

## **AGENDA**

### **KNOXVILLE DOWNTOWN DESIGN REVIEW BOARD**

#### **MEETING OF FEBRUARY 20, 2019 - SMALL ASSEMBLY ROOM, 4:00 P.M.**

- ♦ Call to Order
- ♦ Introduction of Ex Officio Members and Visitors
- ♦ [Approval of Minutes of Previous Meeting](#)
- ♦ Certificates of Appropriateness
- ♦ Staff Report
- ♦ Other Business

#### **Certificates of Appropriateness:**

##### **[Certificate No. 2-A-19-DT](#)**

510 W Main St - First Baptist Church (Gary Nunley)

Pre-development meeting: 1/23/2019

#### **Description of Work**

Replace existing round-arched canvased frame awning over east side entry door located on Walnut Street with a bronze-anodized aluminum flat-roofed straight-edged awning with 3 powder-coated tie-backs. Size will be approximately 10'-6" wide and project 4'-0" from the building. The awning will be mounted above the brick arch, so that the entire brick arch will be visible underneath the awning. The outside front edge of the awning will be approximately 3'-0" from the back edge of the sidewalk.

The canopy will cover the arched doorway entirely but will be offset to the left. The canopy will overhang the brick arch a couple inches on the right side of the doorway and on the left side it will be just to the left edge of the small existing wall sign next to the door.

The canopy will have a clearance of 9'-10" with the concrete pad in front of the doorway, and will have a 9' clearance at the lowest point over the stairs descending from the sidewalk.

The canopy will be supported with metal tie rods that attach to the brick façade above the canopy and below the windows of the floor above. The metal plates (escutcheon) shown in the image for the tie rods are not proposed.

#### **Staff Comments**

First Baptist Church is listed on the National Register of Historic Places so the Historic Resources section of the guidelines apply. The guidelines recommend that awnings be of a traditional shape and material, and that the overall size, shape, and projection from the building must be in proper proportion and scale to the building and contained within the window or door they shelter, and not cover adjacent wall surfaces. It also states that canvas is usually the appropriate material for awnings.

The guidelines for awnings appear to be developed for storefronts, which would be the typical application. Churches didn't typically have awnings, or traditional awnings as described by the guidelines. The existing rounded, fabric awning does not appear appropriate for building and the proposed metal canopy is more appropriate because it will not cover the architectural details of the building.

The existing awning has a diameter of approximately 6'-7" and projects approximately 3'-4" from the building. The proposed canopy will be approximately 4' wider than the existing awning and will be installed so there is more overhang on the left side of the doorway than on the right. This is because of the retaining wall to the right and the desire to cover the existing sign on the building to the left of the doorway which is associated with the entry.

Applicable guidelines:

Section 1.C.8. (AWNINGS)

Awnings are allowed on historic buildings when they are appropriate to the building and are designed with traditional shapes, forms, and materials. If awnings are used, their overall size, shape, and projection from the building must be in proper proportion and scale to the building and contained within the window or door they shelter, and not cover adjacent wall surfaces. Canvas is usually the appropriate material for awnings.

GUIDELINES:

8a. Allow awnings in traditional shapes and materials.

**Staff Recommendation**

APPROVE Certificate 2-A-19-DT as submitted.

**Certificate No. 2-B-19-DT**

800 S Gay St - Strayer University (Neon Service Co.)

Pre-development meeting: N/A

**Description of Work**

Installation of three new signs for Strayer University at the First Tennessee Plaza.

Cumberland Avenue wall sign (over the parking entrance): This sign is located on the fourth floor above the adjacent sidewalk and is mounted to the concrete façade directly above the entrance to the parking garage. The sign is constructed of internally illuminated channel letters and logo that are mounted to a grey background. The total sign area, including the background, is 3'-6" tall by 13'-5.5" wide (approximately 47 square feet). The illuminated portion of the sign will be smaller, limited to the letters and logo only.

Gay Street directional sign (at sidewalk): This sign is non-illuminated and mounted to the retaining wall on the north side of the Gay Street frontage. The sign is constructed of metal with .5" thick acrylic letters and logo. NOTE: As of this publishing of this agenda, it has been determined that this sign is not permitted by the City of Knoxville Zoning Ordinance.

Entrance wall sign (above entrance doors): This wall sign is an internally illuminated box sign with a white acrylic face and burgundy translucent vinyl for the letters and logo. The sign will be mounted above the entrance doors and will be 1'-1.75" tall by 5'-1.625" wide (approximately 6 square feet).

**Staff Comments**

The proposed directional sign attached to the retaining wall along the Gay Street sidewalk has been determined to be prohibited by the sign regulations of the zoning ordinance. Staff is recommending that if an alternative is proposed that meets the sign regulations and the design guidelines, that staff be able to administratively approve the sign.

Staff has reservations with approving the large illuminated wall sign on the Cumberland Avenue elevation, which is one reason this application is being considered by the board for approval. In addition, the guidelines do not address wall signs in this type of location which is another reason the board is reviewing this application.

Nearby wall signs (for reference):

Residence Inn: Internally illuminated channel letters, 2'-6" tall and a total of 21'-1" wide (approximately 53 square feet). Located on the 13th floor.

Sea Ray: Non-illuminated metal letters, 5'-0" tall by 30'-0" wide (approximately 150 square feet). Located on the State Street side of the First Tennessee Plaza parking garage, 5th floor.

Cook Lofts: Painted wall sign, 5'-0" tall by 12'-0" wide (approximately 60 square feet). Located on the rear elevation of the Cook Lofts building, 2nd story.

Applicable guidelines:

Section 2.B.1. (RECOMMENDED SIGNS)

These recommendations for signs in the traditional grid district recognize that certain types of signs are more pedestrian-friendly and should be encouraged within the grid district.

GUIDELINES:

1a. Wall signs on sign boards that are above a transom or first story and mounted flush to the building façade.

1b. Projecting signs of modest size (9 square feet, maximum); a larger sign must be approved by the board.

1c. Window signs, less than 30 percent coverage, including neon signs.

1d. Building name sign and/or building directory.

**Staff Recommendation**

APPROVE Certificate 2-B-19-DT for the wall signs located on Cumberland Avenue (over parking entrance) and the Strayer University entrance (over doors) only, subject to one condition: 1) Staff may approve a directional sign that meets the requirements of the City of Knoxville Zoning Ordinance and consistent with the recommendations of the Downtown Knoxville Design Guidelines.

**Staff Report:**

1) ***Certificate No. 2-C-19-DT***

130 W. Jackson Ave. – Installation of a new non-illuminated hanging sign (Jackson Ateliers)

**Other Business:**