

**Meeting:** 1/20/2021  
**Project:** Kress Building  
**Applicant:** Anthony Saffles

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## Property Information

**Location:** 417 S. Gay St. **Parcel ID** 94 L E 007  
**Zoning:** DK (Downtown Knoxville)  
**Description:** Three-story, three-bay Art Decocommercial building with a façade of terracotta tile. Three storefronts

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## Description of Work

Level I Sign

Installation of signage on the rightmost storefront of the Kress Building. Application includes one projecting sign with neon lettering, one neon window sign in the transom, and two vinyl window graphics.

Projecting sign will measure 3'-0" wide by 3'-6" tall (10.5 sq. ft.). The bottom of the sign will be 12'-8" above the sidewalk level. The rectangular sign will feature pink and blue neon illumination on the lettering and underline.

A second neon lettering sign will be centered on the transom above the entryway measuring 4'-10" wide by 1'-2-5/8" tall. The transom measures 5'-10" wide by 1'-6" tall overall. Neon pink lettering will spell out "daiquiris."

Window graphics be identical on the storefront windows flanking the entryway. Vinyl window graphics measure 2'-6-3/8" wide by 3' tall.

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## Applicable Design Guidelines

Downtown Knoxville 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.

7e. Preserve signs that are historic elements of buildings.

Secretary of the Interior's Standards for Rehabilitation

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property.

10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired

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## Comments

The Kress Building is a contributing resource to the Gay Street Commercial Historic District, so the Historic Resources section of the design guidelines applies.

The projecting sign is 10.5 square feet, which narrowly exceeds the 9 square feet recommended in the guidelines. Internal illumination has been reviewed and approved by the Board on Gay Street in instances where illumination is limited to push-through letters or individual elements on a sign, and on a case-by-case basis.

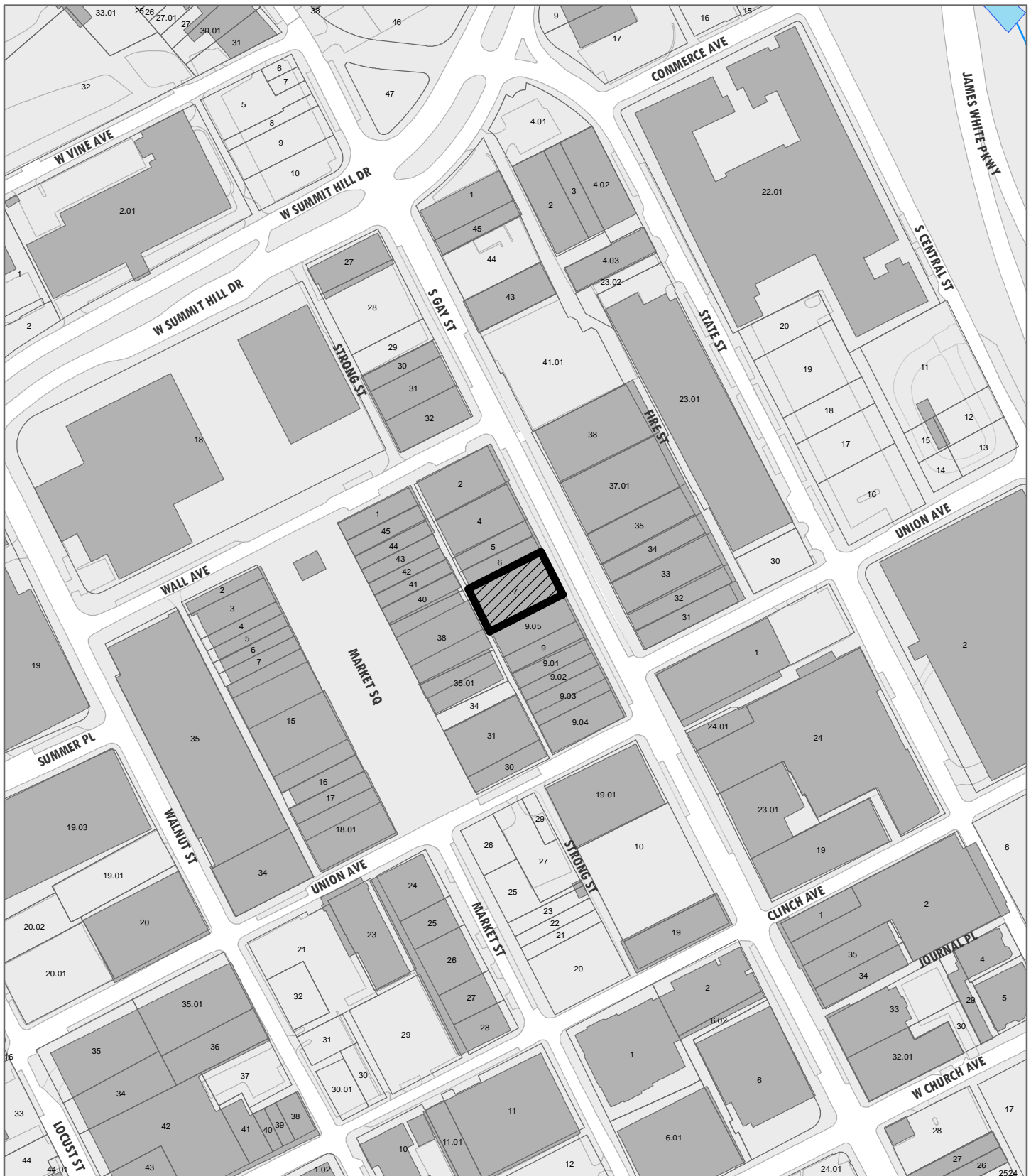
The proposed location of the projecting sign on a pilaster between storefront windows meets the design guidelines. Installation of the sign should be completed in a manner that does not harm the historic terracotta tiles on the façade; whether installing via the existing joints or using any existing holes which may have been previously drilled. The sign should be installed in a manner that if removed in the future, the individual terracotta tiles are not destroyed or could be replaced in-kind.

The proposed vinyl window graphics do not exceed 30% of the storefront windows. The neon lettering proposed to be installed in the transom will be installed from the interior, and could be easily removed without effect on any historic features of the building.

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## Recommendation

Staff recommends approval of Certificate 1-A-21-DT, with the following condition: 1) attach the projecting sign to the storefront through the mortar joints of the terra cotta tiles, or through existing holes, if they exist. Staff may approve an alternative if it is shown that connecting solely through the mortar joints is not possible; however, installation should be completed to damage the tiles as minimally as possible.



**1-A-21-DT**

**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS**

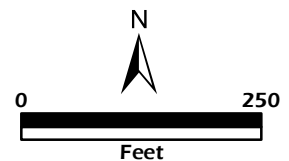
**DOWNTOWN  
DESIGN  
REVIEW  
BOARD**



**417 S. Gay St.  
Level 1: Sign**

Original Print Date: 1/12/2021  
Revised:  
Knoxville/Knox County Planning · Downtown Design Review Board

**Petitioner: Anthony Saffles, Neon Services**





# DESIGN REVIEW REQUEST

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

Fat Tuesday 417 S Gay St

Applicant	January 20, 2021	1-A-21-DT
12-10-20		
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

Tony Saffles	Neon Service CO, inc		
Name	Company		
1007 May Ave	Knoxville	TN	37921
Address	City	State	Zip
865-546-6251	tsaffles@aol.com		
Phone	Email		

## CURRENT PROPERTY INFO

Jackson central Properties	129 S Central St	
Owner Name (if different from applicant)	Owner Address	Owner Phone
417 S Gay St	094LE007	
Property Address	Parcel ID	
	DK-H	
Neighborhood	Zoning	

## AUTHORIZATION

	Lindsay Crockett	12.11.20
Staff Signature	Please Print	Date
	Anthony Saffles	12-10-20
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: Installing 1 projecting wall sign 3'8" tall x 3' wide

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: Installing 1 projecting wall sign 3'8" tall x 3' wide

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**

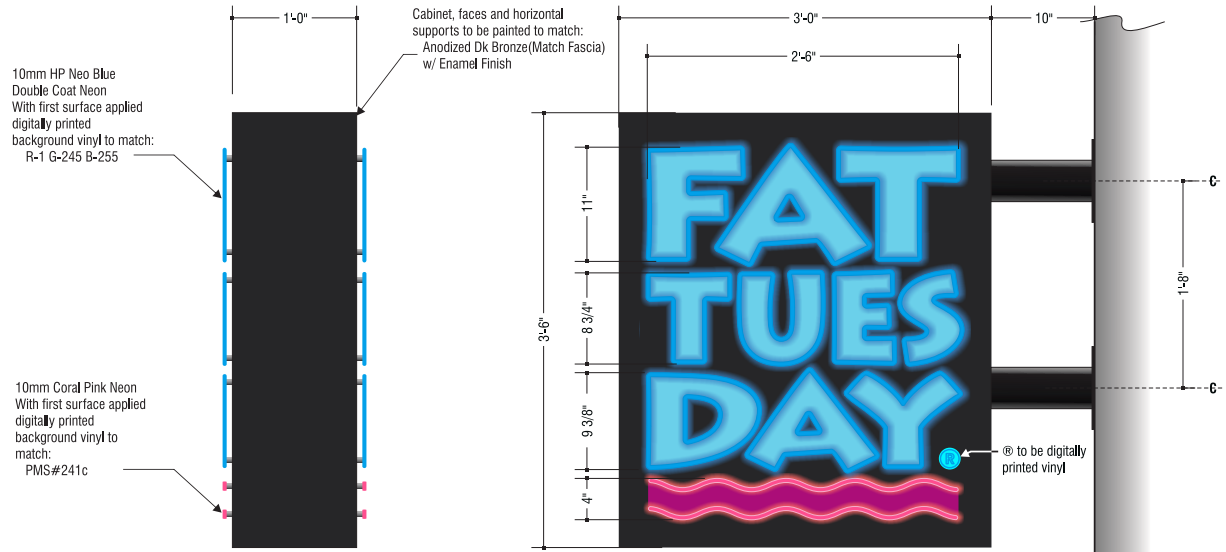
- Downtown Design Checklist
- Historic Zoning Design Checklist
- Infill Housing Design Checklist

**ADDITIONAL REQUIREMENTS**

- Property Owners / Option Holders

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

<b>FEE 1:</b>	50	<b>TOTAL:</b>
<b>FEE 2:</b>		
<b>FEE 3:</b>		



**FASCIA COLOR TO BE CONFIRMED PRIOR TO PRODUCTION**

Front Side View

Scale: 1" = 1'-0"

Right Side View

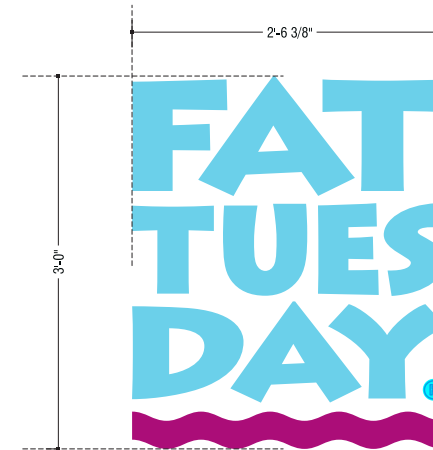
Scale: 1" = 1'-0"

**D/F Blade Sign w/ Exposed Neon**

Scale: 1" = 1'-0"

**Color Schedule**

Paint	Print
Anodized Bronze (Match Fascia)	PMS#0821c
	PMS #241c
	PMS #2171c



**Digitally Printed Window Graphics**  
(2) Required

Scale: 1" = 1'-0"

**General Description**

(2) Sets of digitally printed vinyl graphics applied to first surface of windows.

**Color Schedule**

**Print**

- PMS #0821c
- PMS #241c







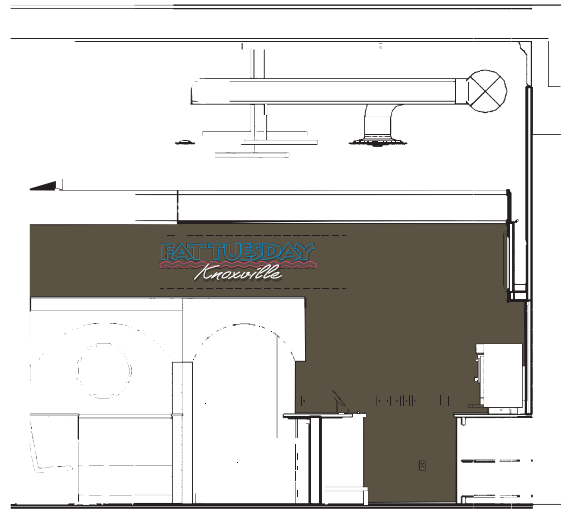


**SITE IDENTIFICATION**  
Interior Neon Display  
- Remote Transformer



Interior Neon Display  
Remote Transformer

Scale: 1" = 1'-0"



ACCOUNT: <u>Fat Tuesday</u>	REVISIONS:	INITIALS & DATE:
LOCATION: <u>417 Gay Street, Knoxville, TN</u>	▲ Remove acrylic panel, Rev "Knoxville" to single stroke.	JRS 10/2/20
ACCT. REP: <u>J. Neelands</u> DESIGNER: <u>JRS</u>	▲ -	-
DATE: <u>09/11/20</u>	▲ -	-
COMPANION FILES	▲ -	-
	▲ -	-
	▲ -	-
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**For Contact Information  
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