

**Meeting:** 3/16/2022  
**Project:** Vidl Sign - 111 E. Jackson Avenue  
**Applicant:** Signco, Inc

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## Property Information

**Location:** 111 E. Jackson Ave. **Parcel ID** 95 H A 026  
**Zoning:** DK (Downtown Knoxville)  
**Description:** Two-story, brick, three-bay commercial building with centrally-located loading dock and recessed entry

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## Description of Work

Level I Sign

New projecting sign. Rectangular projecting sign will measure 4' tall by 1'-9" wide (7 sq. ft.), made of aluminum with acrylic push-through letters. Sign will be internally illuminated with LEDs, with illumination limited to push-through letters. Rectangular sign will be located above the storefront entry, attached to the transom windows, with the bottom of the sign 9'-4" above the sidewalk level.

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## Applicable Design Guidelines

Downtown Design Guidelines

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

1a. Projecting signs of modest size (9 square feet, maximum); a 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 signs

1e. Building name sign and/or building director

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## Comments

111 E. Jackson Ave is part of the Southern Terminal and Warehouse National Register Historic District, so the Historic Resources section of the design guidelines applies. The sign guidelines for the Warehouse District correspond with the Historic Resources elements. Overall, the sign proposal meets the design guidelines, as it is located above the storefront windows as a projecting sign, is proportionate to the building and storefront, and

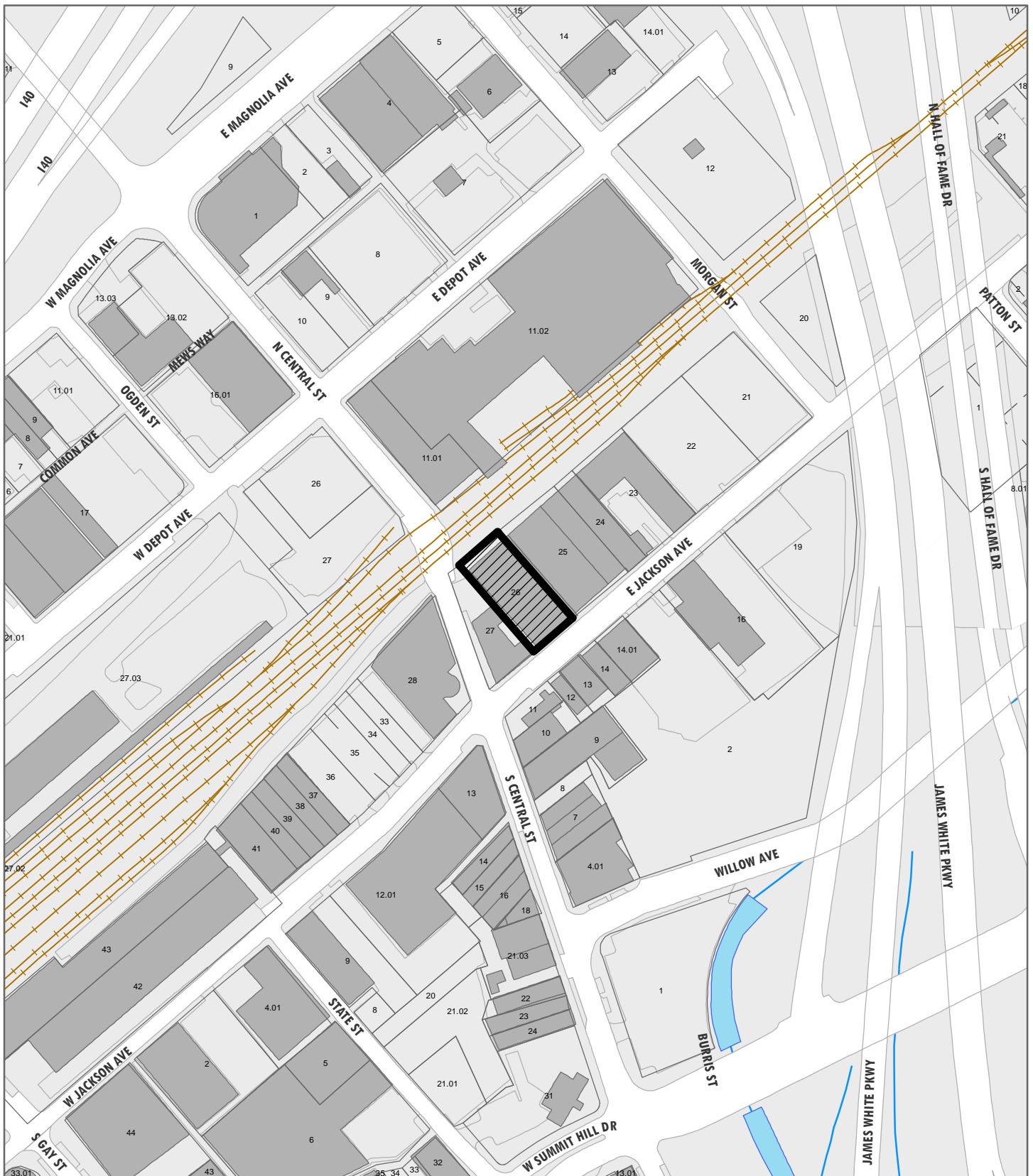
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limits the internal illumination to push-through letters on the sign. The section drawing provided by the applicant indicates the sign would be attached directly to the transom window. To avoid obscuring the clear transom windows or damaging glass, the sign should be attached to trim or mullion elements. The applicant has clarified the sign will be attached to a vertical trim element.

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## **Recommendation**

Staff recommends approval of Certificate 3-B-22-DT as submitted.

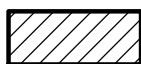


**3-B-22-DT**

**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS**

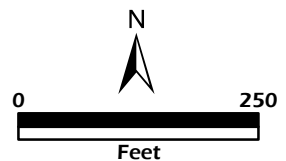
Petitioner: Signco, Inc, Baker Jones

**DOWNTOWN  
DESIGN  
REVIEW  
BOARD**



111 E. Jackson Ave.  
Level 1: Sign

Original Print Date: 3/7/2022  
Revised:  
Knoxville/Knox County Planning · Downtown Design Review Board





# DESIGN REVIEW REQUEST

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

Baker Jones/Signco Inc.

Applicant

2/28/22

March 16, 2022

3-B-22-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

Baker Jones

Signco Inc.

Name

Company

3101 Northwest Park Dr.

Knoxville

TN

37921

Address

City

State

Zip

(865)947-2086

info@signco-inc.com

Phone

Email

## CURRENT PROPERTY INFO

LYKE HOLDINGS GP

1620 ROBERT C JACKSON DR, Maryville, TN 37801

Owner Name (if different from applicant)

Owner Address

Owner Phone

111 E. Jackson Ave.

095HA026

Property Address

Parcel ID

Old City

DK-W

Neighborhood

Zoning

## AUTHORIZATION

*Lindsay Crockett*

Lindsay Crockett

2.28.22

Staff Signature

Please Print

Date

*Baker L. Jones*

Baker L. Jones

2/28/22

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: Fabricate & install internally illuminated aluminum blade sign with routed graphics & 1/2" acrylic push-thrus.

**\*\*Only graphics will illuminate\*\***

**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**

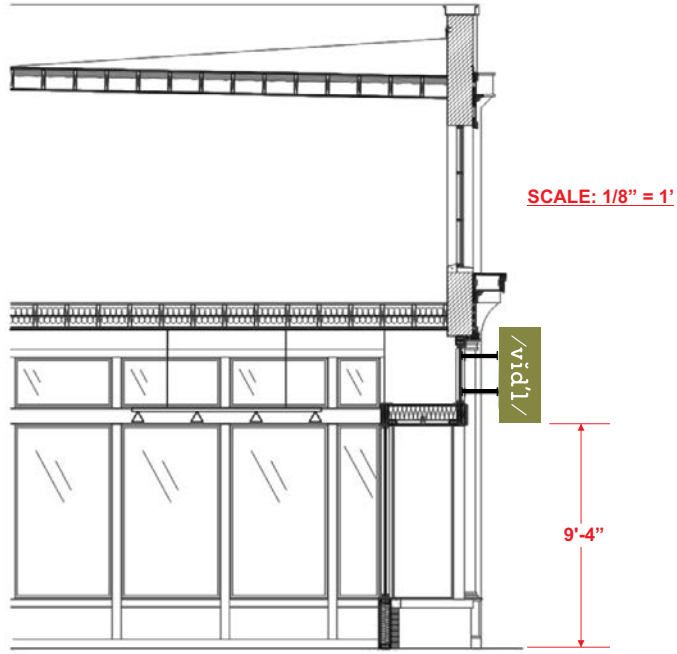
- Downtown Design Checklist
- Historic Zoning Design Checklist
- Infill Housing Design Checklist

**ADDITIONAL REQUIREMENTS**

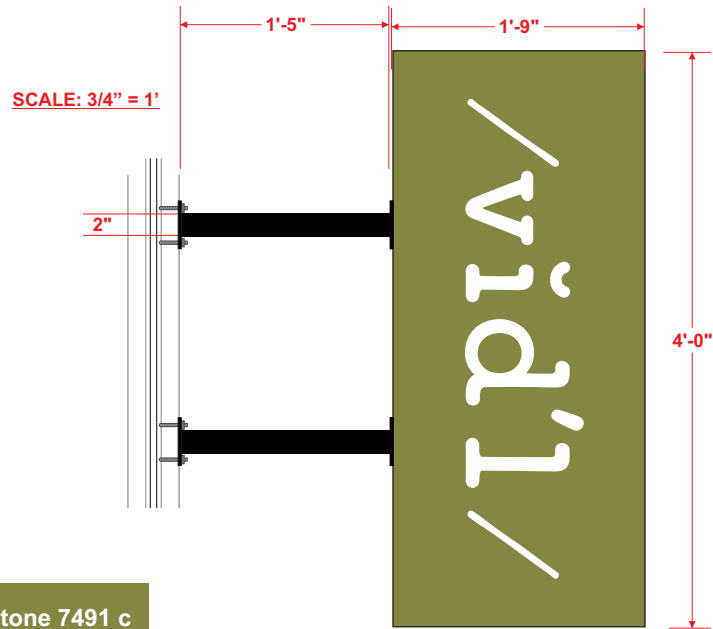
- Property Owners / Option Holders

**Level 1: \$50 • Level 2: \$100 • Level 3: \$250 • Level 4: \$500**

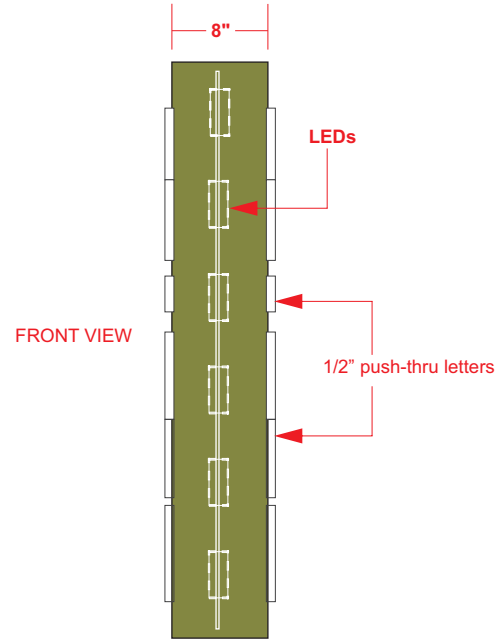
<b>FEE 1:</b>	<b>50.00</b>	<b>TOTAL:</b>
<b>FEE 2:</b>		
<b>FEE 3:</b>		



BLADE SIGN - aluminum cabinet with 1/2" acrylic push-thru letters - internally lighted with LEDs



Pantone 7491 c



**SIGN & FAX BACK SO THAT WE MAY APPROVE YOUR ORDER.**

FAX: 865.947.2089 info@signco-inc.com

FILE LOCATION: Baker/Vid'l

LOCATION: Knoxville, TN

APPROVED  
 APPROVED W/CHANGES  
 REVISE & RESUBMIT

SALES REPRESENTATIVE: Baker Jones

FILE: Vidl Blade Sign

APPROVAL SIGNATURE

DATE: 02-28-2022

DRAWN BY: Tiffany Poling

SCALE: 3/4" = 1'

**SIGNCO** inc.

PLASTIC NEON ELECTRONIC

This drawing is the property of SIGNCO, Inc. & shall not be used for contractual purposes between the customer & SIGNCO, Inc. only. Unauthorized use of this information will result in claims up to 1/3 value of the job represented on this drawing.

VALUE OF THIS DRAWING: \$500.00