

Meeting: 6/18/2025
Applicant: Trey Bandy, Tennessee Sign Company
Owner: Home Trust Bank

Property Information

Location: 6501 Kingston Pk. **Parcel ID** 121 A A 02808
District: Knollwood Individual Landmark H
Zoning: C-G-1 (General Commercial)
Description: Neoclassical, c.1851 with modifications dating to 1890s and 1920s
Primary structure on the property is Knollwood; work is proposed on a non-historic, Neoclassical style bank building.

Description of Work

Level II Installation of Signage

Removal of existing channel letter wall sign located on the architrave. Installation of new 13.5' wide by 7.5' tall (101.25 sq. ft.) channel letter wall sign on the fan in the tympanum, beginning approximately 27.5' feet from the ground.

The installation of two tenant panel signs also included in this application was approved administratively on May 22.

Applicable Design Guidelines

Knollwood Design Guidelines

Maintain the prominence of the historic building on the site.

The design of new buildings constructed on site must be sympathetic in materials and construction to Knollwood.

New signage and lighting should respect the historic character of Knollwood and its site.

Signage will be a necessary part of site development for Knollwood. Signs should be divided into four categories: 1) directional/informational signs appearing within the development; 2) a directory of information sign which fronts on Kingston Pike and directs users into the site; 3) wall signs or banners on building walls; and 4) awnings or marquees that also contain signs.

- A wall sign or banner may be allowed for each building wall or articulated wall plane that faces into the site. It may not exceed a vertical height of 5 feet or a maximum area of 40 square feet. Buildings fronting on Kingston Pike may display an internally lit wall sign for each building that faces Kingston Pike, not to exceed a vertical height of 5 feet or a maximum area of 40 square feet.

Comments

Staff Findings

1. 6501 Kingston Pike is a non-contributing building within the Knollwood landmark historic overlay that lies to the southwest of the mansion along the Kingston Pike commercial corridor.
 2. The proposed 101.25 sq. ft. and 7.5' tall wall sign exceeds the recommended 40 sq. ft. from the design guidelines, which state that wall signs can only be up to 5' tall and 40 sq. ft. in area.
 3. The Neoclassical bank building was approved after the historic overlay was placed on the property, and it was designed to reference the architecture of the Knollwood. All the previous signs on this building have met the design guidelines for size and were located on the building's architrave, which was designed to feature signs. The placement of the sign on top of the existing detailing in the tympanum is inappropriate, as it obscures important architectural details that were included to be sympathetic to the historic structure and would add to visual clutter that does not "respect the historic character of Knollwood and its site."
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Staff Recommendation

Staff recommends denial of Certificate 6-E-25-HZ.



DESIGN REVIEW REQUEST

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

Tennessee Sign Company Knoxville		
Applicant		
5-15-202	N/A	6-E-25-HZ
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

Trey Bandy		Tennessee Sign Company Knoxville	
Name		Company	
7116 Regal Ln	Knoxville	TN	37918
Address	City	State	Zip
8659787800	trey@tnsignco.com		
Phone	Email		

CURRENT PROPERTY INFO

Home Trust Bank	PO Box 10 Asheville, NC 28802-0010	
Owner Name (if different from applicant)	Owner Address	Owner Phone
6501 Kingston Pike	121AA02808	
Property Address	Parcel ID	
Neighborhood	Zoning	

AUTHORIZATION

	Lindsay Lanois	5/16/25
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: Installation of Apex Bank signage

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:

FEE 2:

FEE 3:

TOTAL:

\$50.00

Pd. 05/16/2025,SG

Tennessee Sign Company
KnoxvilleSales@tnsignco.com
(865) 978-7800
tnsignco.com



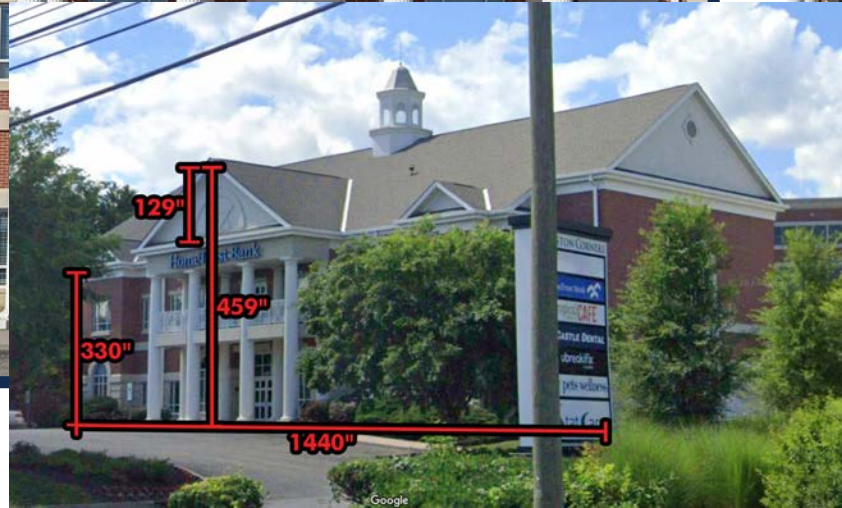
CUSTOMER:
Apex Bank Rebranding
6501 Kingston Pike, Knoxville

ARTWORK & MOCKUPS:

MOCKUP



Before:



PROJECT OVERVIEW:

Apex Bank Rebranding
6501 Kingston Pike Location
1440" W by 330" H
3,300 SQ. FT total

DESCRIPTION:

Flush Mount Channel Letter Cabinet

Two (2) New Tenant Panels on existing monument.

DIMENSIONS

Wall Sign:
162" W by 90" H | 101.25 SQ. FT total

Tenant Panel:
80" W by 15" H | 8.33 SQ. FT total

INSTALLATION

HARDWARE
Channel Letters above main entrance installed to engineering spec through internal bracing structure.

Tenant Panels secured to existing sign.

ILLUMINATED: UL# T77037403



INSPECTED AND LABELED IN
ACCORDANCE WITH UL STANDARD
FOR ELECTRIC SIGNS INSTALLED
USING UL LISTED PARTS AND
METHODS OF INSTALLATION.

DESIGN GUIDELINES

Introduction

Knollwood, at 6411 Kingston Pike, is a historic house on a 13.8 acre site that has been maintained as a residence since its construction. The historic house and its site are listed on the National Register of Historic Places. A developer who intends to convert the site to commercial and office uses has optioned the property. Citizen interest in saving the house has been very strong. West Knoxville neighborhood associations, elected officials, Knoxville Heritage, the East Tennessee Historical Society and the Civil War Roundtable and many private citizens have all indicated a concern that the house be protected. This has encouraged the developer to seek a local historic zoning designation (H-1 overlay) which will guide development on the site and place restrictions on the eventual rehabilitation or reuse of the house itself. If the setting, which is a part of the National Register listing, is significantly altered, the property could be decertified and removed from the National Register. This could preclude the application of preservation tax incentives to assist in reusing the house.

These guidelines, which accompany and are a part of the designation, are intended to accomplish two things: 1) to allow a sensitive development of the site, providing space for commercial buildings, while preserving Knollwood and a suggestion of its environment; and, 2) to protect Knollwood itself, so that the exterior of the house will exhibit the architecture which has led to its National Register listing and which reflects the history of the eras in which it was built and later modified.

The site where Knollwood is located slopes steeply upward away from Kingston Pike. This slope, particularly in front of the house, has formed the prominent position of the house as viewed from Kingston Pike, and has allowed users of the historic house unparalleled views to the south and west. Views into the site are currently restricted to approximately forty percent of the frontage on Kingston Pike. This viewshed should be preserved by allowing open views of the house from Kingston Pike to continue. Those unobstructed views should total forty percent of the street frontage, but may be split into separate view corridors as provided in these design guidelines.

The architectural appearance of Knollwood is that of a late 19th century brick estate home. Even though the core of the house was constructed in 1851, the late 19th century addition of a porte cochere on the west elevation and a sun room on the east, as well as the two story front porch, have effectively dated the appearance of Knollwood to some 40 years after its original construction. These additions should be preserved as contributing to the significance of the building.

Guidelines

Maintain the appearance and materials of Knollwood, the historic house on the property:

- Any future alterations to the exterior of Knollwood shall be made in conformance with the Secretary of Interior's *Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings*.

Maintain the prominence of the historic building on the site.

- Buildings in the commercial area to the sides of the site must be designed with articulated bays. The intent of including these articulations is to reduce the apparent size of the new construction on site.
- The design of new buildings constructed on site must be sympathetic in materials and construction to Knollwood.
- If new construction is carried out behind Knollwood, it shall frame the house and provide background texture for it. Any new construction to the rear should be accompanied by tree plantings that shall further screen the buildings into the background.
- Parking shall be terraced behind berms and landscaping so that the appearance of the slope in front of Knollwood and leading to it from Kingston Pike is retained. The intent is to utilize the berms and landscaping to carry a ribbon of green with minimal visual interruption to the historic house.
- New buildings or parking at the edges of the site must be partially screened with trees that will reach a mature height of 30 to 40 feet planted on 40 foot centers, and must be at least 8 feet high at installation. Consideration should be given to preserving existing mature trees.
- The visual connection between Knollwood and Kingston Pike shall be preserved. Approximately forty percent of the 900' frontage on Kingston Pike is now unobscured and provides an open view of a grassy slope leading to Knollwood. Future development shall be clustered to preserve forty percent of the Kingston Pike frontage as open, landscaped space, so that open areas continue from Knollwood to Kingston Pike at the property's edge. There may be no more than four open corridors leading from Kingston Pike to Knollwood; one of those should be a landscaped "boulevard" forming the central focus for viewing Knollwood, and providing access to development on the site. None of the vistas formed from Knollwood to Kingston Pike can be less than 80-100 feet in width, measured at the Kingston Pike edge of the property. Some of the vistas may be used as locations for parking to serve new buildings constructed on site. The combined width of the primary boulevard's pavement and landscaping shall be at least 80 feet without the inclusion of parking; if parking areas are to be provided off that boulevard, they should be provided outside the 80 foot dimension.

- A "yard" or open grassy area shall be preserved in front of Knollwood. This yard should have a minimum depth of 50 feet. The view corridors or vistas noted above shall connect visually the "yard" or open grassy area to be preserved in front of Knollwood.
- As much as possible, new buildings constructed in front of Knollwood should be located near the sides of the parcel, to preserve the open character of the site in front of Knollwood.
- All new buildings at the front of the lot shall screen roof-mounted equipment from the view of Kingston Pike traffic by using parapets or screens.

New signage and lighting should respect the historic character of Knollwood and its site.

- Signage will be a necessary part of site development for Knollwood. Signs should be divided into four categories: 1) directional/identification signs appearing within the development; 2) a directory or information sign which fronts on Kingston Pike and directs users into the site; 3) Wall signs or banners on building walls; and 4) awnings or marquees that also contain signs.
 - Directional/identification signs within the development may be permitted within required setbacks. The directional/identification signs may be no more than 3 feet high and may contain no more than nine square feet per tenant. If, in the alternative, identification for several tenants is combined on one directional/informational sign, the sign may not exceed a maximum of fifteen square feet and be no more than three feet high.
 - There may be one identification or directory sign for the development, located at the entrance on Kingston Pike, which should not be more than 8 feet wide and 14 feet high.
 - A wall sign or banner may be allowed for each building wall or articulated wall plane that faces into the site. It may not exceed a vertical height of 5 feet or a maximum area of 40 square feet. Buildings fronting on Kingston Pike may display an additional internally lit wall sign for each building that faces Kingston Pike, not to exceed a vertical height of 5 feet or a maximum area of 40 square feet.
 - Awnings or marquees can also contain signs, provided the signed area falls within the 40 square foot. maximum allowed for wall signs or each building or articulated wall plane.
- All signs must conform with the provisions contained in the *Zoning Ordinance for Knoxville, Tennessee* and must be approved by Knoxville Engineering Department.
- New lighting standards on the site shall not exceed 22' in height.

A landscaped setting shall be maintained for Knollwood and its site.

- An attempt shall be made to preserve mature trees located on the site.
- Trees must frame Knollwood and be used as a backdrop, as well as partially screening views of new construction to the rear of Knollwood. A partial screen shall be planted with trees that will reach a mature height of 30 to 40 feet planted on 40 foot centers, and must be at least 8 feet high at installation.
- Views of new construction on Kingston Pike must be partially screened by trees and landscaping so that they do not interfere with the prominence of Knollwood.