

MINUTES
KNOXVILLE DOWNTOWN DESIGN REVIEW BOARD
MEETING OF FEBRUARY 16, 2011
SMALL ASSEMBLY ROOM

Present:

Kim Henry
Joe Petre
Carol Montgomery
Bob Alcorn
Chad Boetger
Elizabeth Christman
Sean Christman
Josh Flory
Michelle Hummel
Tom Reynolds
Mike Reynolds
Steve King
Charlotte West

Organization:

APA Representative
Business Representative
Historic Zoning Commission Rep.
Downtown Resident Representative
Downtown Resident Representative
Slamdot
Slamdot
News Sentinel
CBID
City of Knoxville
MPC
City of Knoxville
MPC

Kim Henry, Chair, called the meeting to order. There was a quorum present, and they introduced themselves. Board members present are shown in italics.

A motion was made by Carol Montgomery and seconded by Joe Petre to approve the October 20, 2010 meeting minutes. The motion carried unanimously.

Certificates of Appropriateness:

Certificate No. 2-A-11-DT

108 S Gay St - Slamdot (Sean Christman)
Pre-development N/A

Description of Work

This proposal for a new awning, with an awning sign. The awning will cover the large transom of the storefront and will have a similar design as an awning on neighboring building. The awning has a width of 19 feet 9 inches and a height of 8 feet 4 inches. The awning will extend 5 feet from the storefront and will have a minimum sidewalk clearance of 10 feet 3 inches. The awning will not have fabric on the sides. The awning fabric will be made of Sunbrella (flame retardant) fabric.

The sign on the awning has a width of 15 feet 3 inches and a height of 4 feet 3 inches, or 61 square feet.

Staff Comments

The Downtown Knoxville Design Guidelines, Section 1.C.8 (Awnings) states: 1) Allow awnings in traditional shapes and materials, and 2) Contain signs or advertising only within the valance of the awning.

The awning design is similar to other awnings on the block, including an awning on the adjacent Emporium Building which has a similar awning height as this one proposes.

The proposed awning does not have a valance so the applicant cannot meet the guideline recommendation for sign placement. If the awning is approved with the proposed design (without a valance), the sign should be placed at the bottom on the awning and should be scaled to fit on a valance. This will bring the sign into compliance with the intent of the guidelines.

Staff Recommendation

APPROVE Certificate 2-A-11-DT with the following conditions: 1) The sign on the awning shall be placed toward the bottom edge of the awning, and 2) The sign shall be scaled to fit on an awning valance, as shown on page 29 of the Downtown Knoxville Design Guidelines.

Joe Petre asked how you measure the size of a sign? The sign will be measured for square footage by drawing a square around the sign and determining the area. Mike Reynolds stated yes, that is how it is calculated.

Joe Petre asked if all the new signs on awnings that the board has been approving have been on the valance? Mike Reynolds stated yes.

Joe Petre stated that he likes the sign on the awning as they have submitted and asked if the guidelines allow such a sign? Kim Henry asked how big a valance is normally? Mike Reynolds stated that valances can normally be between six and 12 inches long and in this case, since there is not a valance, the staff's interpretation of the guidelines would require the sign to be scaled and located to fit and be on the bottom edge of the awning where a valance would be located.

Sean Christman, 108 S. Gay Street, provided a graphic showing the sign as staff recommends.

Carol Montgomery stated that she likes the sign as they proposed, rather than the staff recommendation.

Joe Petre asked if they considered putting a valance on the awning. Sean Christman stated that David Dewhirst owns the building and does not want him to use a valance on the awning since the other awning on the building does not have one. This is the only signage we will have.

A motion was made by Carol Montgomery and seconded by Chad Boetger to approve the application as submitted. The motion carried unanimously.

Staff Report:

- 520 W Summit Hill Dr (11-A-10-DT) – New wall sign for Kimberly Clark
- 118 S Central St (12-A-10-DT) – Refacing an existing sign (former Knoxville Cigar

Company sign)

- 111 N Central St (2-B-11-DT) – New projecting sign

Other Business:

There being no further business, the meeting was adjourned.