

Meeting: 8/21/2024
Project: 714 S. Gay Street
Applicant: Micah Andrews Tennessee Sign Company

Property Information

Location: 714 S. Gay St. **Parcel ID** 95 I F 023
Zoning: DK (Downtown Knoxville)
Description:

Three-story, brick masonry building with modified storefronts and decorative brick corbelling along the parapet.

Description of Work

Level I Sign

Proposed illuminated wall sign and vinyl window graphics. The wall sign is proposed for the metal beam area. The wall sign features internally illuminated, white acrylic letters fixed on a metal raceway to be painted to match the metal beam. The application includes two signage options with varying text. The first option measures 14'-10 7/16" wide by 1'-6" tall, and the second option measures 17'-9" wide by 1'-6" tall. Window graphics are digitally-printed, perforated window graphics (measurements not provided).

Applicable Design Guidelines

Downtown Design Guidelines

B. The Traditional Grid District

1. Recommended Signs

- 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 square feet, 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
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Comments

714 S. Gay Street, while a historic building, is not listed on the NRHP so the Historic Resources section of the guidelines does not apply.

The proposed sign forms (a wall sign above the first story, mounted flush to the building façade) and window signs meet the design guidelines for recommended signs. City sign code (13.9.F) limits a building's allotted signage to 10% or less of the wall area of the primary building elevation. The applicant should verify the proposal meets these restrictions. While internal illumination is often discouraged by the DRB, at 716 S. Gay Street, the DRB approved a very similar sign, measuring 181.5" long by approximately 18" tall and features internally illuminated, white acrylic letters.

Measurements for the window signs should be provided to staff, and a revised drawing should meet the design

guidelines which recommend "less than 30% coverage, including neon signs." The Downtown Design Guidelines also recommend that windows at the pedestrian level be transparent glass; screening should not be installed as part of the window graphics which blocks the windows.

Recommendation

Staff recommends approval of Certificate 8-E-24-DT, subject to one condition: 1) revised drawings for window signs to be submitted to staff, limiting the sign area to less than 30% coverage of the window and omitting opaque screening on the windows.



8-E-24-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

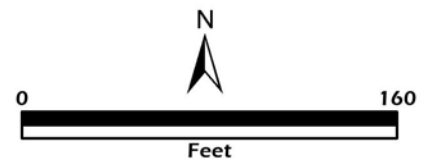
Petitioner: Micah Andrews Tennessee Sign Company

**DOWNTOWN
DESIGN
REVIEW
BOARD**



714 S. Gay St.
Level 1: Sign

Original Print Date: 8/9/2024
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board





DESIGN REVIEW REQUEST

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

Tennessee Sign Company

Applicant

8/2/24

8-E-24-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

Micah Andrews

Tennessee Sign Company

Name

Company

7116 Regal Lane

Knoxville

TN

37918

Address

City

State

Zip

702-835-2910

Micah@TNSignCo.com

Phone

Email

CURRENT PROPERTY INFO

714 S. Gay St

Owner Name (if different from applicant)

Owner Address

Owner Phone

714 Gay St

Property Address

Parcel ID

Downtown Gay Street

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett

8.5.24

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: Request to install an illuminated sign typical to area
-
-

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



MARBLE CITY VAPOR/CHANNEL LETTERS



CONTACT INFO

Dave Filos

dave@tnsignco.com

615.968.5101

tnsignco.com

**MARBLE CITY VAPOR/CHANNEL LETTERS
SIGN 1_OPTION A**

INSTALL ADDRESS:
714 South Gay Street,
Knoxville, TN



MOCKUP BY DAY



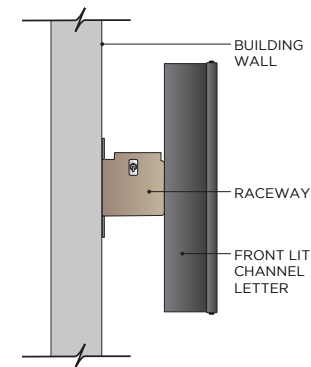
MOCKUP BY NIGHT



MEASUREMENTS



SIDE VIEW



FACE COLORS:

WHITE

TRIM AND RETURN COLORS:

BLACK

RACEWAY COLORS:

MATCH TO THE BUILDING

ORDER NUMBER: 24963

DESCRIPTION:

Front lit Channel Letters, mounted on a raceway.

DIMENSIONS:

178.4"(W) x 18"(H)
22.3 SQ FT

*Mockups are an estimate.
All dimensions must be confirmed.

CONTACT INFO:

Dave Filos
dave@tnsignco.com
615.968.5101
tnsignco.com

SIZES SHOWN IN THE MOCKUPS ARE AN ESTIMATE
ALL MEASUREMENTS TO BE CONFIRMED PRIOR TO PRODUCTION

**MARBLE CITY VAPOR/CHANNEL LETTERS
SIGN 1_OPTION B**

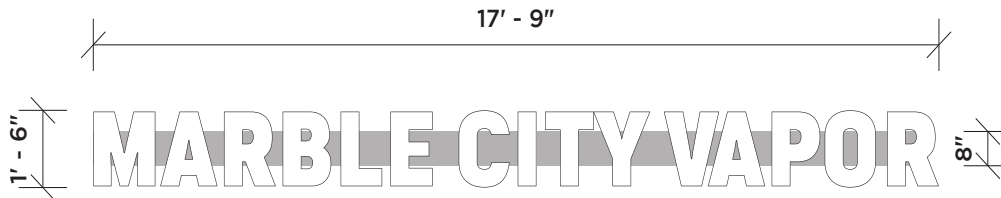
MOCKUP BY DAY



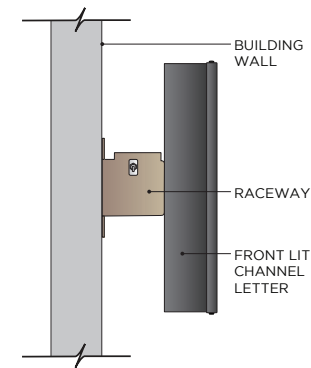
MOCKUP BY NIGHT



MEASUREMENTS



SIDE VIEW



FACE COLORS:

WHITE

TRIM AND RETURN COLORS:

BLACK

RACEWAY COLORS:

MATCH TO THE BUILDING



ORDER NUMBER: 24963

DESCRIPTION:

Front lit Channel Letters, mounted on a raceway.

DIMENSIONS:

213"(W) x 18"(H)
26.6 SQ FT

*Mockups are an estimate.
All dimensions must be confirmed.

CONTACT INFO:

Dave Filos
dave@tnsignco.com
615.968.5101
tnsignco.com

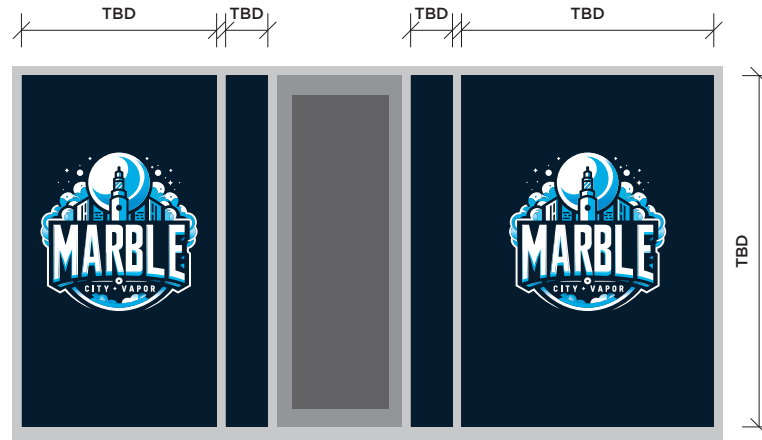
SIZES SHOWN IN THE MOCKUPS ARE AN ESTIMATE
ALL MEASUREMENTS TO BE CONFIRMED PRIOR TO PRODUCTION

MARBLE CITY VAPOR/CHANNEL LETTERS SIGN 2_OVERVIEW

MOCKUP



MEASUREMENTS



COLORS:



ORDER NUMBER: 24963

DESCRIPTION:

Digitally-printed perforated
Window Graphics.

DIMENSIONS:

TBD

*Mockups are an estimate.
All dimensions must be confirmed.

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tnsignco.com

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THANK YOU!