

Meeting: 3/20/2024
Project: 21st Mortgage Wall Sign
Applicant: Benjamin Booher Allen Sign Co.

Property Information

Location: 620 Market St. **Parcel ID** 95 | E 00601
Zoning: DK (Downtown Knoxville)
Description:
Proposed new wall sign on a multi-story, non-historic commercial building clad in brick veneer.

Description of Work

Level I Sign

New illuminated wall sign. Sign measures 20' wide by 3' tall (60 sq. ft. total). The sign features a white rectangular backing with brushed aluminum, reverse channel letters. The sign is proposed for the northwest corner of the building, above the third story windows.

Applicable Design Guidelines

Downtown Design Guidelines

B. The Traditional Grid District

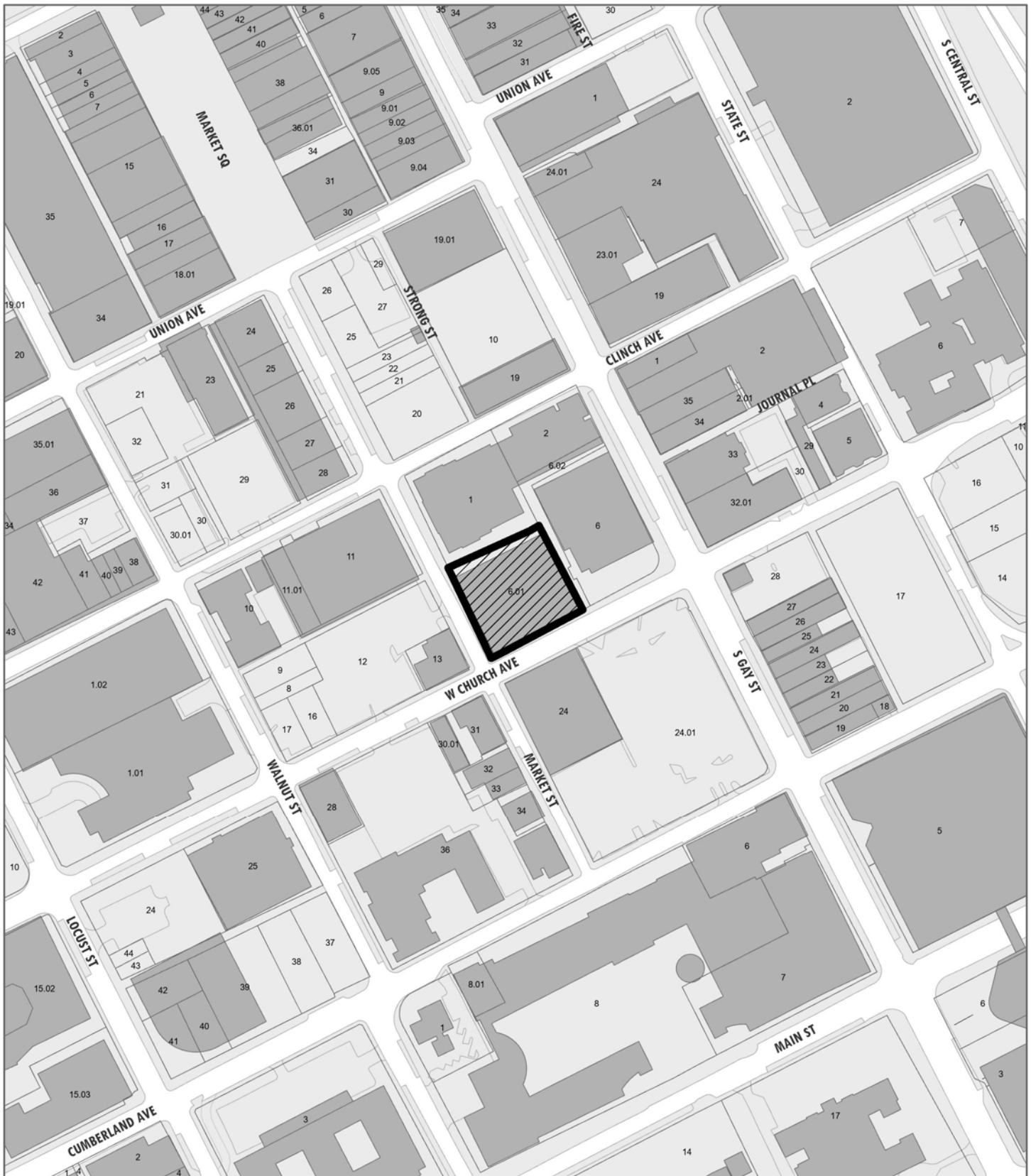
- 1a. Wall signs on sign boards that are above a transom or first story and mounted flush to the building façade
 - 1b. Projecting signs of modest size (9 sq. ft. maximum); a larger sign must be approved by the board
 - 1c. Window signs, less than 30 percent coverage, including neon signs
 - 1d. Building name sign and/or building directory
-

Comments

620 Market Street is not a historic building, so the Historic Resources section of the design guidelines does not apply. Overall, the proposed sign meets the design guidelines as a wall sign that is proportionate to the building and the elevation on which it will be installed. The sign limits illumination to reverse channel letters.

Recommendation

Staff recommends approval of Certificate 4-B-24-DT as submitted.



4-B-24-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

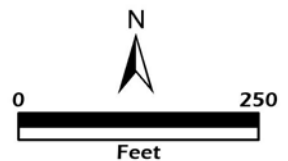
Petitioner: Benjamin Booher Allen Sign Co.

**DOWNTOWN
DESIGN
REVIEW
BOARD**



620 Market St.
Level 1: Sign

Original Print Date: 4/3/2024
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board



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: LED illuminated reverse channel letters on 3'x70'
printed recessed

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:

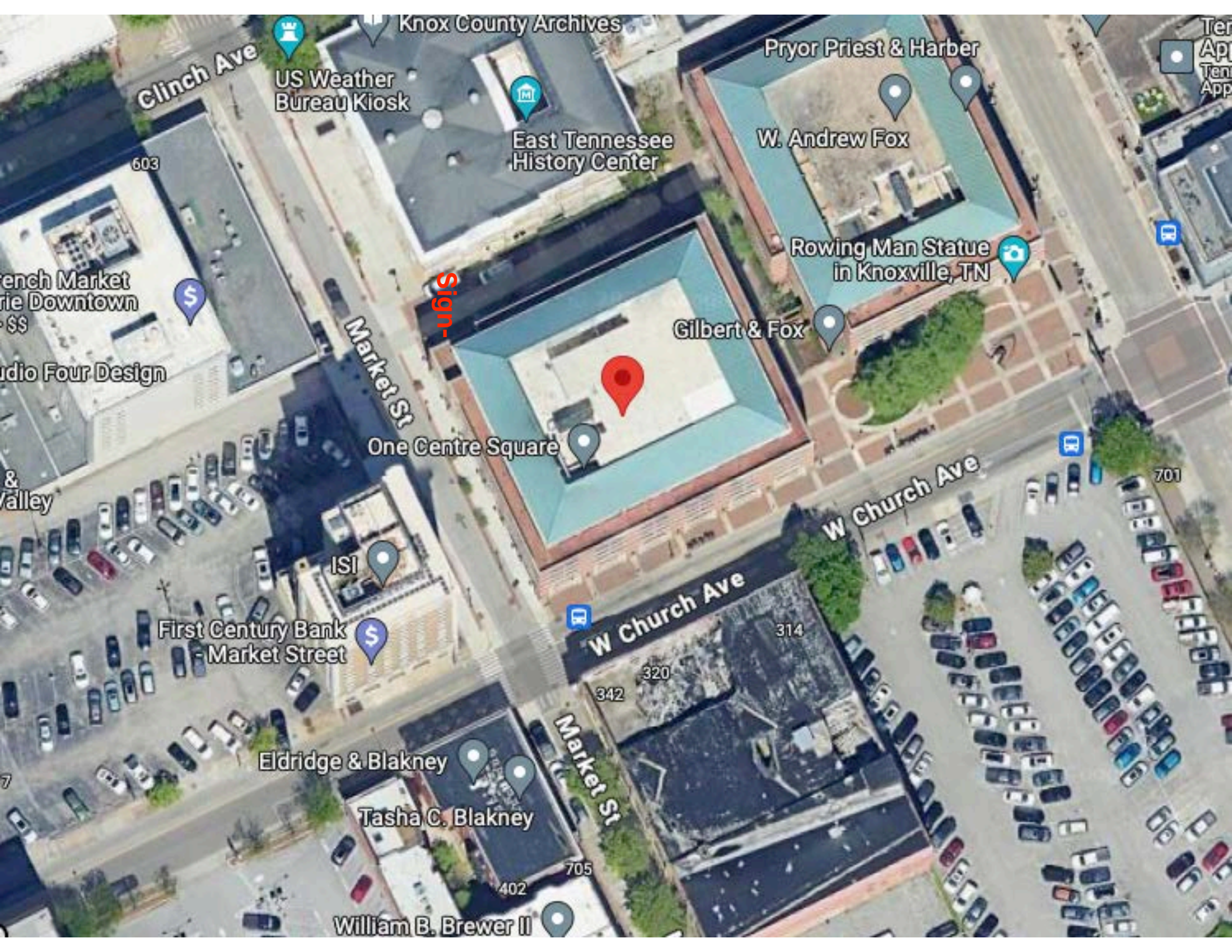
50.00

FEE 2:

FEE 3:

TOTAL:

50.00



Clinch Ave

Knox County Archives

US Weather Bureau Kiosk

East Tennessee History Center

Pryor Priest & Harber

W. Andrew Fox

Rowing Man Statue in Knoxville, TN

Gilbert & Fox

One Centre Square

ISI

First Century Bank - Market Street

Eldridge & Blakney

Tasha C. Blakney

William B. Brewer II

603

Market St

W Church Ave

W Church Ave

Market St

342

320

314

402

705

701

Sign-

Size: noted below

Material: channel letter

Quantity: 1 each

Comments: Scaling Purposes

Work Order #: 46942TA

Digital print

Vinyl

Other

file location: 24_21st Mortgage Corp._ Raceway Channel Letters_ 46942TA

Day time proposed View



Night time Illuminated proposed View



Design	OT	OT	MGMT.	MGMT.	Print/Cut	Print/Cut	App.	App.	QC
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MGMT.	Route	Route	Plastic	Plastic	Metal	Metal	Paint	Paint	Assem.	Assem.	QC	QC	Crating
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*By initialing here you confirm not only that the previous step is up to ASC quality standards, but also our part is complete and up to ASC quality standards & is ready to proceed.

Client: 21st Mortgage Corporation

Ph/Email: waynewilliams@21stmortgage.com

Title: Raceway Channel Letters

Date: 03-08-24 Price: \$ - job total

Designer: Grace Hammond

Rev: A Page: 2 of 2

Approved By: _____

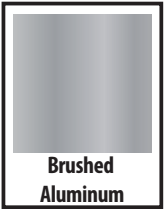
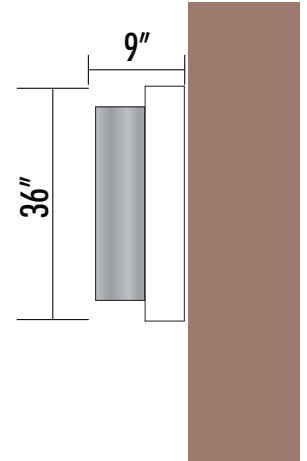
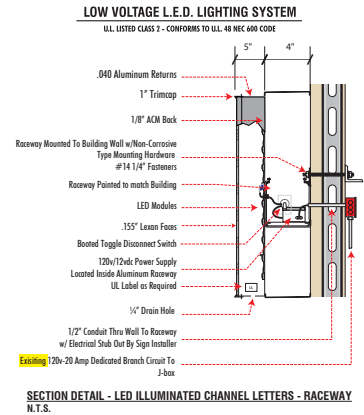
Date: _____

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

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Digital print
 Vinyl
 Other
 file location: 24_21st Mortgage Corp._ Raceway Channel Letters_ 46942TA

ILLUMINATED



1 qty- logo letters on raceway can oversized 4" deep x 34.5" tall raceway with brushed aluminum 5" deep reverse channel letters

Design	OT	OT	MGMT.	MGMT.	Print/Cut	Print/Cut	App.	App.	QC	MGMT.	Route	Route	Plastic	Plastic	Metal	Metal	Paint	Paint	Assem.	Assem.	QC	QC	Crating
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