



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

PROPERTY ADDRESS: 36 Market Square 37902

FILE NO.: 10-J-15-HZ

DISTRICT: Market Square H-1

MEETING DATE: 10/15/2015

APPLICANT: Camel Custom Canvas Shop Christian Caine (property manager)

LEVEL OF WORK: Level II. Installation of signage and awning

PROPERTY DESCRIPTION: Neoclassical Commercial (c. 1910)

(320 Wall). Woods & Taylor building. Four-story brick building with engaged Tuscan columns punctuating bays, pressed metal cornice with modillions, chambered corner with quoins, altered c. 1950 storefront, segmental arched one-over-one windows. This building housed Woods & Taylor clothing store and in 1940, Bower's Department Store, together with restaurants, office, space, a watch repair stop and a beauty shop.

► **DESCRIPTION OF WORK:**

SIGNAGE

Install hanging projecting double-sided wooden sign panel framed in decorative metal sign at the corner entrance of the building at Market Square and Wall Street. The proposed sign is 33" wide by 54" tall. The sign would be mounted at a 45-degree angle over the building entry on 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 9.33 square feet. The sign would be hung from an existing metal signage arm which extends 52". The sign would have a clearance of 14'-6" above the ground. The thickest point of the sign measures 1- 1/8 inch.

AWNINGS

Install sloped canvas awning on both sides of the building and over corner entrance. The clearance of the awning will be 9'-1", increasing to 11'-4" on the east end of Wall Street. The frame will be black welded aluminum, attached to the facade and supported by south tie-back rods which will be above the awning. The quantity and diameter is to be determined by the engineer.

24'-9" long by 4'-7" tall by 10'- projection over Market Square

6'-8" long by 4'-7" tall by 10'-projection with half-round arch over corner entrance at Wall St. and Market Square

111'-6" long by 4'-7" tall by 9'- projection over sidewalk on Wall St, with half-round arch over entrance on Wall St.

► **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.

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.



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E. AWNINGS

1. Awnings were often used on storefronts. Early photographs of Market Square may be consulted to learn their design.
2. Awnings shall be attached to the building above the display windows and below the storefront cornice or sign panel.
3. Awnings shall reinforce the frame of the storefront without covering the space between the second-story window sills and the storefront cornice, or the piers.

COMMENTS:

STAFF FINDINGS:

1. The sloped awning with half-round arch over the entries is an appropriate style for the Market Square and the era of the building.
2. The dimensions of the awning are appropriate with the exception of the length down the wall street side which will be 111 feet. The arched portion over the Wall Street entry will somewhat break up the length of the awning on that side; however, staff believes the continuous portion of the awning running along that side emphasizes horizontality and is therefore too long without some type of break. Historically, awnings were over storefronts on the narrow side of building, emphasizing their verticality.
- 3) The overall projection of the awning on each side is appropriate for the scale of the building, but will ultimately be approved by City of Knoxville staff.
- 4) The tiebacks to a previously approved awning on Market Square that were 2 inches thick have been found to be too heavy and obtrusive in appearance.

SIGNAGE

5) The guidelines recommend that one secondary sign (two signs total) per façade be allowed, not to exceed 6 square feet each. The proposal is for one sign on the awning over the front entry, one over the side entry and the single hanging projecting sign with one face for each side. Therefore, this proposal meets this recommendation with two signs per side of the building.

6) The proposed wood and metal sign is of an appropriate design and material for Market Square. The sign is proposed be 9.33 s.f. and a sign of similar size (9.44 s.f.) was approved for 37 Market Square in October 2014 since it is located on an outer corner building of the Square. The subject building is similarly situated and is the tallest building on the Square. The findings for the appropriateness of a sign larger than recommended by the guidelines were stated at the October 2014 meeting as the following:

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.

SIGNS MOUNTED ON CORNERS ADJACENT TO STREETS AT THE ENDS OF MARKET SQUARE CONTRIBUTE LESS TO SIGN CLUTTER THAN THOSE LOCATED INTERNALLY ON MARKET SQUARE.



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► **STAFF RECOMMENDATION:**

Staff recommends approval of the hanging projecting sign. Staff recommends conditional approval for the awning with the conditions that 1) the tiebacks are not more than 1-1/2" inches thick (If the engineering calculations indicate that a greater thickness is needed, then the awning and tiebacks will be required to be reviewed by staff to determine any mitigating measures), and 2) the awning on the Wall Street side is visually broken up with a transition such as that of color or reveals.

MARKET HOUSE CAFE

Certificate (File) No: 10-J-15-HZ

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

Please print all information:

1. **APPLICANT NAME:** CAMEL CUSTOM CANVAS SHOP (BY: CHRISTIAN CAW)

Address: 8910 VALCRO ROAD, KNOXVILLE TN, 37920

Telephone: 865-254-5036 E-mail address: ccain@camelcanvas.com

Relationship to Owner: sub-contractor

2. **OWNER NAME:** OODLES LLC D.B.A. MARKET HOUSE CAFE

Address: 22 MARKET SQUARE, KNOXVILLE TN, 37902

Telephone: 865-521-0600 E-mail address: TOOTUNCORKED@gmail.com

3. **LOCATION OF PROPERTY:**

MARKET HOUSE
CAFE

Address: 36 MARKET SQ., KNOXVILLE TN, 37902

TAX ID = 32-0086994
LOT/PARCEL # = 094LE001

Tax ID/Lot/Parcel No: _____

4. **LEVEL OF WORK** (circle Level)

Level I Routine repair; replacement of deteriorated materials in-kind; removal of artificial siding; installation of gutters, storm windows/doors, screen doors, satellite dishes, or signage; demolition of a noncontributing structure or a late addition; renewal of COA

Level II Major replacement of materials or architectural elements; construction of an addition or outbuilding

Level III Construction of a new primary building; subdivision of individually designated 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.)

ONE CONTINUOUS AWNING, RUNNING 24'9" WIDE x 55' TALL x 10' DEEP ON MKT. SQ. 80" WIDE x 55" TALL x 10' PROJECTION, W/ CABLE & COPY ACROSS CORNER ENTRANCE x 11'6" WIDE x 55" TALL x 9' PROJECTION ON WALL STREET WITH CABLE & COPY OVER DOOR. FABRIC: FLAME-RETARDANT NAVY CANVAS ALL 3 SIDES, UNTIL TRANSITIONING TO FLAME-RETARDANT GREY CANVAS LAST 43'2" EAST END OF WALL ST. CLEARANCE = 9'1" INCREASING TO 11'4" EAST END OF WALL ST. FRAME: WELDED ALUMINUM BLACK, ATTACHED TO FACADE, SUPPORTED BY ROUND TIE-BACK RODS ABOVE; QTY + DIAMETER + QTY DETERMINED BY ENGINEER.

ONE METAL SIGN, DOUBLE-SIDED, 38" WIDE x 54" TALL, MOUNTED ABOVE FRONT DOOR, 14'6" CLEARANCE. HANGS ABOVE AWNING WITH WOOD FACE + DECORATIVE EMBELLISHMENTS

6. **SIGNATURE OF APPLICANT:** Christian Caw for "CAMEL CANVAS" Date: 9-28-15

= 9.33 # (1 1/8" THICK)

Incomplete applications cannot be accepted.

Mail application to: MPC, Knoxville/Knox County Historic Zoning Commission, Suite 403, City/County Building, 400 Main Street, Knoxville, Tennessee 37902; or Fax: (865) 215-2068; or E-mail to Kaye.Graybeal@kuoxmpc.org
Phone: (865) 215-3795

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Date Received	Approved	Disapproved	Approved As Modified
Date Acted On			

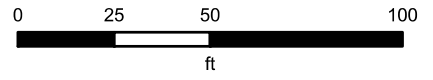


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36 Market Square H-1 Overlay



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Knoxville - Knox County - KUB Geographic Information System

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Knoxville, Tennessee
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36 Market Square - Wall Street elevation



36 Market Square – Proposed sign



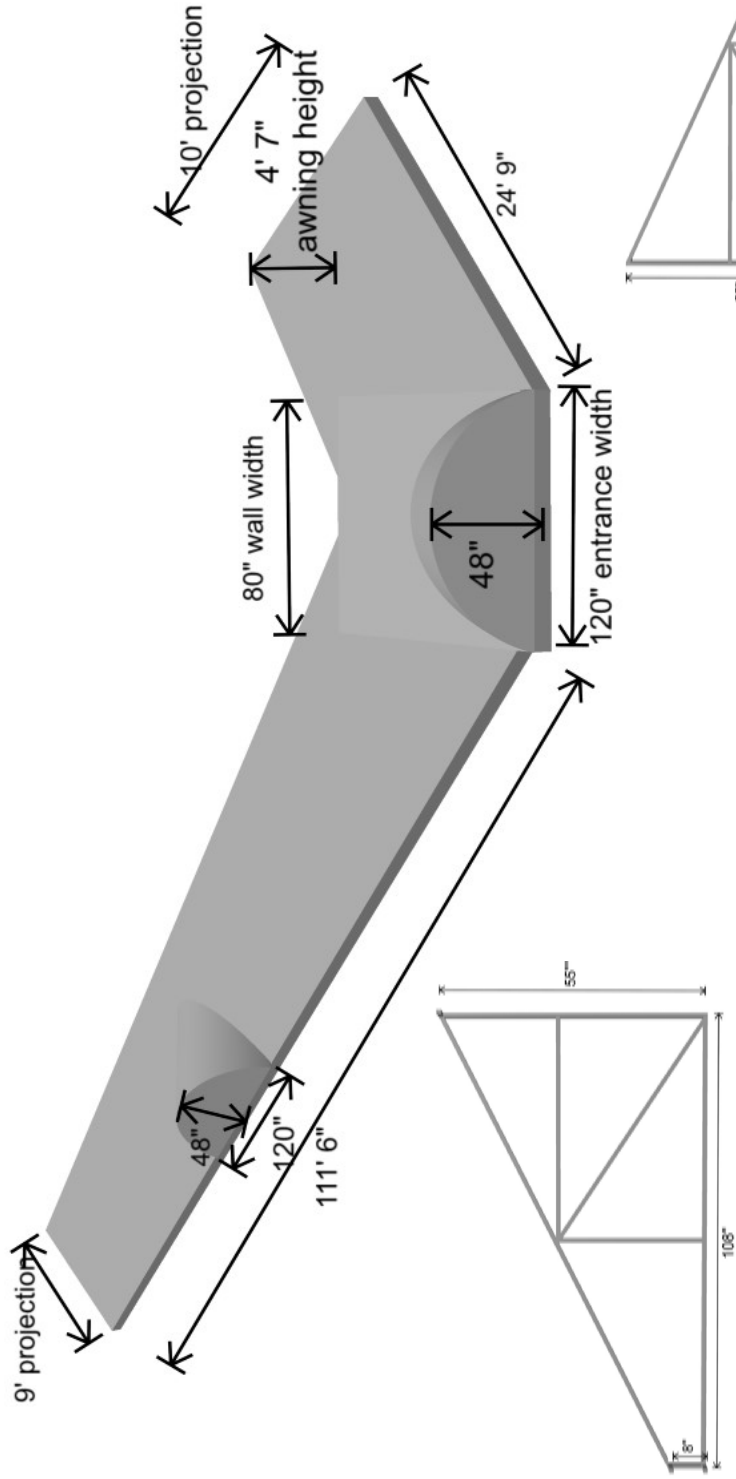
36 Market Square – Corner view from Market Square and Wall Street



36 Market Square – Wall Street looking east showing awning tiebacks



36 Market Square – Wall Street elevation looking west



Awning frame profile at Wall Street

Awning clearance = 11' 4" far right as sidewalk slopes

Awning frame profile at Market Square and building corner entrance

Awning clearance = 9' 1"

9.24.15 camelcanvas.com



Market House Cafe

Quality Since 1919