

# Downtown Knoxville Design Overlay District Certificate of Appropriateness

Name of Applicant: W. Nolan Sherrill

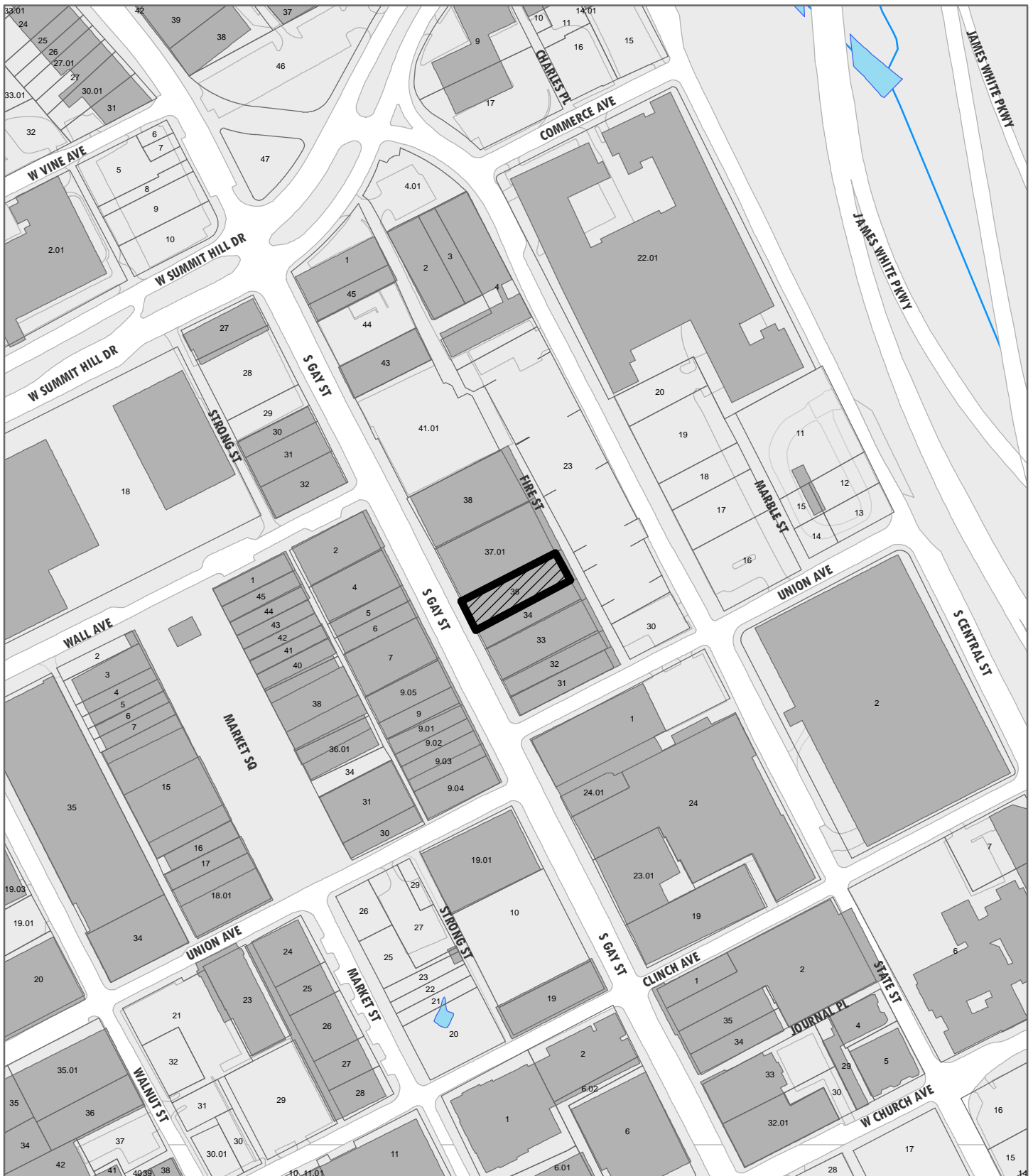
Owner  Contractor  Architect  Engineer  Other

Date Filed: 8/7/2017 Application accepted by: Mike Reynolds

Fee Amount: \$50 Review Date: 8/16/17 File Number: 8-B-17-DT

<b>PRE-APPLICATION CONFERENCE</b>		Date Completed: <span style="border: 1px solid black; display: inline-block; width: 150px; height: 20px;"></span>
<p style="text-align: center;"><b>PROPERTY INFORMATION</b></p> <p>Building or Project Name: <u>The Phoenix Pharmacy and Fountain</u></p> <p>Street Address: <u>418 S. Gray St</u></p> <p>Parcel Identification Number(s): <u>0951A-0300D</u> <u>418 Gray St</u></p>	<p style="text-align: center;"><b>PROJECT ARCHITECT/ENGINEER</b></p> <p>PLEASE PRINT Name: <u>Bennetfield Richters - Amy Sherrill</u></p> <p>Company: _____</p> <p>Address: <u>510 Union Ave</u></p> <p>City: <u>Knoxville</u> State: <u>TN</u> Zip: <u>37902</u></p> <p>Telephone: <u>678-878-8993</u></p> <p>Fax: _____</p> <p>E-mail: <u>amysherrill90@gmail.com</u></p>	
<p style="text-align: center;"><b>PROPERTY OWNER</b></p> <p>PLEASE PRINT Name: <u>Ronald Sherrill</u></p> <p>Company: <u>Phoenix Property Mgt</u></p> <p>Address: <u>425 Bixwood Ln Sg</u></p> <p>City: <u>Knoxville</u> State: <u>TN</u> Zip: <u>37919</u></p> <p>Telephone: <u>865 679 6520</u></p> <p>Fax: _____</p> <p>E-mail: <u>rsherrill71@gmail.com</u></p>	<p style="text-align: center;"><b>PROJECT CONTRACTOR</b></p> <p>PLEASE PRINT Name: <u>Jim Sherrad</u></p> <p>Company: <u>Sherrad Sign Co./Knoxville Nean</u></p> <p>Address: _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>Telephone: <u>865 963 8398</u></p> <p>Fax: _____</p> <p>E-mail: _____</p>	
<p style="text-align: center;"><b>ACCOMPANYING MATERIALS</b></p> <p>Please see the reverse side of this form for a list of information required as part of this application.</p>		
<b>FOR OFFICE USE ONLY</b>		
<p style="text-align: center;"><b>PROJECT INFORMATION</b></p> <p>LEVEL 1: \$50</p> <p><input checked="" type="checkbox"/> Minor Alteration of an Existing Building/Structure</p> <p><input type="checkbox"/> Sign</p> <p>LEVEL 2: \$100</p> <p><input type="checkbox"/> Major Alteration of an Existing Building/Structure</p> <p><input type="checkbox"/> Addition to an Existing Building/Structure</p> <p>LEVEL 3: \$250</p> <p><input type="checkbox"/> Construction of New Building/Structure</p>	<p style="text-align: center;"><b>PROJECT CONTACT</b></p> <p>All application-related correspondence should be directed to:</p> <p>PLEASE PRINT Name: <u>W. Nolan Sherrill</u></p> <p>Company: <u>The Phoenix Pharmacy and Fountain</u></p> <p>Address: <u>418 S. Gray St</u></p> <p>City: <u>Knoxville</u> State: <u>TN</u> Zip: <u>37902</u></p> <p>Telephone: <u>202 236 6306</u></p> <p>Fax: _____</p> <p>E-mail: <u>nolan@thephoenixpharmacy.com</u></p>	

NOTE: Payment is due at time of application. Please make check payable to Knoxville Knox County Metropolitan Planning Commission.



**8-B-17-DT**

**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS**

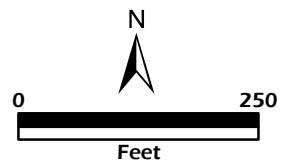
Petitioner: Nolan Sherrill

**DOWNTOWN  
DESIGN  
REVIEW  
BOARD**



418 S Gay St  
Level 1: Sign

Original Print Date: 8/9/2017  
Revised:  
Metropolitan Planning Commission \* City / County Building \* Knoxville, TN 37902



Dear Mike:

I respectfully submit the following lighted, double sided sign design for consideration at MPC's August 2017 Sign Review Board meeting. Our primary goal is to provide a much needed visual marker for our guests and patients while continuing to celebrate as much of our building's storied history as possible.

As you can see, the primary design is not dissimilar to a sign that prominently hung on the building for many years beginning in the 1930s. It is, therefore, in keeping with the nostalgic feel and attitude of our 1930's full-service pharmacy and authentic soda fountain.

The dimensions are roughly 4.5x4.5 x8 inches thick (nearly the same as the Art Market). The double-sided sign would hang in the space between our two right front windows in the same position as the flag above the double columns adjacent to the family seated at the outdoor table as seen on page 6.

The burgundy portion would be painted sheet metal and the cream portion would be a narrow diameter low-light neon, similar to the materials in the larger dark green blade sign the commission approved in the spring. This sign is currently being submitted in lieu of that sign.

Best,

Nolan Sherrill  
Owner/Operator  
The Phoenix Pharmacy and Fountain  
418 S. Gay St.  
Suite 104  
Knoxville, TN 37902  
(202) 236-6306

Guide Wire

**418 South Gay St.**  
(Preferred Design)

Copper or Iron pole (to be made by Kelly Brown – Bower Bird)

6 ft



3 ft

1 ft

1.5 ft

Approx.  
4.5 ft

Approx.  
4.5 ft



418 South Gay St.

(Alternate 1)

3 ft

1.5 ft

1.5 ft



Approx.  
4.5 ft

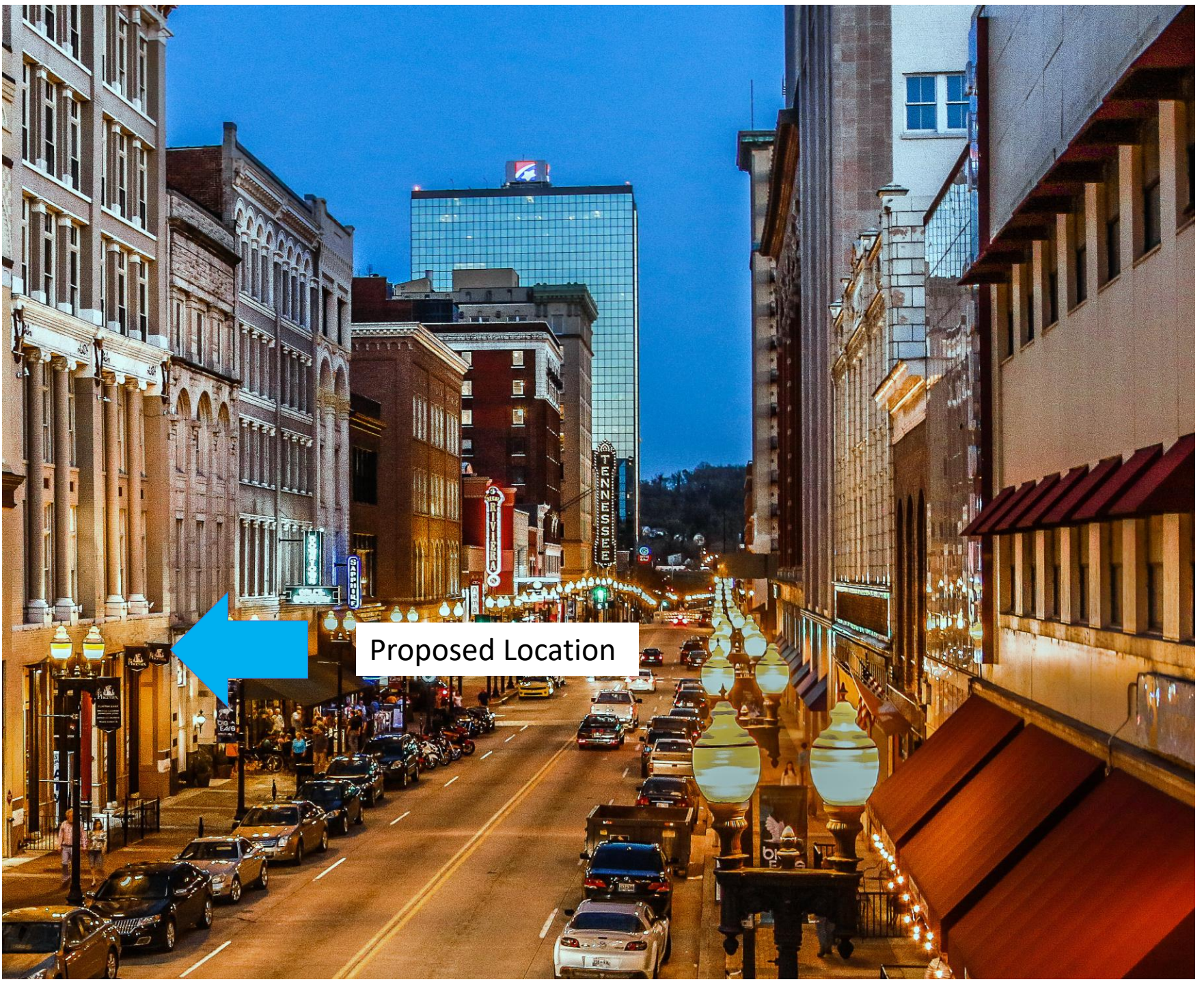
Approx.  
4.5 ft

2016

1936







Proposed Location









The PHOENIX  
**PHARMACY**  
and Fountain  
PRESCRIPTIONS, HONEY, ICE CREAM & SOFT



Proposed Location

PHOENIX

Art Market  
BIG EASE



# Knoxville Downtown Design Review Board

## CERTIFICATE OF APPROPRIATENESS

File Number: 4-B-17-DT

A Certificate of Appropriateness is hereby granted for the following property by the Downtown Design Review Board:

Address of Property: 418 S Gay St

Parcel ID: 95 I A 035

### Type of Work:

- Level 1: Minor Alteration of an Existing Building     Level 2: Major Alteration of an Existing Building     Level 3: Construction of New Building  
 Level 1: Sign     Level 2: Addition to an Existing Building

Owner: Jeffrey & Hermine Leach, 37902

Applicant: Nolan Sherrill, 37902

Architect: Benefield Richters, 37902

Contractor: Sherrod Sign,

### Description of Work:

Installation of an illuminated projecting sign that is 13'-0" tall by 2'-0" wide (26 square feet). The body of the sign will be green and made of metal. All letters and decorative elements will be constructed of neon. The sign will be attached to the building using 6" wide metal posts and will extend approximately 2'-0" from the facade.

APPROVE Certificate 4-B-17-DT as submitted.

**THIS CERTIFICATE IS NOT A BUILDING PERMIT AND THIS APPROVAL IS NOT A SUBSTITUTE FOR ANY OTHER REVIEWS OR PERMITS THAT MIGHT BE REQUIRED. THIS CERTIFICATE IS NOT FINAL OR ENFORCEABLE UNTIL THE EXPIRATION OR EXHAUSTION OF ALL RIGHTS OF APPEAL.**

Any change in the work described on this Certificate requires additional review and approval by the Knoxville Downtown Design Review Board. The Design Review Board does not review interior work unless it affects the exterior portions of the building or is visible from the outside.

Approved by: Board/Mike Reynolds

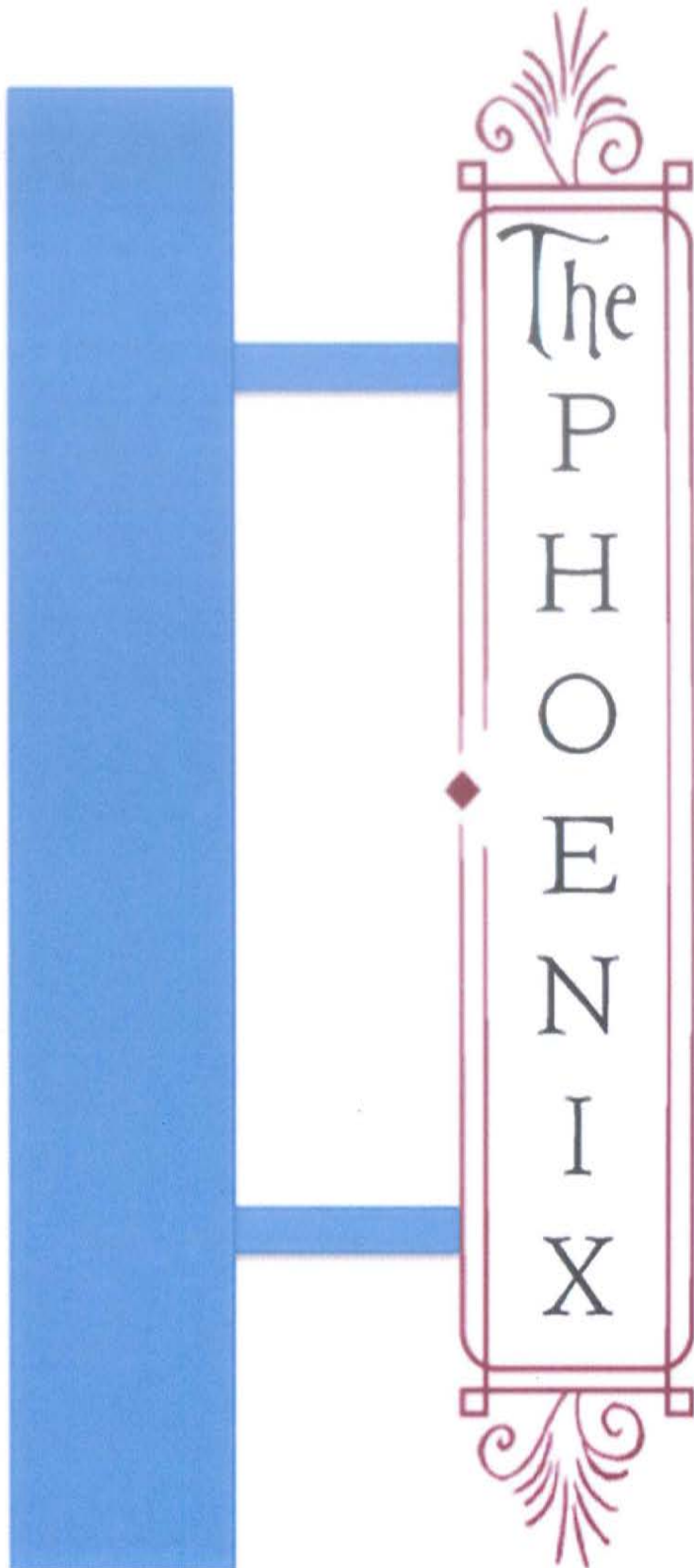
Date: 4/19/2017

## PREVIOUS APPROVAL

  
D-1 PLAN REVIEW CERTIFICATION  
Plan Approved: [Signature]  
DATE: 4/25/2017 MPC Staff  
File #: 4-B-17-DT

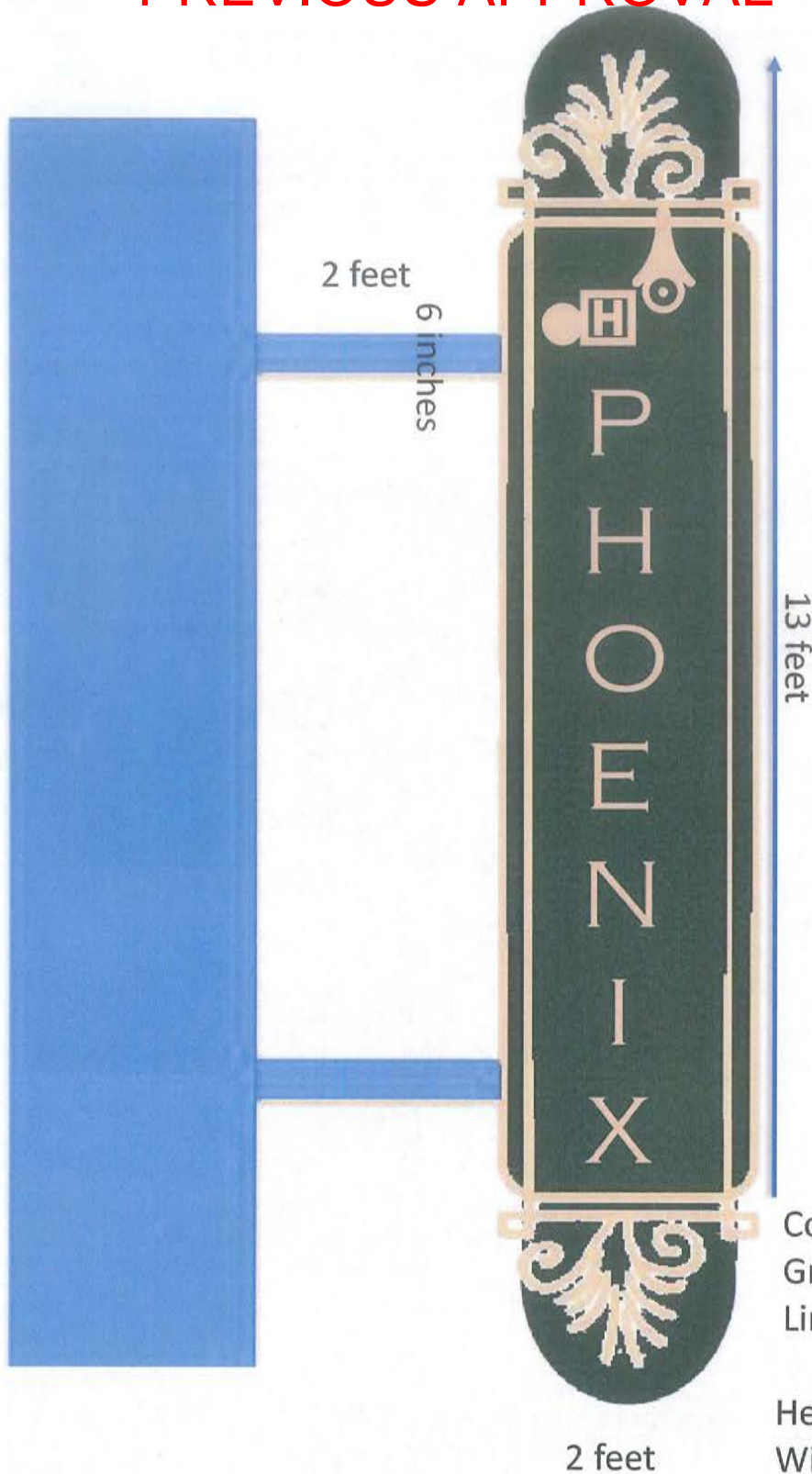


## PREVIOUS APPROVAL



- Design of neon lighting. Will be on top of green background shown on next page.

418 South Gay St . Marquee  
**PREVIOUS APPROVAL**



*\* See previous page for final design of neon, which includes the letters and decorative elements.*

Colors: Hunter Green and Vintage Linen

Height 13 feet

Width 2 feet

Materials:  
aluminum frame  
neon light



# PREVIOUS APPROVAL

