

Meeting: 8/18/2021
Project: Marble City Market Signs
Applicant: Allen Sign Co.

Property Information

Location: 333 W. Depot Ave. **Parcel ID** 94 E F 02101
Zoning: DK (Downtown Knoxville)
Description:
Six-story, multi-story, mixed-use new construction commercial building.

Description of Work

Level I Sign

New signage for ground-level tenant in multi-use building, including a wall sign on the W. Depot Ave. elevation and a projecting sign on the corner of W. Depot Ave. and Williams Street.

Wall sign is located on an interior bay of the W. Depot Ave elevation, towards Williams Street. Wall sign is proposed for the existing signboard area above the storefront system, measuring 270" wide overall, with two sections of text measuring 17" and 27" tall. Signboard text is aluminum reverse channel letters with LED illumination.

Projecting sign is located on the building's east corner. Three-sided, rectangular aluminum sign measures 130" tall by 24" wide. Limited illumination on the projecting sign.

Applicable Design Guidelines

Downtown Design Guidelines

B. The Traditional Grid District

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.

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

Comments

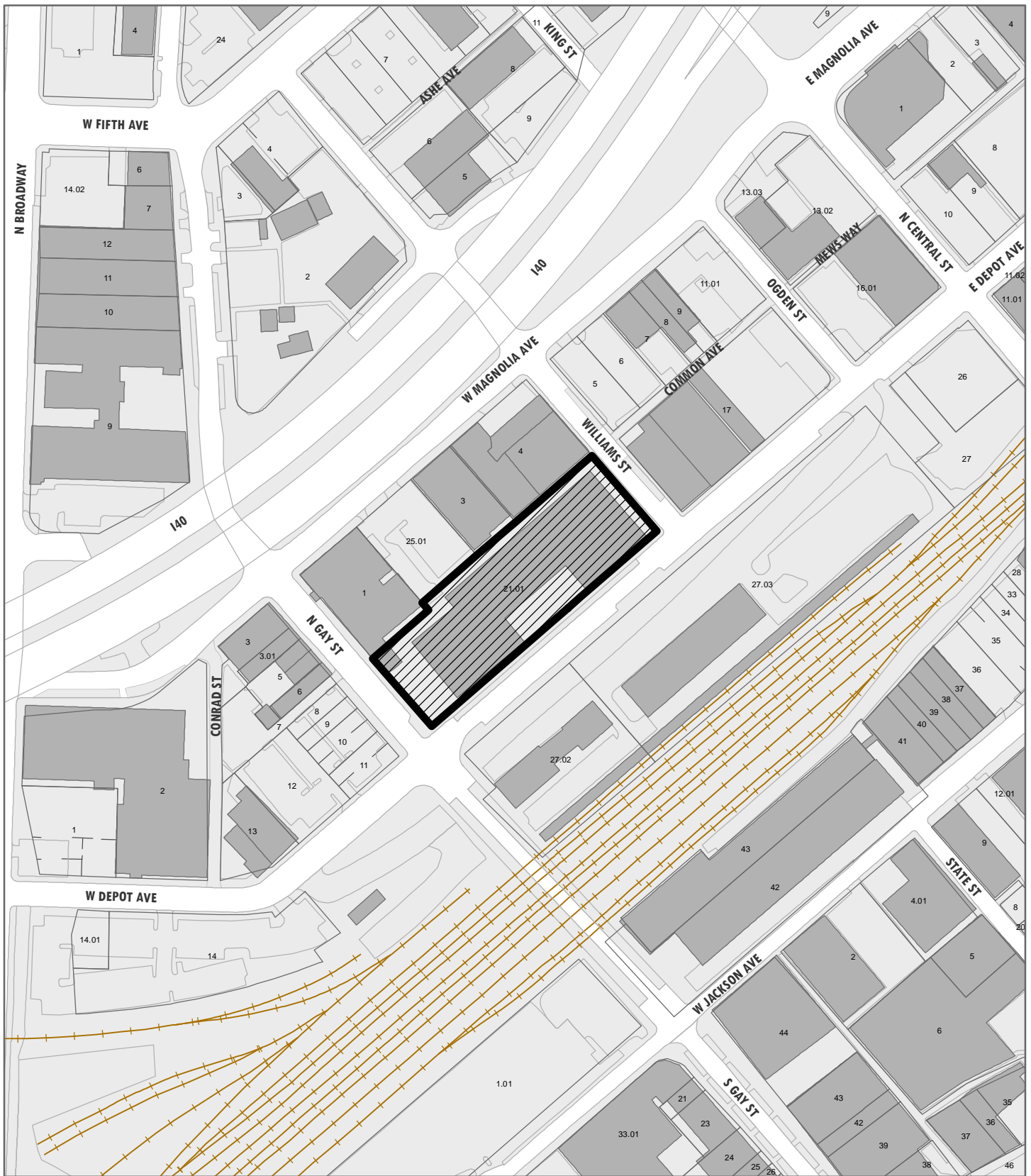
333 W. Depot Avenue is a new building and not subject to the Historic Resources section of the design guidelines. Overall, the proposed signage meets the intent of the design guidelines. The proposed wall sign is located above a transom and storefront system, on the area traditionally dedicated for signboards. While the wall sign is large in size, it is proportionate to the overall building and the storefront space below. The reverse channel letter sign also includes a significant amount of negative space so the sign will not visually present as large as the square footage

measurement indicates.

The proposed projecting sign is located on the corner of the building, 100" over the sidewalk level. The projecting sign is significantly larger than the 9 sq. ft recommended in the design guidelines (approximately 22' sq. ft). However, it will be proportionate to the large, multi-story mixed use and compatible with the contemporary design of the building. The projecting sign reflects the intent of the guidelines as a pedestrian-friendly, appropriately-scaled sign.

Recommendation

Staff recommends approval of Certificate 2-A-21-DT as submitted.



8-A-21-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

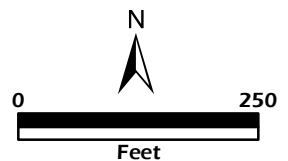
Petitioner: Allen Sign Co., Tom Allen

**DOWNTOWN
DESIGN
REVIEW
BOARD**



333 W. Depot Ave.
Level 1: Sign

Original Print Date: 8/9/2021
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board



(1) Download and fill out this form at your convenience. (2) Sign the application digitally (or print, sign, and scan). (3) Either print the completed form and bring it to the Knoxville-Knox County Planning offices or email it to applications@knoxplanning.org.

Reset Form



DESIGN REVIEW REQUEST

- DOWNTOWN DESIGN (DK)
- HISTORIC ZONING (H)
- INFILL HOUSING (IH)

Allen Sign Company

| | | |
|------------------------------|------------------------------|----------------|
| Applicant <i>7/23/21</i> | August 18, 2021 | 8-A-21-DT |
| Date Filed <i>7/27/21</i> | Meeting Date (if applicable) | File Number(s) |

CORRESPONDENCE

All correspondence related to this application should be directed to the approved contact listed below.

- Owner Contractor Engineer Architect/Landscape Architect
- Tom Allen Allen Sign Company

| | | | |
|--------------------------|----------------------|------|-----------|
| Name 2408 Chapman Hwy | Company Knoxville | TN | 37920 |
| Address 865-573-3524 | tom@allensign.com | City | State Zip |
| Phone | Email | | |

CURRENT PROPERTY INFO

| | | |
|--|-----------------------------|--------------|
| Regas Property LLC | 331 W. Depot Ave | 865-247-4336 |
| Owner Name (if different from applicant) 333 W. Depot Ave | Owner Address 094EF02101 | Owner Phone |
| Property Address Regas Square Condominiums | Parcel ID DK-G | |
| Neighborhood | Zoning | |

AUTHORIZATION

| | | |
|-------------------------|------------------|---------|
| <i>Lindsay Crockett</i> | Lindsay Crockett | 7.27.21 |
| Staff Signature | Please Print | Date |
| <i>[Signature]</i> | Tom Allen | 7/26/21 |
| Applicant Signature | Please Print | Date |

REQUEST

DOWNTOWN DESIGN

Level 1:

- Signs Alteration of an existing building/structure

Level 2:

- Addition to an existing building/structure

Level 3:

- Construction of new building/structure Site design, parking, plazas, landscape

See required Downtown Design attachment for more details.

- Brief description of work: 17" Reverse Channel letters over door and 24" x 24" x 150" wall mounted internally illuminated with knocked out router cut letters in sign can mounted on corner column
 Signs constructed of aluminum with white led's radiant light shining on wall only - No face illumination on channel letters. Corner sign knocked out letters only illuminate.

HISTORIC ZONING

Level 1:

- Signs Routine repair of siding, windows, roof, or other features, in-kind; Installation of gutters, storm windows/doors

Level 2:

- Major repair, removal, or replacement of architectural elements or materials Additions and accessory structures

Level 3:

- Construction of a new primary building

Level 4:

- Relocation of a contributing structure Demolition of a contributing structure

See required Historic Zoning attachment for more details.

- Brief description of work: _____

INFILL HOUSING

Level 1:

- Driveways, parking pads, access point, garages or similar facilities Subdivisions

Level 2:

- Additions visible from the primary street Changes to porches visible from the primary street

Level 3:

- New primary structure
 Site built Modular Multi-Sectional

See required Infill Housing attachment for more details.

- Brief description of work: _____

STAFF USE ONLY

ATTACHMENTS

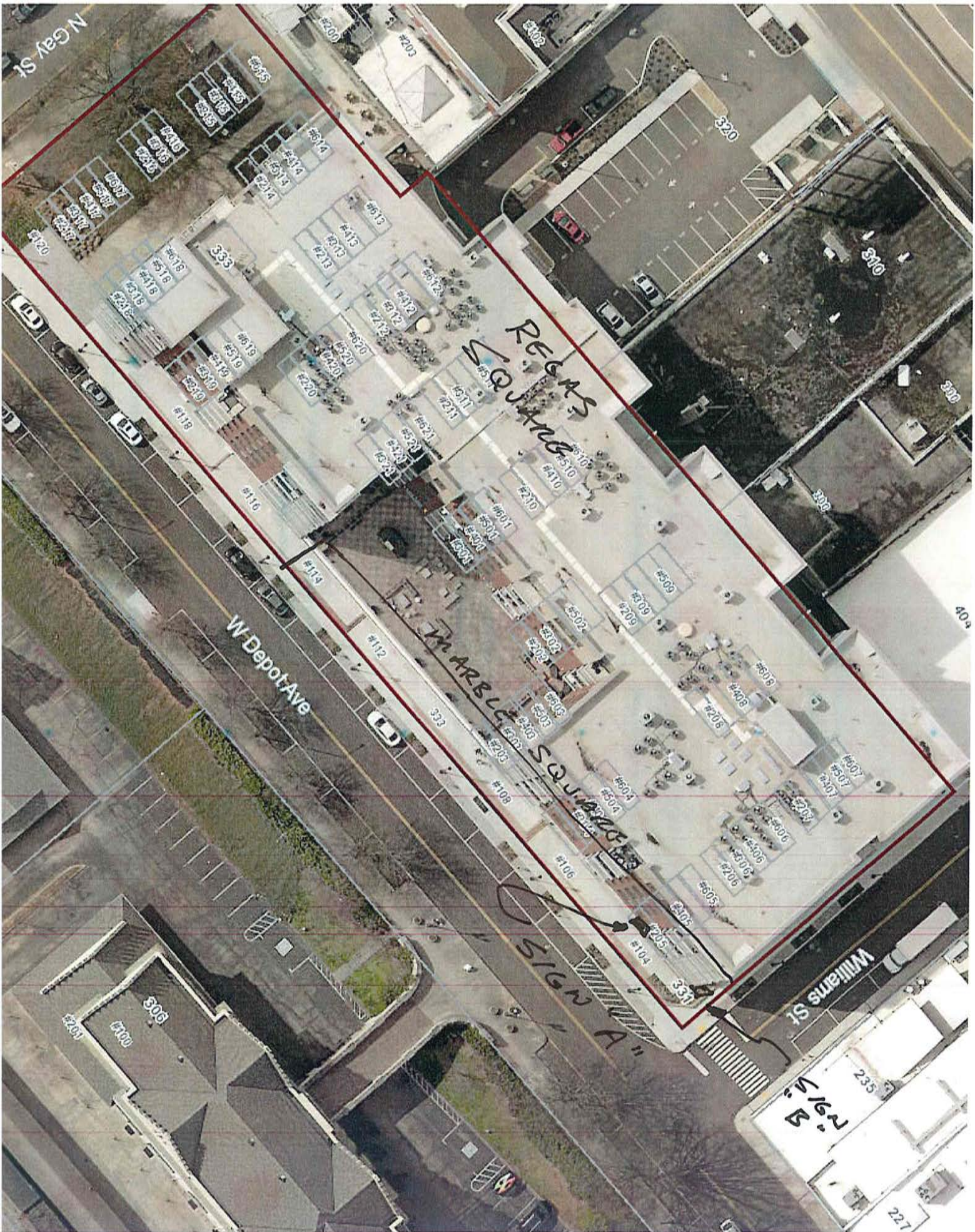
- Downtown Design Checklist
 Historic Zoning Design Checklist
 Infill Housing Design Checklist

ADDITIONAL REQUIREMENTS

- Property Owners / Option Holders

Level 1: \$50 • **Level 2:** \$100 • **Level 3:** \$250 • **Level 4:** \$500

| | | |
|---------------|--|---------------|
| FEE 1: | | TOTAL: |
| FEE 2: | | |
| FEE 3: | | |



N Gay St

W Depot Ave

Williams St

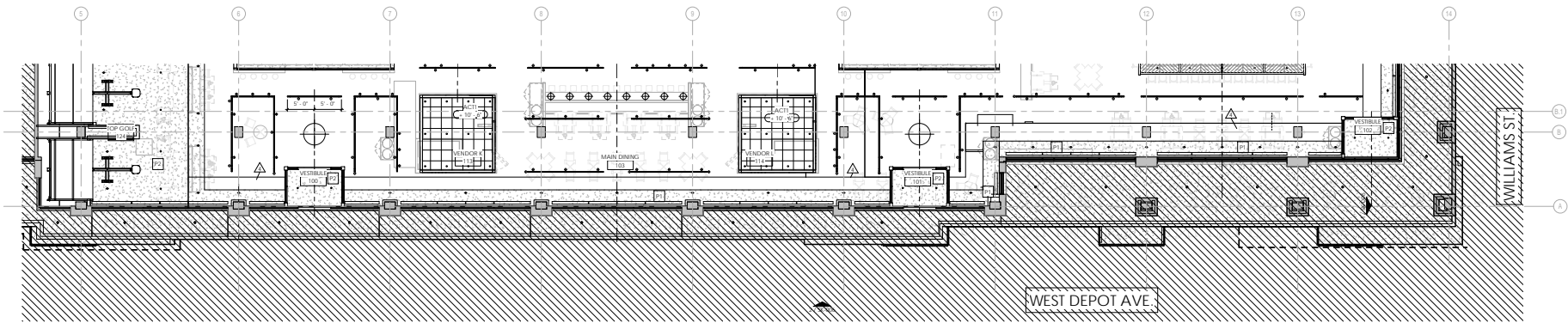
REGAS
SQUARE

MARBLE
SQUARE

SIGN A

REGAS
SQUARE

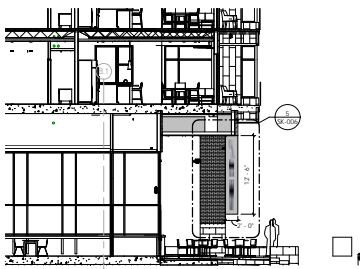
Unit numbers visible on the building facade include: #203, #202, #201, #200, #209, #210, #211, #212, #213, #214, #215, #216, #217, #218, #219, #220, #221, #222, #223, #224, #225, #226, #227, #228, #229, #230, #231, #232, #233, #234, #235, #236, #237, #238, #239, #240, #241, #242, #243, #244, #245, #246, #247, #248, #249, #250, #251, #252, #253, #254, #255, #256, #257, #258, #259, #260, #261, #262, #263, #264, #265, #266, #267, #268, #269, #270, #271, #272, #273, #274, #275, #276, #277, #278, #279, #280, #281, #282, #283, #284, #285, #286, #287, #288, #289, #290, #291, #292, #293, #294, #295, #296, #297, #298, #299, #300, #301, #302, #303, #304, #305, #306, #307, #308, #309, #310, #311, #312, #313, #314, #315, #316, #317, #318, #319, #320, #321, #322, #323, #324, #325, #326, #327, #328, #329, #330, #331, #332, #333, #334, #335, #336, #337, #338, #339, #340, #341, #342, #343, #344, #345, #346, #347, #348, #349, #350, #351, #352, #353, #354, #355, #356, #357, #358, #359, #360, #361, #362, #363, #364, #365, #366, #367, #368, #369, #370, #371, #372, #373, #374, #375, #376, #377, #378, #379, #380, #381, #382, #383, #384, #385, #386, #387, #388, #389, #390, #391, #392, #393, #394, #395, #396, #397, #398, #399, #400, #401, #402, #403, #404, #405, #406, #407, #408, #409, #410, #411, #412, #413, #414, #415, #416, #417, #418, #419, #420, #421, #422, #423, #424, #425, #426, #427, #428, #429, #430, #431, #432, #433, #434, #435, #436, #437, #438, #439, #440, #441, #442, #443, #444, #445, #446, #447, #448, #449, #450, #451, #452, #453, #454, #455, #456, #457, #458, #459, #460, #461, #462, #463, #464, #465, #466, #467, #468, #469, #470, #471, #472, #473, #474, #475, #476, #477, #478, #479, #480, #481, #482, #483, #484, #485, #486, #487, #488, #489, #490, #491, #492, #493, #494, #495, #496, #497, #498, #499, #500.



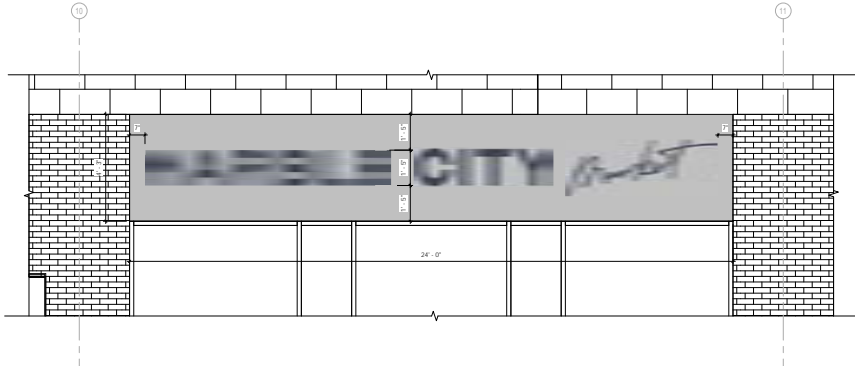
1 REFLECTED CEILING PLAN - MCM SIGN LOCATIONS
SK-006
1/8" = 1'-0"



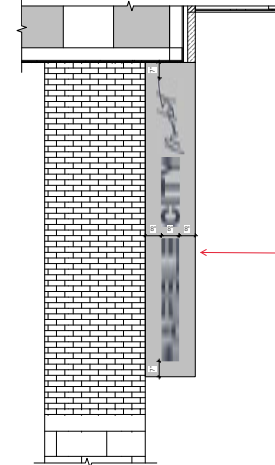
2 EXTERIOR ELEVATION - MCM ENTRY SIGN LOCATION
SK-006
1/8" = 1'-0"



3 EXT. ELEVATION - MCM COLUMN SIGN LOCATION
SK-006
1/8" = 1'-0"



4 MCM ENTRY SIGN ENLARGED
SK-006
1/2" = 1'-0"



5 MCM COLUMN SIGN ENLARGED
SK-006
1/2" = 1'-0"

Projecting sign has been revised (see following drawing)

SK-006
EXTERIOR SIGNAGE
REGAS SQUARE FOOD HALL
333 W. DEPOT AVE. KNOXVILLE, TN 37917
06/25/21

NOTE: ALL FIELD CONDITIONS & DIMENSIONS ARE SUBJECT TO FURTHER VERIFICATION BY BUILDING/TENANT ARCHITECT PRIOR TO DESIGN AND/OR CONSTRUCTION
© COPYRIGHT 2000 EIMER DESIGN



196 in

74 in

17 in

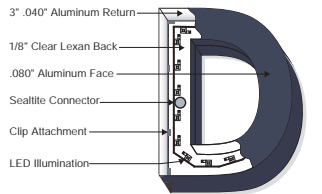
27 in

MARBLE CITY *Market*

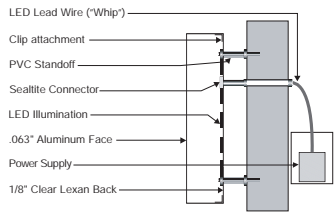
Qty 1 - 17"x 196" overall size, custom reverse channel letters, Aluminum with clear backs, LED illum

Qty 1 - 27"x 74" overall size, custom reverse channel letters, Aluminum with clear backs

Reverse Lit Channel Letters



FRONT VIEW



SIDE VIEW



channel letter mock up & standoffs



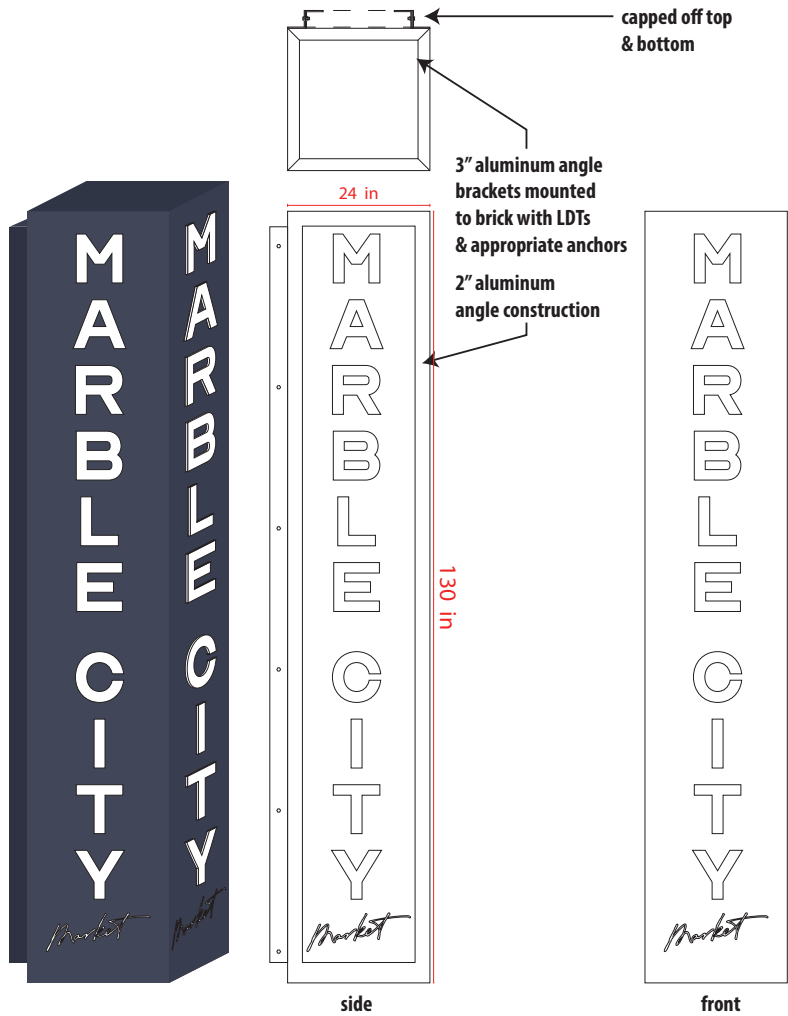
ALLEN SIGN
 SOUTH
 573-3524
 2408 CHAPMAN HWY
 FAX 579-0356

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Client: Hospitality HQ/Marble City Market Date: 8-6-21 Price: \$ -
 Ph/Email: mwetherbee@hosphq.com Drawn by: Zach Wooliver
 Title: Marble City Market reverse letters Approved by: _____

SIGN A

NOTE: The job will not proceed without a signed approval



Qty 1 - 130"x 24"x 24" custom 3 sided sign with routed & backed faces, .080 aluminum, All enclosed construction

ALLEN SIGN
SOUTH
573-3524
2408 CHAPMAN HWY
FAX 579-0356

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Client: Hospitality HQ/Marble City Market Date: 8-6-21 Price: \$ -
 Ph/Email: mwetherbee@hosphq.com Drawn by: Zach Wooliver
 Title: Marble City Market column sign Approved by: _____

SIGN B

NOTE: The job will not proceed without a signed approval