



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

**PROPERTY ADDRESS:** 12 Market Square 37902  
**DISTRICT:** Market Square H-1

**FILE NO.:** 1-D-16-HZ

**MEETING DATE:** 2/4/2016

**APPLICANT:** Brandon Pace; Sanders Pace Architects (Architect)

**LEVEL OF WORK:** Level II Installation of signage and awnings

**PROPERTY DESCRIPTION:** (c.1880). Italianate Commercial and Vernacular Commercial

12 Market Square. (c.1880). Vernacular Commercial. Two-story four-bay brick with corbelled cornice, rowlock arched windows with corbelled surrounds on second-story with six-light metal casement windows and arched casement. Altered c. 1970 storefront. Windows added on south facade in 2000. (Contributing)

14 Market Square. G. W. Albers Drug Store. (c.1880). Italianate Commercial. Two-story brick, elaborate pressed metal cornice with brackets and modillions and raised central arch, rowlock arched second story windows, storefront altered. Albers Drug store first occupied the building, which then housed a succession of drug stores until it became a part of Watson's in 1935. (Contributing)

► **DESCRIPTION OF WORK:**

Canopy

A low-slope matte-finish metal canopy is proposed on the building originally addressed as 14 Market Square. This canopy will have round tie-backs connecting to a new steel beam at the face of the building below the transoms.

A new sloped matte-finish metal awning is proposed on the building originally addressed 12 Market Square. This awning will slope to cover existing wood transom panels which will be painted.

A 2-inch reveal will be retained in the continuous metal valance at the junction of the awning at Building 12 and the canopy at Building 14.

Signage

A new sign is proposed to attach to the low-slope canopy. The letters are freestanding (not attached to a sign board) and the lower case letters are approximately 10.5" high with portions of the upper case letters extending to a maximum of 18" high.

► **APPLICABLE DESIGN GUIDELINES:**

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

MARKET SQUARE DESIGN GUIDELINES

II. Existing Buildings

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.



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4. A standard street-level awning should project four to seven feet from the building.

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 may not be more than 2.5 feet high with the lettering between 8 and 18 inches high.

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**COMMENTS:**

**STAFF FINDINGS:**

- 1) The existing storefronts are late replacements and are therefore noncontributing.
- 2) The proposed modifications to the storefronts in this case will not destroy any historic fabric. The EIFS and brick fronts are not historic materials.
- 3) The proposed canopy, awning, and signage are appropriate for the buildings' styles and era.
- 4) The positioning of the proposed canopy sign is the same as that of a signboard, but it is not flush with the building at 14 Market Square. It is appropriately sized as it follows the guidelines for 18-inch max letter height on signboards. It is also within the size allowed for canopy signs according to the City sign code. The design guidelines do not otherwise address canopy signs, except to say that they may be sewn onto the valance.
- 5) The buildings and their bays on Market Square are taller than they are wide and are therefore vertical in their orientation.
- 6) The low-sloped canopy at 14 Market Square and the typically-sloped (~45 degree) awning at 12 Market Square help to distinguish the two buildings from each other.
- 7) The proposed 2-inch reveal in the valance creates somewhat of a visual break in the otherwise continuous horizontal metal strip spanning the two buildings (~45-48 feet). However, a valance of one continuous color, size, and style will still emphasize horizontality. The horizontal band spanning the two buildings re-orient them from a vertical to horizontal appearance and alters the pedestrian perception of the building widths and their separateness. There are no valances in Market Square that span two building frontages.
- 8) Awning tiebacks that are greater than 1-1/2 inches thick are obtrusive in appearance. Awning tiebacks that are round rather than square in section appear less obtrusive. Tiebacks that are neutral in finish also appear less obtrusive.

► **STAFF RECOMMENDATION:**

Approval of signage proposal. Conditional approval of the canopy/awning proposal with the conditions that 1) the color of each valance section corresponds to that of its awning or canopy; and 2) that awning 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 for any mitigating measures.

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

Please print all information:

1. NAME OF APPLICANT: BRANDON PACE - SANDERS PACE ARCHITECTURE

Address: 614 W JACKSON AVE KNOXVILLE, 37902

Telephone: 865 329 0316 E-mail address: bpacc@sanderspace.com

Relationship to Owner: ARCHITECT

2. NAME OF OWNER: SCOTT PARTIN & MAHASTI VAFAIE

Address: 12 MARKET SQUARE KNOXVILLE, 37902

Telephone: 865 637 4067 E-mail address: scott@thetomatohead.com  
mahasti@thetomatohead.com

3. LOCATION OF PROPERTY:

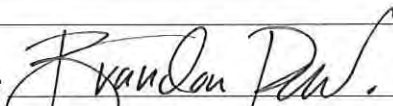
Address: 12 MARKET SQUARE Tax ID/Lot/Parcel No: 094LE03601

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; renewal of COA
- Level II Major replacement of materials or architectural elements; construction of 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.)

NEW CANOPY/RUNNING; NEW SIGNAGE; NEW RAILING; NEW EXTERIOR SEATING.

6. SIGNATURE OF APPLICANT:  Date: 12-29-2015

Return 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. **Incomplete applications will not be accepted.**

**FOR STAFF USE ONLY**

Date Received	Approved	Disapproved	Approved As Modified
Date Acted On			

**SITE PLAN**



12 Market Square

30 December 2015

**RE: Tomato Head Expansion – 12 Market Square**  
Application for Certificate of Appropriateness  
Knoxville/Knox County Historic Zoning Commission

The proposed scope of work for the project is as follows:

### **New Canopy/Awning**

A new low slope metal canopy is proposed on the building originally addressed 14 Market Square. This canopy will have round tie-backs connecting to a new steel beam at the face of the building. The low slope canopy distinguishes this side from the original 12 Market Square building while still allowing light to enter through the transom windows above the canopy.

A new sloped metal awning is proposed on the building originally addressed 12 Market Square. This awning will slope to cover existing wood transom panels which will be painted.

In order to provide a clear distinction between the two canopies the painted metal valance will stop at the junction of the two canopies and a 2" reveal will be added so the canopies are not perceived as a continuous surface.

### **New Paint**

New painting is proposed covering the existing EIFS at the building originally addressed 14 Market Square and covering the existing wood transom and non-historic brick at the building originally addressed 12 Market Square.

### **New Signage**

A new 5.94 SF blade sign is proposed at the corner southeast corner of the building. A new sign is also proposed to attach to the low slope canopy. The letters are freestanding (not attached to a sign board) and the lowercase letters are approximately 10.5" high with portions of the upper case letters extending to a maximum of 18" high.

### **New Railing**

A new steel picket railing is proposed with decorative steel elements integrated within the railing system. The railing will have a gate to allow for the existing egress path to be maintained.

### **New Exterior Seating**

A new seating layout is proposed with a combination of custom fixed banquette seating and custom moveable tables.

SANDERS PACE ARCHITECTURE T 865 329 0316 F 865 546 2348 514 W JACKSON AVE KNOXVILLE, TENNESSEE 37902

NEW 7'-11.4" W x 18" H SIGN AT ENTRY.

NEW PAINTED STEEL BEAM.

NEW LOW SLOPE  
METAL CANOPY  
WITH ROUND  
TIE BACKS.

NEW PAINT OVER  
EXISTING EIFS.

NEW 1'-3" W x 4'-9" H  
(5.94 SF) BLADE SIGN  
(6 SF ALLOWABLE).

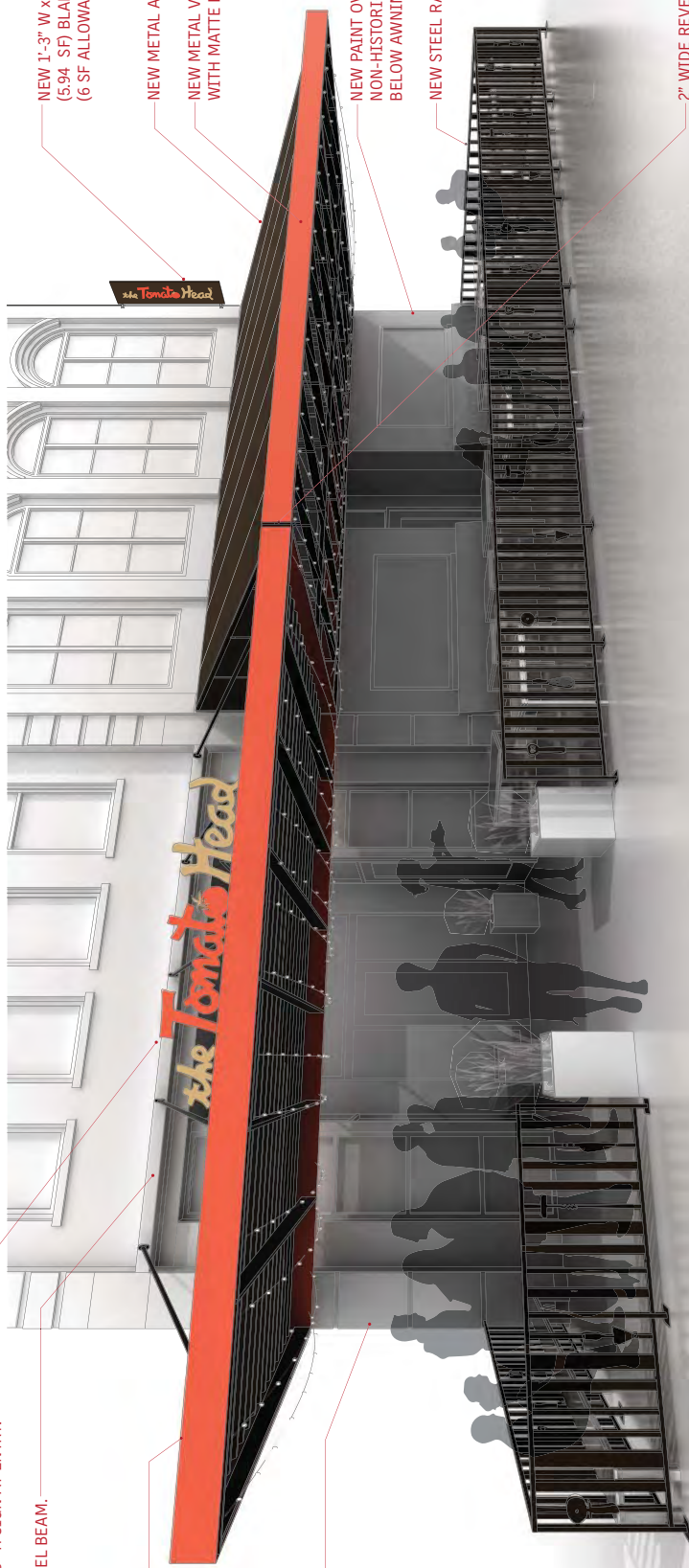
NEW METAL AWNING.

NEW METAL VALANCE  
WITH MATTE FINISH.

NEW PAINT OVER  
NON-HISTORIC BRICK  
BELOW AWNING.

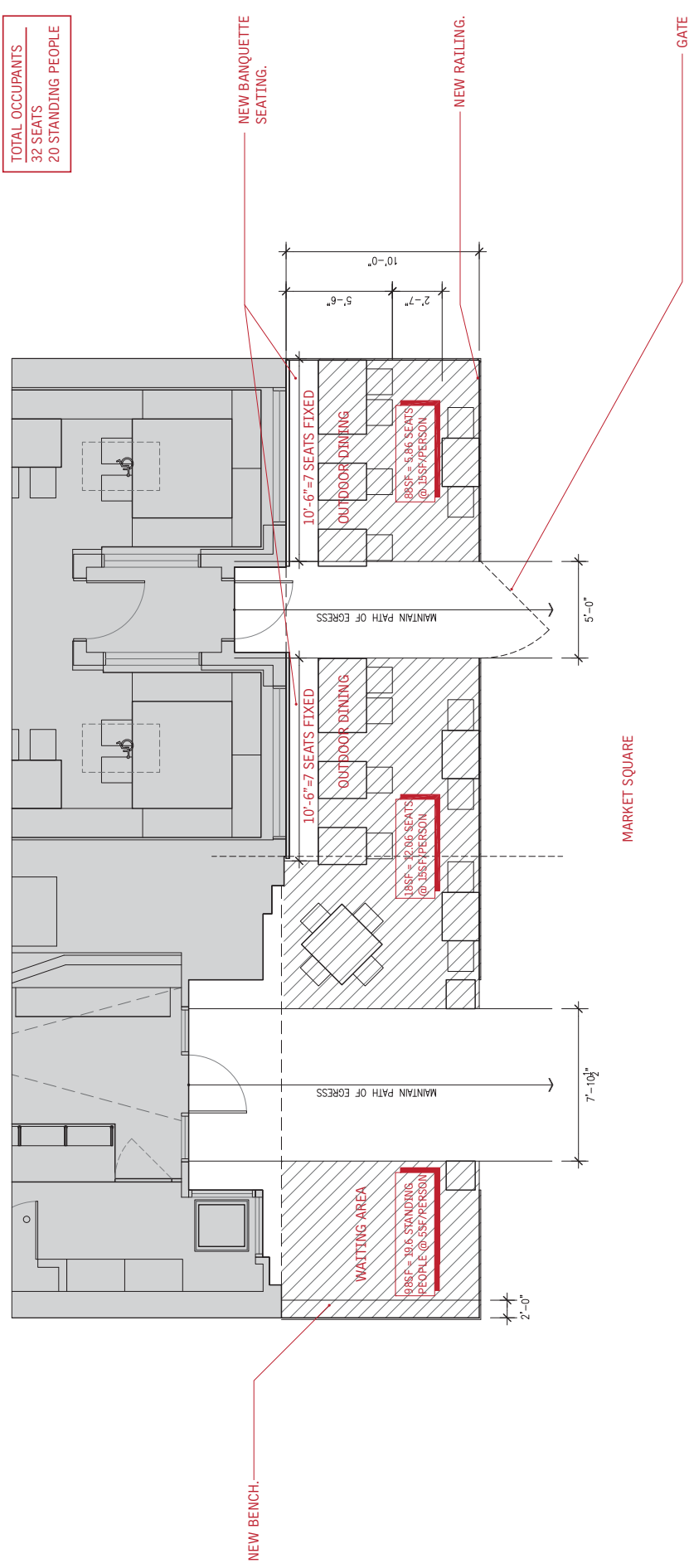
NEW STEEL RAILLING.

2" WIDE REVEAL AT JUNCTION  
BETWEEN CANOPY AND AWNING.



1334 - TOMATO HEAD  
CANOPY AND RAILLING DESIGN  
07 JANUARY 2016

NORTHWEST APPROACH  
NTS



**1334 - TOMATO HEAD**  
OUTDOOR DINING AREA  
07 JANUARY 2016

**FLOOR PLAN**  
3/16"=1'0"



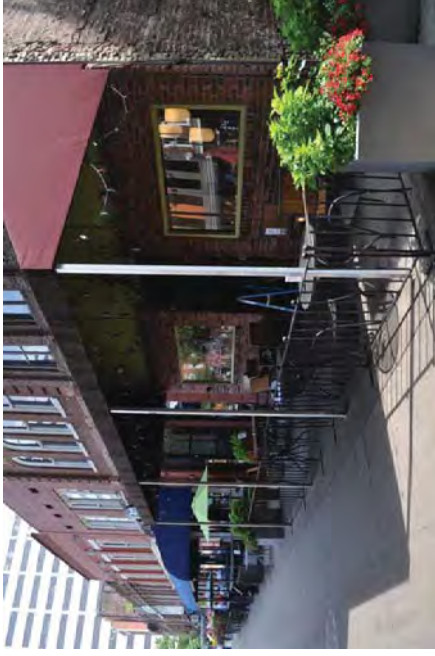
SANDERS PACE ARCHITECTURE T 865 329 0316 F 865 546 2348 514 W JACKSON AVE KNOXVILLE, TENNESSEE 37902



14 MARKET SQUARE



12 MARKET SQUARE

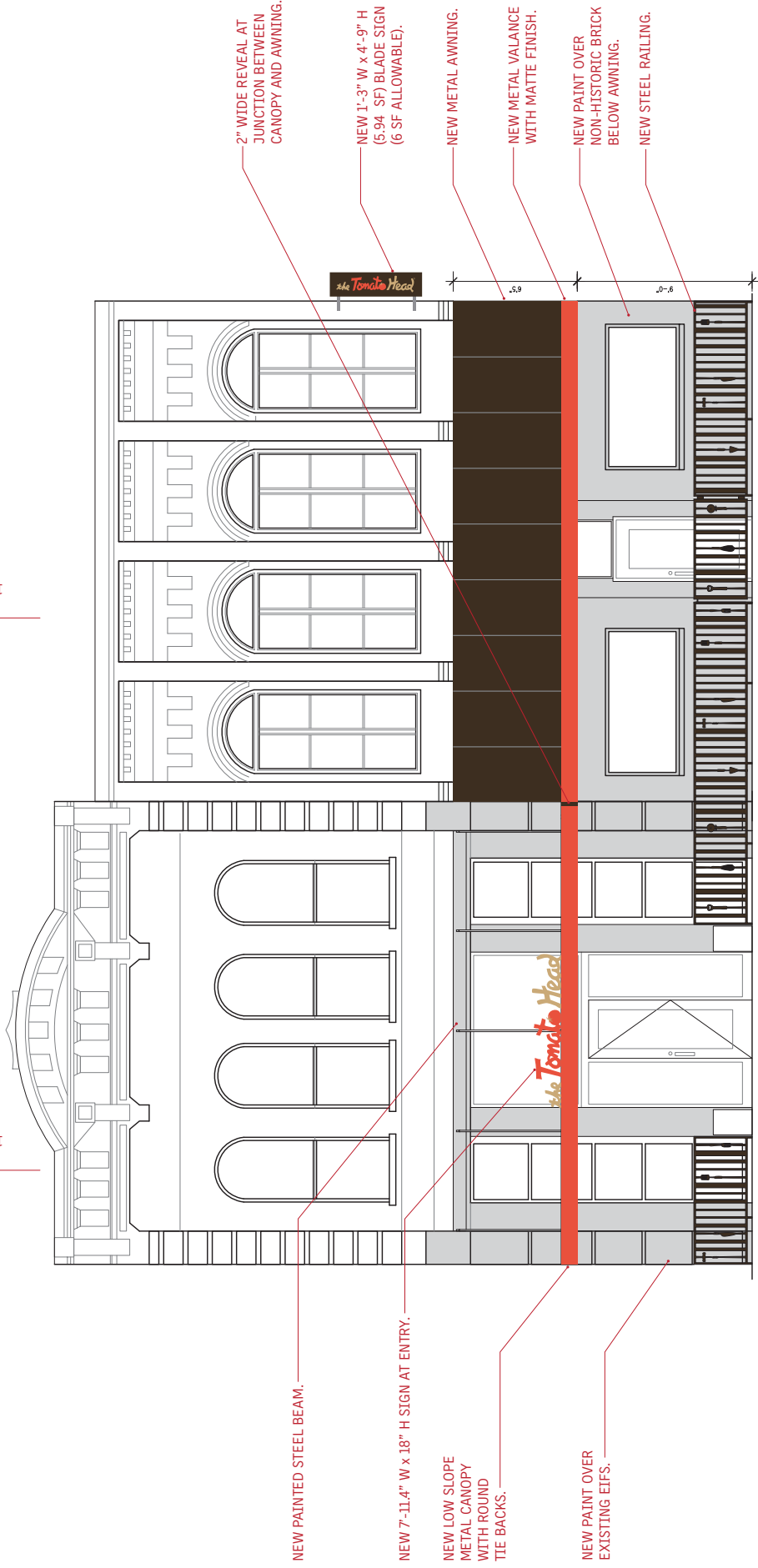


1334 - TOMATO HEAD MARKET SQUARE  
CANOPY + OUTDOOR DINING AREA - 12 + 14 MARKET SQUARE  
07 JANUARY 2016

EXISTING CONDITIONS  
NOT TO SCALE

SECTION  
14 MKT SQ.

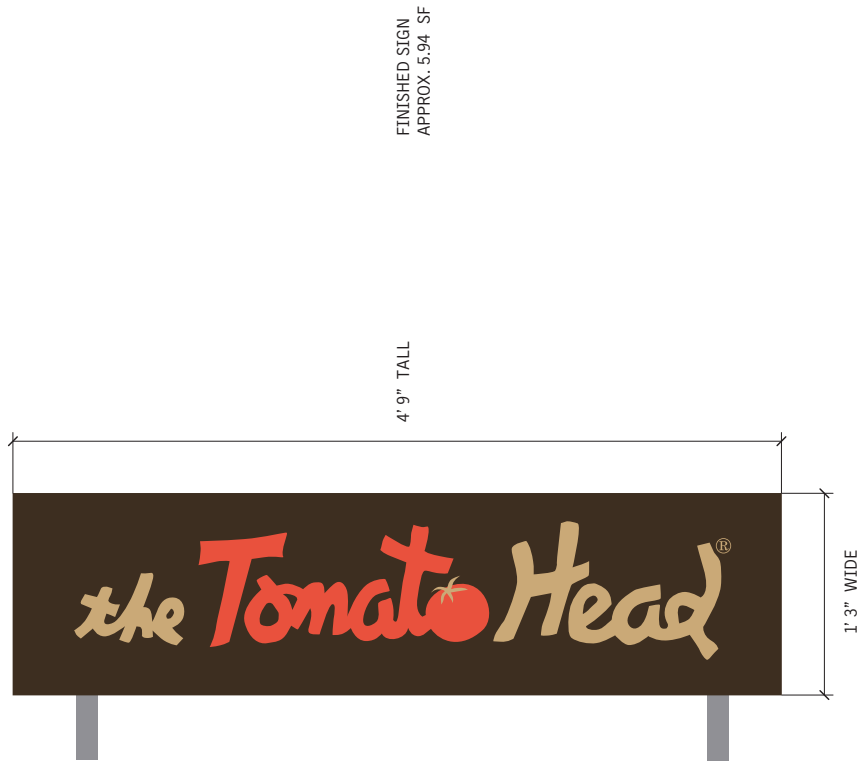
SECTION  
12 MKT SQ.



1334 - TOMATO HEAD  
CANOPY AND RAILING DESIGN  
07 JANUARY 2016

ELEVATION  
3/16"=1'0"

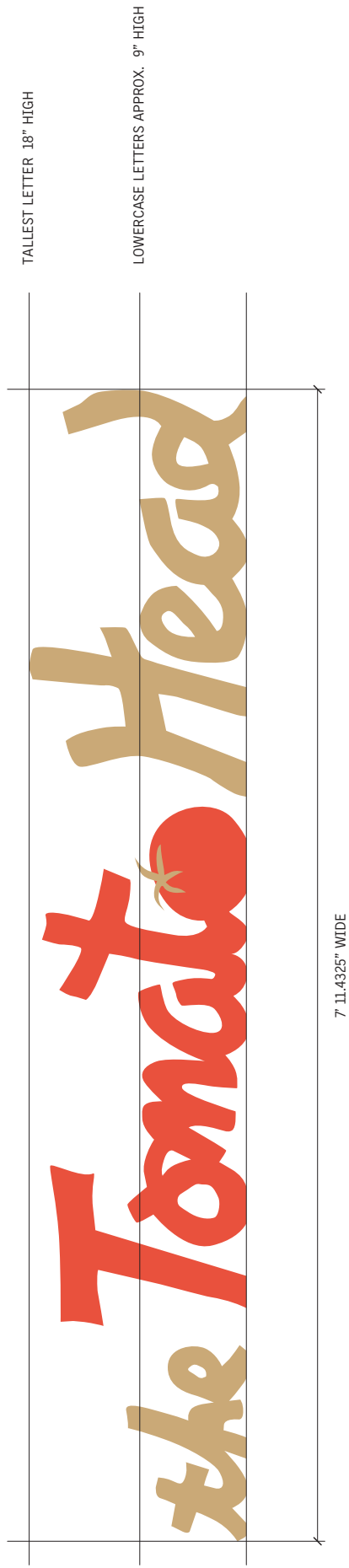
SANDERS PACE ARCHITECTURE T 865 329 0316 F 865 546 2348 514 W JACKSON AVE KNOXVILLE, TENNESSEE 37902



1334 - TOMATO HEAD  
CANOPY AND RAILING DESIGN  
07 JANUARY 2016

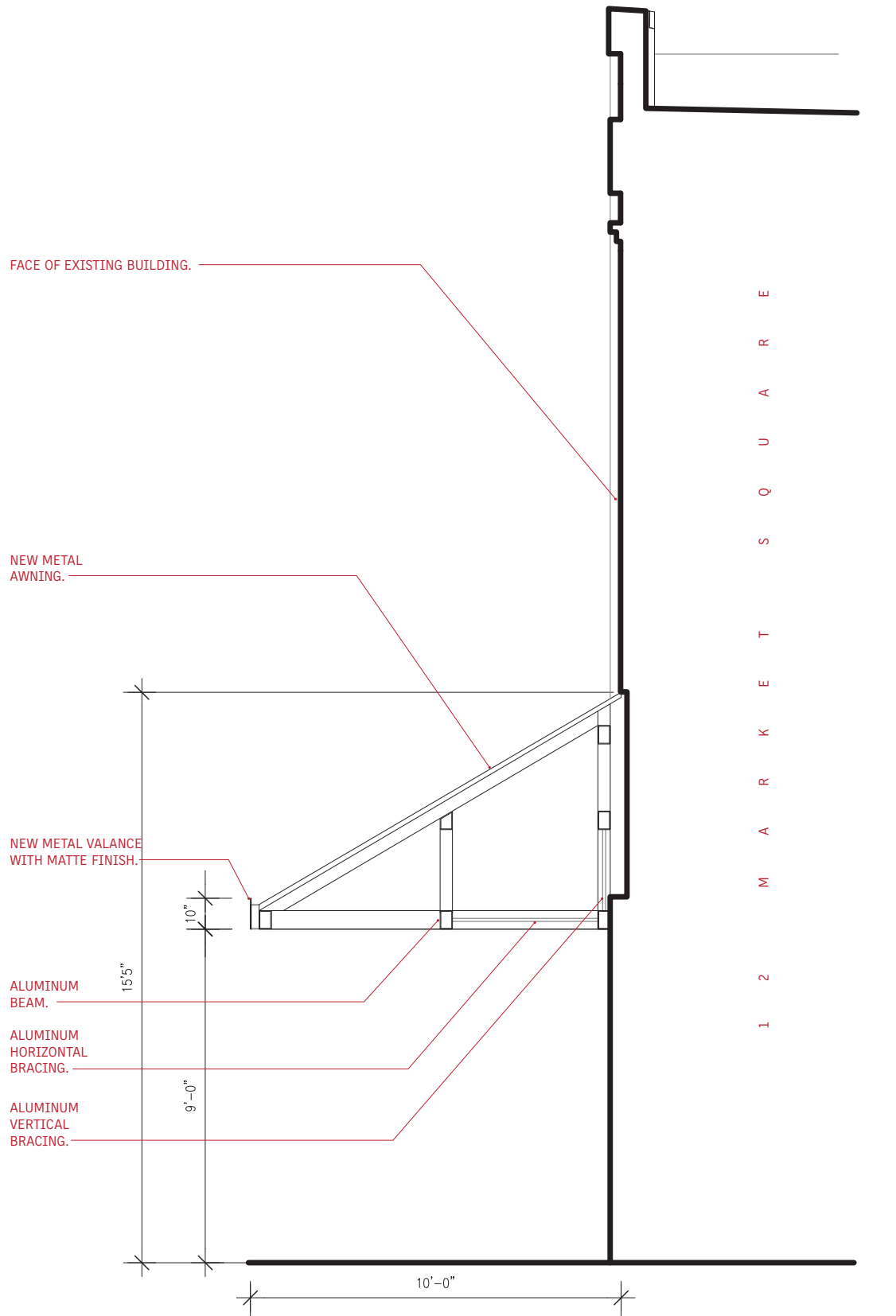
SIGN EXTENDS PERPENDICULAR  
TO FACE OF BUILDING

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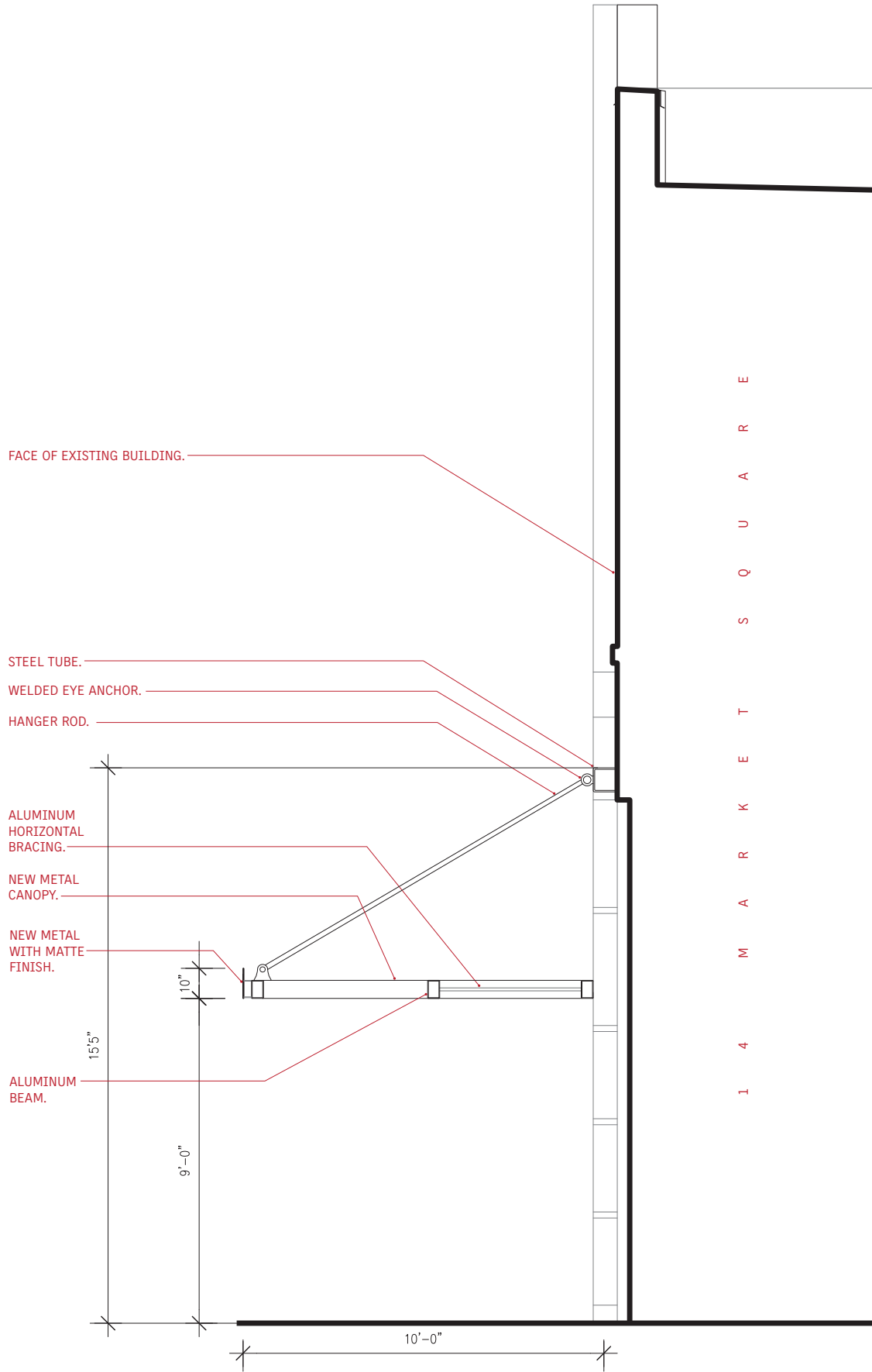
**1334 - TOMATO HEAD**  
CANOPY AND RAILING DESIGN  
07 JANUARY 2016

DIMENSIONAL LETTERS  
REST ON AWNING



**1334 - TOMATO HEAD**  
AWNING DESIGN  
07 JANUARY 2016

**SECTION | 12 MARKET SQUARE**  
3/8"=1'0"



**1334 - TOMATO HEAD**  
CANOPY DESIGN  
07 JANUARY 2016

**SECTION | 14 MARKET SQUARE**  
3/8"=1'-0"