

DESIGN REVIEW BOARD MEETING

CITY OF DAVENPORT, IOWA

Monday, July 27, 2026; 5:00 PM

City Hall | 226 West 4th Street | Council Chambers

I. Call to Order

II. Secretary's Report

1. Consideration of the June 22, 2026 meeting minutes.

III. Old Business

IV. New Business

1. Case DR26-08: Request for Design Approval, C-D Downtown Zoning District; install a fence and gate in the private alley between The Suites, 207 Western Avenue and Tri-City Equipment, 213 Western Avenue. Downtown Davenport Partnership, petitioner. [Ward 3]
2. Case DR26-09: Request for Design Approval, C-D Downtown Zoning District; construct signage for Studio A at 206 East 5th Street. Riverbend Signworks, petitioner. [Ward 3]
3. Case DR26-10: Request for Design Review, C-D Downtown Zoning District; Installation of a wall sign for Miss Phay Cafe, located at 512 Brady Street. Mun Luangruang, petitioner. [Ward 3]

V. Public Comment

VI. Adjournment

VII. Next Meeting: August 24, 2026

City of Davenport

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

Action / Date
7/27/2026

Subject:
Consideration of the June 22, 2026 meeting minutes.

Recommendation:
Approve the minutes.

Background:
The June 22, 2026 meeting minutes are attached.

Attachments:
1. Meeting Minutes 6-22-2026

MINUTES

DESIGN REVIEW BOARD MEETING
CITY OF DAVENPORT, IOWA
MONDAY, JUNE 22, 2026; 5:00 PM
CITY HALL | 226 WEST 4TH STREET | COUNCIL CHAMBERS

I. Call to Order

Present: Hoff, Stinocher, Anderson, Warren, Townsley
Excused: Molacek, Paone, Martin, Tylka
Staff: Reu, Werderitch

II. Secretary's Report

A. Consideration of the May 26, 2026 Meeting Minutes.

Motion by Anderson, second by Stinocher, to approve the May 26, 2026 meeting minutes. Motion to approve was unanimous by voice vote (5-0).

III. Old Business

IV. New Business

A. Case DR26-07: Request for Design Review, C-D Downtown Zoning District; Installation of three wall signs at the Freight House, located at 401 West River Drive. Boozies Bar & Grill, petitioner. [Ward 3]

Staff provided a summary of the request. The application includes three wall-mounted signs that have already been installed on the building. The proposed signage consists of one 10-foot by 4-foot sign located above the tenant storefront on the river-facing elevation and two 8-foot by 4-foot signs mounted on the east and north building elevations. The signage was installed prior to obtaining Design Review Board approval and issuance of a Sign Permit. As a result, the request is being reviewed retroactively. Staff outlined the signs compatibility with the Freight House and compliance with the Downtown Design Guidelines.

Staff recommended approval of the south elevation sign in Case DR26-07. Staff advised the Design Review Board to hold discussion, provide feedback, and determine the appropriateness of the wall signs on the east and north elevations.

Monica McKown, owner of Boozies Bar & Grill, addressed the Board and answered questions. She explained that the business, along with other Freight House tenants, desired additional signage along River Drive to improve visibility and wayfinding for customers and delivery drivers. Staff acknowledged these concerns and noted that City staff were exploring long-term wayfinding solutions that would better preserve the architectural character of the National Historic Landmark while improving tenant visibility.

Board members discussed each of the proposed signs and their consistency with the Downtown Design Guidelines. Members agreed that the south-facing sign was compatible with the established pattern of storefront signage along the Freight House's

south elevation. While expressing sympathy for the petitioner's wayfinding concerns, the Board found that the east and north wall signs were not consistent with the intent of the Downtown Design Guidelines and preferred that a more comprehensive, permanent wayfinding solution be pursued.

Motion by Stinocher, second by Anderson, to approve the south-facing wall sign in Case DR26-07 in accordance with the submitted work write-up and materials. Motion carried by a roll call vote (5-0).

Motion by Stinocher, second by Warren, to approve the east and north building elevation wall signs in Case DR26-07 in accordance with the submitted work write-up and materials. Motion failed by a roll call vote (0-5). The east and north wall signs were denied.

V. General Discussion

VI. Public Comment

VII. Adjournment

Motion by Stinocher, second by Warren, to adjourn the meeting. Meeting adjourned at 5:32 pm.

VIII. Next Board Meeting: July 27, 2026

City of Davenport

Department: Development & Neighborhood Services
Contact Info: Matthew Reu | 563-888-2221

Action / Date
7/27/2026

Subject:

Case DR26-08: Request for Design Approval, C-D Downtown Zoning District; install a fence and gate in the private alley between The Suites, 207 Western Avenue and Tri-City Equipment, 213 Western Avenue. Downtown Davenport Partnership, petitioner. [Ward 3]

Recommendation:

Staff recommends Case DR26-08 be approved in accordance with the submitted work write-up and materials.

Background:

The Downtown Davenport Partnership, on behalf of The Suites, 207 Western Avenue, and Tri-City Equipment, 213 Western Avenue, request design review for a fence project. The Suites and Tri-City Equipment share a private alley between their respective buildings. They are proposing a fence and gate to mitigate trespassers and trash in the alley. The buildings are not within the Davenport Downtown Commercial Historic District but are in the C-D Downtown Commercial Zoning District. The project is therefore under the purview of the Design Review Board.

The Design Request:

The applicants are proposing two gates and fences on the corner of Western and 2nd Avenue. The project includes a straight fence and double gate fence. Both are 6 feet tall and 10 feet in length. The gates are fabricated with carbon steel dimensioned at 2" x 2" x 0.25" angle top and bottom. Round bars measuring 3/8" and spaced 6" apart. The fence gates will be painted black.

Downtown Design Guidelines:

The downtown design guideline minimally addresses fences. Fences can contribute to the security of a property while not sacrificing the appeal of an area. The following design objectives relate to the maintenance and materials recommended for downtown structures.

Design Objectives, pages 236-237:

- Build a positive identity
- Encourage public and private investment
- Create a safe downtown
- Create a comfortable downtown
- Create an economically vibrant downtown

On page 57, wrought iron or similar fences are the preferred fence material within the downtown design area. Upscale iron, aluminum, steel, or wire are acceptable. Chain link or metal slats shall not be allowed.

Zoning Ordinance:

17.09.030.H. Fences & Walls

2. Fences in residential districts and the C-T, C-1, C-D, C-V, and C-E Districts.

- a. Within the required front or reverse corner side setback, solid fences are limited in height to four feet and open fences are limited to a height of six feet. Chain-link fences or other similar wire materials are prohibited.
- b. Within the required minimum interior side or rear setback, fences are limited to a height of six feet (open or solid).
- c. Where a lot line abuts an arterial or collector street and the lot does not take access from that street, fences within that setback may be up to six feet in height and may be open or solid. Chain-link fences or other similar wire materials are prohibited.
- d. When constructed outside the required minimum setback, within the buildable area, all fences are limited to eight feet.
- e. Fences may be constructed at the boundaries of a lot without setback, except in the following circumstances:
 - i. Fences are prohibited within a thirty-foot visibility triangle at the intersection of two streets as measured along the back of curb or edge of roadway pavement, as applicable.
 - ii. Fences are prohibited within a ten-foot visibility triangle at the intersection of a street and an alley or at the intersection of a street and a private driveway as measured along the back of curb or edge of roadway pavement, as applicable, or along the driveway edge.
 - iii. Fences are prohibited within a ten-foot visibility triangle at the intersection of two alleys as measured along the edge of alley pavement.

17.05.050 C-D District Standards

Table 17.05-3: C-D District Dimensional Standards

	C-D
Bulk	
Minimum Lot Area	None
Minimum Lot Width	None
Maximum Building Height	None
Minimum Building Height	24 feet

Setbacks

Front Setback	0 feet - 10 feet build-to zone
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Required Build-to Percentage	80%
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Interior Side Setback	None
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Corner Side Setback	0 feet - 10 feet build-to zone
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Rear Setback	None
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17.02.040 Rules of Measurement

B. Build-To Dimensions:

2. A build-to zone (BTZ) is the area on a lot, measured perpendicular from the applicable lot line, where the building line must locate within the minimum and maximum range of setback provided. The building line must be located within the build-to zone. Facade articulation, such as window or wall recesses and projections are not counted as the building line, which begins at the applicable building wall.

3. A build-to percentage specifies the percentage of the building line that must be located within a build-to line or build-to zone. (Build-to percentage is measured as a percentage of the total building facade, not lot width.)

Staff Review:

The proposed fence and gate comply with the zoning ordinance. The fence and gate are of open design and proposed to be 6 feet in height. In C-D Zoning Districts, open fences are permitted to be 6 feet in height inside the front setback. C-D utilizes a build-to-zone. An open fence is limited to 6 feet in height inside the build-to-zone. The proposed fence and gate are to be made of steel and painted black, aligning with the design outlined in the Design Guideline. The alley is about 10 feet wide and not traversable with modern cars. The alley is privately owned. 1 utility meter is in the alley. It is staff's opinion that the proposed fence and gate will not pose a public safety risk and that the fence and gate do not significantly deviate from the Downtown Design Objectives or criteria.

Attachments:

1. Proposed Fence
2. Application

213 Western Ave

Davenport, Iowa

 Google Street View

Jul 2025 [See more dates](#)

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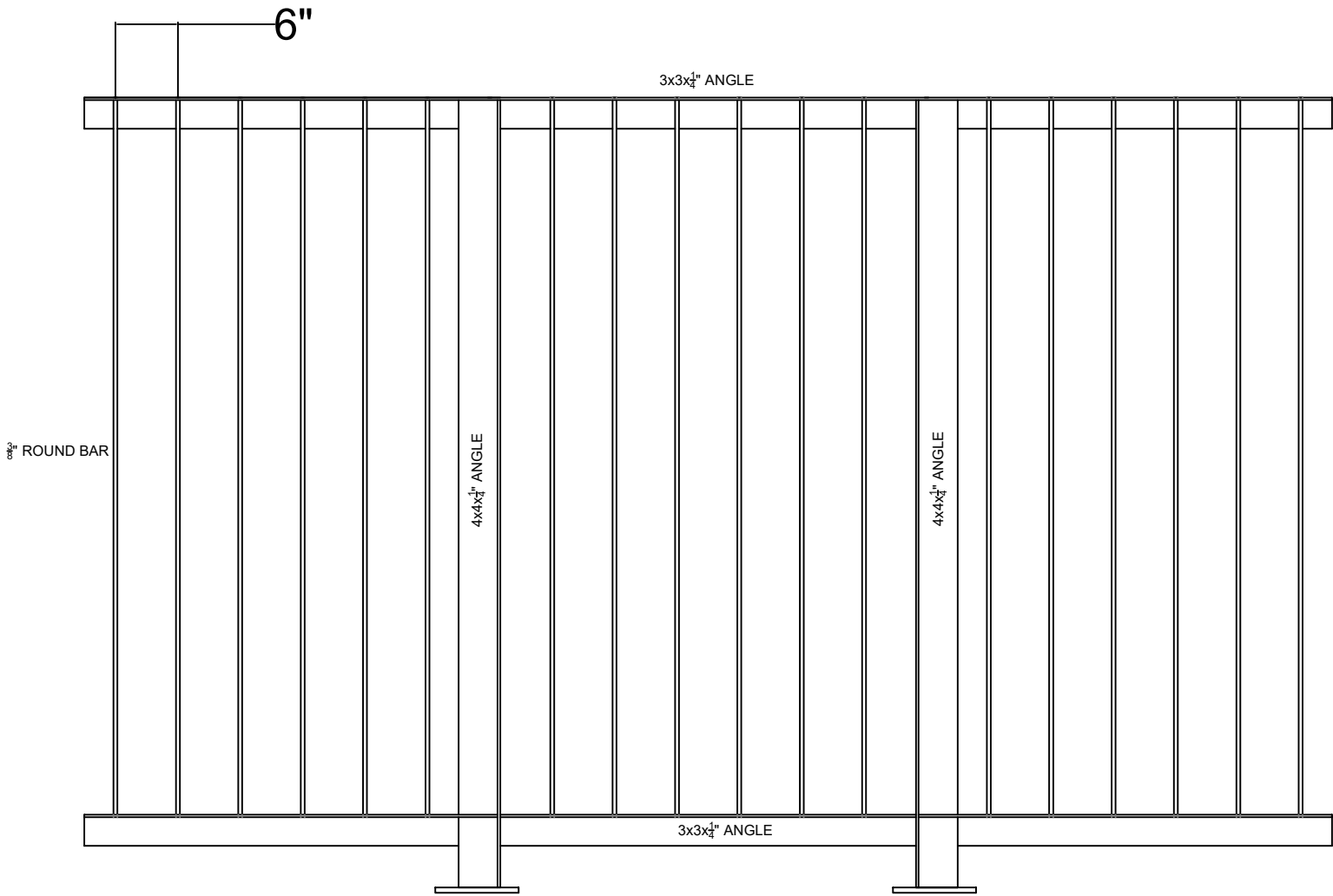
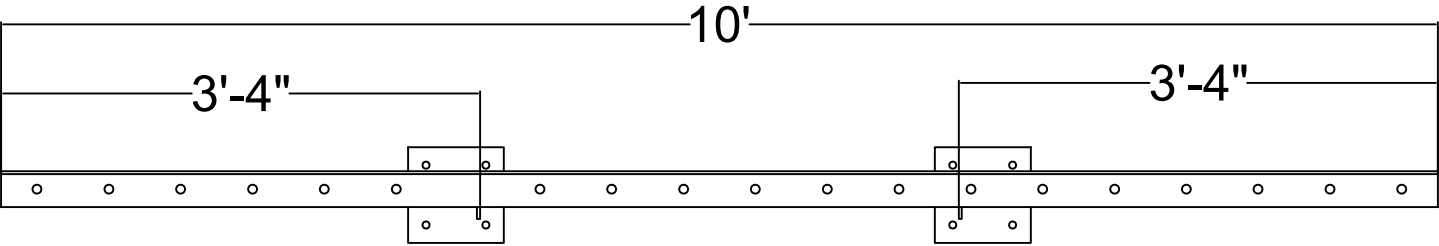
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Image capture: Jul 2025 © 2026 Google United States Terms Privacy Report a problem





March 27, 2026

Oertel Metal Works is pleased to provide a bid for two guard fences on the corner of Western and 2nd Ave in Downtown Davenport.

Items Included in Scope

- (1) Straight Fence approx.. 10' in width and 6' in height
- (1) Double Gate Fence approx. 10' in width and 6' in height

Gates fabricated with carbon steel 2x2x1/4" angle top and bottom. 3/8" round bar spaced at 6" on centers. Painted black with wet paint.

Fabrication cost \$3,628.00

Installation is an additional cost of \$2,256.00

Items Not Included in Scope

- PE Stamp
- City Permitting
- Design work beyond fabrication

Best Regards,

Henry Penicnak
Engineering Development Manager - Oertel Metal Works



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

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION		REVIEW DISTRICT	SUBMITTAL DATE	MEETING DATE
Applicant Name Company Name Downtown Davenport Partnership		Downtown	07/17/2026	07/28/2026
Address 331 West 3rd Street		SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION Gap between 207 Western & 213 Western Ave		
City State Zip Davenport, IA 52083		BRIEF OVERVIEW OF THE PROJECT (not a scope of work) DDP is coordinating the construction of fencing between buildings to mitigate consistent trash and loitering issues. The narrow space between buildings does not support vehicular traffic. The fence will have a locking gate on both sides that could be easily opened for		
Phone (563) 823-2674		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		
Secondary Phone				
E-Mail Address [REDACTED]				
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. Kyle Carter 07/16/2026 Type Applicant's Name here to serve as a signature Date		ALL SUBMITTALS SHALL INCLUDE: 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		Formal Procedure Application Fee: NONE		
Property Owner Jason Cousineau & Kyle Arp		(1) Application: • Prior to submission of the application, the applicant shall correspond with Planning staff to discuss the request, potential alternatives and the process. • The submission of the application does not constitute official acceptance by the City of Davenport. Planning staff will review the application for completeness and notify the applicant that the application has been accepted or additional information is required. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u> (2) Scope of Board's Consideration: • Only work described in the application may be approved. • If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances. (3) Post Board Ruling: • If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities. • Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration. • Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.		
Address 207 Western & 213 Western Ave				
Phone (563) 343-2324	Secondary Phone (563) 322-5382			
E-Mail Address [REDACTED]				
Project Manager/Other Hank Penicnak (Oertel Metal Works) & Kyle Carter				
Address 9104 N Zenith Ave Davenport, IA				
Phone (563) 322-4930	Secondary Phone			
E-Mail Address [REDACTED]				

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

City of Davenport

Department: Development & Neighborhood Services
Contact Info: Matthew Reu | 563-888-2221

Action / Date
7/27/2026

Subject:

Case DR26-09: Request for Design Approval, C-D Downtown Zoning District; construct signage for Studio A at 206 East 5th Street. Riverbend Signworks, petitioner. [Ward 3]

Recommendation:

Staff recommends Case DR26-09 be approved in accordance with the submitted work write-up and materials.

Background:

Studio A Design Company, an interior design company, is renovating their space at 206 East 5th Street. The building is not within the Davenport Downtown Commercial Historic District, but it is in the C-D Downtown Commercial Zoning District. The project is therefore under the purview of the Design Review Board.

Design Request:

The applicant proposes a 16.4 square foot sign of foam letters, gold in color, and on the front facade of their suite facing South along 5th Street.

Downtown Design Guideline:

Wall signs are to be flush signboards or individual die-cut letters affixed on the face of the building. Sizing signs to fit the proportion of the face will maintain architectural quality of the building. Generally, the sign guidelines call for unique signs, lighter colors against darker backgrounds, and simple in design. Strong graphics, complicated signs, poor contrast, and broken planes are discouraged.

Zoning Ordinance:

17.12.060 Sign Permit Required

4. For a structure that contains multiple tenants, each tenant that has exterior business facade area is permitted a total wall sign area of two square feet per linear foot of business frontage or 80 square feet, whichever is greater, along their individual frontage(s).

9. Wall signs must be constructed of wood or simulated wood, metal, plastic, or high-density urethane (HDU) foam board or similar durable foam construction. Canvas and similar material wall signs and painted wall signs are prohibited.

Staff Review:

It is staff's opinion that the sign complies with the zoning ordinance and meets design guideline. It is made of durable foam construction and utilizes a lighter color against a darker background.

Attachments:

1. Sign Plan Sheet

2. Application



Date: 06/05/2026

Customer: Studio A

Project: Routed Foam Sign

Design Specs:

Fonts: Cinzel Regular

Colors:  Gold

Details:

Dimensional Letters

"STUDIO A DESIGN" : 10.5" T

Small letters: 4" T

Divider: 100" x 3/4"

Color: Sherwin Williams - Protege
Bronze (SW 6153)

Notes:

Project Manager: Wayne

Designer: Lisbet

File Location:

**COPYRIGHT NOTICE.** This drawing and all reproductions thereof are the property of Riverbend Signworks and may not be reproduced, published, changed or used in any way without written consent**PLEASE REVIEW THIS PROOF CAREFULLY!**

Confirm that all measurements in this proof are accurate before approval submission. We make every effort to assure accuracy on your project, however, it is your responsibility to ensure the accuracy of this proof including spelling and layout to your specifications. Approval of this proof constitutes legally binding subsequent production of the final product.



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

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION	
Applicant Name Company Name	206 East 5th Street Davenport, IA, 52801
Address	BRIEF OVERVIEW OF THE PROJECT (not a scope of work)
1320 West Kimberly Rd	
City State Zip	APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED)
Davenport, IA 52806	Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work:
Phone	• 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
(319) 470-9585	
Secondary Phone	
E-Mail Address	
Acceptance of Applicant	ALL SUBMITTALS SHALL INCLUDE:
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.	SUBMITTED
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.	Full Scope of Work (SOW) attached as a .PDF ☒
By checking this box and typing my name below, ☒ I am electronically signing this application.	all work & materials shall be described & itemized/listed in detail
Wayne Briggs	Digital photos of existing building/sign elevations/façades ☒
Type Applicant's Name here to serve as a signature	Proposed color building/sign elevations to scale ☒
7/7/2026	rendering as proposed & depicted on existing building/signs
Date	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	Formal Procedure
206 PARTNERS LLC - Pete Stopulos	Application Fee: NONE
Address	(1) Application:
220 EMERSON PL STE 101-C DAVENPORT IA 52801	• Prior to submission of the application, the applicant shall correspond with Planning staff to discuss the request, potential alternatives and the process. • The submission of the application does not constitute official acceptance by the City of Davenport. Planning staff will review the application for completeness and notify the applicant that the application has been accepted or additional information is required. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u>
Phone	(2) Scope of Board's Consideration:
563-940-5722	• 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.
Secondary Phone	(3) Post Board Ruling:
E-Mail Address	• 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	
Wayne Briggs	
Address	
1320 West Kimberly Rd. Davenport, IA 52806	
Phone	
(319) 470-9585	
Secondary Phone	
E-Mail Address	
	Submit this form with attachments to: planning@davenportiowa.com

Design Review Board (DRB) | City of Davenport Meeting Calendar 2026

The Applicant and/or their representative **MUST** attend the Meeting

Submittals and certifications are to be submitted to Davenport Public Works, 1200 E 46th St, Davenport, IA 52807.

Submittal/Application Deadline**	Meetings***
12:00 P.M. on the Friday Identified Below	5:00 P.M. on the Monday Identified Below Applicant/Representative Presence Required
01/16/26	01/26/26
02/13/26	02/23/26
03/13/26	03/23/26
04/17/26	04/27/26
05/15/26	05/26/26
06/12/26	06/22/26
07/17/26	07/27/26
08/14/26	08/24/26
09/18/26	09/28/26
10/16/26	10/26/26
11/13/26	11/23/26
12/11/26	12/21/26

* Change Due to Holiday.

** Email completed PDF Application to: planning@davenportiowa.com, or mail USB drive with a copy of the completed application to: Planning, Davenport Public Works, 1200 E 46th St, Davenport, IA 52807.

*** All meetings are held at Davenport City Hall, 226 W 4th Street, Davenport, IA.
Applicant/Representative Presence Required

For more information contact: planning@davenportiowa.com or 563.326.6198.

Any and all Date/Location/Time are subject to change.

City of Davenport

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

Action / Date
7/27/2026

Subject:

Case DR26-10: Request for Design Review, C-D Downtown Zoning District; Installation of a wall sign for Miss Phay Cafe, located at 512 Brady Street. Mun Luangruang, petitioner. [Ward 3]

Recommendation:

Staff recommends Case DR26-10 be approved in accordance with the submitted work write up and materials.

Background:

Design Request:

The applicant requests approval to install one illuminated wall-mounted cabinet sign on the south elevation of the commercial building located at 512 Brady Street. The proposed sign will advertise Miss Phay's Cafe, which most recently remodeled its storefront in 2023.

The proposed sign consists of:

1. One internally illuminated cabinet sign.
2. Overall dimensions of approximately 144 inches wide by 60 inches tall (60 square feet).
3. Aluminum extrusion cabinet with a polycarbonate sign face and translucent vinyl graphics.
4. Flush-mounted installation on the building façade.

Background:

In 2023, the Design Review Board approved exterior storefront improvements for Miss Phay's Cafe, including renovations that enhanced the building's appearance and activated the tenant space along Brady Street. The current request is limited to the installation of a new wall-mounted business identification sign.

The applicant proposes to install one internally illuminated cabinet sign on the south elevation of the building. The sign measures approximately 12 feet wide by 5 feet tall and will be flush-mounted to the wall above the existing Hilltop Campus Village neighborhood branding sign. The Hilltop Campus Village sign functions as a permanent wayfinding and neighborhood identity feature and is intended to remain.

The proposed sign is intended to improve the visibility of Miss Phay's Cafe from Brady Street. The design incorporates the restaurant's name, floral graphics, Thai script, and a dark green background that reflects the restaurant's established branding and complements the recently renovated storefront.

Staff Review:

The Downtown Design Guidelines recommend that plastic sign faces generally be limited to

more contemporary buildings, discourage internally illuminated cabinet signs with plastic faces on older buildings, encourage light-colored lettering on dark-colored backgrounds for improved legibility, and recommend matte finishes on historic buildings.

Staff finds that the proposed sign incorporates several design elements that are consistent with these recommendations. The use of a dark green background with light-colored lettering improves legibility while creating a cohesive appearance with the restaurant's storefront and overall branding. The color palette reduces the visual impact commonly associated with illuminated cabinet signs and is more compatible with the historic character of the building than a light-colored illuminated background.

The proposal utilizes an internally illuminated cabinet sign with a polycarbonate sign face. Although cabinet signs are generally not the preferred sign type for historic masonry buildings within the Downtown District, staff recognizes the unique characteristics of this site. The sign will be mounted on a large, blank three-story brick wall that contains no storefront windows or significant architectural detailing. Additionally, the adjacent property to the south is vacant, making the entire south elevation highly visible to northbound traffic along Brady Street. Unlike a typical downtown storefront sign intended primarily for pedestrians, this sign is designed to provide business identification from a major arterial roadway.

The proposed sign will also be installed above the existing Hilltop Campus Village neighborhood branding sign, which will remain in place. Staff finds that the vertical separation between the two signs allows each to remain visible and legible while serving distinct purposes. The neighborhood branding sign identifies the Hilltop Campus Village district, while the proposed sign identifies the tenant occupying the building.

While the proposed sign does not fully conform to the Downtown Design Guidelines due to its use of an internally illuminated cabinet sign with a plastic face, staff finds that the design is appropriate given the unique conditions of the site. The blank south elevation, the building's visibility from Brady Street, the coordinated color palette that complements the storefront, and the continued investment in the property support approval of the request.

Attachments:

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



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

Office 563.326.6198
planning@davenportiowa.com

APPLICATION FOR
DESIGN REVIEW

DESIGN REVIEW BOARD

APPLICANT INFORMATION	
Applicant Name Company Name MUN LUANGRUANG	REVIEW DISTRICT Hilltop SUBMITTAL DATE 07/15/26 MEETING DATE 07/27/26
Address 2303 EAST 53RD ST.	
City State Zip DAVENPORT, IA 52807	
Phone 563-528-2495	
Secondary Phone	
E-Mail Address	SITE ADDRESS & PARCEL OR LOCATION DESCRIPTION 512 N. BRADY ST. DAVENPORT, IA 52801
BRIEF OVERVIEW OF THE PROJECT (not a scope of work) Mun Luangruang has asked Signs Now to fabricate and install an illuminated logo cabinet, to help potential customers see Miss Phay (the restaurant) on Brady St.	
APPLICABILITY (PRIOR TO ANY WORK, APPROVAL IS REQUIRED) Design Review Applications must be completed and approved PRIOR to the commencement of the following types of work: • New construction or an alteration to an exterior of a structure where changes are visible from the public right-of-way • New parking lots, fencing/walls, landscaping, or alterations of • Sign installation or alteration • Streetscaping element installation within the public right-of-way	
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.  563-391-5632 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 MUN LUANGRUANG	
Address 512 N. BRADY ST. DAVENPORT, IA 52801	
Phone 563-528-2495	Secondary Phone
E-Mail Address	
Project Manager/Other SIGNS NOW - JEREMY COLLINS	
Address 933 E. 53RD ST. DAVENPORT, IA 52807	
Phone 563-391-5632	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. <u>Inaccurate or incomplete applications may result in delay of required regularly scheduled meetings.</u> (2) Scope of Board's Consideration: • Only work described in the application may be approved. • If insufficient information exists to make a proper judgment on the application, the Board may continue the consideration a maximum of three regularly scheduled consecutive meetings, excluding applicant requested continuances. (3) Post Board Ruling: • If approved, design approval does not constitute a City permit or license and does vest against any other land development regulation or regulatory approval. Applicant must contact necessary development authorities. • Design approval expires one year from the date of approval unless a building permit is obtained within such period. An applicant may apply in writing for an extension of time at any time prior to the date of expiration. • Appeals to the Board's determinations are \$75 made to City Council and shall be in writing submitted to the Zoning Administrator within 30 calendar days of Board's decision.	
Submit this form with attachments to: planning@davenportiowa.com	

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512 N Brady St, Davenport, IA 52801

144"

60"



QUANTITY 1 (LED LIT WALL MOUNTED CABINET SIGN)
ALUMINUM EXTRUSION CABINET FLUSH MOUNT TO WALL
POLYCARBONATE DECORATED SIGN FACE WITH TRANSLUCENT VINYL



south elevation

*Customer will receive one complimentary proof change with order. Additional proof changes requested by customer are billed at an hourly rate.
Once artwork is approved by the client, Signs Now is not responsible for spelling / layout errors. Remakes will be at the cost of the client.*



933 East 53rd Street
Davenport, Iowa 52807
snqc@mchsi.com

[phone] 563.391.5632

Please check all aspects of this layout; including but not limited to: color, size, materials, and spelling.

Approved _____ Date _____
your job will be produced as shown

Changes are needed _____ Date _____
proof will be re-submitted

Miss Phay Cafe

DAVENPORT
IOWA | USA



Design Request

- Installation of a wall mounted cabinet sign.
- Dimensions: 5' x 12'
- Sign Area: 60 Square Feet
- Internally illuminated with LED lights.
- Materials:
 - Aluminum extrusion cabinet
 - Polycarbonate decorated sign face with translucent vinyl



Sign Placement

DAVENPORT
IOWA | USA



Existing



Proposed

Consistency with Storefront

DAVENPORT
IOWA | USA



Signage

Design Objective:

Reinforce the unique character of downtown Davenport

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

Discussion:

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

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

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



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

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

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

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

General Sign Guidelines

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



Sign design in many ways establishes a business' identity.

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

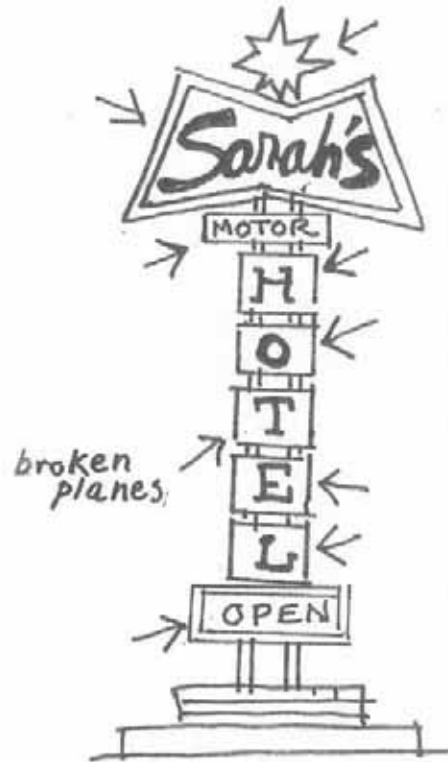


- Centering signs within storefront bays and not extending beyond the limits of the storefront or over elements such as columns, pilasters or transoms and decorative ornament prevents signage from being detrimental to the architectural character of the façade.
- Die-cut letters should be constructed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

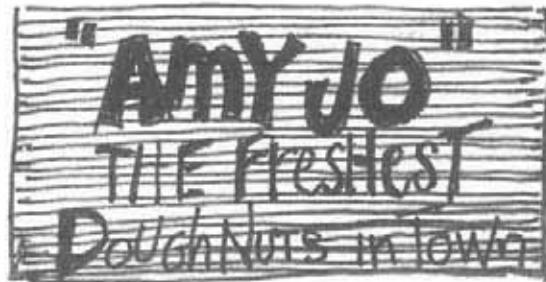




A simple sign with strong graphics is always better than a busy, complicated sign. Avoid having too many words. Best results are usually achieved when the color scheme is limited to no more than three colors. If possible pick up colors in the architecture of the building. In particular, avoid garish,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



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

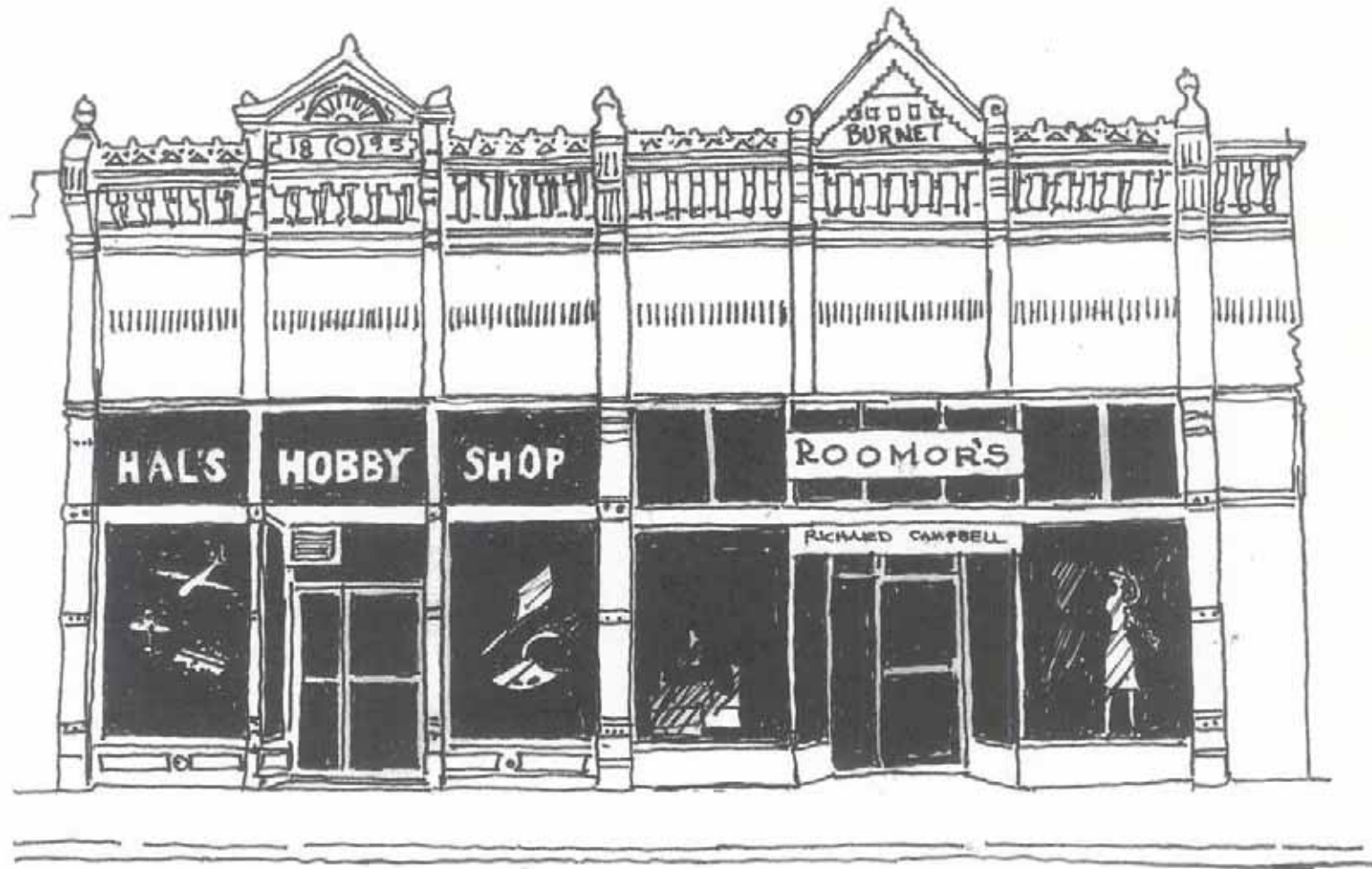


Two possible signs for Amy Jo's Donuts: The sign, above left, uses poor lettering that does not contrast well with the sign's background. By including a selling slogan the sign has more words than is necessary. The sign, to the right above, works better. It has good contrast, legible lettering and a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

Boflics

Avoid unusual type faces that are difficult to read.

SIGN PROBLEMS



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

Wall Signs

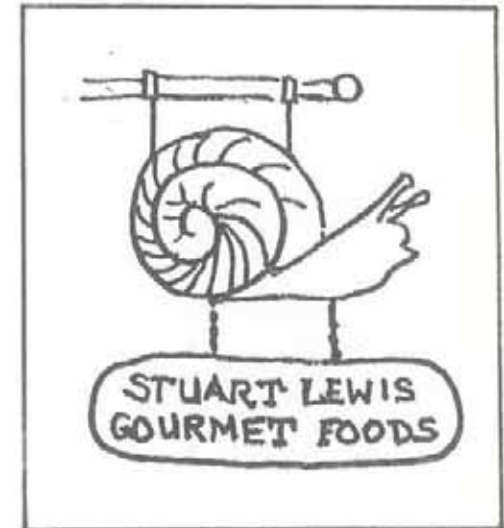
Flush mounted wall signs are signboards or individual die-cut letters placed on the face of a building. Often there will be a horizontal molded board on buildings that was designed to accommodate a flush mounted sign.

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

Projecting Signs

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

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



Window Signs

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

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





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

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

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

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

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

Icon, Symbol or Graphic Signs

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

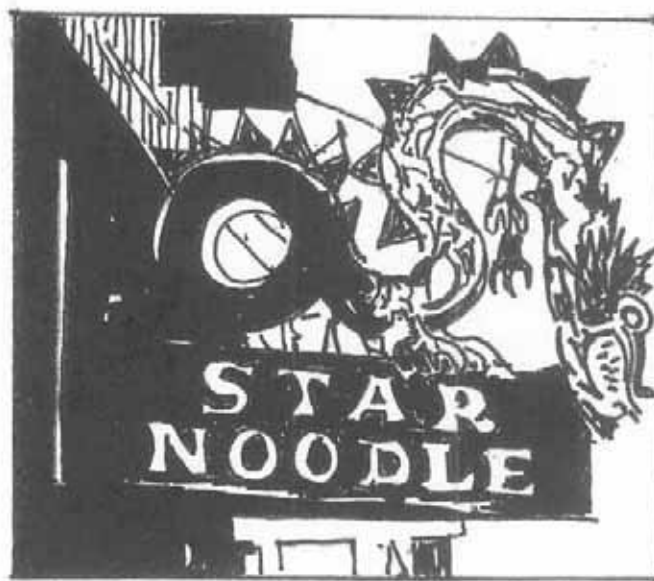
- Encouraging graphic imagery with subservient text makes for an attractive and informative visual experience.

Painted Wall Signs

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

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

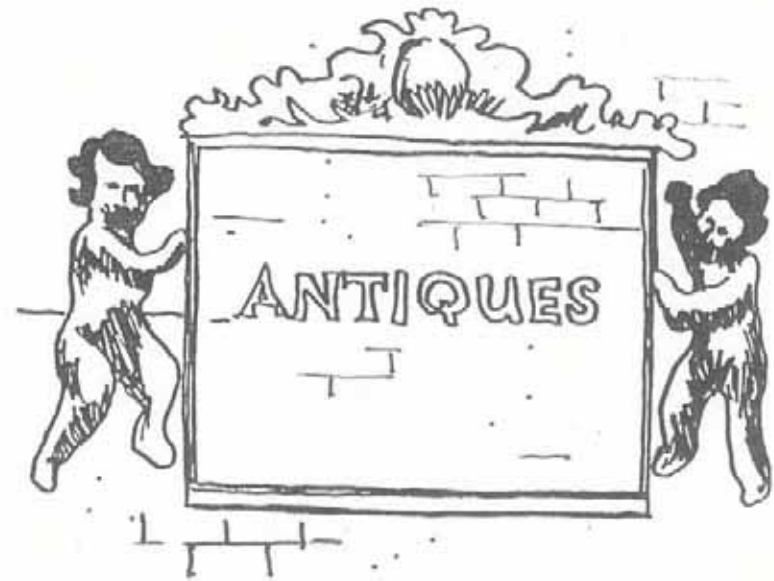




While the barber's striped pole and the drug store's mortar and pestle are perhaps the best known of the symbols that serve as signage, there are many others. The cigar store Indian was once a common symbol or icon for a store that sold tobacco products and it may still be used in that fashion today.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



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



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

Changing Signs

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

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

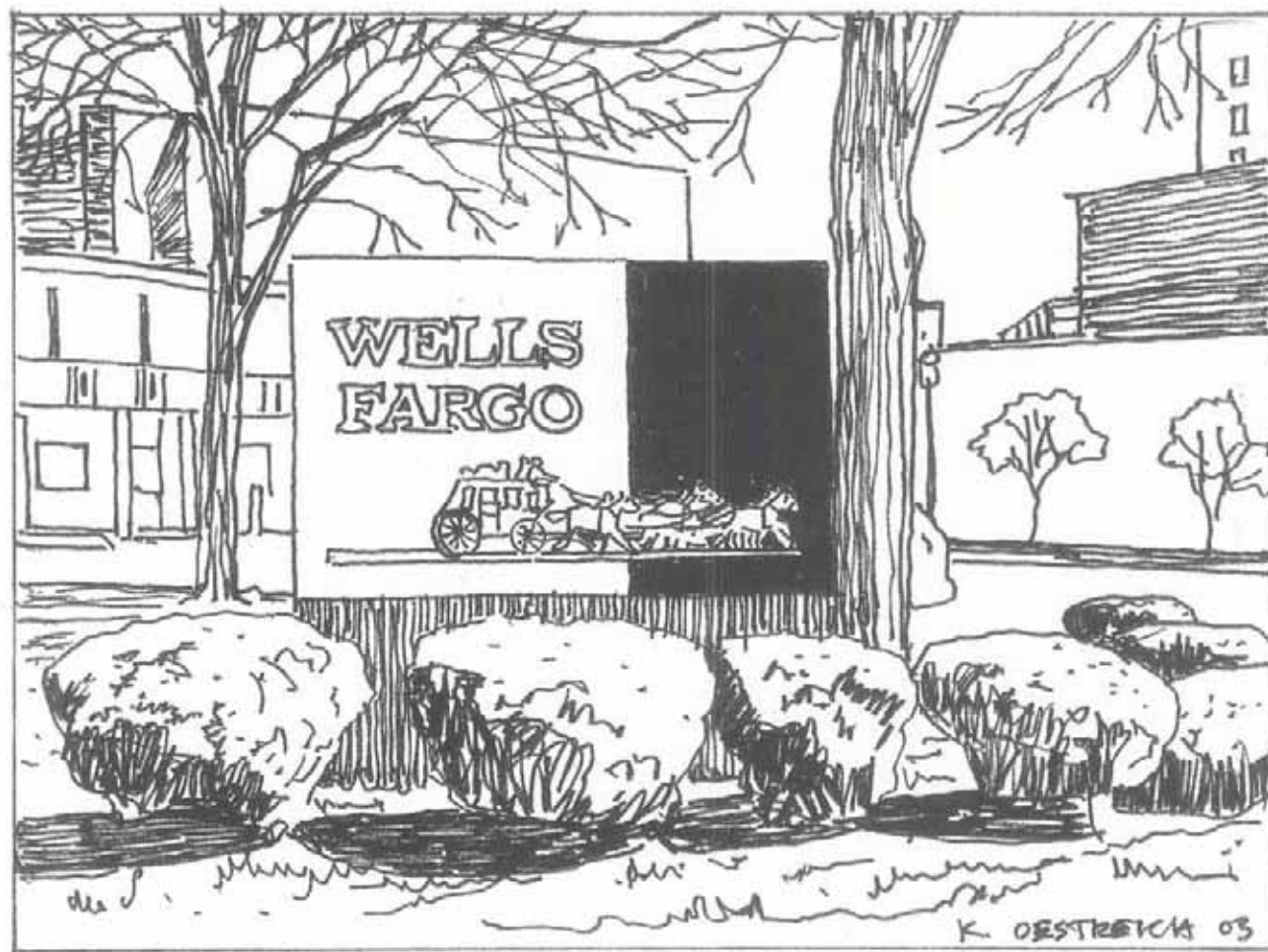
Monument or Ground Signs

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

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



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



Signs on Awnings

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

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

Freestanding Pole Sign

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

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

Neon and Bare Bulb Signs

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

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

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

Banner Signs

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

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





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

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

Lighted Signs

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

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



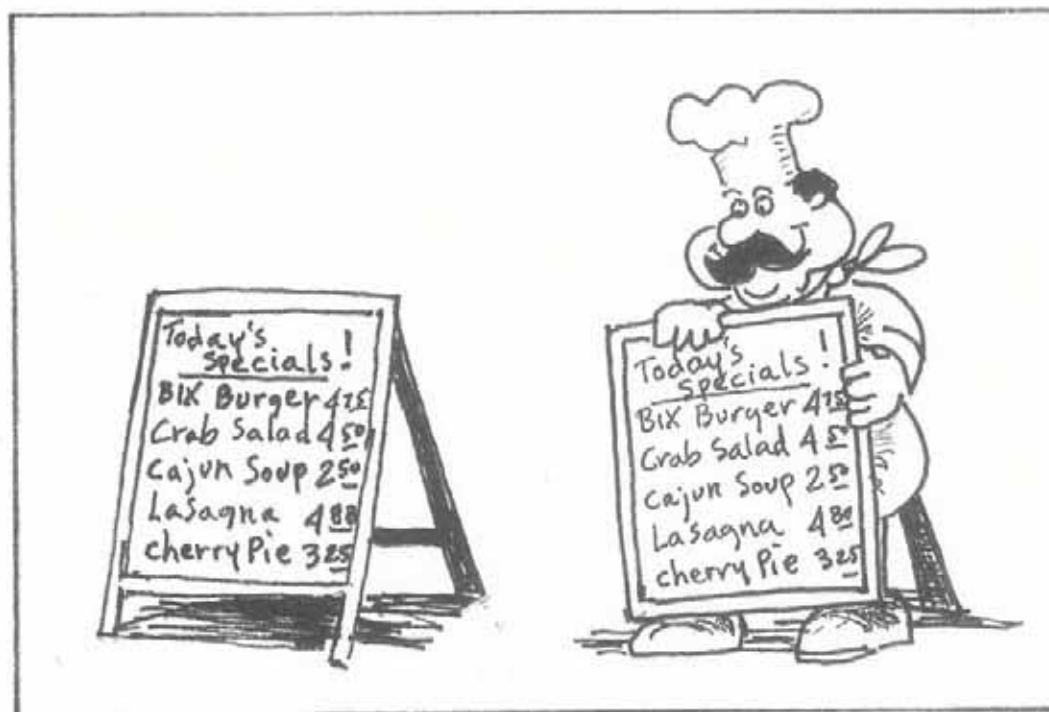
Directional Signage for Parking Lots

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

Sandwich Board Signs

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

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

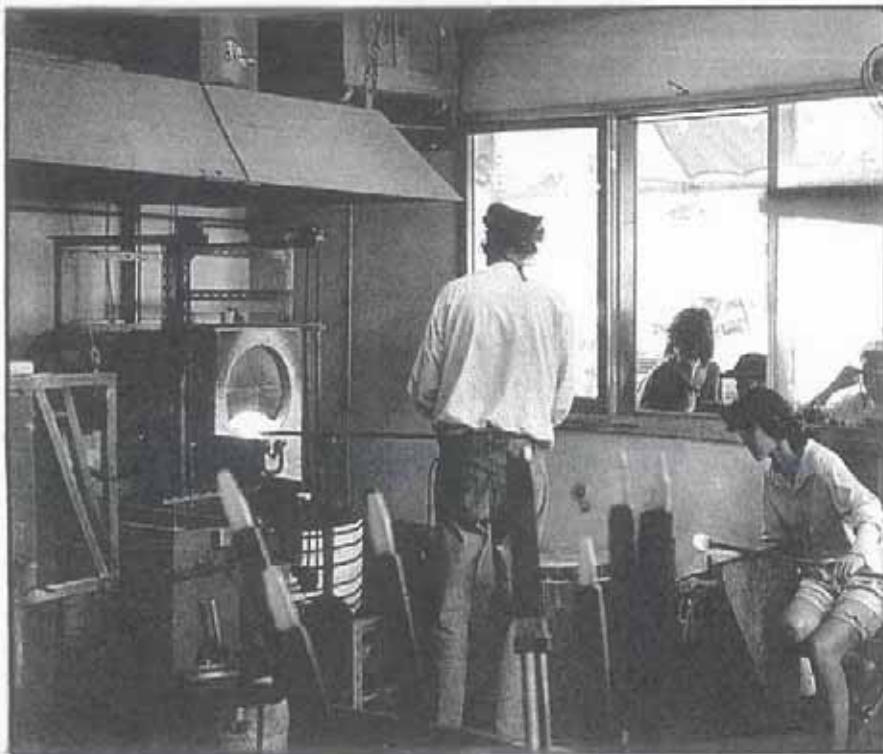


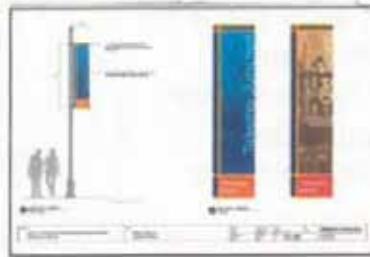
Sandwich board or A-frame signs are allowed on city sidewalks in the Downtown Design District at the city's discretion with an encroachment permit (assuming the location does not overly restrict pedestrian or wheelchair movements). Consider this an opportunity to be a little whimsical or creative. Of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



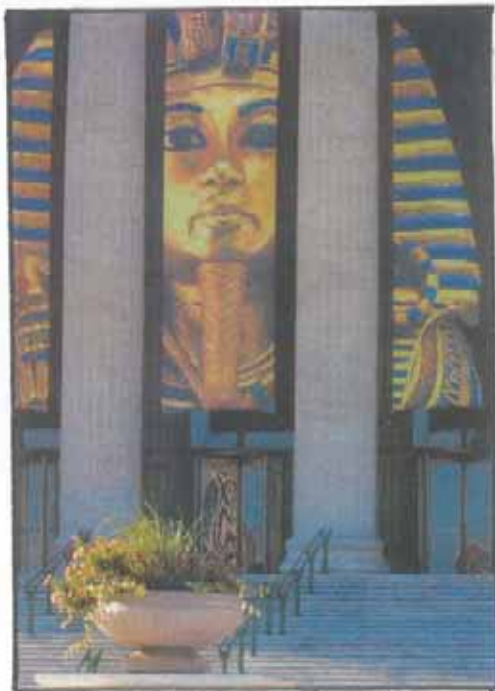
Left: A vibrant shop window enlivens the streetscape while clearly advertising the types of merchandise sold within this retail shop. The neon sign in the interior further colorfully identifies the business. (The City of Davenport does not regulate signage located on the inside of a building).

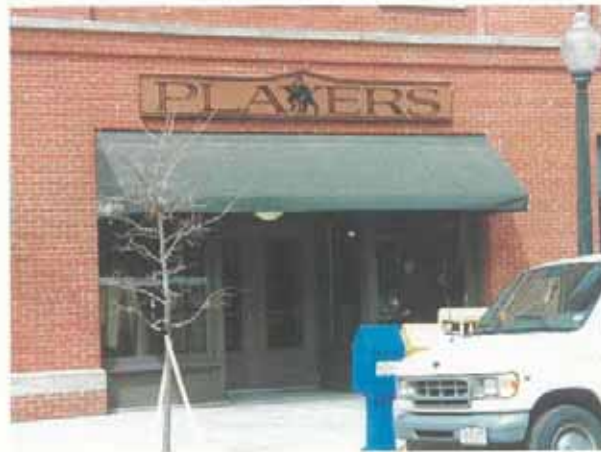
Below: An even more interesting way to use a store front window as signage is to allow the public to actually watch the work taking place inside. There are few things more engaging than to watch other people work, especially when the worker is skilled and the work is intriguing and involving. In this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





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





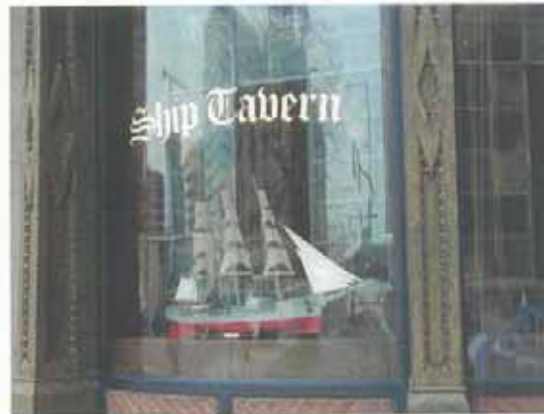
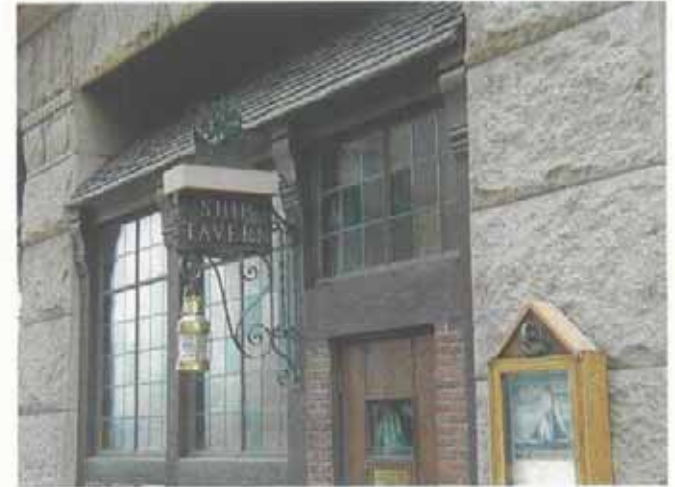
Signage: various forms of attractive signage meeting the guidelines



Signage: various forms of attractive signage consistent with the guidelines

The Ship Tavern:

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



SIGNAGE PLANS

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

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



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