

Meeting: 8/18/2021
Project: General Building Signs and Awnings
Applicant: Chris Woodcock

Property Information

Location: 625 Market St. **Parcel ID** 94 L G 013
Zoning: DK (Downtown Knoxville)
Description:

General Building, constructed 1926. Fifteen-story building with a brick exterior and limestone detailing on the façade, designed by Barber and McMurry.

Description of Work

Level I Sign

Proposed awnings and signs for new ground-level tenant at the General Building.

Projecting sign: 3' wide by 8' tall (24 sq. ft.) internally illuminated steel sign. Sign to be surface mounted to existing stone corner (Market St. and Church Ave. corner, in location of historic clock) and extend outwards 45 degrees. Sign will be located 14' above sidewalk level. Illumination will be limited to letters and ribbon detail.

Wall sign: 2' by 3' (6 sq. ft.) metal wall sign, to be installed on face of building between first and second doors. Layered metal sign will be installed at approximate height of existing bronze wall signs (adjacent to second and third doors) and non-illuminated.

Awnings: new canvas awnings to extend from second-story windows, supported by 'spear' support rods mounted to the face of the building. Six awnings to be installed on the Market Street elevation, and six awnings on the Church street elevation. Black canvas awnings will extend approximately 3' out from the building and be 4' tall, supported by bronze 'spear' supports which are approximately 4' tall.

Applicable Design Guidelines

Downtown Design Guidelines

C. Historic Resources

7. Recommended Signs

7a. Locate signs above storefront windows, below second-story windows on the sign board, or on the storefront windows themselves (30% is maximum coverage), or off the front of the building as a projecting sign (maximum size: 9 square feet).

7b. Create signs that are proportional to the building where they are located.

7c. Do not light signs internally.

7d. Allow painted signs on building walls in the warehouse area along Jackson Avenue, and in some other locations along Gay Street.

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.

8a. Allow awnings in traditional shapes and materials.

8b. Contain signs or advertising only within the valance of the awning.

Comments

625 Market Street is listed on the National Register of Historic Places as the General Building so the Historic Resources section of the design guidelines applies.

Placement of the proposed projecting sign at the corner of Walnut and W. Church Ave meets the design guidelines. The sign exceeds the recommended 9 sq. ft proposed in the design guidelines; however, the sign is proportionate to the tall building and the overall storefront areas. While internal illumination is discouraged in the guidelines, internally illuminated signs on historic buildings have been previously approved by the Design Review Board in instances where illumination is limited to letters and small designs on the sign (instead of being fully backlit).

Incorporating a projecting sign in the location of the historic clock is compatible with the character of the building. If possible, the sign's mounting bolts should be installed in the same location as the clock's bolts, to avoid additional modifications to the building's historic limestone veneer.

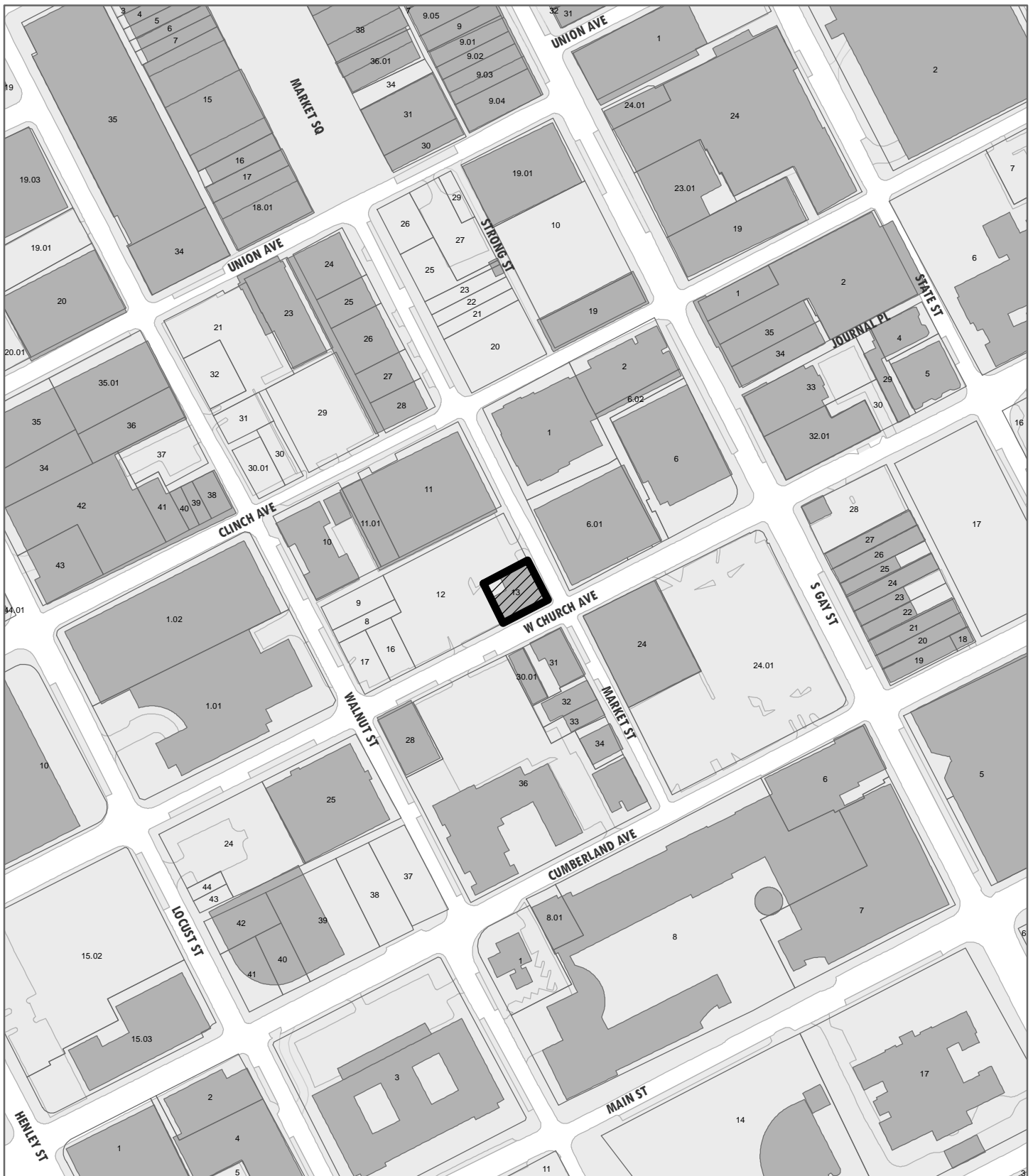
The proposed metal wall sign is located in a unique location; however, there are existing wall signs in this location and the new sign will create symmetry with the existing wall signs.

Guidelines recommend awnings in traditional shapes and materials, noting that canvas is usually the appropriate material for awnings. The guidelines recommend 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 they shelter. The proposed awnings, although using unique spear-shaped supports, meet these design guidelines. The limestone veneer is a character-defining feature of the historic building. Whenever possible, the spear support rods should be installed in the "joints" of the limestone detailing, use existing holes, or be installed in the wall in a manner so as to have as minor an effect on the limestone veneer as possible.

Recommendation

Staff recommends approval of Certificate 8-B-21-DT, with the following conditions:

- 1) meeting all relevant City sign code elements for total sign area;
- 2) installation of awning supports and new signs in limestone "joints," existing holes, or using methods that create as minor an effect on the limestone veneer elements as possible.



8-B-21-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

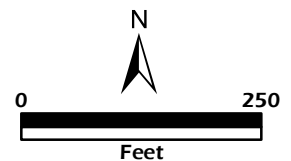
Petitioner: *Chris Woodcock, McCarty Holsaple McCarty, Inc*

**DOWNTOWN
DESIGN
REVIEW
BOARD**



**625 Market St.
Level 1: Sign**

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





DESIGN REVIEW REQUEST

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

Chris Woodcock - MHM Inc.

Applicant

07/30/2021

08/18/2021

8-B-21-DT

Date Filed

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

Chris Woodcock - Designer

McCarty Holsaple McCarty Inc.

Name

Company

550 W. Main St. Suite 300

Knoxville

TN

37902

Address

City

State

Zip

(865)357-5631

cwoodcock@mhminc.com

Phone

Email

CURRENT PROPERTY INFO

John Trotter

625 Market St. Suite 1500

(865) 525-4800

Owner Name (if different from applicant)

Owner Address

Owner Phone

625 Market Street Suite 100

094LG013

Property Address

Parcel ID

DK-G

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett
Staff Signature

Lindsay Crockett

Please Print

7.30.21

Date

Chris Woodcock

Chris Woodcock

Please Print

07/30/2021

Date

Applicant Signature

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: New signage at corner of building, in location of previously (historic) location of clock. New restaurant plaque sign in location of previous brass business sign. New canvas awnings at second floor 'punched opening' windows on facade.
 Although we are not sure that awnings ever existed at this location, awnings on building are consistent with others of this era and style.

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

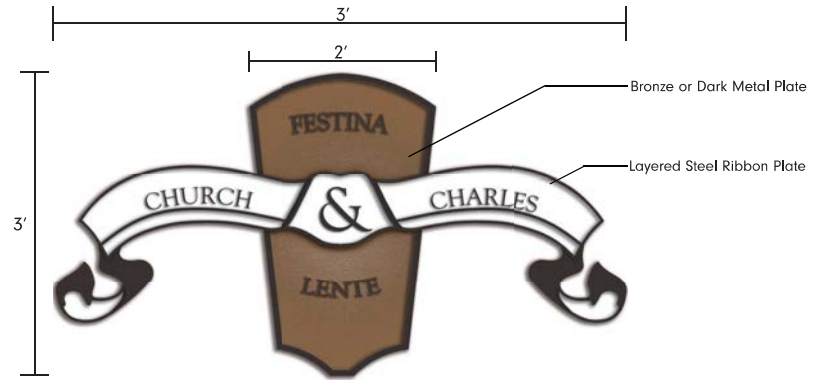
ADDITIONAL REQUIREMENTS

- Property Owners / Option Holders

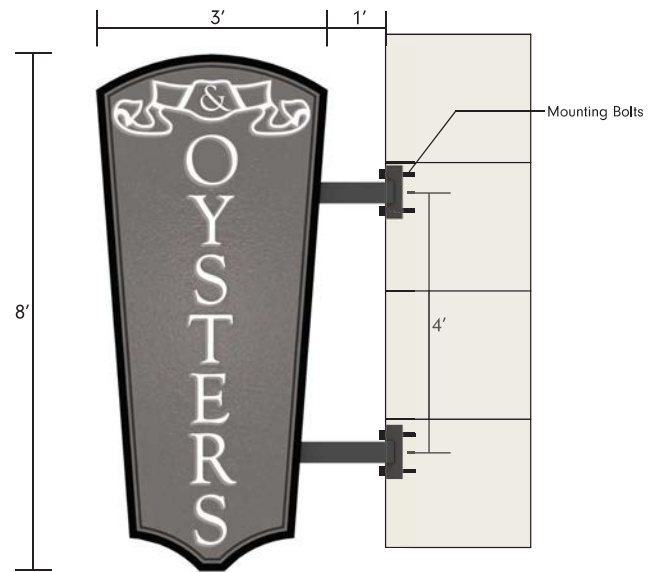
Level 1: \$50 • **Level 2:** \$100 • **Level 3:** \$250 • **Level 4:** \$500

FEE 1:		TOTAL:
50.00		
FEE 2:		
FEE 3:		50.00

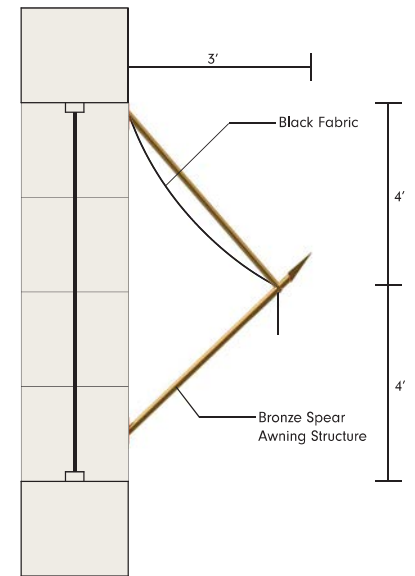




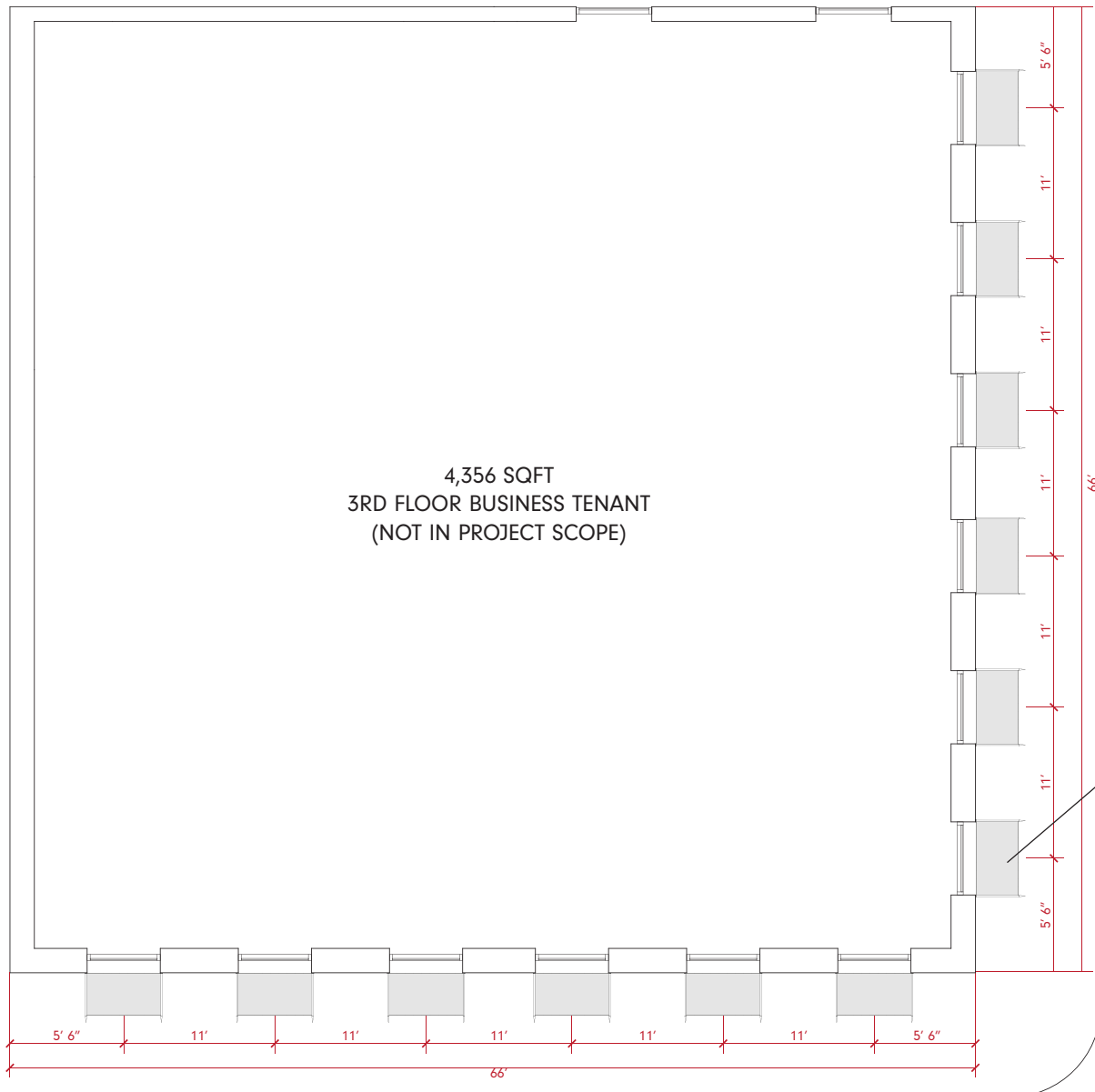
Layered Metal signage.



Backlit custom signage.
Mounted with two 4" x 4" Steel tubing
Illumination limited to letters and ribbon



Fabric Awning. Bronze Spear piped
awning supports.



4,356 SQFT
3RD FLOOR BUSINESS TENANT
(NOT IN PROJECT SCOPE)

MARKET STREET

CHURCH STREET

NEW CANVAS CANOPY
12 TOTAL ON FACADE

Columbus Memorial Bldg:

Location: Chicago, IL

Built: 1893

Current Status: Demolished (1959)



1300 Chestnut Street:

Location: Philadelphia, PA

Built: 1916

Current Status: Apartments and Commercial Use



The 411 Building:

Location: Knoxville, TN

Built: 1910

Current Status: Apartments and Commercial Use

