. These signs are typically large and flashy being directed at capturing attention of drivers moving at fairly high speeds on suburban roads. As a general rule, this type of signage is inappropriate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

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

Neon and Bare Bulb Signs

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

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



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

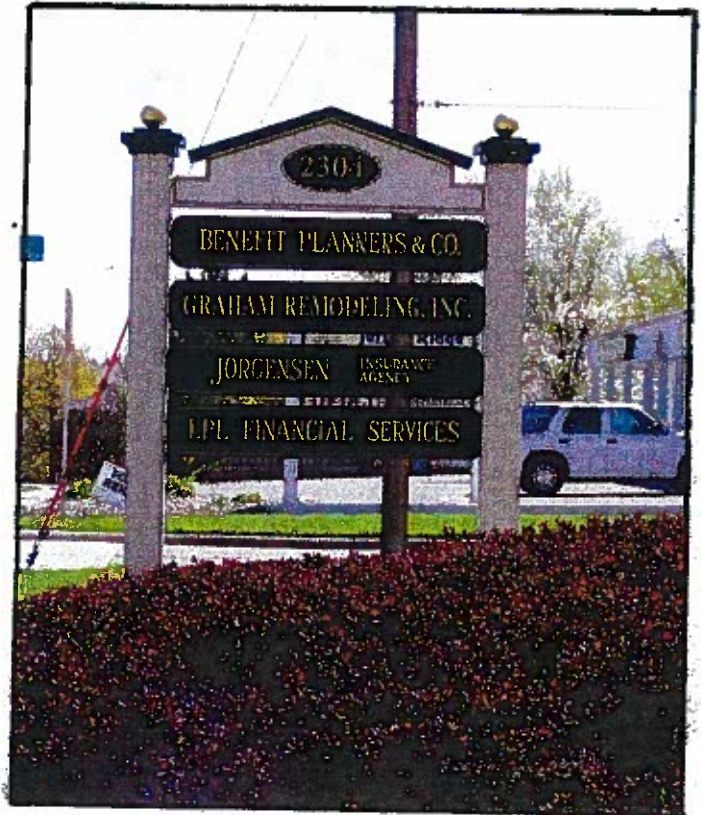
More appropriate signage would include a double pole historic sign for business identification with perhaps a sandwich board sign to replace the function of the internally illuminated message board.

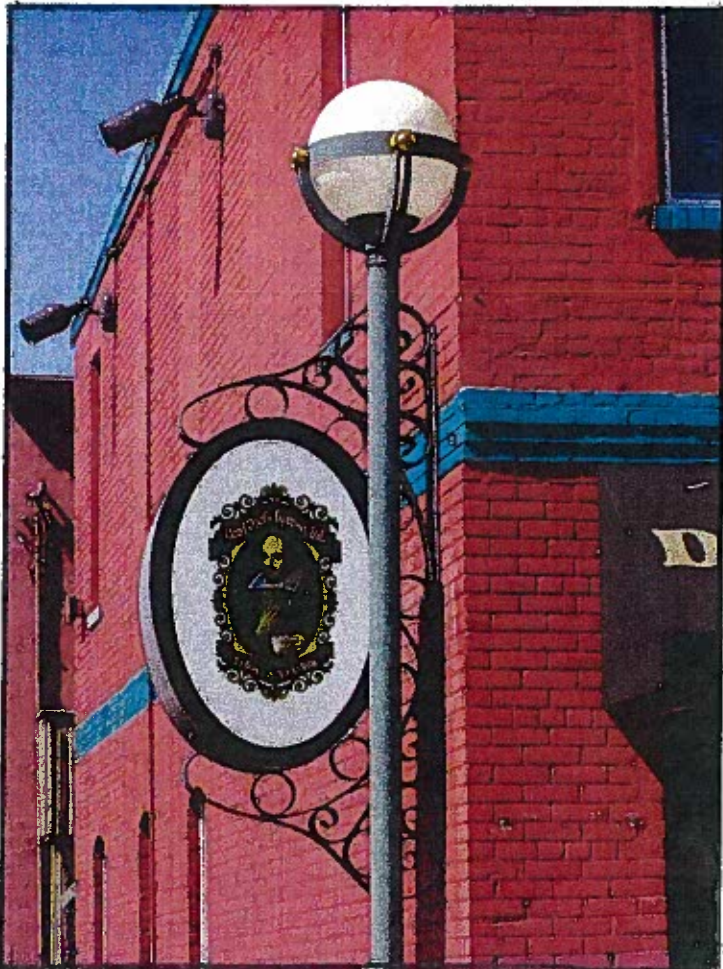
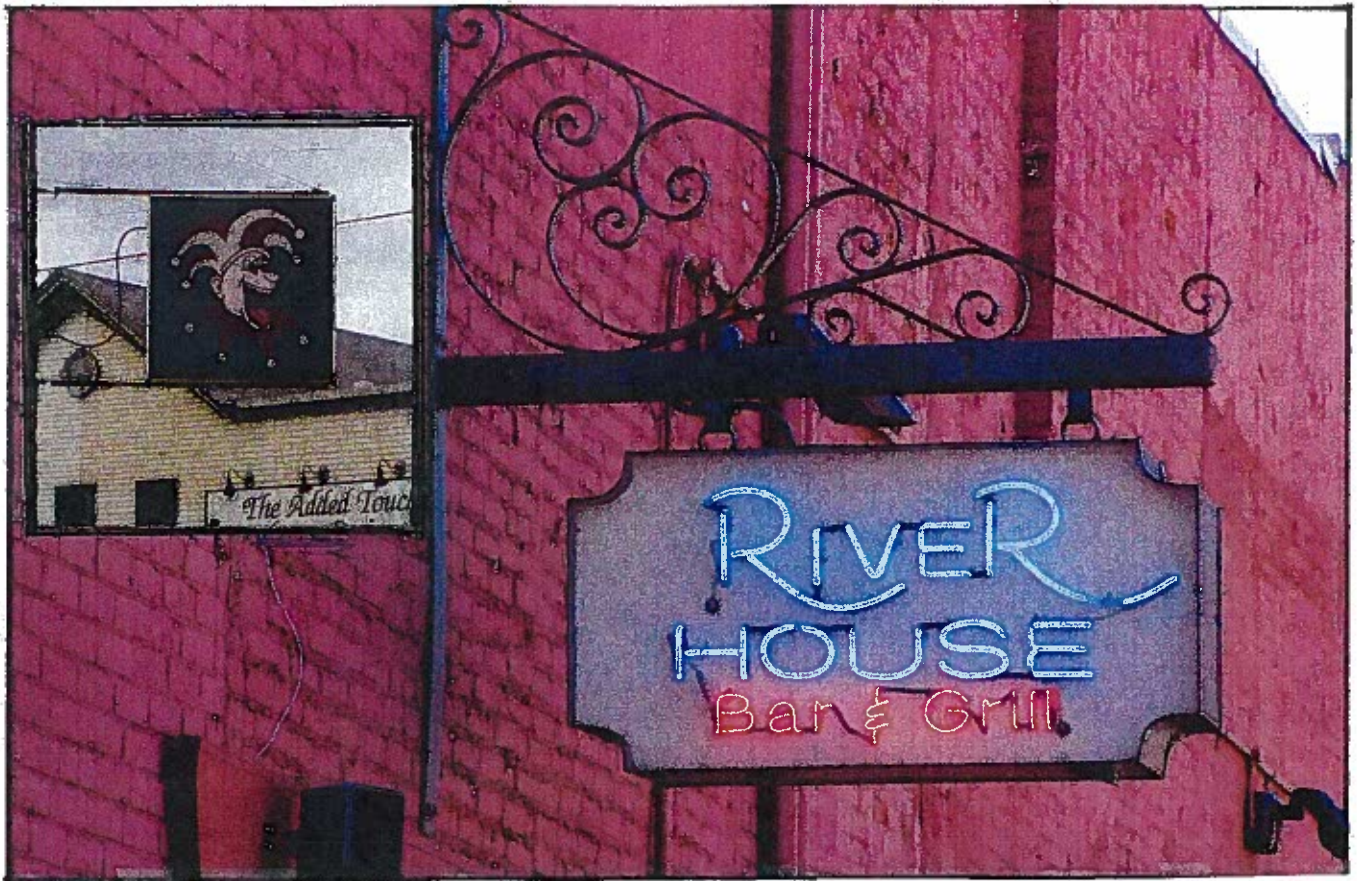
Existing signs that differ from these guidelines are grandfathered. They can remain in use indefinitely. Should the business cease at some time, however, the signage for any new business would need to be consistent with these design guidelines.



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

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





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

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

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

Banner Signs and Flags

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



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

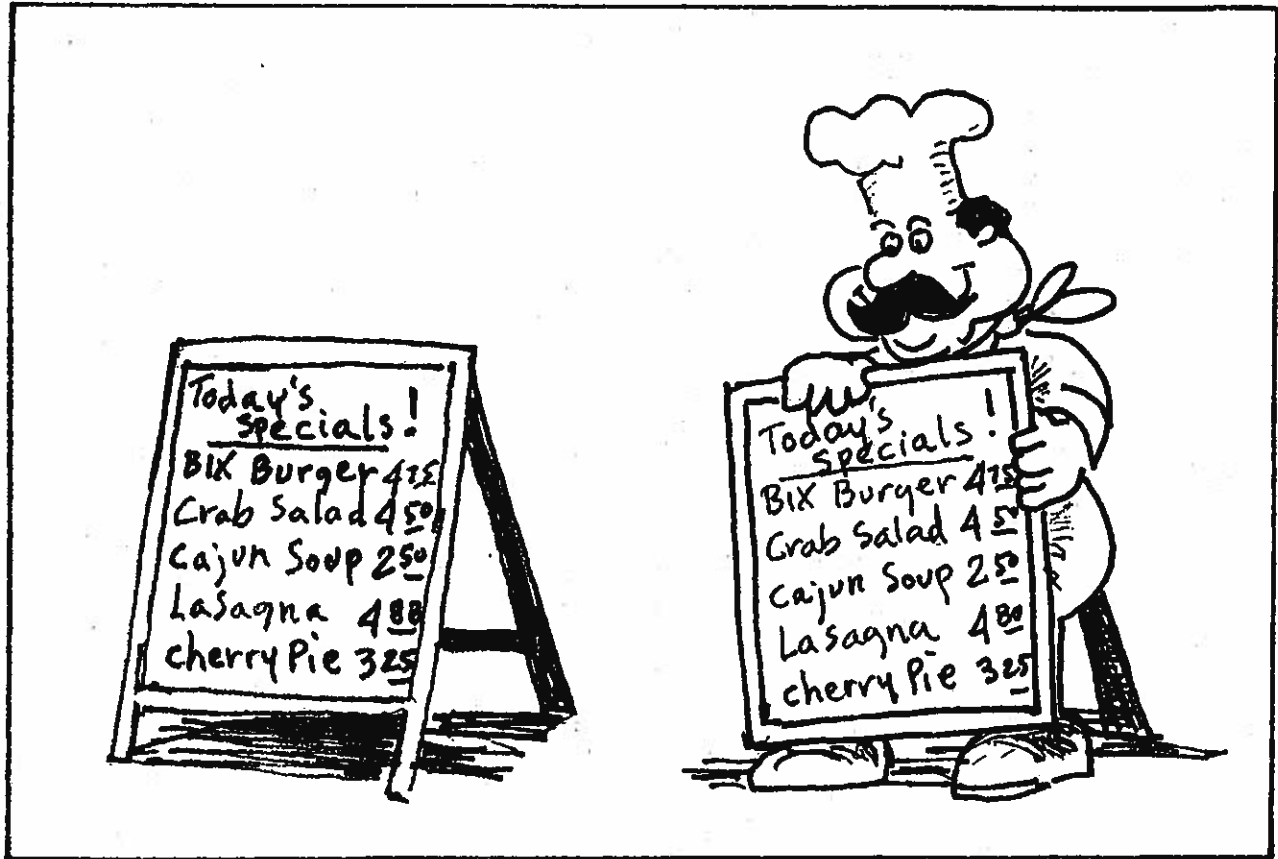
Sandwich Board Signs

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

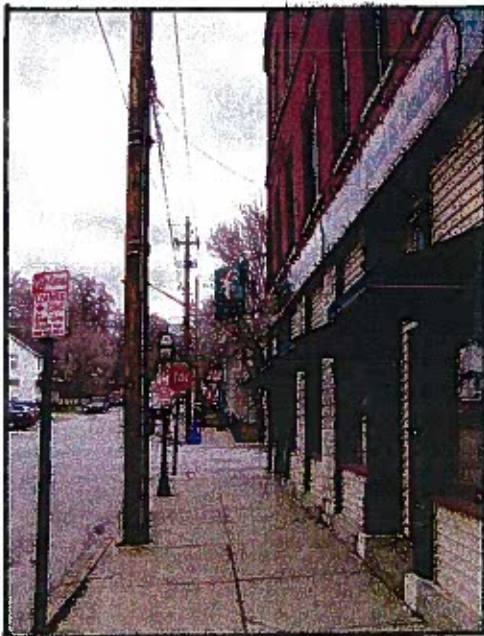
- Sandwich board signs will only be allowed where sidewalk width allows signage without interference with pedestrian or wheelchair access (a minimum of 3 or 4 feet).
- Signs of this nature are encouraged to be attractive and creative adding to the ambiance and character of the downtown.

Signage Plans

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

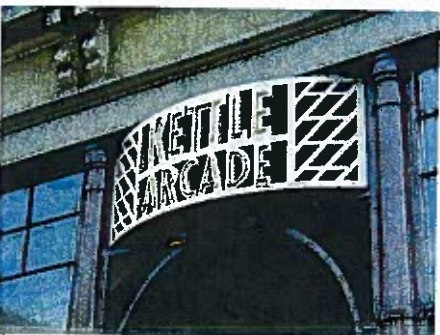
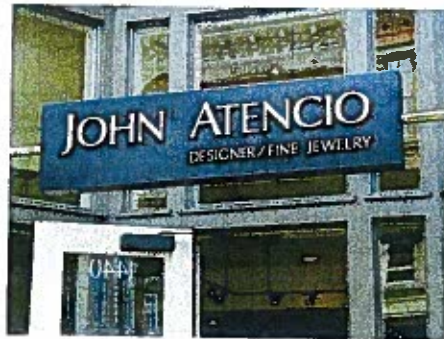


Sandwich board or A-frame signs are allowed on city sidewalks in the historic shopping district at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative.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



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

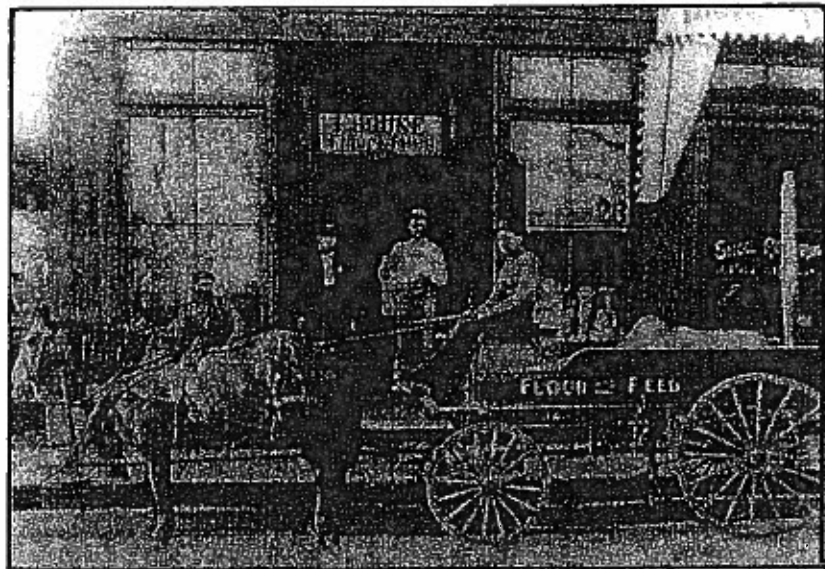
Signage Plans



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

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

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



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