



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

PROPERTY ADDRESS: 2 Market Square 37902

FILE NO.: 5-D-19-HZ

DISTRICT: Market Square H-1

MEETING DATE: 5/16/2019

APPLICANT: Stefanie Genua / R2R Studio, LLC (Architect)

LEVEL OF WORK: Level II Major Replacement of materials or architectural elements; construction of addition or outbuilding.

PROPERTY DESCRIPTION: Vernacular Commercial (c.1935); formerly Italianate Commercial (c.1880)

Two story, three bay, brick building with modern single pane windows on front facade, chamfered corner. Two story Italianate Commercial rear portion with access from Union Avenue, arched brick corbelled windows, corbelled cornice. c. 1950 storefront with recessed entry. (C) S. W. Hall & Co. Grocers recorded as occupant in 1885, with second floor use as the Grand Army of the Republic Hall. Other uses included a drugstore, a hardware store, a pharmacy and boarding house and a shoe store. In 1935, when front facade was probably altered, building had become the Wonder Store, Inc., a department store, and by 1950, it was an annex of Miller's Department Store. The footprint of the building with its distinctive chamfered corner has not changed on the Sanborn Fire Insurance Map.

► **DESCRIPTION OF WORK:**

This is a renovation of the first level of the previously altered building at 2 Market Square. The exterior will be modified to include a metal canopy to cover a new patio seating area on Market Square with railings anchored to the concrete. A new metal canopy will also be added on the Union Avenue side of the building with sidewalk seating. The Market Square and Union Avenue façades will be modified to include a new wood storefront cornice (sign board), gooseneck lights, and signage.

► **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.
10. A storefront cornice shall be wood, cast iron, or sheet metal.
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 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.
5. Signs can be directly or indirectly illuminated. Internally lit signs that respect the dimensions noted above for



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flush-mounted sign boards can be appropriate. Neon can be appropriate for flush-mounted sign boards and window signs.

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.
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:

STAFF FINDINGS:

- 1) The building is a contributing structure within the Market Square H-1 Overlay and the National Register Historic District. While the building had a different design when originally constructed, the current building design from the 1930's is considered the design of significance in regard the Market Square Commercial (National Register) Historic District and the adopted Market Square Design Guidelines.
- 2) The Secretary of Interior's Standards for Rehabilitation recommendation #3 states, "Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken."
 - In staff's opinion, the design of the proposed storefront cornice (sign board) is not in-keeping with the modernistic design of the building.
- 3) The Secretary of Interior's Standards for Rehabilitation recommendation #4 states, "Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved."
- 4) The Market Square Design Guidelines ("guidelines") recommend that the cornice (sign board) be constructed of wood, cast iron, or sheet metal.
 - The sign board will be constructed of MDO (wood).
- 5) The guidelines recommend that inappropriate historical themes shall be avoided.
 - The proposed sign board is designed to be similar to other historic structures on Market Square, however, does not appear to match the design of the building. Staff is recommending it be designed to have a flat appearance, or other design that is appropriate for the modernistic structure.
- 6) The guidelines recommend that storefronts 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.
 - The signs on the plan do not have dimensions or materials identified, however, they appear to meet the intent guidelines. Staff is recommending approval of the sign plan with the condition that a sign plan with dimensions and materials be submitted for staff for confirmation that they meet the size recommendations of the guidelines.
 - The guidelines recommend one primary and one secondary sign for storefronts. Wall signs are considered the



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primary sign and hanging signs are secondary. There are three wall signs proposed and no hanging signs. The two larger, externally illuminated wall signs are on different elevations of the building and in staff's opinion, meet the intent of the guidelines. The smaller, internally-illuminated sign on the chamfered corner could be appropriate if it meets the size standards for hanging signs.

7) 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.

8) The guidelines recommend that signs can be directly or indirectly illuminated. Internally lit signs that respect the dimensions noted above for flush-mounted sign boards can be appropriate.

9) The guidelines do not specifically address canopies, but do make recommendations for awnings. The applicable recommendations are to attach above the storefront display windows and below the sign board, reinforce the frame of the storefront without covering the space between the second story windows and the sign board, and project 4 to 7 feet from the building.

- The proposed canopies meet the intent of the awning guidelines with the attachment location and generally the projection from the building, and are complimentary with the straight lines of the modernistic upper facade.

Awnings and canopies that extend over Market Square have been approved with a depth larger than 7 feet in the past to allow the covering of outdoor seating areas. The width of the canopies across the two elevations should be reduced so as to not go beyond the storefront framing below at the chamfered corner, which will reduce the width canopies approximately 3 feet.

- The width of the canopy tie rods shall be no more than those used on the Not Watson's canopy (15 Market Square). The tie rods used on the canopy at The Oliver Hotel was determined to be aesthetically too thick after they were installed and are not recommended for future installations.

► **STAFF RECOMMENDATION:**

Approve the request subject to the following conditions:

1) Reduce the width of the canopies from the chamfered corner of the building so as to not extend beyond the storefront framing below (approximately 3 feet), and meeting all other applicable requirements of the zoning ordinance (such as clearance with sidewalk and distance from curb).

2) Reduce the size of the wall sign on the chamfered corner to no more than 6 square feet.

3) Review and approval of the sign plan by staff to ensure the size and location meet the recommendations of the Market Square Design Guidelines.

4) Revising the storefront cornice (sign board) so as to be flat in design, removing the trim and cornice detailing, with review and approval by staff.

Certificate (File) No: 5-D-19-HZ

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

Please print all information:

1. **NAME OF APPLICANT:** Stefanie Genua, R2R Studio, LLC
Address: 2575 Willow Point Way, Suite 105 Knoxville, TN 37931
Telephone: 865-769-8075 E-mail address: sgenua@r2rstudio.com
Relationship to Owner: Architect

2. **NAME OF OWNER:** Petro's Chili & Chips (tenant)
Address: 137 Suffolk Drive Knoxville, TN 37922
Telephone: 865-310-4686 E-mail address: dale@petros.com

3. **LOCATION OF PROPERTY:**
Address: 2 Market Square Tax ID/Lot/Parcel No: 094LE030

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.)

This is a renovation of the first level of the previously altered building @ 2 Market Square. The exterior will be modified to include a metal canopy & railing to cover a new proposed patio area on Market Square. A new metal canopy will also be added on the Union Avenue side of the building. The exterior facade will be modified to include a new cornice, MDO trim, gooseneck lights, & signage.

6. **SIGNATURE OF APPLICANT:** Stefanie Genua Date: 4/26/19

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			

pd 4/29/19

**INFORMATION REQUIRED TO BE SUBMITTED BEFORE
CERTIFICATE OF APPROPRIATENESS (COA) APPLICATION CAN BE ACCEPTED**

Incomplete applications will not be accepted. All required information must be submitted before the COA application and fee will be accepted for the next available Historic Zoning Commission (HZC) agenda. Checks mailed with an incomplete application will be returned and the application will not be placed on the HZC agenda.

A. EXTERIOR ALTERATION OR REPAIR:

- Circle each work item for which approval is requested:

Accessory structure	Masonry (including painting)	Satellite dish
Architectural feature	<u>Material changes</u>	Shutters
<u>Awning or canopy</u>	Mechanical system unit	Siding
Deck	New construction	<u>Signs</u>
Door	Parking lot (entrance drives, paving, fencing)	Skylights or solar collectors
<u>Fencing and walls</u>	Porch (including any porch elements)	Storm windows or doors
Guttering	Roofing	Windows

- Describe the proposed work in detail and include the following information:
 - a. Sketches, photographs, manufacturer's specifications, illustrations, and detailed drawings are required for major changes in architectural features and materials
 - b. Samples, description, and specifications for proposed materials
 - c. Site plan for fence / retaining wall applications

B. NEW CONSTRUCTION:

- Describe the proposed project in detail and include the following information:
 - a. Dimensioned site plan showing building footprint
 - b. Dimensioned elevation drawings that clearly show the exterior appearance of the building
 - c. Samples, description, and specifications for proposed materials and architectural features
 - d. Description and drawings or photos of site improvements such as fences, walls, and paving

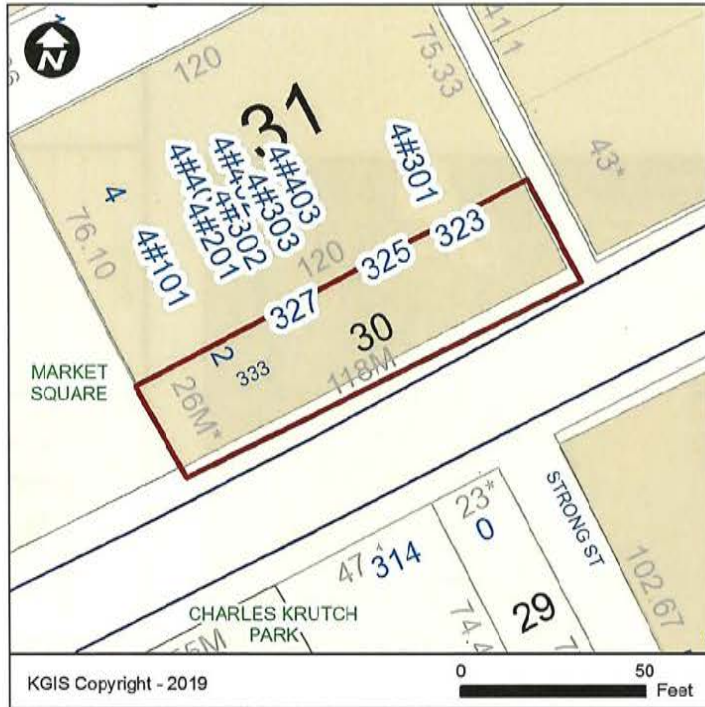
C. RELOCATION OF STRUCTURE:

- a. Description of structure and its condition and reason for relocation
- b. Photographs of the structure at existing location
- c. Site plan for, and photos of, proposed location
- d. Description of any site features that will be disturbed such as topography, retaining walls, fences

D. DEMOLITION OF CONTRIBUTING STRUCTURE:

- a. Description of the structure and its condition of the structure and reason for proposed demolition
- b. Photos of overall structure and its details

2 MARKET SQ - Property Map and Details Report



Property Information

Parcel ID:	094LE030
Location Address:	325 UNION AVE
CLT Map:	94
Insert:	L
Group:	E
Condo Letter:	
Parcel:	30
Parcel Type:	
District:	06
Ward:	
City Block:	06163
Subdivision:	
Rec. Acreage:	0
Calc. Acreage:	0
Recorded Plat:	-
Recorded Deed:	20130514 - 0074574
Deed Type:	Deed: Gift Deed
Deed Date:	5/14/2013

Address Information

Site Address: 2 MARKET SQ
KNOXVILLE - 37902

Address Type: BUSINESS

Site Name:

Owner Information

2 MARKET SQUARE LLC
3948 STE 179 3RD ST S
JACKSONVILLE BEACH, FL 32250

The owner information shown in this section does **not** necessarily reflect the person(s) responsible for Last Year's property taxes. Report any errors to the Knox County Property Assessor's office at (865) 215-2365.

Jurisdiction Information

County: KNOX COUNTY

City / Township: Knoxville

MPC Information

Census Tract: 1

Planning Sector: Central City

Please contact Knox County Metropolitan Planning Commission (MPC) at (865) 215-2500 if you have questions.

Political Districts

Voting Precinct: 06

Voting Location: Green School
801 LULA POWELL DR

TN State House: 15 Rick Staples

TN State Senate: 7 Richard Briggs

County Commission: 1 Evelyn Gill

City Council: 6 Gwen McKenzie

School Board: 1 Evetty Satterfield

Please contact Knox County Election Commission at (865) 215-2480 if you have questions.

School Zones

Elementary: SEQUOYAH ELEMENTARY

Intermediate:

Middle: VINE MIDDLE MAGNET

High: AUSTIN-EAST HIGH MAGNET

Please contact Knox County Schools Transportation and Zoning Department at (865) 594-1550 if you have questions.

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