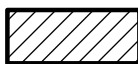




2-E-26-HZ
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

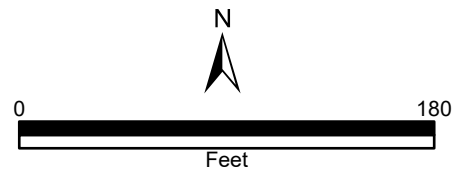


445 S. Gay St. 37902

 Millers Building Individual H Landmark

Original Print Date: 1/27/2026
 Knoxville/Knox County Planning -- Historic Zoning Commission

Petitioner: Scott Schimmel





Staff Report

Knoxville Historic Zoning Commission

File Number: 2-E-26-HZ

Meeting: 2/19/2026
Applicant: Scott Schimmel
Owner: KUB

Property Information

Location: 445 S. Gay St. **Parcel ID:** 94 L E 00903
District: Millers Building Individual H Landmark
Zoning: DK (Downtown Knoxville)
Description: c.1905
Seven-story brick masonry building with terracotta ornamentation on cornice, belt courses, and pilasters.

Staff Recommendation

Staff recommends approval of Certificate 2-E-26-HZ as submitted.

Description of Work

Level I/II Installation of Signage

New projecting sign, new awning signs, and new floor tile mosaic.

Projecting sign measures 27 square feet (6' wide by 4'-6" tall), featuring an aluminum sign cabinet with internal illumination on the logo and letters. The bottom of the sign will extend 12' above the sidewalk level, located on a storefront-level pilaster above the awnings.

New awnings to replace existing canvas awnings, with placement and size to match the existing. Signage will extend along both awnings. New decorative floor tile mosaic in entryway.

Comments

1. The Millers Building is an individual historic landmark and listed as a contributing resource to the Gay Street Commercial Historic District. The SOI Standards are the adopted design guidelines, and previous reviews of signs on the building have referenced Preservation Brief 25 for New Signs and Historic Buildings. Previous reviews have also referenced signage along Gay Street instead of Market Square for context.
2. Guidelines for signage in Market Square and Downtown recommend that projecting signs be limited to 9 square feet. Previous reviews on the Miller's Building have noted that as it is significantly taller, it can accommodate a sign larger than the typically recommended 9 square feet.
3. Previous reviews along Gay Street have permitted new signage between 18 and 27 square feet. The proposed 27 square foot sign is on the larger side of previous approvals, so it could not be approved administratively. The

Commission should discuss the overall size of the proposed projecting sign.

4. The sign will be located in the same location as the previously-approved Cruze Farm sign, and will not cause further damage to the marble pilaster on the storefront. Installation should aim to use any existing penetrations.

5. The awnings will replace existing awnings in identical size, placement, and design. The floor tile mosaic will not result in the removal of any historic materials.

Applicable Design Guidelines

Secretary of the Interior's Standards for Rehabilitating Historic Buildings.

- 1) Signs should be viewed as part of an overall graphics system for the building. They do not have to do all the "work" by themselves. The building's form, name and outstanding features, both decorative and functional, also support the advertising function of a sign. Signs should work with the building, rather than against it.
- 2) New signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs.
- 3) Sign placement is important: new signs should not obscure significant features of the historic building. (Signs above a storefront should fit within the historic signboard, for example.)
- 4) New signs should also respect neighboring buildings. They should not shadow or overpower adjacent structures.
- 5) Sign materials should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.
- 6) New signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. Fittings should penetrate mortar joints rather than brick, for example, and sign loads should be properly calculated and distributed.

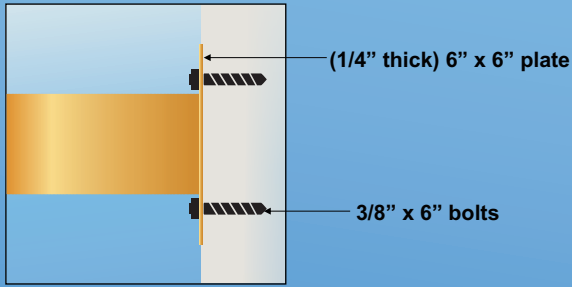
SCALE: 3/16" = 1'



- aluminum sign cabinet with routed faces
- backed with white plastic
- internally illuminated with LEDs



SCALE: 3/4" = 1'



SIGN & FAX BACK SO THAT WE MAY APPROVE YOUR ORDER.
 FAX: 865.947.2089 info@signco-inc.com

APPROVED
 APPROVED W/CHANGES
 REVISE & RESUBMIT

SALES REPRESENTATIVE: Baker Jones
 FILE: Golden Threads Market Square

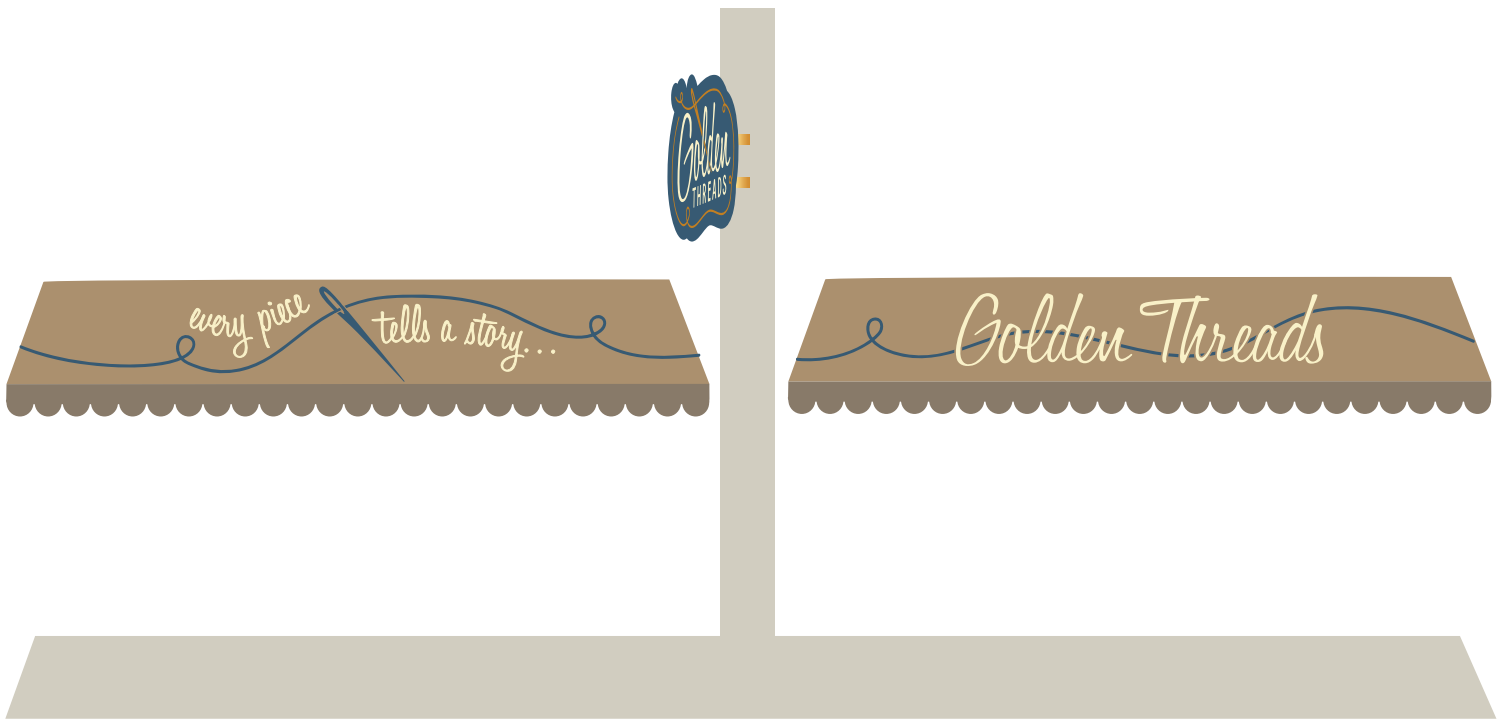
FILE LOCATION: Baker/G/Golden Threads
 LOCATION: Knoxville, TN

APPROVAL SIGNATURE
 DATE: 01-06-2026
 SCALE: see drawing
 DRAWN BY: Tiffany Poling

SIGNCO inc.
 PLASTIC, NEON, ELECTRONIC

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VALUE OF THIS DRAWING: \$500.00



every piece tells a story...

Golden Threads

ALTERNATE
GOLD
COLOR

GOLDEN
THREADS
BRAND
COLOR

