

**Meeting:** 7/20/2022  
**Project:** Kress Building - Frothy Monkey sign  
**Applicant:** Allen Sign Co.

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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 Deco commercial building with a façade of terra cotta tile.

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## Description of Work

Level I Sign

New illuminated projecting sign. Round sign to measure 48" by 48" (16 sq ft) and feature aluminum faces with push-through letters. The sign is proposed for the top of the left center storefront pilaster, at a height similar to the existing projecting sign on the right storefront. Sign to be mounted via a 22" by 8" metal mounting plate attached to the pilaster.

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## 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.

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 16 square feet, which exceeds the 9 square feet recommended in the guidelines. The adjacent

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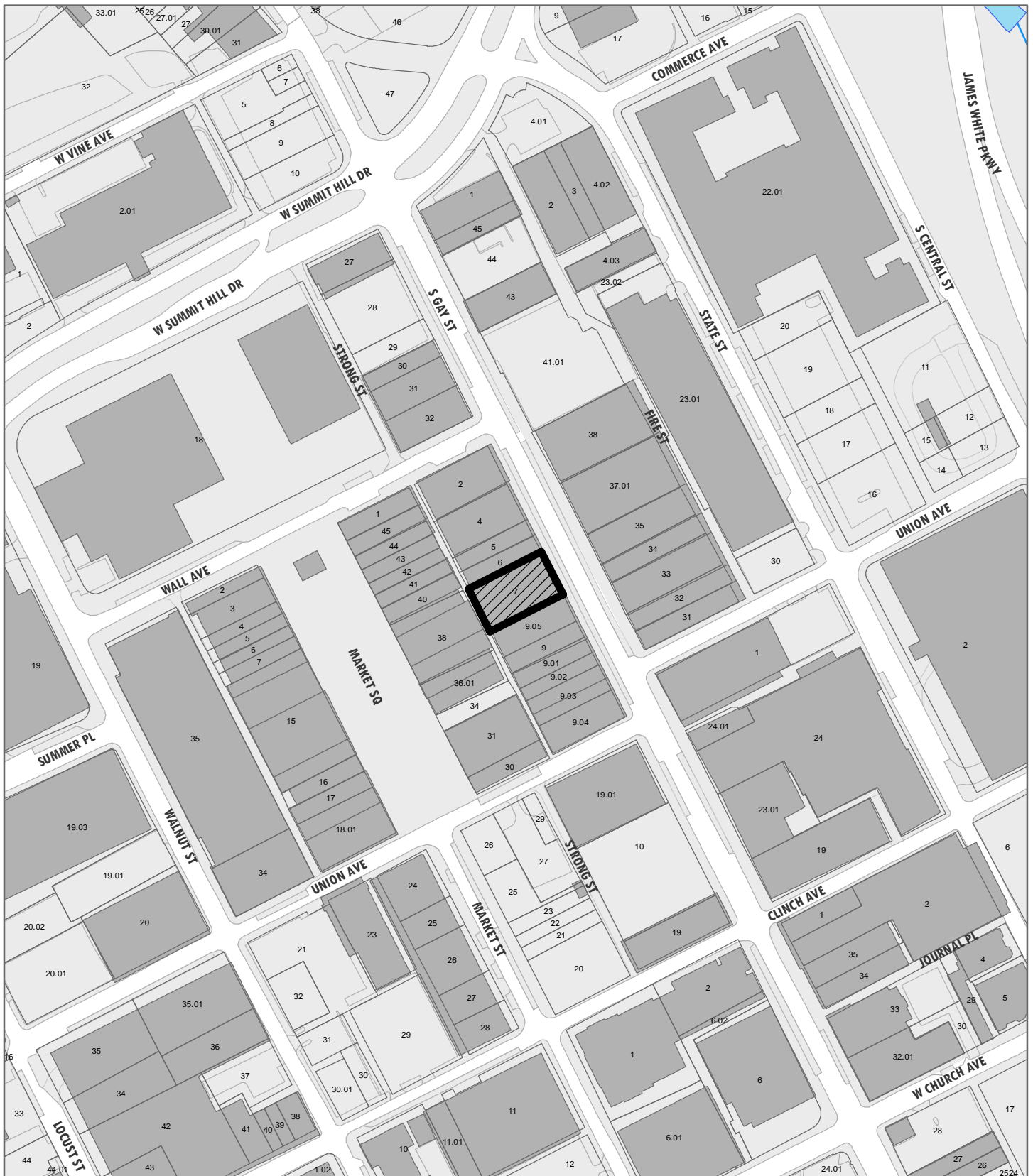
sign at Fat Tuesday is 10.5 sq. ft. The Board may choose to discuss the overall size of the sign. Internal illumination has been reviewed and approved by the Board on Gay Street in instances where illumination is limited to push-through letters or individual elements on a sign, and on a case-by-case 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.

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## **Recommendation**

Staff recommends approval of Certificate 7-C-22-DT, subject to the following conditions: 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; 2) meeting all applicable requirements of the City Sign Code.



**7-C-22-DT**

**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS**

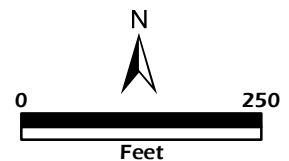
Petitioner: Allen Sign Co.

**DOWNTOWN  
DESIGN  
REVIEW  
BOARD**



417 S. Gay St.  
Level 1: Sign

Original Print Date: 7/6/2022  
Revised:  
Knoxville/Knox County Planning · Downtown Design Review Board





# DESIGN REVIEW REQUEST

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

Applicant Allen Sign Co  
 Date Filed 6.30.22 Meeting Date (if applicable) 7/20/22 File Number(s) 7-C-22-DT

## CORRESPONDENCE

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

- Owner
- Contractor
- Engineer
- Architect/Landscape Architect

Name Tom Allen Company Allen Sign Co  
 Address Po Box 20021 City Knoxville State TN Zip 37940  
 Phone 865-573-3524 Email tom@allensign.com

## CURRENT PROPERTY INFO

Owner Name (if different from applicant) Jackson Central Properties Owner Address 129 S. Central Knoxville TN 37902 Owner Phone \_\_\_\_\_  
 Property Address 417 S. Gay Street Parcel ID 694LE007  
 Neighborhood \_\_\_\_\_ Zoning DK-H

## AUTHORIZATION

Staff Signature Lindsay Crockett Please Print Lindsay Crockett Date 6.30.22  
 Applicant Signature [Signature] Please Print Tom Allen Date 6.30.22

# 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: Double sided 48"x60" flag sign with aluminum faces routed with push through letters with vinyl face. 2" cube frame mounting structure & 3/8" mounting plate

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:**

50.00

**FEE 2:**

**FEE 3:**

**TOTAL:**

50.00

Size: 48" x 60"

Material: Entire Flag Sign

Quantity: 1

Comments: DOUBLE Sided

Work Order #: 38695TA

Digital print  Cut Vinyl  Other

file location: \\ALLENSIGNSERVER\Storage\Job Files 2022\F\Frothy Monkey all day cafe\38695TA Building Sign



**SCALE APPROXIMATE**

**SHOP USE ONLY**

Print/Cut: \_\_\_\_\_ Weed/Mask/Lam: \_\_\_\_\_ Application: \_\_\_\_\_ QC: \_\_\_\_\_ Date Complete: \_\_\_\_\_

**ALLEN SIGN CO.**  
 SOUTH  
 1865 573-3524  
 240B CHAPMAN HWY.  
 FAX 579-0356

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Client: Frothy Monkey Date: 6/29/2022 Price: \$ 7388.27 **job total**  
 Ph/Email: jenn@frothymonkey.com Drawn by: Ashton Leach  
 Title: Building Sign Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: The job will not proceed without a signed approval

Size: 48" x 60"

Material: Entire Flag Sign

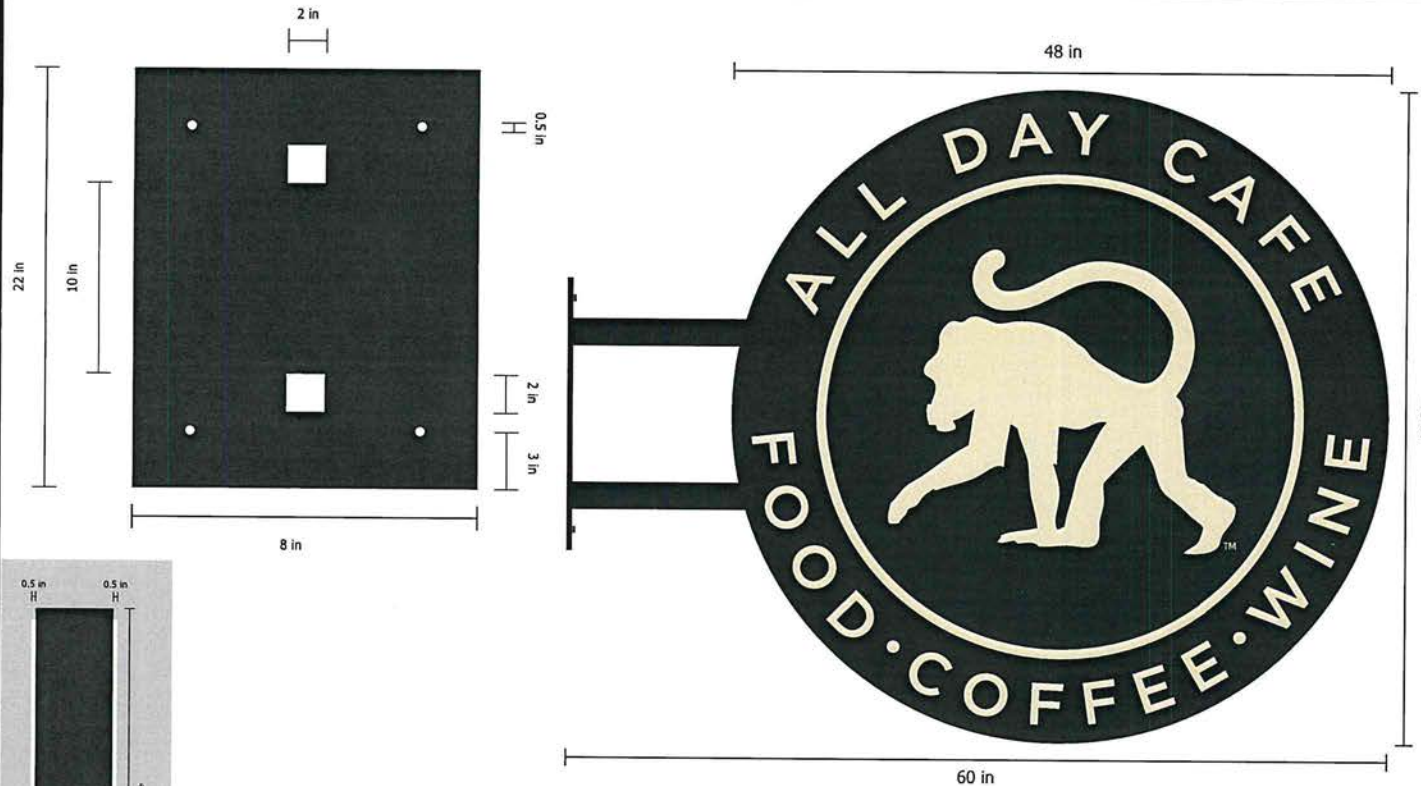
Quantity: 1

Comments: DOUBLE Sided

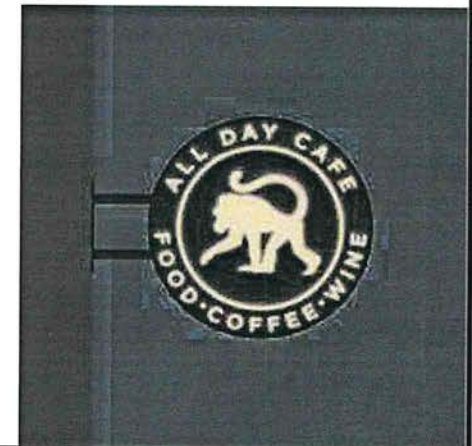
Work Order #: 38695TA

Digital print  Cut Vinyl  Other

file location: \\ALLENSIGNSERVER\Storage\Job Files 2022\F\Frothy Monkey all day cafe\38695TA Building Sign



NIGHT VIEW



QTY 1 - 48" x 60" Flag Sign with aluminum faces routed with push through letters with vinyl on face 2" tube frame mounting structure and 3/8" mounting plate

SHOP USE ONLY

Print/Cut: \_\_\_\_\_ Weed/Mask/Lam: \_\_\_\_\_ Application: \_\_\_\_\_ QC: \_\_\_\_\_ Date Complete: \_\_\_\_\_



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Client: Frothy Monkey Date: 6/29/2022 Price: \$ 7388.27 job total  
 Ph/Email: jenn@frothymonkey.com Drawn by: Ashton Leach  
 Title: Building Sign Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: The job will not proceed without a signed approval