

**MINUTES
KNOXVILLE DOWNTOWN DESIGN REVIEW BOARD
MEETING OF SEPTEMBER 21, 2016
SMALL ASSEMBLY ROOM
4:00 PM**

Board Member – Present	Board Membership
Mike Reynolds	MPC Representative (non-voting)
Russ Watkins	Downtown Business Development Representative
Kristina Wright	Downtown Resident Representative
Lorie Matthews	Historic Zoning Commission Representative
Chad Boetger	CBID Representative
Brandon Pace	AIA Representative
Board Member - Absent	Board Membership
Anne Wallace	City of Knoxville
Brian Pittman	Downtown Resident Representative
Marlene Davis	Urban Design Representative
Mark Heinz	Downtown Business/Development Representative
Ex-officio & Staff Members	Department / Organization
Dori Caron	Metropolitan Planning Commission
Marty Clay	Plans Review and Inspections
Doug Gordon	City of Knoxville Law Department
Applicants & General Public	Affiliation
Scott Falvey	Design Innovation Architects
Faris Eid	Design Innovation Architects
Aaron Miller	Design Innovation Architects
Pat Boles	Signco Inc.

The meeting was called to order by Chair Russ Watkins. It was established that there was a quorum. Mr. Watkins asked that Board members and ex-officio members introduce themselves.

Action: A Motion was made by Chad Boetger and seconded by Brandon Pace to approve the August 17, 2016 Minutes. The Motion carried unanimously.

Certificates of Appropriateness:

Certificate No. 6-F-16-DT

530 South Gay Street – Historic Farragut Hotel (Faris Eid) - Signage
Pre-development meeting: 5/18/2016

Discussion: Mike Reynolds reviewed the submittal and staff recommendation. He clarified that the rear (east) elevation wall sign letters will actually be white. They are shown black for reference purposes only. Faris Eid was present and offered to address the proposed signs individually. Regarding the projecting sign they are in agreement with the staff commendation. Regarding the rear wall sign he noted they want it to be internally illuminated as that is a Hyatt standard, also reiterating Mr. Reynolds’ comment that there will be very little of the building itself visible from the James White Parkway. He then referenced multiple similar signs that are illuminated in the City previously approved by the Board. It was noted that this building is not in the Promenade District but is in a National Historic District. A discussion ensued regarding appropriate signage, specific signage frontage and signage placement within the various downtown districts. It was noted the only guidance for placement of rear facing signs are those in the Promenade District which necessitates the Board consider rear facing signs in other areas downtown on an individual basis. Further discussion developed into a consensus that the Board consider revisiting the guidelines with regards to rear facing signage. It was noted that the James White Parkway face of the proposed rear sign, as does the proposed height of the sign, offers some leeway with what signage could be approvable for this submittal.

Regarding the plaque signs, Mr. Eid noted the light illuminating from these is a very slight shadow of a light around the perimeter of it, through the halos of the text and logo. It was also clarified that the Applicant is applying for historic tax credits for this project. Discussion again continued surrounding approving internally lit signage as presented here.

Action: A Motion was made by Chad Boetger and seconded by Brandon Pace to approve Certificate No. 6-F-16-DT (revision) as submitted. The Motion carried unanimously.

Certificate No. 9-A-16-DT

522 South Gay Street – Potbelly Sandwich Shop (Potbelly Sandwich Shop)
Pre-development meeting: N/A

Discussion: Mike Reynolds reviewed the submittal and the staff recommendation. Pat Boles had nothing further to add. He did not believe the recommended height condition would not be an issue with the owner. There was no other discussion.

Action: A Motion was made by Chad Boetger and seconded by Lorie Matthews to approve Certificate No. 9-A-16-DT as submitted and per staff recommendation subject to the following condition: 1) The sign being located entirely above the storefront transom. The Motion carried unanimously.

Certificate No. 9-B-16-DT

531 South Gay Street – Clinch River Brewing (Clinch River Brewing, LLC)
Pre-development meeting: - 9/7/2016

Discussion: Mike Reynolds noted the Applicant has requested postponement until the October 19, 2016 Board meeting.

Action: A Motion was made Chad Boetger and seconded by Lorie Matthews to postpone consideration of Certificate 9-B-16-DT until the October 19, 2016 Board meeting as requested by the Applicant. The Motion carried unanimously.

Certificate No. 9-C-16-DT

319 Depot Ave. – Regas Square – North Parking Lot (Design Innovation Architects)
Pre-development meeting: - N/A

Discussion: Mike Reynolds reviewed the submittal and the staff recommendation. Aaron Miller was present and had nothing further to add.

Action: Action: A Motion was made by Chad Boetger and seconded by Lorie Matthews to approve Certificate No. 9-C-16-DT as submitted and per staff recommendation subject to the following condition: 1) The pole light fixtures be no greater than 25 feet tall. There was a brief discussion surrounding the trash enclosure and who would be utilizing the lot. Board Chair Watkins called for a vote on the Motion on the floor. **The Motion carried unanimously.**

Staff Report:

There were no staff reports.

Other Business:

There was a suggestion to research other jurisdictions and how they review similarly situated buildings (rear of buildings that face a highway). The type of illumination was noted as a frequent issue. Mike Reynolds briefly highlighted existing local ordinances and what they offer for guidance on approval. It was noted that the guidelines in total are in need of updating and this could be an opportunity to do so, however, a complete overhaul could take some time to get into the MPC's Work Program. After further discussion surrounding the need for better signage parameters in the D-1 overlay, there was consensus that the Board hold a workshop to specifically address signage in the guidelines. The workshop is tentatively scheduled to be held after the October Board meeting and will be publically noticed.

Tabled:

File No. 2-A-16-DT

100 N. Central Street – Project: Lonesome Dove

A Motion was made by Chad Boetger and seconded by Brandon Pace to adjourn the meeting. The Motion carried unanimously and the meeting was adjourned.