

Meeting: 1/18/2023
Project: DiCarlo's Pizza Signs
Applicant: Kaz Kaczmarek DiCarlo's Pizza

Property Information

Location: 524 S. Gay St. **Parcel ID** 95 I G 02301
Zoning: DK (Downtown Knoxville)
Description:

Three-story brick masonry building with an arched storefront, modified second-story windows, and decorative corbelling and brackets along the roofline.

Description of Work

Level I Sign

New illuminated projecting sign and new illuminated window signs. Projecting sign measures 4' wide by 3'-3" overall (13 square feet), featuring three stacked rectangular bars of text. The letters and outlines will be illuminated by neon tubing. The projecting sign is proposed to be installed on an existing sign mount, on the right side of the façade.

Signage package also includes three round signs featuring white neon tube illumination (18" in diameter, 1.77 square feet), to be installed on the inside of storefront windows.

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.

Comments

524 S. Gay Street is located within a National Register Historic District, so the Historic Resources section of the design guidelines applies. The proposed projecting sign is slightly larger than recommended by the design guidelines (13 square feet, vs 9 square feet), though comparably-sized signs have routinely been approved by the Design Review Board, provided the signs are proportional to the building where they are located. The Board may choose to discuss the sign's overall size.

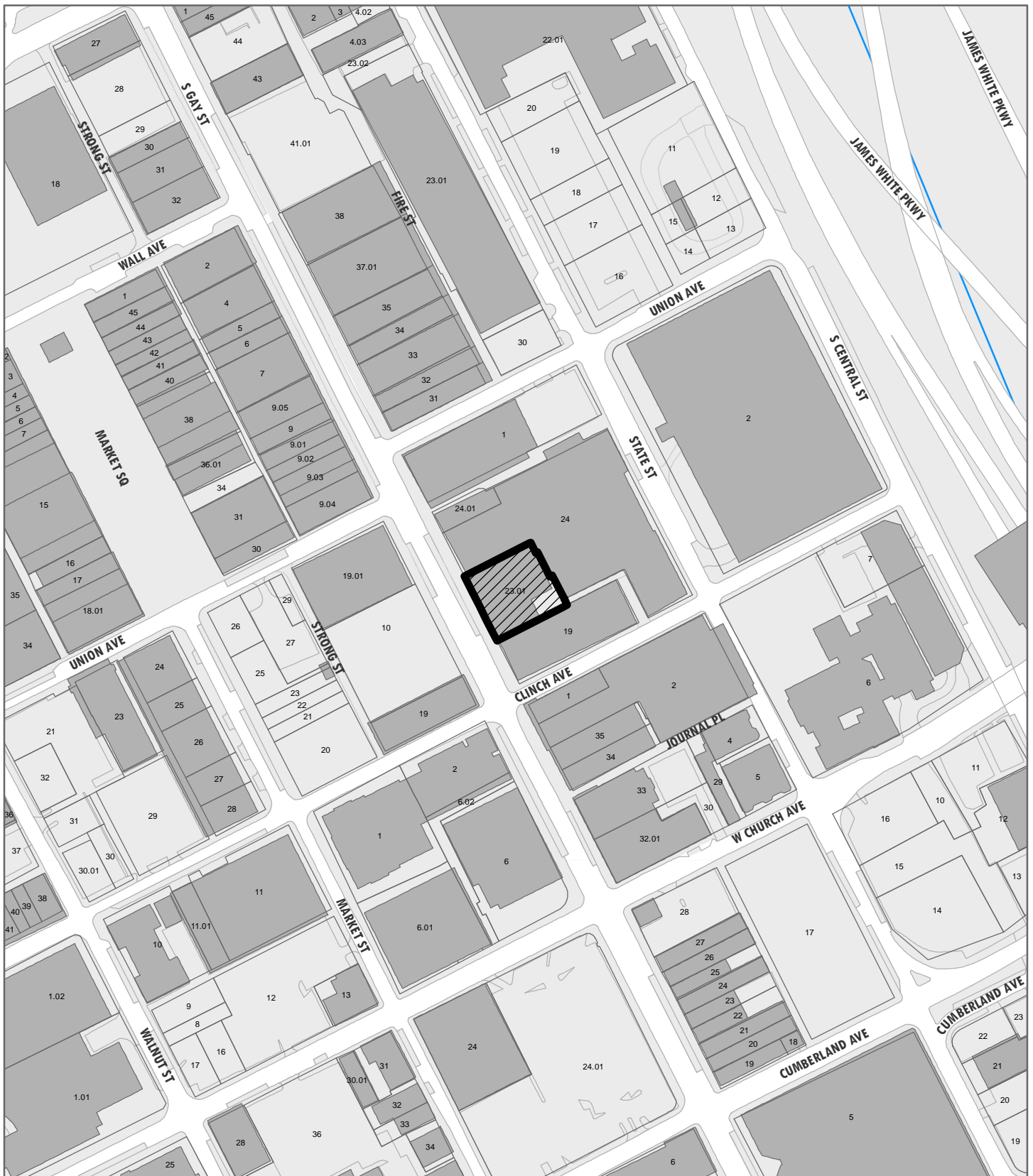
The applicant has noted the intent to use the existing sign arm, if possible. If a new sign support is required, the new

support should be installed in the same location as the existing, using existing installation holes if possible to avoid further effect on the building's façade. The sign is not proposed to be internally illuminated, instead using external neon tubing for the letters and rectangular outlines on the sign. The projecting sign should be confirmed to maintain a clear height of eight feet above the sidewalk level.

The proposed window signs are small in size and will occupy less than 30% of the overall storefront window area.

Recommendation

Staff recommends approval of Certificate 1-B-23-DT, subject to the sign meeting all relevant aspects of the City sign code.



1-B-23-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

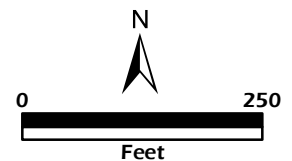
**DOWNTOWN
DESIGN
REVIEW
BOARD**



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

Petitioner: Kaz Kaczmarek DiCarlo's Pizza

Original Print Date: 1/5/2023
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board





DESIGN REVIEW REQUEST

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

Kaz Kaczmarek

Applicant

12/6/22

1/19/2023

1-B-23-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

Kaz Kaczmarek

DiCarlo's Pizza

Name

Company

12112 Fredericksburg Blvd

Knoxville

TN

37922

Address

City

State

Zip

614 603 8173

kaz.michele17@gmail.com

Phone

Email

CURRENT PROPERTY INFO

Papa Guy & Little Kacz LLC

12112 Fredericksburg Blvd, Knoxville TN 37922

614 603 8173

Owner Name (if different from applicant)

Owner Address

Owner Phone

524 S Gay Street, Knoxville TN 37902

095IG02301

Property Address

Parcel ID

500 Block Gay Street

DK-H

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett

Lindsay Crockett

12.14.22

Staff Signature

Please Print

Date

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: _____

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: Review of new sign to support new business coming to Knoxville. DiCarlo's Pizza has been in business for 75+ years in the Ohio Valley with multiple shops. This is franchisor's blade sign design used at all stores.

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

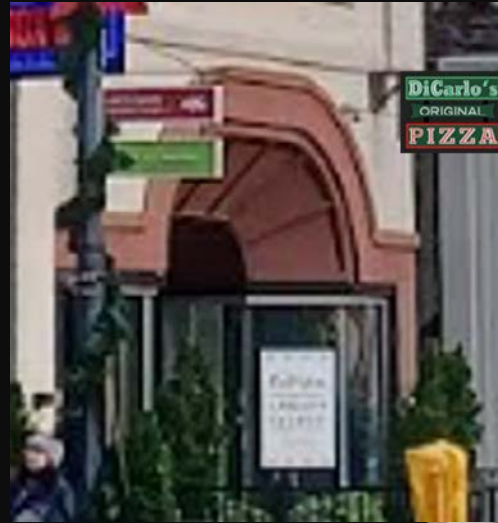
ADDITIONAL REQUIREMENTS

- Property Owners / Option Holders

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

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

DiCarlo's Blade Sign
- 524 S Gay Street...
Knoxville TN



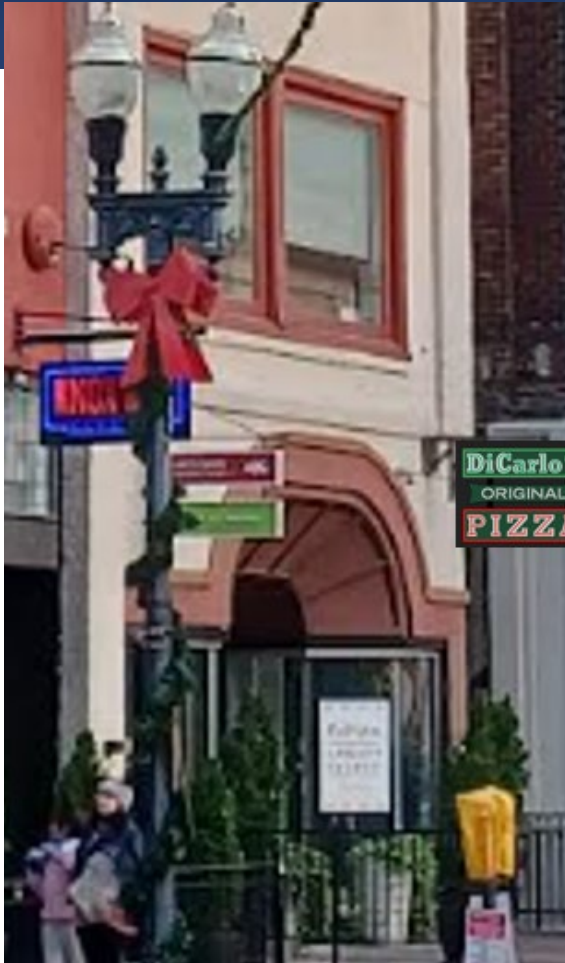
DiCarlo's Blade Sign - 524 S Gay Street... Knoxville TN



Height from sidewalk
to bottom of sign

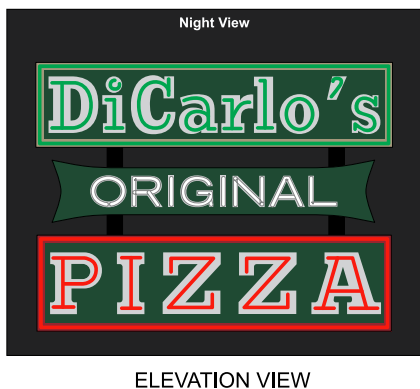
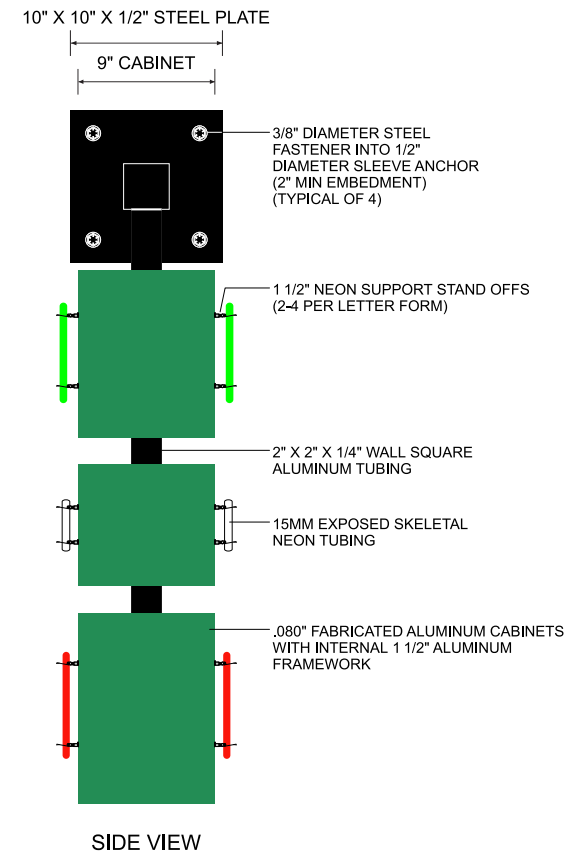
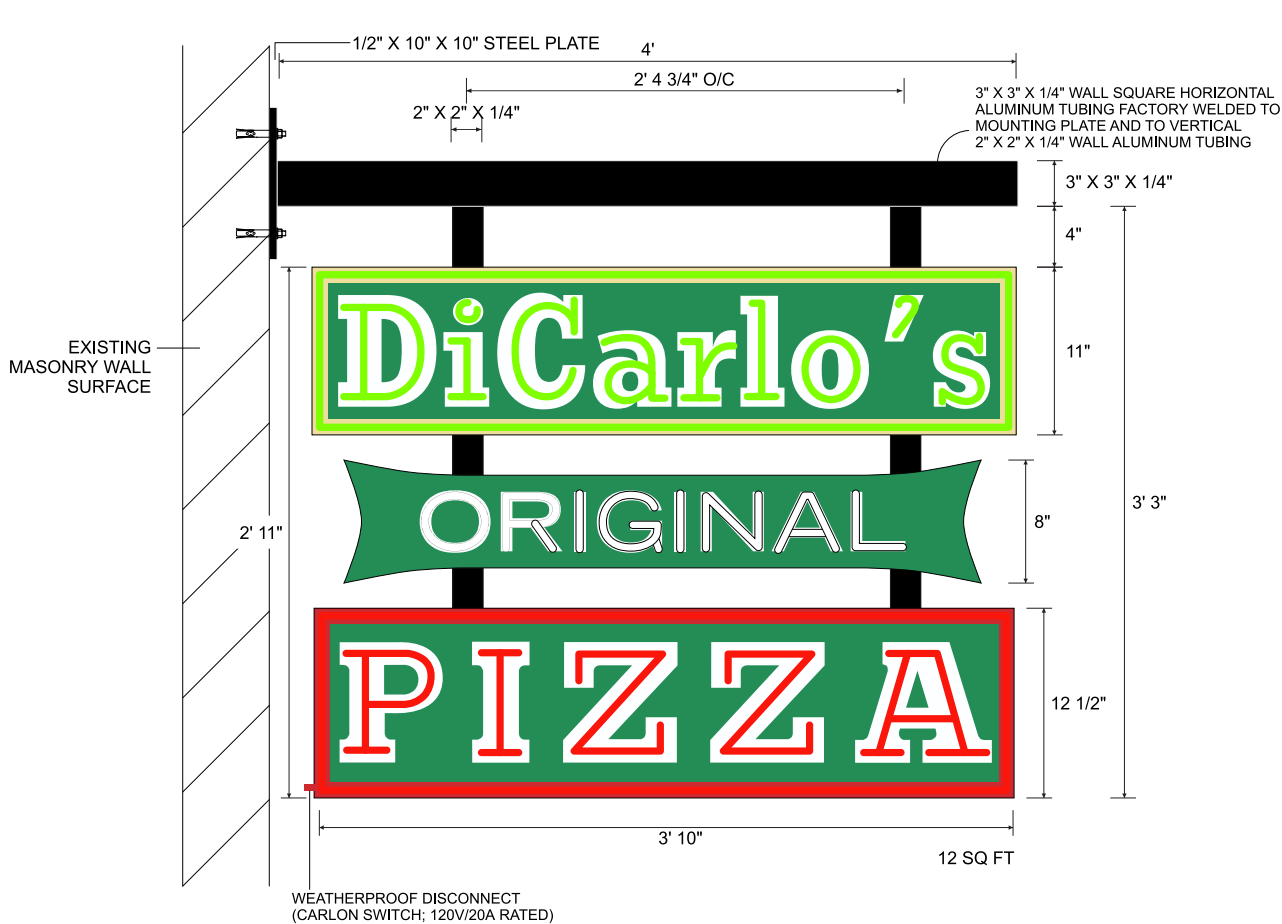
- Max = 10'
- Min = 8'6"

DiCarlo's Blade Sign - 524 S Gay Street... Knoxville TN



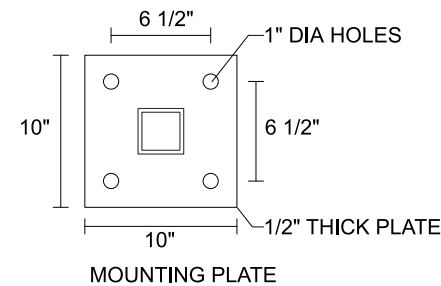
DiCarlo's Neon Window Signs 524 S
Gay Street Knoxville TN





ONE (1) DOUBLE SIDED PROJECTING SIGN WITH NEON

- FABRICATED ALUMINUM CABINETS
- EXPOSED SKELETAL NEON
- 120V / 20A CIRCUIT PROVIDED
- CONCEALED ELECTRICAL NEON TRANSFORMERS
- U.L. CONSTRUCTED & LABELED



- COLOR SPECS (SATIN FINISH)
- PMS 342
 - 3630-143 POPPY RED PMS 485
 - WHITE 7725-10
 - PMS 7402 IVORY
 - BLACK

CLIENT DICARLO'S ORIGINAL PIZZA	PROJECT/LOCATION KNOXVILLE, TN	DATE 11/15/21	ACCOUNT REP. GP	DESIGNER MC	FILE PS KNOXVILLE
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NO SCALE

APPROVED _____

DATE _____

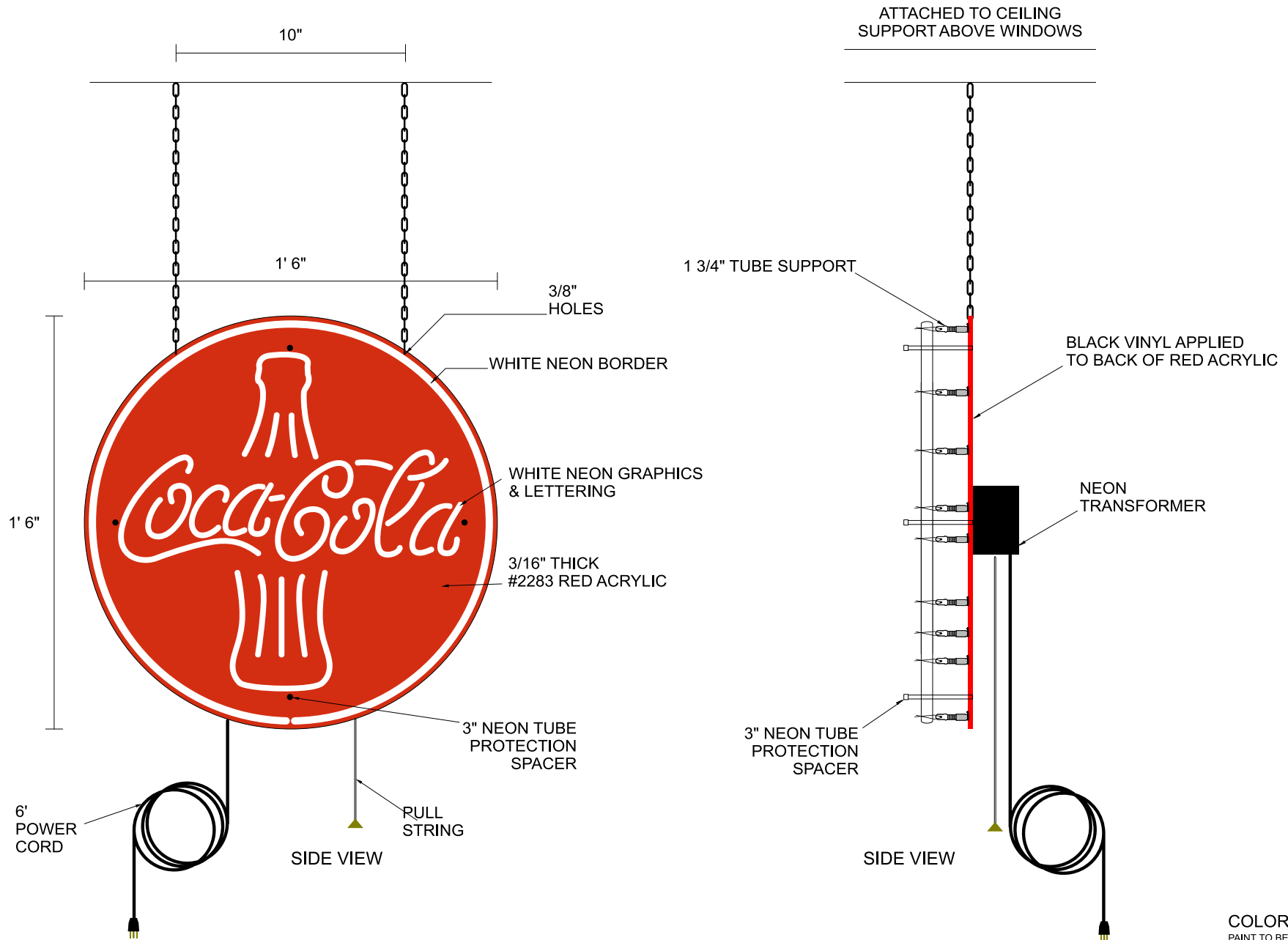
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 FX 1-330-628-8347
 TOLL FREE 1-888-652-8607
 www.elletneon.com



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SALES AGENT _____

DATE _____



COLOR SPECS:
 PAINT TO BE SATIN FINISH
 ■ #2283 RED ACRYLIC
 □ WHITE NEON
 ■ BLACK VINYL

CLIENT DICARLO'S	PROJECT/LOCATION VARIES LOCATION	DATE 7/19/22	ACCOUNT REP. AN	DESIGNER MC	FILE COCA-COLA
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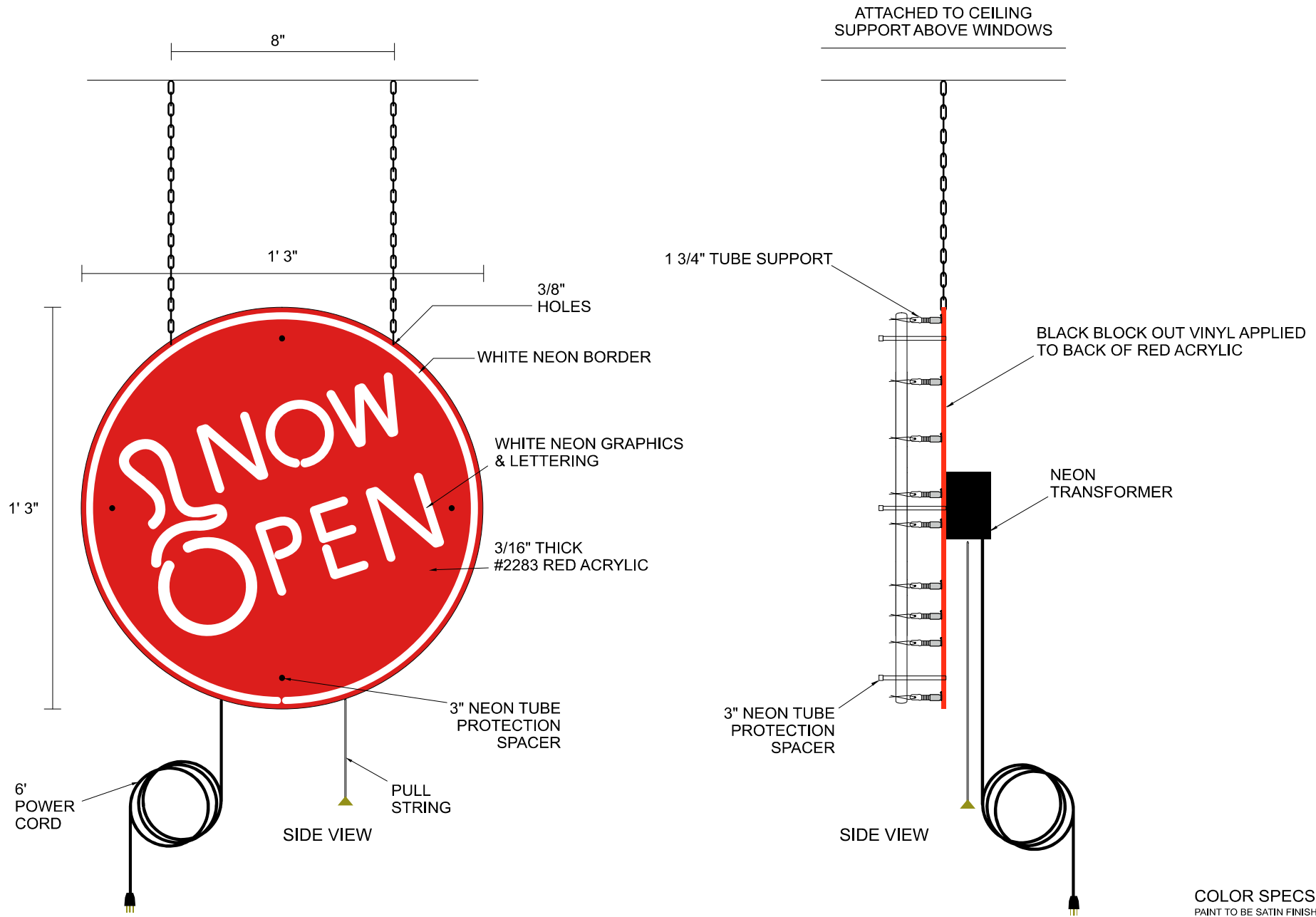
DATE _____

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ELLET SIGN COMPANY
 3445 E. WATERLOO RD. AKRON, OH



COLOR SPECS:
 PAINT TO BE SATIN FINISH
 ■ #2283 RED ACRYLIC
 □ WHITE NEON
 ■ BLACK VINYL

CLIENT DICARLO'S	PROJECT/LOCATION KNOXVILLE	DATE 12/6/22	ACCOUNT REP. AN	DESIGNER MC	FILE NOW OPEN
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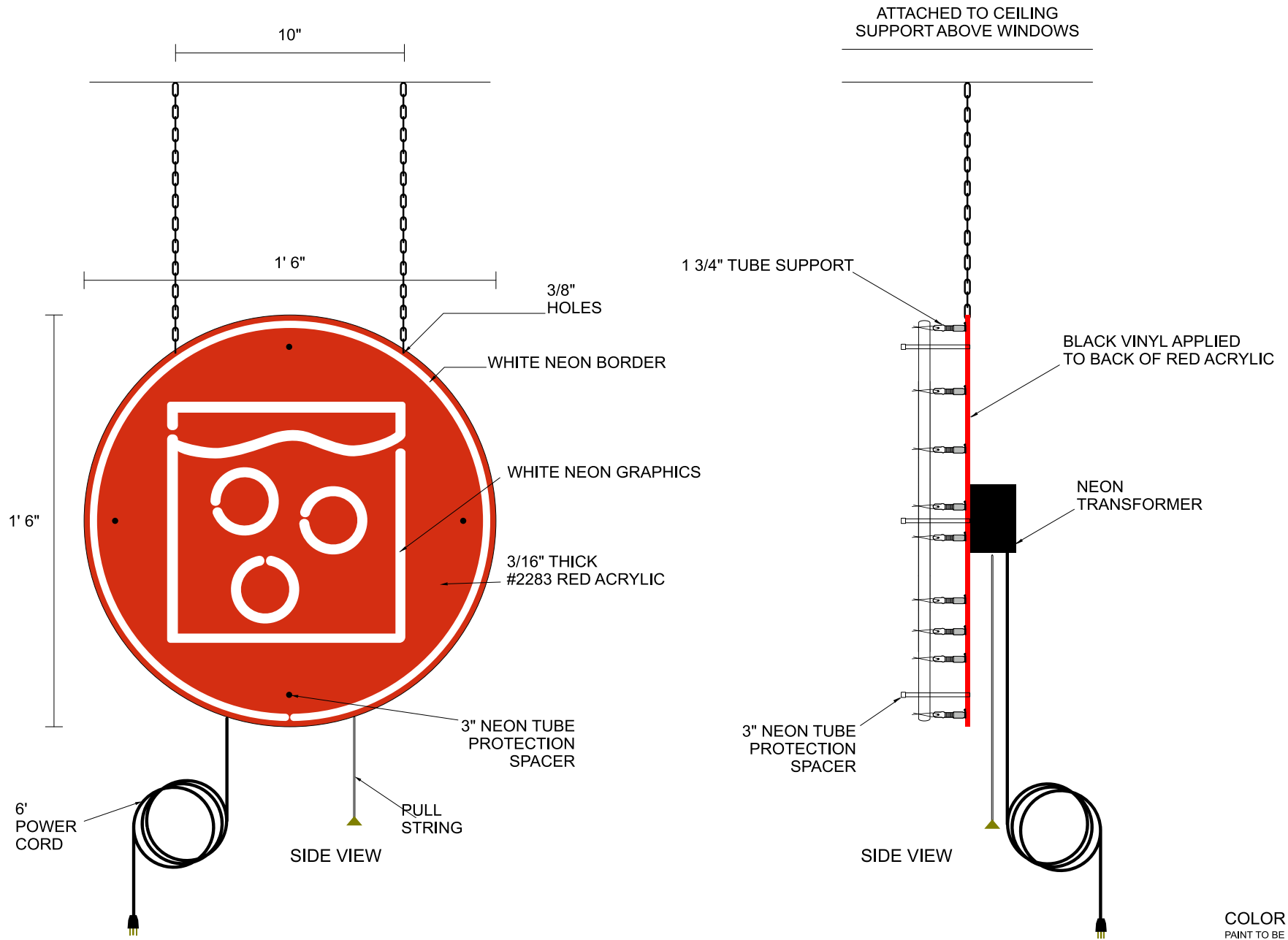
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ELLET SIGN COMPANY
 3445 E. WATERLOO RD. AKRON, OH



COLOR SPECS:
 PAINT TO BE SATIN FINISH
 ■ #2283 RED ACRYLIC
 □ WHITE NEON
 ■ BLACK VINYL

CLIENT DICARLO'S	PROJECT/LOCATION VARIES LOCATION	DATE 7/19/22	ACCOUNT REP. AN	DESIGNER MC	FILE PIZZA NEON
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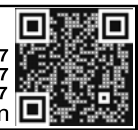
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