

Meeting: 12/20/2023
Project: Kennedy Sign
Applicant: Baker Jones Signco Inc.

Property Information

Location: 430 S. Gay St. **Parcel ID** 95 I A 031
Zoning: DK (Downtown Knoxville)
Description:

Three-story commercial building clad in brick with a ground-level storefront reconstructed in 2013.

Description of Work

Level I Sign

New sign for the ground-level tenant. The sign is a rectangular sign, measuring 12'-4" wide by 3' tall at its largest, and will feature neon illumination on the text and borders. The sign is proposed for the building's transom area, centered above the primary entry, and will project out from the building. The sign is proposed to be attached to the framing above and below the existing multi-light transom windows.

Applicable Design Guidelines

Downtown Design Guidelines

B. PRIVATE REALM

4. ARCHITECTURAL CHARACTER

4c. Scale first floor signs to pedestrians.

4d. Differentiate the architectural features of ground floors from upper floors with traditional considerations such as show-windows, transoms, friezes, and sign boards.

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.

B. THE TRADITIONAL GRID DISTRICT

1. RECOMMENDED SIGNS

1a. Wall signs on sign boards that are above a transom or first story and mounted flush to the building façade.

Comments

430 S. Gay Street is a contributing resource to the Gay Street Commercial Historic District, so the Historic Resources

section of the guidelines applies.

Drawings indicate the sign is a three-dimensional rectangle which projects out from the building. The face of the sign, at 10' wide by 2'-8" tall, the sign is proposed at 26.6 sq. ft. Extending the full length of the central entryway and most of the height of the transom, the sign will be large in size and not proportionate to the building.

The guidelines recommend signs above storefront windows on signboards, or off the building as a projecting sign; the proposed sign is a combination of the two, but not a form that's present on Gay Street's historic buildings. Moreover, the proposed sign will obscure the multilight transom windows, which are a character-defining feature of the historic building.

The application packet does not include a side view, depicting how far the sign projects out from the building, details on how the sign would be connected to the storefront trim, or information on the electrical work required to light a neon sign.

Recommendation

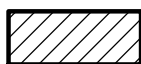
Staff recommends postponement of Certificate 12-B-23-DT, to allow for additional information on the sign's placement, installation, and design; revisions should also include a reduction in size to be more proportionate to the building and storefront.



12-B-23-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

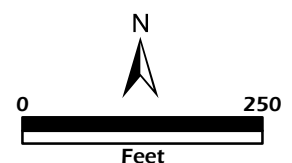
**DOWNTOWN
DESIGN
REVIEW
BOARD**



430 S. Gay St.
Level 1: Sign

Original Print Date: 12/5/2023
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board

Petitioner: Baker Jones Signco Inc.





DESIGN REVIEW REQUEST

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

Baker Jones

Applicant

12/1/23

December 20, 2023

12-B-23-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 NW Park Dr.

Knoxville

TN

37921

Address

City

State

Zip

(865)947-2086

info@signco-inc.com

Phone

Email

CURRENT PROPERTY INFO

Elephant Group-Tailor Lofts LLC

7216 Wellington Dr.

(865)384-7667

Owner Name (if different from applicant)

Owner Address

Owner Phone

430 S. Gay St.

095IA031

Property Address

Parcel ID

DK-H

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett
Staff Signature

Lindsay Crockett

12.1.23

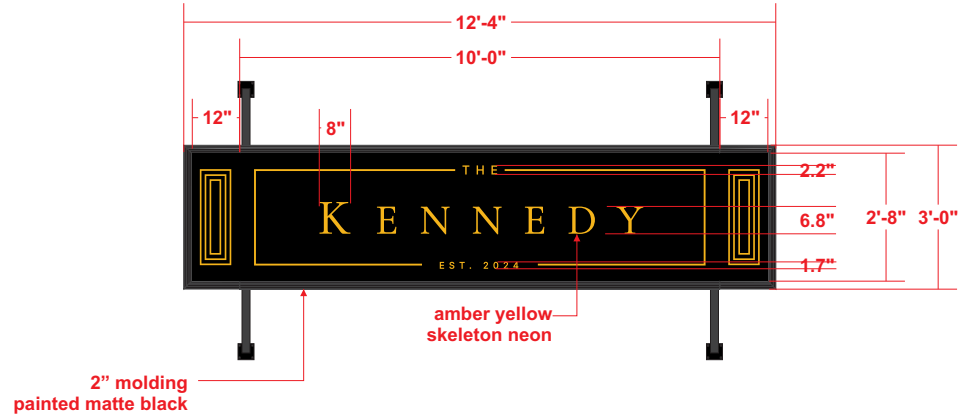
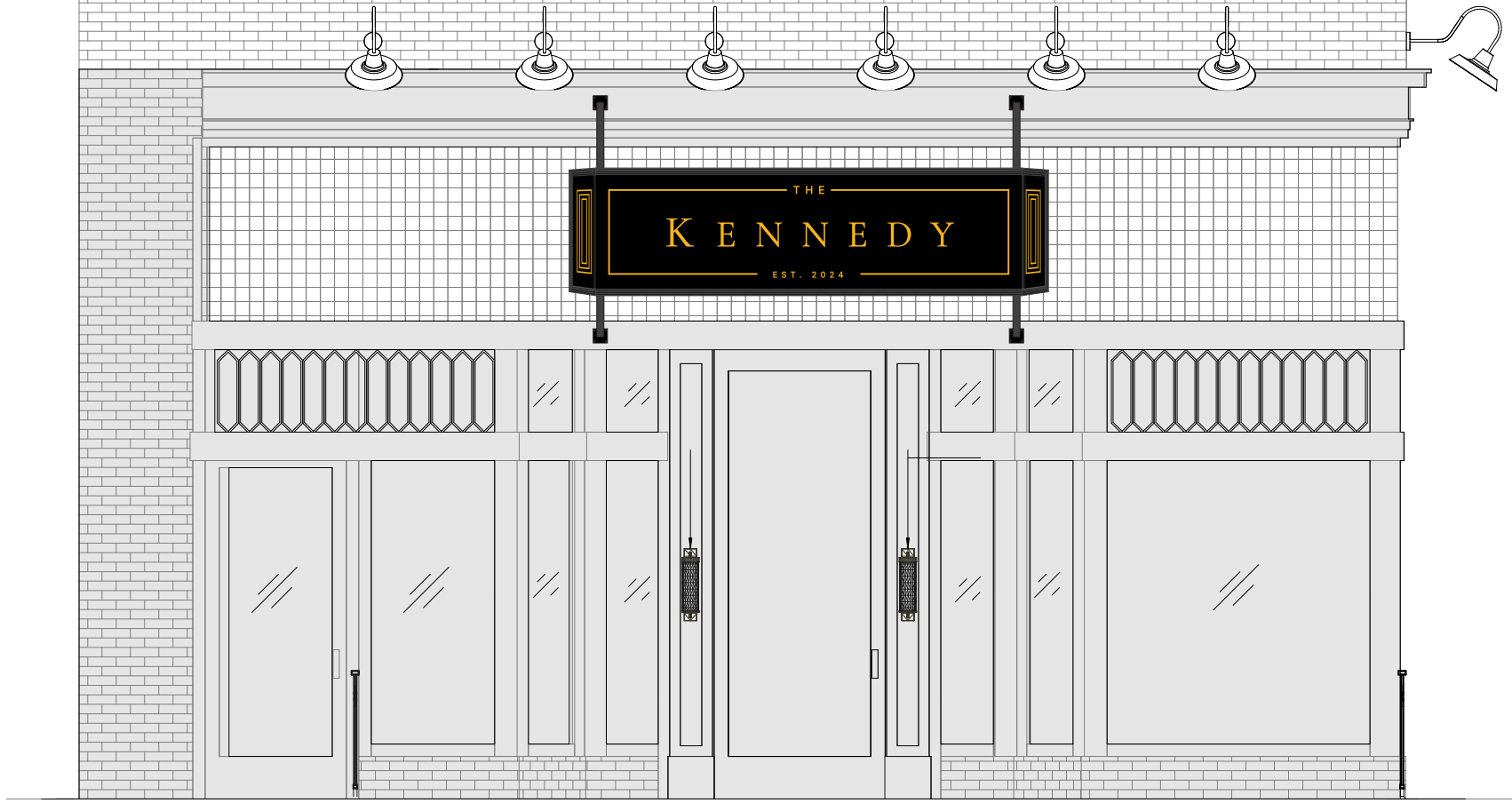
Please Print

Date

Baker Jones
Applicant Signature

Baker Jones
Please Print

12/1/23
Date



SIGNCO inc.
PLASTIC-NEON-ELECTRONIC

This drawing is the property of SIGNCO, Inc. & to 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

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

FILE LOCATION: info@signco-inc.com

FILE LOCATION: Baker/K/Kennedy Pub

LOCATION: Knoxville, TN

☐ APPROVED
☐ APPROVED W/CHANGES
☐ REVISE & RESUBMIT

SALES REPRESENTATIVE:

Baker Jones

FILE:

Kennedy Pub Gay St

DATE:

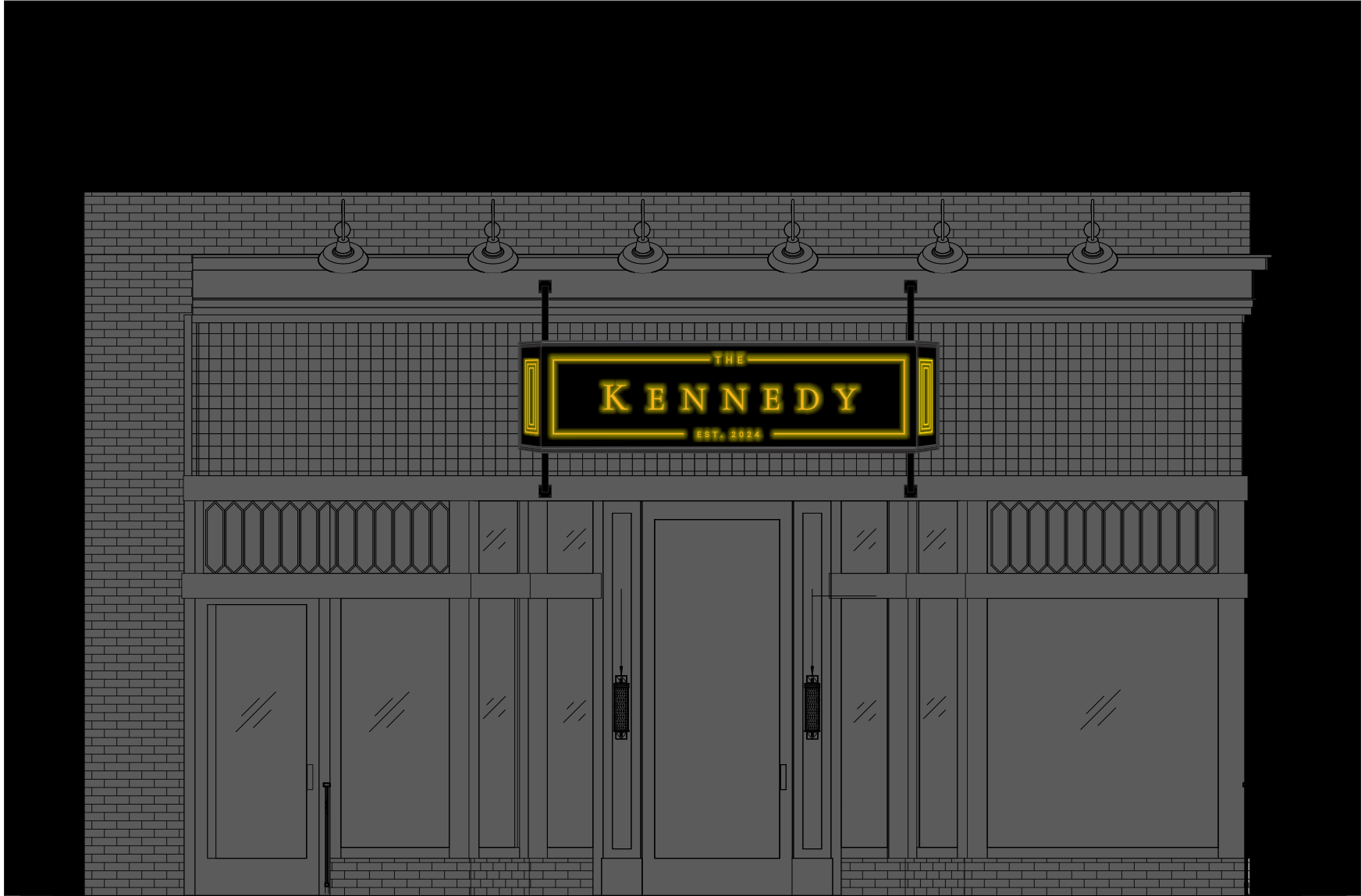
11-20-2023

SCALE:

1/4" = 1'

APPROVAL SIGNATURE

DRAWN BY:
Tiffany Poling



NIGHT VIEW

SIGNCO inc.
PLASTIC-NEON-ELECTRONIC

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Baker Jones

FILE:

Kennedy Pub Gay St

APPROVAL SIGNATURE

DATE:

11-20-2023

SCALE:

1/4" = 1'

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