

Meeting: 4/21/2021
Project: 310 W. Jackson Ave - Neon "Selfish" Sign
Applicant: Lindsey Lawrence

Property Information

Location: 310 W. Jackson Ave. **Parcel ID** 94 E G 00401
Zoning: DK (Downtown Knoxville)
Description: Three-story, brick masonry building with altered storefront entries, decorative arched brick corbeling

Description of Work

Level I Sign

New sign, to be installed on an interior wall fronting the rightmost bay of windows on the 310 W. Jackson Avenue storefront. Sign is currently proposed to be 120" wide by 60" tall, (50 sq. ft.). The sign is pink neon on a polycarbonate clear background, to be fixed to an interior wall (wall extends the full length of the four adjoining windows).

Applicable Design Guidelines

Downtown Design Guidelines

B. Private Realm

1. Building Mass, Scale, and Form

1e. Avoid blank walls along street-facing elevations.

4. Architectural Character

4b. Enhance pedestrian interest in commercial and office buildings by creating a largely transparent and consistent rhythm of entrances and windows.

5. Ground Floor Doors and Windows

5e. All windows at the pedestrian level should be clear.

C. Historic Resources

7. Recommended Signs

7a. Locate signs above storefront windows, below second-story windows on the sign board, or on the storefront windows themselves (30% is maximum coverage), or off the front of the building as a projecting sign (maximum size: 9 square feet).

7b. Create signs that are proportional to the building where they are located.

7c. Do not light signs internally.

C. The Warehouse District

1. Recommended Signs: the entire warehouse district is already listed on the National Register of Historic Places and these buildings are also eligible for local overlays. Signs should therefore be governed by historic standards.

These recommendations recognize that certain types of signs are dominant in the Warehouse District and should be encouraged in the future.

- 1a. Projecting signs of modest size (9 square feet, maximum); larger sign must be approved by the board
 - 1b. Wall signs on sign boards mounted flush to the building façade
 - 1c. Painted wall signs
 - 1d. Painted or new window signs, less than 30 percent coverage, including neon sign
-

Comments

As currently proposed, the sign does not meet Downtown Knoxville Design Guidelines or City sign code. In DK Zoning, attached signs are limited to a total sign area of 10% or below the wall area of primary building elevation. The wall area for the tenant space measures 32' wide by 10' tall, 320 sq. ft. Therefore, the allowable total sign area is 32 sq. ft.

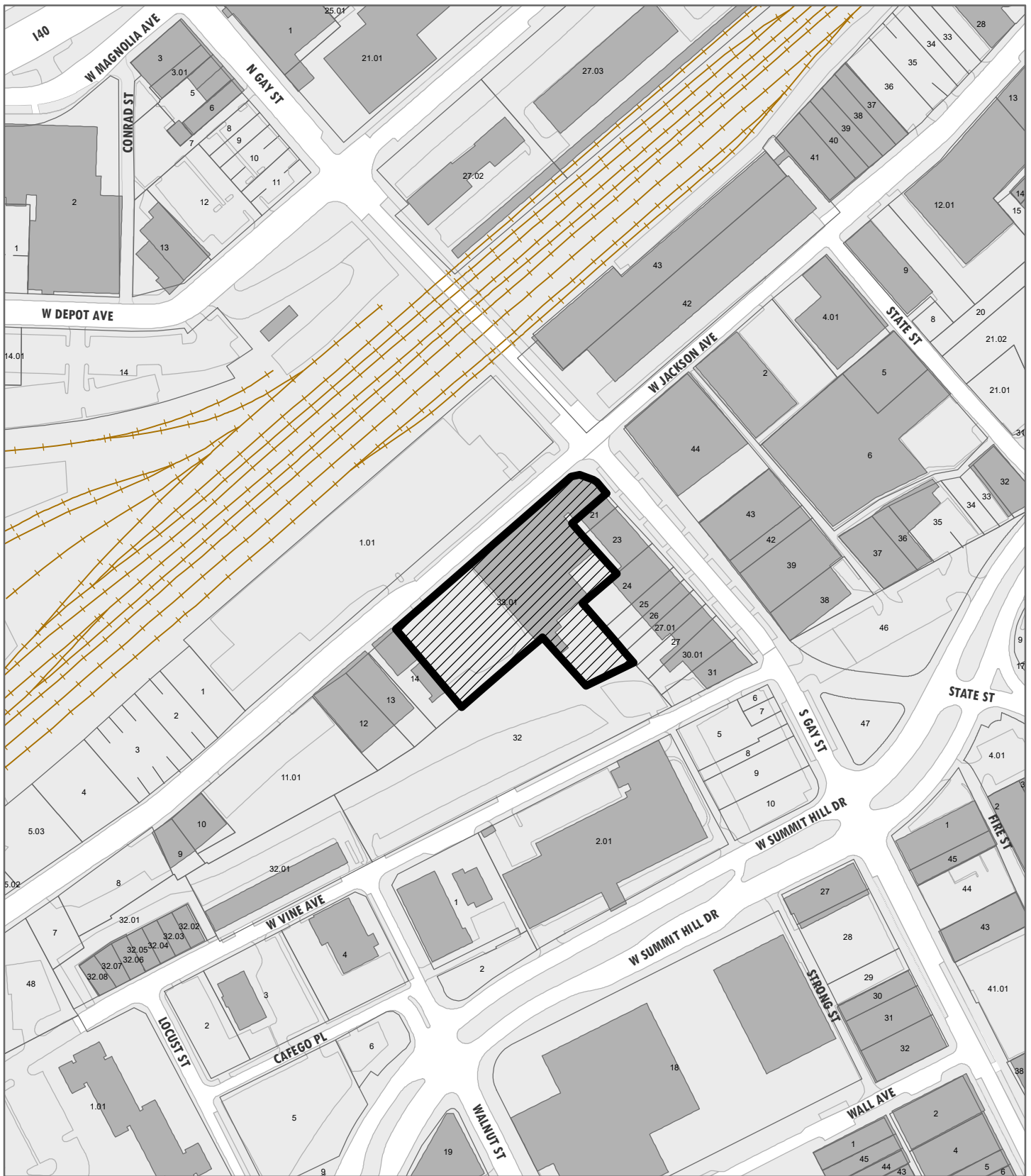
The building is a contributing resource to the Southern Terminal and Warehouse Historic District so the Historic Resources section of the guidelines applies. Design guidelines recommend window signs be limited to less than 30% coverage of the window (Warehouse District guidelines specifically reference neon signs as characteristic of the subdistrict). Projecting signs are recommended to be 9 sq ft maximum.

Previous Design Review Board determinations have discouraged "façade changes to a publicly-oriented space or interior change that would obscure windows and doors (such as drop ceilings or display cases)." This citation draws from the previous iteration of the City of Knoxville Code of Ordinances for D-1 zoning but was not incorporated in to the new zoning ordinance. The Board may discuss the installation of a full-height interior wall obscuring the four adjoining windows. The wall has been installed but has not been issued a permit through Plans Review and Inspections.

New window signs at less than 30% window coverage, including neon signs, are recognized in the design guidelines for the Warehouse District and Historic Resource sections as appropriate. The proposed neon window sign could meet the design guidelines if it covered 30% or less of the subject window area.

Recommendation

Staff recommends denial of Certificate 4-B-21-DT as submitted. A revised sign proposal should be submitted to meet City sign code and the Downtown Knoxville Design Guidelines



4-B-21-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

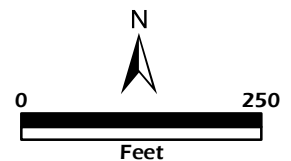
Petitioner: Lindsey Lawrence

**DOWNTOWN
DESIGN
REVIEW
BOARD**



310 W. Jackson Ave.
Level 1: Sign

Original Print Date: 4/13/2021
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board





Planning

KNOXVILLE | KNOX COUNTY

DESIGN REVIEW REQUEST

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

LINDSEY LAWRENCE

Applicant

4/2/2021

Date Filed

4/21/21

Meeting Date (if applicable)

File Number(s)

CORRESPONDENCE

All correspondence related to this application should be directed to the approved contact listed below.

- Tenant/owner of new business*
- Owner
 - Contractor
 - Engineer
 - Architect/Landscape Architect

LINDSEY LAWRENCE

SELFISH

Name

310 W. JACKSON AVENUE, SUITE 101

Company

KNOXVILLE

TN

37902

Address

(865) 363-5858

City

LINDSEY@MARSHALLLAWTN.COM

State

Zip

Phone

Email

CURRENT PROPERTY INFO

DEWHIRST PROPERTIES

123 S. GAY STREET, KNOXVILLE

(865) 971-3137

Owner Name (if different from applicant)

310 W. JACKSON AVENUE, SUITE 101

Owner Address

094EG00401

Owner Phone

Property Address

101 CENTER CITY COMM 01

Parcel ID

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett

Staff Signature

Lindsay Crockett

Please Print

4.5.21

Date

Lindsey Lawrence

Applicant Signature

LINDSEY LAWRENCE

Please Print

3/23/2021

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: I am applying for a certificate of appropriateness for an illuminated sign that I would like to install at my new business. This sign will be neon and illuminated. It will be located inside the business, attached to dry wall, and will face the street.

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:		TOTAL:
FEE 2:		
FEE 3:		

MARSHALL & ASSOCIATES, PLLC

ATTORNEYS AT LAW

Ellis Marshall, Jr., Of Counsel
Ellis@MarshallLawTN.com

Ellis H. Marshall, III
Trey@MarshallLawTN.com

Lindsey L. Lawrence†
Lindsey@MarshallLawTN.com

D.J. Rausa*
DJ@MarshallLawTN.com

April 2, 2021

SENT VIA ELECTRONIC MAIL ONLY:

Lindsay Crockett
lindsay.crockett@knoxplanning.org

RE: Design Review Request: Certificate of Appropriateness for Selfish sign

Dear Ms. Crockett:

Please find attached a picture of my rented space located at 310 W. Jackson Avenue, Suite 100, Knoxville, Tennessee, 37902. It is location in the Downtown Design District. I have also included the graphic scaled drawing for my proposed sign. I have hired Smokey Mountain Neon to design and construct this sign. My business, Selfish, is a selfie studio.

I have four windows on the right side of my property where I intend to place the sign, when looking at it from the street. I have created a wall, as seen in the picture of the property at night, that is the length of the four windows. It is my intention that the sign would be placed on this wall and will face Jackson Avenue. If the wall is not appropriate to hang the sign, then I would propose that it is affixed to the window as the façade on which the sign would be placed. The sign will say, 'selfish.' I would like to maximize the size of my sign on this wall and make it as large as the City of Knoxville will allow me to do. I have currently planned to make it five (5) feet by ten (10) feet but will adjust this as necessary. This sign will be illuminated and made from fifteen milliliter pink neon on a polycarbonate clear background that will have two 12000 transformers that will plug into a 110 receptacle. I understand that the city requires an electrician after the Certificate of Appropriateness is issued; however, Joey from Smokey Mountain Neon stated that this will plug into a normal 110 outlet. I will not be altering any existing building or structure. I do not intend on changing any existing elements of the property. I am aware that the business, Glitterville, has illuminated windows, bordered with lights, that are on at all times. I intend to keep the sign on during normal business hours.

Thank you for your cooperation in this matter. Please do not hesitate to contact me should you have any questions.

Respectfully,

Lindsey L. Lawrence

Enclosure

10574 Lebanon Road
Mount Juliet, TN 37122

www.MarshallLawTN.com

*Admitted to practice in the Middle District for Tennessee only

†Rule 31 Listed Mediator

P: (615) 885-4335

F: (615) 885-6654



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WWW.WEBSITE.COM



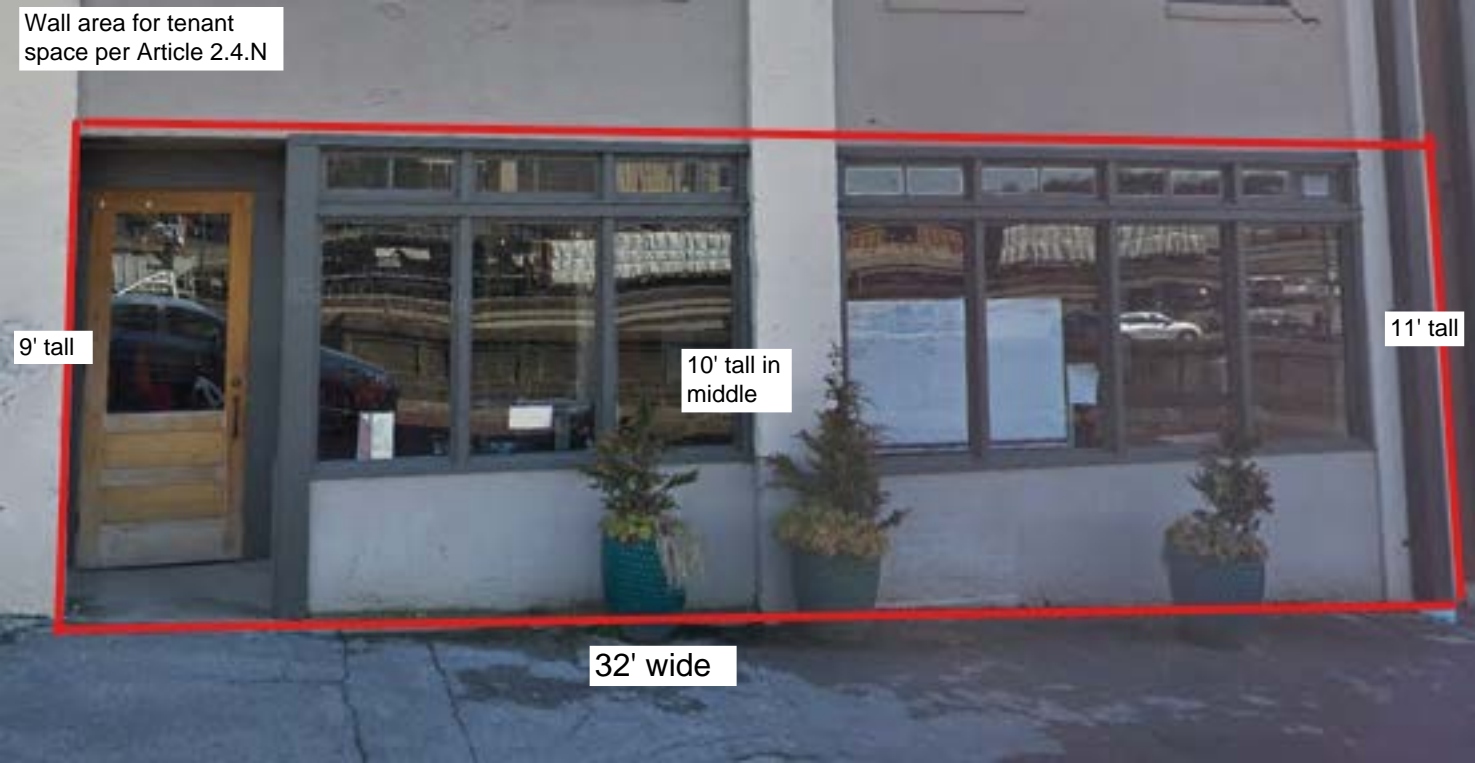
Wall area for tenant space per Article 2.4.N

9' tall

10' tall in middle

11' tall

32' wide



Initially submitted sign

120"



60"

(50 sq. ft.)

Revised
submission after
staff report



(32 sq. ft)