



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

PROPERTY ADDRESS: 23 Market Square 37902

FILE NO.: 7-J-16-HZ

DISTRICT: Market Square H-1

MEETING DATE: 7/21/2016

APPLICANT: Lezlee Spink American Eagle Outfitters (agent)

LEVEL OF WORK: Installation of awning and signage

PROPERTY DESCRIPTION: Victorian Vernacular (c. 1880)

W. H. Burroughs Building. Two-story brick building with three bays, arched second-story windows with corbelled arched window hoods with replacement sashes and a corbelled brick cornice. Altered c. 1930s storefront.

► **DESCRIPTION OF WORK:**

Install full-façade low-sloped canvas awning with valance and open frame sides.. Awning frame to be 3'-9.5" high. Mount with 8-foot-high clearance and below existing first-level cornice and fascia board. Tiebacks to be metal cables with turnbuckles attached to the 2nd level of the building façade. As the date of this report, the valance is to have an 18" drop with signage applied to it. The applicant has expressed that they may provide an alternant proposal for a valance with a more shallow drop, with the signage applied to the slope of the awning.

The proposed neon sign to be mounted over entry door meets the design guidelines with the dimensions to be 2'-5" high by 6'- ~7.75" long. Letters to be 18 inches high.

As recommended by the design guidelines, the awning is proposed to be attached to the building above the display windows and below the storefront cornice or sign panel. Also, as recommended by the design guidelines, the proposed location of the awning does not cover the space between the second-story window sills and the storefront cornice, or the piers.

► **APPLICABLE DESIGN GUIDELINES:**

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

II. Existing Buildings; A. Storefront Design:

3. The color and texture of storefront materials shall be simple and unobtrusive, whether they are wood, cast iron or anodized aluminum.

12. Inappropriate historical themes shall be avoided.

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.

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

4. Signs may be used on awnings, but shall be configured with contrasting letters painted or sewn onto the awnings valance.



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E. Awnings.

- 1. Awnings were often used on storefronts. Early photographs of Market Square should 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.

Secretary of Interiors Standards Guidelines for Rehabilitating Historic Buildings: Storefronts
Design for Replacement of Historic Features:

It may be an accurate rendition using historical, pictorial, and physical documentation or be a new design that is compatible with the size, scale, material, and color of the historic building.

NPS Presevation Brief Number 27- Interpreting the Secretary of Interiors Standards: Adding Awnings to Historic Storefronts

Repair and installation of awnings can be an important component of a building’s rehabilitation. An inappropriate awning can diminish a building’s character, or create an entirely new appearance that has no historical basis. New replacement awnings should be compatible with historic examples. Advertisements and store names should be muted rather than the central focus. . .
If an awning treatment adversely affects the historic character of the building, the project will not meet the Secretary of Interiors Standards, despite the fact that it may be less permanent, and more reversible, than some other rehabilitation treatments.

COMMENTS:

The Historic Zoning Commission does not specify the color of paint for building facades.

STAFF FINDINGS:

- 1) The building is a contributing building within the Market Square National Register Historic District and the Market Square Historic District H-1 Overlay.
- 2) As recommended by the design guidelines, early documentary photographs have been included in and consulted for this staff report to learn the early design of awnings in Market Square. The photographs indicate that valances in Market Square were less than 10 inches deep.
- 3) The deepest awning valance that the HZC has approved is 10 inches at 12-14 Market Square. The 18-inch valance makes the proposed awning more of a contemporary boxed awning and does not allude to the historic style of awnings that were typical of Market Square.
- 4) The proposed brightness of the color is obtrusive and depicts a theme is not historically appropriate for Market Square, even though it may be historically appropriate for the UT campus.



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5) The addition of the brightly-colored awning as a missing historic feature is not compatible with the color of the historic building or the context of the district as recommended by the Secretary of Interiors Standards Guidelines for Rehabilitating Historic Buildings: Storefronts.

6) The inappropriate brightness of the awning color diminishes and overshadows the building's character and creates an entirely new appearance that has no historical basis. The color is not muted rather than being the central focus as noted in the NPS Presevation Brief Number 27- Interpreting the Secretary of Interiors Standards.

7) Staff believes that the brightness of the color of the awning and the 18-inch depth of the valance create an obtrusive boxed awning treatment that adversely affects the historic character of the building, and therefore the proposal does not meet the Secretary of Interiors Standards or the Market Square Design Guidelines.

8) The HZC denied the brightness and shiney finish of the red awning proposed proposed for 12-14 Market Square in December 2012.

► **STAFF RECOMMENDATION:**

Staff recommends approval of an awning with the conditions based on the above-stated design guidelines that 1) the depth of the valance be reduced to at least 10 inches and; 2) that the selected color of the awning be less bright and more muted.

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

Please print all information:

1. **APPLICANT NAME:** Lectee Spink

Address: AEO 77 Hot Metal St. Pittsburgh PA 15203

Telephone: 412/432-3302 E-mail address: lspink@aec.com

Relationship to Owner: agent to permit project for Tailgate / AEO

2. **OWNER NAME:** Dewhurst, David & Michelle Kennedy

Address: 1335 Gray St Knoxville TN 37902

Telephone: 1 E-mail address: _____

3. LOCATION OF PROPERTY:


Address: 203 Market St. Tax ID/Lot/Parcel No: 094LF015

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.)

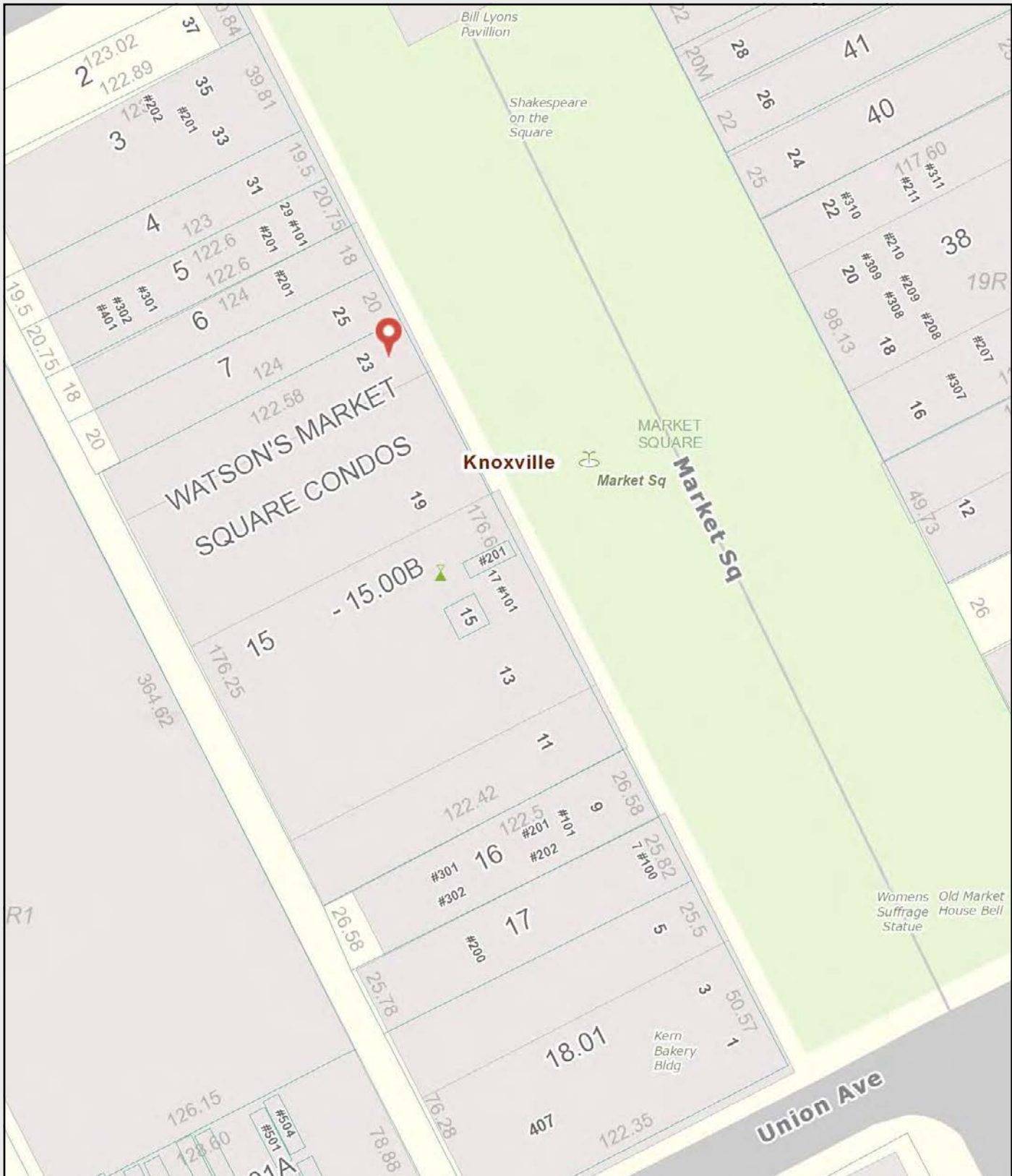
Install awning @ above location.

6. **SIGNATURE OF APPLICANT:**  Date: 6/13/16

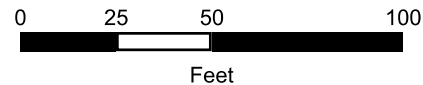
Incomplete applications cannot be accepted.

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@knoxmpc.org
Phone: (865) 215-3795

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



23 Market Square
Tailgate Clothing application



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MPC
Knoxville/Knox County Historic Zoning Commission
Suite 403
City/County Building
400 Main St.
Knoxville, TN 37902

Re: Tailgate Awning– 23 Market Square, Knoxville, TN

To Whom it may concern,

The retail clothing concept “Tailgate”, located at 23 Market Square, is proposing to install a “Tennessee Orange” colored awning on the storefront façade. We would like for the MPC to approve of the orange colored awnings for the following historical value:

Charles Moore, president of the university's athletic association, chose orange and white for the school colors on April 12, 1889. His inspiration is said to have come from orange and white daises which grew on the Hill. To this day there are still orange and white flowers grown outside the University Center. We would like to propose the “Tennessee Orange” awning as tribute to the daises that were the inspiration for the University’s colors on that day in 1889.

Thank you for your consideration.

Sincerely,
American Eagle Outfitters

By: Paul G. Guiddy Jr
Senior Project Designer
(412) 432-4657
guiddy@ae.com



23 Market Square - Proposed awning



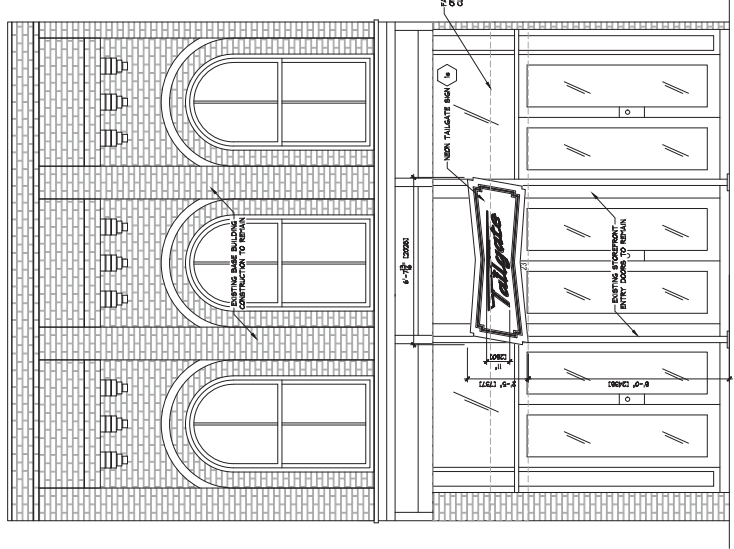
CORTLAND MORGAN, ARCHITECT
 711 North Frieder Road
 Arlington, TX 76012
 (817) 655-5696

AMERICAN EAGLE OUTFITTERS, INC.
 27 Hous Medd Street
 Frickings, PA 15203
 (412) 452-3300

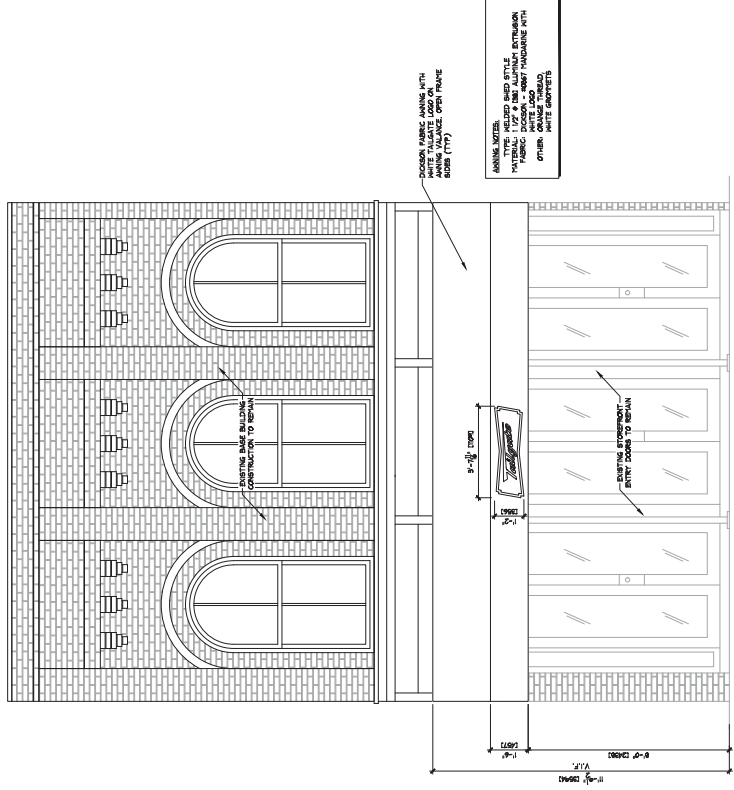
TALLGATE
 23 Market Square
 Knoxville, TN

Sheet No. **5203**
 Drawing No. **A.3.300**

NOTE: DETAILS, NOTES AND/OR SPECIFICATIONS ON THIS SHEET NOT LISTED ALPHABETICALLY OR OTHERWISE. ALL SPECIFICATIONS ARE PERMITTED AND DO NOT PREVAILE TO THIS PROJECT.

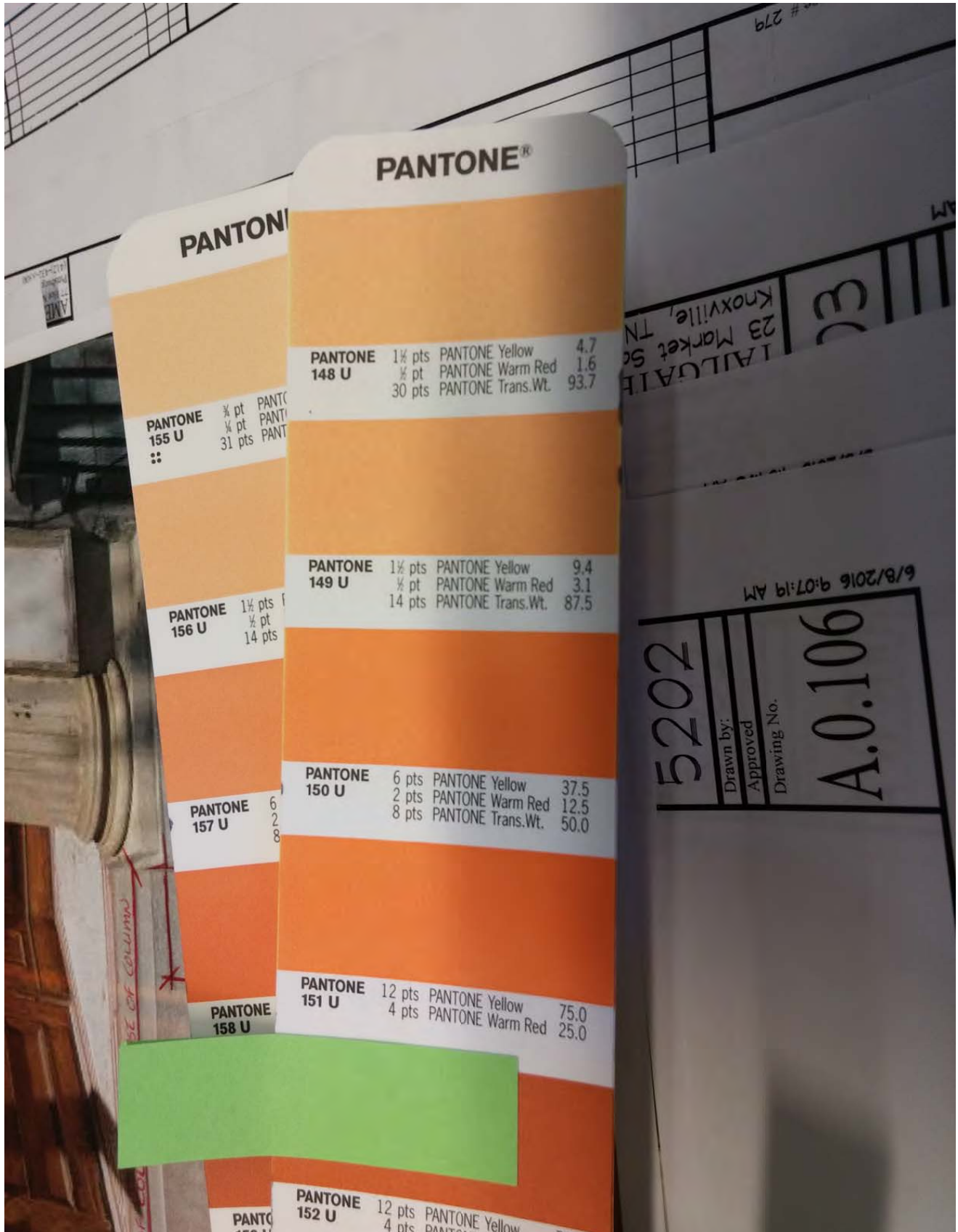


B STOREFRONT ELEVATION
 1/8" = 1'-0" (1/8")
 SCALE 1/2" = 1'-0" (1/2")



A STOREFRONT ELEVATION
 1/8" = 1'-0" (1/8")
 SCALE 1/2" = 1'-0" (1/2")

23 Market Sq Proposed awning front facade



23 Market Square - Awning Pantone color



American Eagle Storefront -- Pinnacle at Turkey Creek



Market Square c. 1960 looking southwest.



Market Square looking northwest. In a May 6, 1960 photograph, workers demolish the ruins of the Market House which was gutted by fire five months earlier (KNS Archive)



Subject: Adding Awnings to Historic Storefronts and Entrances

- Applicable Standards:**
2. Retention of Historic Character
 6. Repair/Replacement of Deteriorated or Missing Features Based on Evidence
 9. Compatible New Additions / Alterations
 10. Reversibility of New Additions/Alterations

Issue: Historic awnings are found in a variety of styles, shapes and materials. Standard hanging awnings, steel rolling awnings and flat metal or wood awnings that stretch along an entire main street were both functional and decorative. They kept rooms cool and shaded and protected window shoppers from inclement weather. Awnings with solid colors, stripes or patterns complemented paint schemes, called attention to openings and provided a background for advertising.

Repair and reinstallation of awnings can be an important component of a building's rehabilitation. But an inappropriate awning treatment can diminish the building's character, or create an entirely new appearance that has no historic basis. Unless documentation exists, awnings generally should not be installed on building types that did not customarily have awnings, for example, utilitarian structures like warehouses and mills. The same goes for secondary doors and entrances that would not have historically been emphasized with an awning. New replacement awnings should be compatible with historic examples. So called "long dome" or convex awnings are usually not appropriate either in shape or, if they are vinyl, in material and appearance. Advertisements and store names should be muted rather than the central focus of the awning. If an awning treatment adversely affects the historic character of a building, the project will not meet the Secretary of the Interior's Standards, despite the fact that it may be less permanent, and more reversible, than some other rehabilitation treatments.



Historic photo showing retractable canvas awning.

Application 1 (*Incompatible treatment later corrected to meet the Standards*): This relatively modest, four-story commercial structure was built in the 1890s on a corner in a small-town business district. A decorative cornice, arched window openings and wood windows and spandrel panels on the upper stories survived to the period of rehabilitation, but the main entrance and display area had been replaced with a permastone storefront. Historic photographs indicated that the storefront was originally topped by a narrow projecting roof with a large shed-shaped canvas awning below.



Building with permastone storefront prior to rehabilitation.

Application 1, continued -

As part of the rehabilitation, a compatible storefront was installed consisting of a simple glass display window with a standing-seam metal shed roof above it. The replacement awning, however, was a contemporary "long dome" awning with a glossy vinyl covering.

To conform with the **Secretary of the Interior's Standards for Rehabilitation**, the inappropriate awning was replaced with a type that more accurately resembled the shape and material shown in the historic documentation and known to be common among turn-of-the-century storefronts. The replacement awning is a standard, shed shape that is sold by many companies as a stock product. Although a functioning, retractable awning would have been the most appropriate solution, the fixed, shed awning was an acceptable compromise.



Original "long-dome" treatment for replacement awning.



Revised solution matches historic awning shape and material.

Application 2 (*Incompatible treatment corrected to meet the Standards*): The same rehabilitation project converted two doors on the side of the building to main entrances for upper floor tenant space. A long dome awning, like that used on the front of the building, was installed over the two doors and decorative wood surrounds were applied on the sides of both entrances. The awning was not a traditional style that would have been used historically, nor would a single awning have been placed over two separate entrances. The new surrounds were also not based upon historic documentation. These two treatments were incompatible with the historic character of the building. Together they gave this secondary facade a prominence it never had.

In order to meet the **Secretary's Standards**, the surrounds were removed and the long dome awning was replaced by two individual awnings. The revised treatment was more in keeping with traditional awning arrangement, shape and material. This approach identified the entrances but did not group them into a single arrangement that was contrary to the building's historic design and appearance.



Side entrances with single continuous awning.



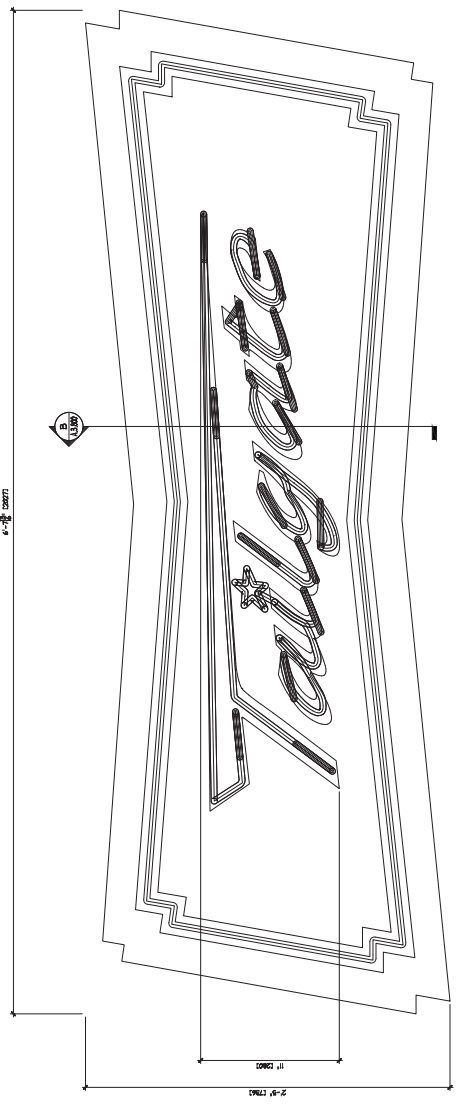
Revised treatment with a shed awning over each entrance.

Chad Randl, Technical Preservation Services, National Park Service

These bulletins are issued to explain preservation project decisions made by the U.S. Department of the Interior. The resulting determinations, based on the **Secretary of the Interior's Standards for Rehabilitation**, are not necessarily applicable beyond the unique facts and circumstances of each particular case.

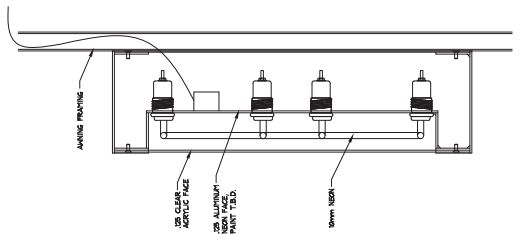


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A NEON SIGN DETAIL
 SCALE: 3/4" = 1'-0" O.S.D.

6-11-2021



B SECTION VIEW
 SCALE: 3/4" = 1'-0" O.S.D.