



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

PROPERTY LOCATION: 31 Market Square /
Parcel ID 94 L F 004

FILE NO.: 8-K-19-HZ

DISTRICT: Market Square H-1

MEETING DATE: 8/15/2019

APPLICANT: George Armour Ewart Architects (Architect)

LEVEL OF WORK: Level II. Major repair or replacement of materials or architectural elements

PROPERTY DESCRIPTION: Vernacular Commercial, c.1885

Two-story brick building with segmental arched second-story windows, corbelled cornice, altered storefront. One-third of a three bay building which includes 33 and 35. Two-over-two, double-hung windows. Storefront rehabilitated to correct proportions with wooden bulkhead, large store windows, and transom. Recessed multi-pane front door. Red brick surface with white brick outlining window arches.

► **DESCRIPTION OF WORK:**

Creation of a new opening in an existing exterior wall to create an ATM vestibule behind the existing storefront. Opening to be installed on the left-side vestibule wall, perpendicular to the façade. Existing storefront window, bulkhead, and other façade elements to remain.

Installation of new awning and hanging sign. Awning to utilize existing framing, with new canvas awning installed. Hanging sign to be 32" long by 22" wide, or 4.88 square feet, made of double-face white aluminum with vinyl applied. Sign is to be attached to existing bracket.

► **APPLICABLE DESIGN GUIDELINES:**

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

A. Storefront Design

1. Contain the storefront to the height and width of the original opening designed for it.
2. Make the storefront as transparent as possible using large glass areas and transoms.

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' 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 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 awning's valance.

E. Awnings

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



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window sills and the storefront cornice, or the piers.

4. A standard street level awning should project four to seven feet from the building and should be about seven feet above the sidewalk.

COMMENTS:

N/A

STAFF FINDINGS:

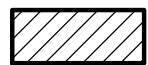
1. The property is a contributing resource to the Market Square H-1 Overlay and the National Register Market Square Commercial Historic District.
2. Proportions and placement of new canvas awning will match those of existing awning, with the bottom of the awning at 9' over the sidewalk, projecting 3-3/4' over the sidewalk. The size and placement of the awning meet the design guidelines.
3. A flush-mounted signboard, no more than 2-1/2' high, with lettering between 8" and 18" high, is a common method of identifying a business on a commercial façade in Market Square. However, a signboard is not an option for this building, due to the approximate 18" of usable space between the historic cornice and the second-story window trim. Signs on awnings in Market Square have previously been evaluated for compliance with signboard guidelines.
4. The proposed logo and text on the awning are larger than what would be allowable on a signboard. The TVA logo measures at 21" tall, and the text is 14'-11-3/4" long.
5. The hanging sign will be hung from an existing bracket at approximately 17' over the sidewalk. The sign is 4.88 square feet in area, and meets the design guidelines for hanging signs.
6. There will be no modifications to the existing storefront windows, transoms, bulkheads, or entryway on the façade.
7. The removal of the corner exterior wall will not detract from transparency of the storefront, as it is perpendicular to the façade and currently enclosed with solid wood.

► **STAFF RECOMMENDATION:**

Staff recommends approval of the work, with the condition that the logo and text on the awning sign be revised to fit the size guidelines for a signboard, with the TVA logo reduced to fit guidelines and the text size being downscaled proportionally, with review and approval by staff.

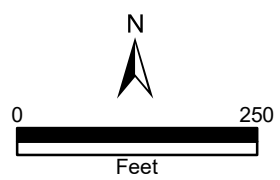


8-K-19-HZ
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

 **31 Market Square 37902**
Market Square H-1

Original Print Date: 8/1/2019
 Knoxville/Knox County Planning -- Historic Zoning Commission

Petitioner: George Armour Ewart Architects



Certificate (File) No: 8-K-19-HZ

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

Please print all information:

1. NAME OF APPLICANT: GEORGE ARMOUR EWART ARCHITECT

Address: 404 BEARDEN PARK CIRCLE

Telephone: 865-602-7771 E-mail address: cfehr@georgeewart.com

Relationship to Owner: Architect

2. NAME OF OWNER: TVA CREDIT UNION

Address: P.O BOX 15994 , KNOXVILLE TN 37901

Telephone: _____ E-mail address: _____

3. LOCATION OF PROPERTY:

Address: 31 MARKET SQ. Tax ID/Lot/Parcel No: PARCEL 4 / 094LF004

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.)

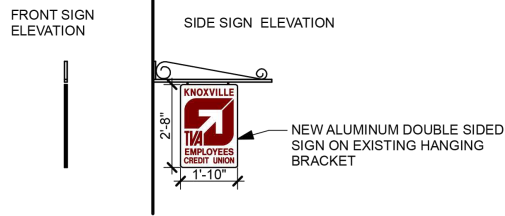
A NEW OPENING IN THE EXISTING VESTIBULE WALL TO CREATE A NEW ATM VESTIBULE BEHIND EXISTING STOREFRONT. NEW SIGNAGE + AWNING.

6. SIGNATURE OF APPLICANT:  Date: JULY 29 2019

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	<u>7/29/19</u>	Approved	Disapproved
Date Acted On		Approved As Modified	

paid 7/29/19



1 SIGN ELEVATIONS
A4.1 1/4" = 1'-0"

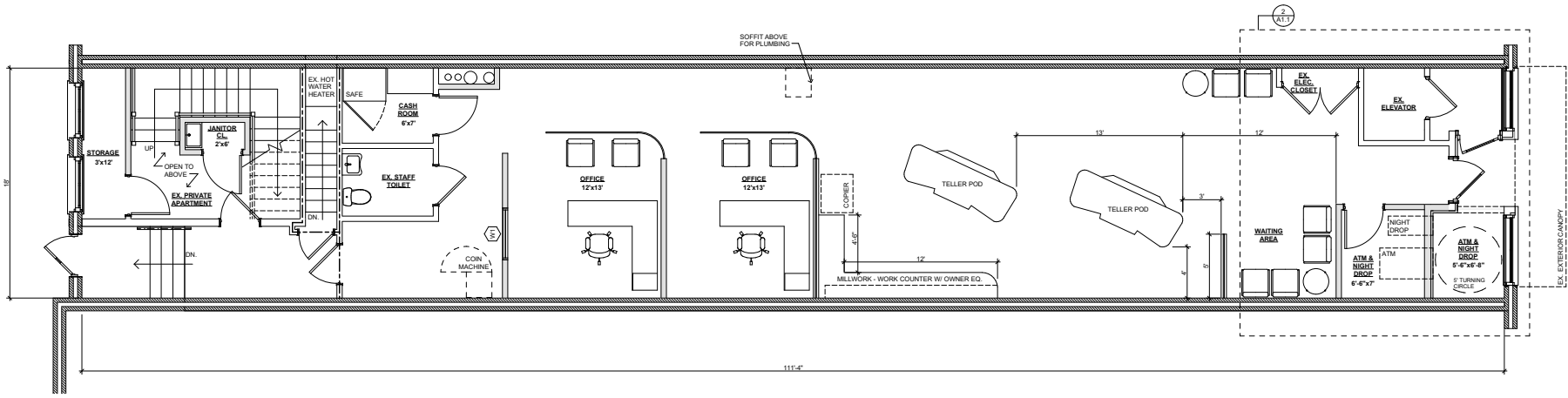


2 EXTERIOR ELEVATION
A4.1 1/4" = 1'-0"

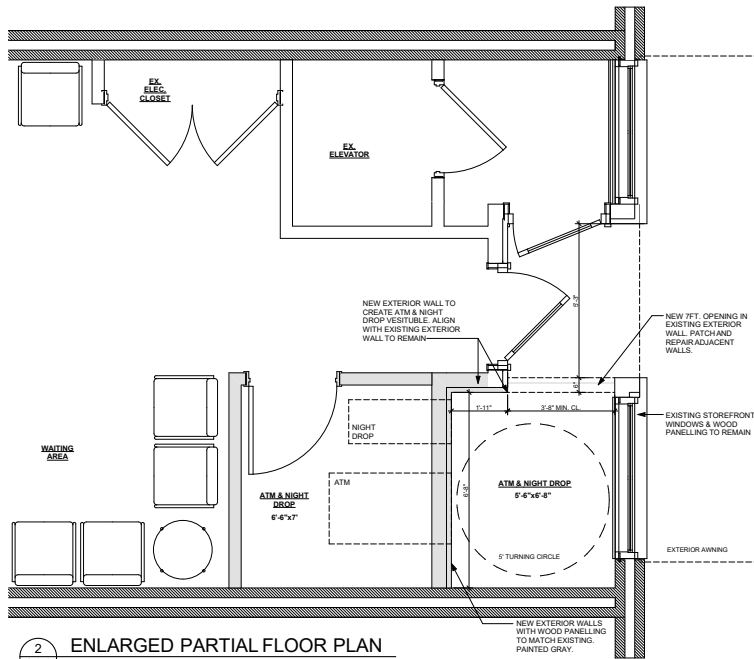


**GEORGE
ARMOUR
EWART
ARCHITECT**

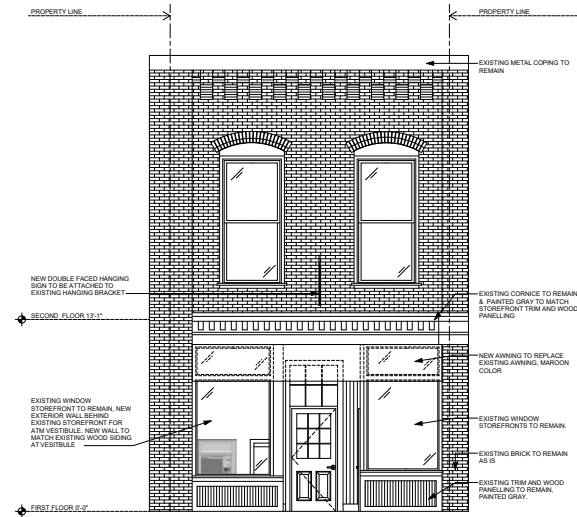
404 Bearden Park Circle
Knoxville, TN 37919
865.602.7771
Fax 865.602.7742
www.georgeewart.com



1 FIRST FLOOR - SCHEMATIC PLAN
SCALE: 1/4" = 1'-0"



2 ENLARGED PARTIAL FLOOR PLAN
SCALE: 1/2" = 1'-0"



3 EXTERIOR ELEVATION
SCALE: 1/4" = 1'-0"

TENANT RENOVATIONS FOR:
TVA CREDIT UNION
31 MARKET SQUARE, KNOXVILLE, TN

PRELIMINARY -
NOT FOR
CONSTRUCTION

SCHEMATIC FLOOR PLANS &
EXTERIOR ELEVATION

DATE: 29 JUL 2019
PROJECT NO.:
PROJECT MGR.: GAE

A1.1

4.88 Sq. Ft. Total for Flag Mount Sign



NOTE: One (1) double face White aluminum hanging sign with premium vinyl applied. To be attached to existing hanging bracket.

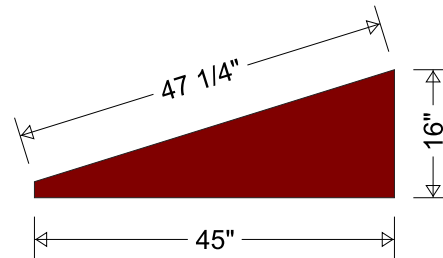
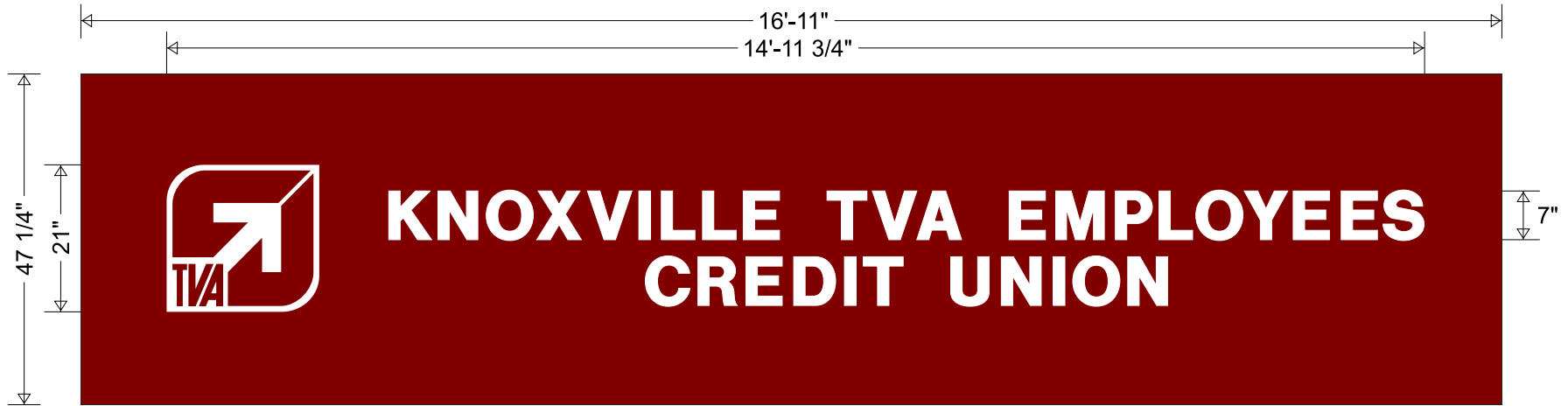
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<i>Neon Service Co.</i>		
SCALE: 1 1/2" = 1'	APPROVED BY:	DRAWN BY:
DATE: 7-29-19		S. M.
NAME: TVA Credit Union (31 Market St.)		
DRAWING NUMBER		7-9-194245-3-6

Awning area 66.6 Sq. Ft.

Sign area 26.19 Sq. Ft.

Sign area is 39.32% of awning area.



Side View

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