



**KNOXVILLE HISTORIC ZONING COMMISSION
STAFF REPORT - CERTIFICATE OF APPROPRIATENESS APPLICATION**

PROPERTY ADDRESS: 35 Market Square 37902

FILE NO.: 10-K-14-HZ

DISTRICT: Market Square H-1

MEETING DATE: 10/30/2014

APPLICANT: Richard Wozniak (COO); Robert Speck (CEO)

LEVEL OF WORK: Level I. Installation of signage

PROPERTY DESCRIPTION: Victorian Vernacular Commercial, c. 1870 (altered)

J. F. Horne building. Two-story brick with second-story windows with arched window lintels (blocked in on north elevation). Altered storefront and north elevation (1960). J.F. Horne & Bros., a tobacco and liquor store, occupied this building from 1876 to 1905, when it became a restaurant and confectioners. From 1920 until at least 1965, it was known as the Gold Sun Café, and has remained in restaurant use. (Contributing)

► **DESCRIPTION OF WORK:**

PREVIOUS PROPOSAL - DENIED WITHOUT PREJUDICE- 10-16-2014

Install one hanging projecting sign near the Wall Avenue corner of the building. The sign would be mounted at a 45-degree angle from the corner of the building so as to be readable from both sides of the building. The overall sign square footage is proposed to be 11.7 square feet. The eight individual rectangular panels of the sign would be fabricated of wood and sealed with an all-weather finish. The sign would be secured using steel brackets and framing and mounted through the brick and secured into the steel I-beams inside. The brackets would be affixed to both the Wall Avenue and Market Square sides for stability.

REVISED PROPOSAL for 11-20-2014

Mount sign on a 45-degree angle from the corner of the building, constructed of wood and sealed with an all-weather Spar-Varnish protective treatment used on wooden ships. Secure with steel brackets and framing mounted through the building and secured into steel I-beams inside of the building. The sign will include a top header panel slightly wider than the other six. The remaining six panels will be a uniform 24" wide with some slight variance in the 1.15-foot height. The seven panels together total 9.45 sq feet.

► **APPLICABLE DESIGN GUIDELINES:**

Market Square Design Guidelines and Designation Report, adopted by the Knoxville City Council on July 24, 2001.

D. Signs

1. A storefront shall not have more than two signs, a primary and a secondary sign. One of these may be a flush-mounted sign board located below the second story window sills and above the storefront display windows. It should not be more than 2-1/2 feet high with lettering between 8" and 18" high and covering about 65% of the sign board.

2. A hanging sign can be mounted above the sidewalk, projecting no more than five feet. It can display the image of a product or use text to identify a tenant and should be 4-6 square feet in area

COMMENTS:

City Building Inspections makes the determination on whether or not the content of the signage is allowable. One such determination is whether or not the signage is considered to be off-site advertising.



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REVISIONS TO THE 10-16 STAFF FINDINGS ARE IN UPPER CASE LETTERING.

STAFF FINDINGS:

- 1) The guidelines recommend that one secondary sign (two signs total) per façade be allowed, not to exceed 6 square feet each.
- 2) The building has an approved, existing, flush-mounted sign board on the front facing Market Square, and also one facing Wall Avenue. These signs serve as the primary sign boards for these facades, so a second sign, not to exceed six square feet, is recommended as allowable under the guidelines.
- 3) The secondary hanging sign is proposed to be a total of 11.7 square feet. Although eight individual panels comprise the sign, the eight are considered to comprise only one sign since the panels are connected (according to City Building Inspections). (THE SIGN PANELS HAVE BEEN REDUCED TO A TOTAL OF 9.45 SQUARE FEET, AND THE NUMBER REDUCED FROM 8 TO 7 PANELS.)
- 4) The measure of square footage is not doubled for signs with text on the front as well as the back (double-faced) according to the signage code: Sec. 10. - Signs, billboards, and other advertising structures-- A (18): A sign designed to be viewed from two different directions shall be considered as one sign, provided that the two sign faces shall not be more than forty-two inches apart if parallel, nor form an angle of more than ninety degrees.
- 5) THE SIGN IS PROPOSED TO BE MOUNTED ON THE CORNER OF THE BUILDING AT A 45-DEGREE ANGLE TOWARD WALL STREET.
- 6) THERE ARE 3 OTHER BUILDINGS IN MARKET SQUARE (LOCATED ON EACH OF THE OTHER 3 CORNERS) THAT ARE ADJACENT TO A PUBLIC CITY STREET. THIS FINDING MAKES THESE AND THE SUBJECT BUILDING LOCATIONALLY UNIQUE FROM THE OTHERS LOCATED INTERNALLY IN MARKET SQUARE.
- 7) SIGNS MOUNTED ON CORNERS ADJACENT TO STREETS AT THE ENDS OF MARKET SQUARE MAY CONTRIBUTE SOMEWHAT LESS TO SIGN CLUTTER THAN THOSE LOCATED INTERNALLY ON MARKET SQUARE.

► **STAFF RECOMMENDATION:**

RECOMMENDATION FROM 10-16-2014: Staff recommends dividing the sign into two smaller signs of 6 square feet or less each, mounting one on each of the two facades.

RECOMMENDATION FOR 11-20-2014: STAFF RECOMMENDS AGAINST PROVIDING A WAIVER TO THE DESIGN GUIDELINES UNLESS FINDINGS OF FACT ARE SUBSTANTIAL ENOUGH TO WARRANT. THE COMMISSION WOULD NEED TO AGREE WITH FINDING NUMBER 7 ABOVE, OR PRESENT ANY NEW FINDING THAT JUSTIFIES THE WAIVER OF THE GUIDELINE WHICH RECOMMENDS THAT PROJECTING SIGNS BE NO LARGER THAN 6 SQUARE FEET. IF APPROVED, THIS LARGE SIZE OF SIGNAGE WOULD BECOME AN OPTION TO THE OTHER 3 BUILDINGS IN MARKET SQUARE THAT ARE LOCATED ADJACENT TO CITY STREETS. THIS IS BECAUSE SIMILARLY SITUATED BUILDINGS MUST BE TREATED SIMILARLY IN ORDER FOR THE HZC TO BE CONSISTENT WHEN UTILIZING PERTINENT FINDINGS IN REVIEWING FUTURE SIGNAGE REQUESTS ON MARKET SQUARE.

**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS
KNOXVILLE/KNOX COUNTY HISTORIC ZONING COMMISSION**

Please print all information

1. NAME OF APPLICANT: BLUE COAST GRILL & BAR

Address: 37 MARKET SQUARE KNOXVILLE, TN 37902

Telephone: 865-243-2300 E-mail address: _____

Relationship to Owner: _____

2. NAME OF OWNER: GLENN LAIKEN

Address: _____

Telephone: _____ E-mail address: _____

3. LOCATION OF PROPERTY:


Address: 37 MARKET SQUARE Tax ID/Lot/Parcel No: _____

4. LEVEL OF WORK (circle Level)

- Level I Routine repair, replacement of non-original materials in-kind; removal of artificial siding or late additions; installation of gutters, storm windows/doors, screen doors, satellite dishes, or signage; demolition of a noncontributing structure
- Level II Major replacement of materials or architectural elements; construction of addition or outbuilding; renewal of COA
- Level III Construction of a new primary building; subdivision of property
- Level IV Demolition or relocation of a contributing structure

5. DESCRIPTION OF WORK: (See Part 2 of this application for additional information that is required for submittal with the application. (A copy of all information which is submitted with an application must be retained by the Knoxville/Knox County Historic Zoning Commission.)

RE-SUBMISSION OF WAIVER FOR SIGNATURE GUIDELINES
WITH THE HELP OF INPUT FROM THE
HZC MEMBERS.

6. SIGNATURE OF APPLICANT:  Date: 10/3/14

Return application to: Knoxville/Knox County Historic Zoning Commission, Suite 403, City/County Building, 400 Main Street, Knoxville, Tennessee 37902. **Incomplete applications will not be accepted.**

FOR STAFF USE ONLY			
Date Received _____	Approved _____	Disapproved _____	Approved As Modified _____
Date Acted On _____			



35- 37 Market Square
Market Square H-1

KGIS - 606 Main St - Suite 150 - Knoxville, TN 37902 - www.kgis.org

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**Modified Request for Waiver of Design Guidelines for
Size of Sign at 37 Market Square
For Presentation to the Knoxville Historic Zoning Commission
(November 20, 2014)**

Considerations for a Modified “Local Partners” Sign/ Blue Coast Grill & Bar

- **HZC Input:** Revisions/modifications made in response to input from the HZC on 10-30-14
 - We have abandoned the two sign angled stack that was viewed as not meeting the spirit of the guideline established for secondary signage.
 - One of the largest panels was eliminated altogether (the sign is now 7 panels vs 8)
 - Remaining panels have been reduced in size from an average of 1.47 sft to 1.35 sft
 - Several boards to be redone completely for uniformity of width. The 6 sub-header panels will all now be 24” wide
 - Total sft has been reduced by almost 20% to 9.45 sft (avg of 4.725 sft per facade) from 11.73 sft (5.87 sft per facade)
 - One input encouraged separate signs for each facade. We looked thoroughly at all options and just felt the objectives we have for the sign would be missed and the look too crowded and somewhat cluttered.
- **Blue Coast Supposition:** Given the unique conditions of this corner there is no guideline that ideally addresses this circumstance. This modified and smaller proposed sign would be positioned at a 45° angle between the 2 facades (each of which are allowed 6 sft for secondary signage). With total sft now well under the combined 12 sft of two signs on separate facades, we feel this meets the spirit of the guideline and maintains an important esthetic appeal. Given that the guidelines do not specifically address this unique situation, we would ask for consideration of a modified design that is simple and reduced in size. It is one sign that effectively and practically communicates to pedestrians from opposite sides of the building. It is a back to back design in keeping with guidelines for one sign; but as such, it eliminates the need for a second. It has aesthetic appeal with size and uniformity in keeping with preferences expressed in October’s meeting.
- **M-SQ Fit:** The design aligns well with the demographics and brand image of M-SQ. Most visitors to the Square want:
 - The practice of Sustainability in restaurants
 - The message of locally-sourced foods
 - A message of encouragement to Market Square patrons to support local companies
 - Unique, handmade art...a natural look that is consistent with the eclectic/ arts-prevalent feel of Market Square
- **Historical Alignment:** A natural look in keeping with an historical site, clearly avoiding today’s trends in signage (bright, neon, digital, etc). We have researched the history of 37 Market Square and devoted a large portion of upper floor wall space to a display of the site’s history. This is important to us.
- **Alignment/ City Requirements:** With this sign, we will still have only 18% of allowable space for signage utilized.
- **Similar consideration:** Perhaps in some way, modification appears to have been allowed for the Olivar and Square Room.

Summary

Taking all Commission input into consideration combined with the objectives we feel strongly we need to achieve, we believe a sign and message that encourages support of local companies remains achievable. Given the unique conditions of this corner there is no guideline that ideally addresses this circumstance. However, a well rounded blend of input and adjustment has resulted in a request for a sign that is reduced in size, uniform, compact yet still readable, for placement in a very unique corner positioning at 37 Market Square. We believe this is reasonable justification for a more moderate waiver request for the signage size and eliminates need for further signage on either facade.









Revised Work Description

In an effort to promote using local businesses and sustainable products and services, we want to install a specific themed sign on the front corner of the Blue Coast Grill & Bar site at 37 Market Square. It would be mounted on a 45-degree angle from the corner of the building, with the same read and look on each side (two-way read). The sign is constructed of wood and sealed with an all-weather Spar-Varnish protective treatment used on wooden ships. It will be secured using steel brackets and framing mounted through the building and secured into steel I-beams inside of the building. The sign will include a top header panel slightly wider than the other six. The remaining six panels will be a uniform 24" wide with some slight variance in height. The seven panels together total 9.45 sq feet (almost 20% smaller vs 11.73 in the initial request).

Given the 45° positioning of the sign placement, it utilizes an average of 4.725 sq ft per facade.


Request for Waiver of Design Guidelines Presented to the HZC on 10-30-14

Decision from Commission: Denial Without Prejudice

	2.28 sft
	1.15 sft
	1.15 sft
	1.15 sft
	1.7 sft
	1.3 sft
	1.5 sft
	1.5 sft
	<u>11.73</u>

Total sft = 11.73 sft (5.87 sft per facade)

HZC Design Guidelines for SIZE is 6 sft per facade for a total of 12 sft for a site like BC Grill & Bar. The 10-30-14 proposal positioned 1 sign at a 45 degree angle from the building's corner, effectively splitting the two facades in the middle and replacing 2 signs with only one. The 1 sign for which a Waiver was requested was 11.73 sft (or slightly less than the total guideline).



Imagine this as an aerial view of Blue Coast Grill. The sign as initially proposed was within the guideline # if the two way face were counted as a sign on each facade (11.73 sft or effectively 5.87 sft per facade)

Request for Waiver of Design Guidelines
 Submitted to Historic Zoning Commission (11-20-14)
 (Revised with Input from the HZC on 10-30-14)

LOCAL PARTNERS	2.2 sft
BENTON'S	1.15 sft
FLOUR HEAD BAKERY	1.15 sft
SHELTON FARMS	1.15 sft
SWEETWATER VALLEY FARM	1.15 sft
Cruze Farm ~DAIRY~	1.15 sft
MARKET SQUARE FARMERS' MARKET	1.5 sft
	<hr/> 9.45 sft

Total sft = 9.45 sft
 (4.725 sft per facade)

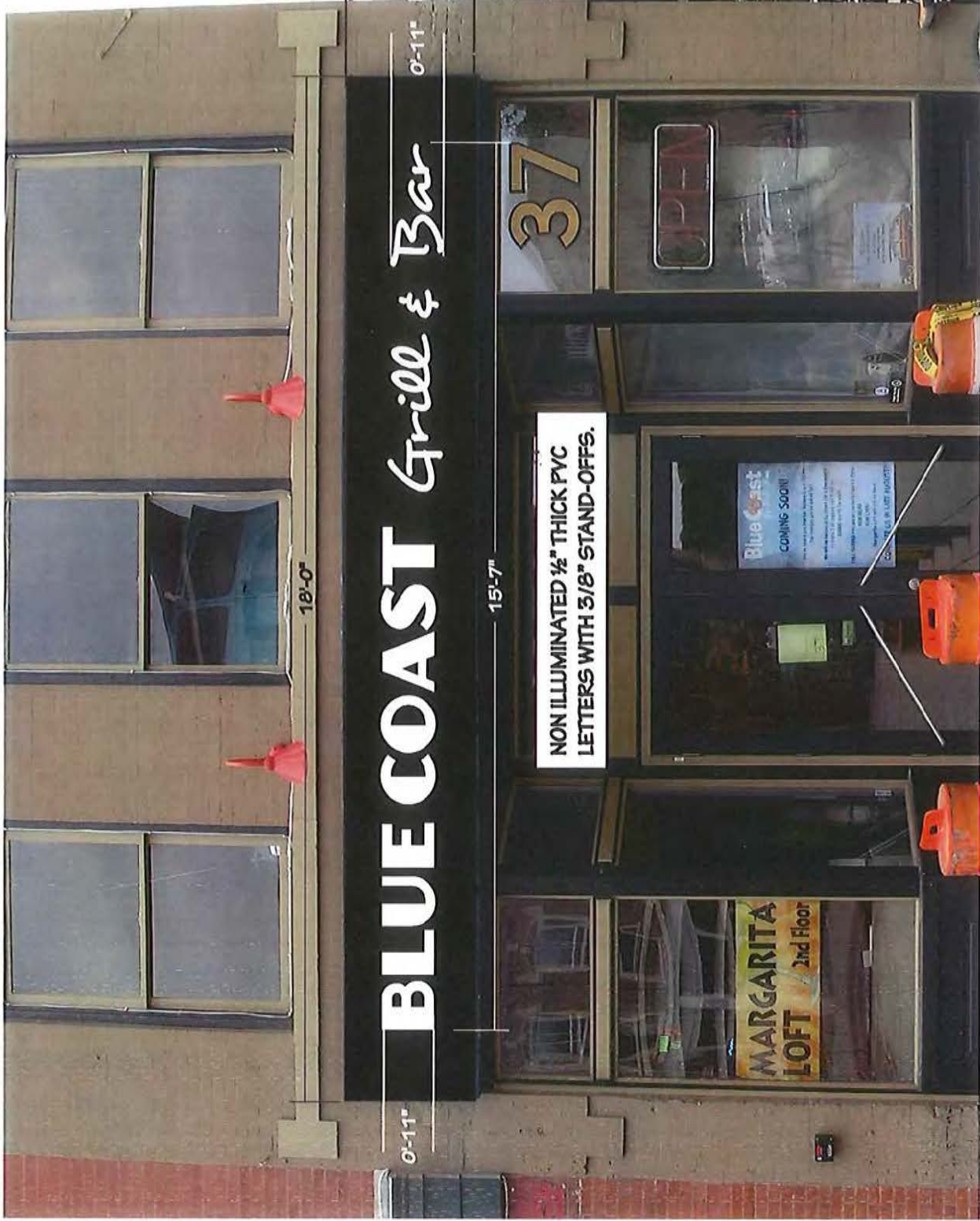
Design Guidelines for SIZE is 6 sft per facade, a total of 12 sft for a site like BC Grill & Bar. The 11-20-14 modified proposal positions 1 (smaller) sign at a 45° angle from the building's corner. This unique positioning is not addressed directly by signage guidelines, using one sign to communicate to visitors on both sides of the building, eliminating need for a second sign, and at 9.45 sft, it is 79% of the total sft allowed by the guidelines.

Imagine this as an aerial view of Blue Coast Grill and Bar. This sign as proposed is now well under the guideline # if the 2 way face were counted as a sign on each facade. 9.45 sft, or effectively 4.725 sft per facade.

We believe this is a fit for Market Square, in alignment with historical interests, and a demographic fit for both Blue Coast and Market Square.

35 MARKET
SQUARE
10/14 SIGNAGE
PROPOSAL





CURRENT
SIGNBOARD
10/14

2'-4"

0-11"

18'-0"

15'-7"

NON ILLUMINATED 1/2" THICK PVC
LETTERS WITH 3/8" STAND-OFFS.

37

OPEN

Blue Coast
COMING SOON!
We are excited to announce that we are opening a new location in Downtown Market Square. We will be offering a variety of food and drinks. Stay tuned for more information.

MARGARITA
LOFT
2nd Floor

SIGNCO inc.
PLASTIC, NEON, ELECTRONIC

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VALUE OF THIS DRAWING: \$500.00

SIGN & FAX BACK SO THAT WE Approved Approved w/changes Revise & Resubmit **APPROVAL SIGNATURE**

MAY APPROVE YOUR ORDER.
FAX: 865.947.2089

CUSTOMER: Blue Coast Grill & Bar
SALES REPRESENTATIVE: Keith Pankey
LOCATION: Market Square - Downtown
DATE: 07/25/13
SCALE: 3/8" = 1'
FILE: Blue Coast Grill & Bar
DESIGNER: Tiffany Poling
PMS COLORS: [] 0000 [] 0000 [] 0000 [] 0000 [] 0000 [] 0000



CURRENT SIGNBOARD
10/14

NON ILLUMINATED 1/2" THICK PVC
LETTERS WITH 3/8" STAND-OFFS.

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Approved
 Approved w/changes
 Revise & Resubmit

APPROVAL SIGNATURE _____

CUSTOMER: Blue Coast Grill & Bar
SALES REPRESENTATIVE: Keith Pankey

LOCATION: Market Square - Downtown
FILE: Blue Coast Downtown

DATE: 07/25/13
SCALE: 3/8" = 1'

DRAWN BY: Tiffany Poling

PMS COLORS: 0000 0000 0000 0000 0000