

Meeting: 7/19/2023
Project: Tennessee Valley Bicycles Sign
Applicant: Pat Boles Signco Inc.

Property Information

Location: 210 W. Magnolia Ave. **Parcel ID** 94 E F 008
Zoning: DK (Downtown Knoxville)
Description:

210 W. Magnolia is a one-story, one-bay commercial building with a brick veneer exterior and a modified storefront.

Description of Work

Level I Sign

New illuminated projecting sign, measuring 43" wide (44.6" wide at the largest point) by 42" tall (12.54 sq. ft.). Sign will project from above entry on storefront system, measuring 11'-6" above the sidewalk level at the lowest point. The sign is internally illuminated via LED lights, with a white background and darker text and logo.

Applicable Design Guidelines

Downtown Design Guidelines

B. The Traditional Grid District

1. Recommended Signs

1b. Projecting signs of modest size (9 square feet, maximum); a larger sign must be approved by the board.

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.

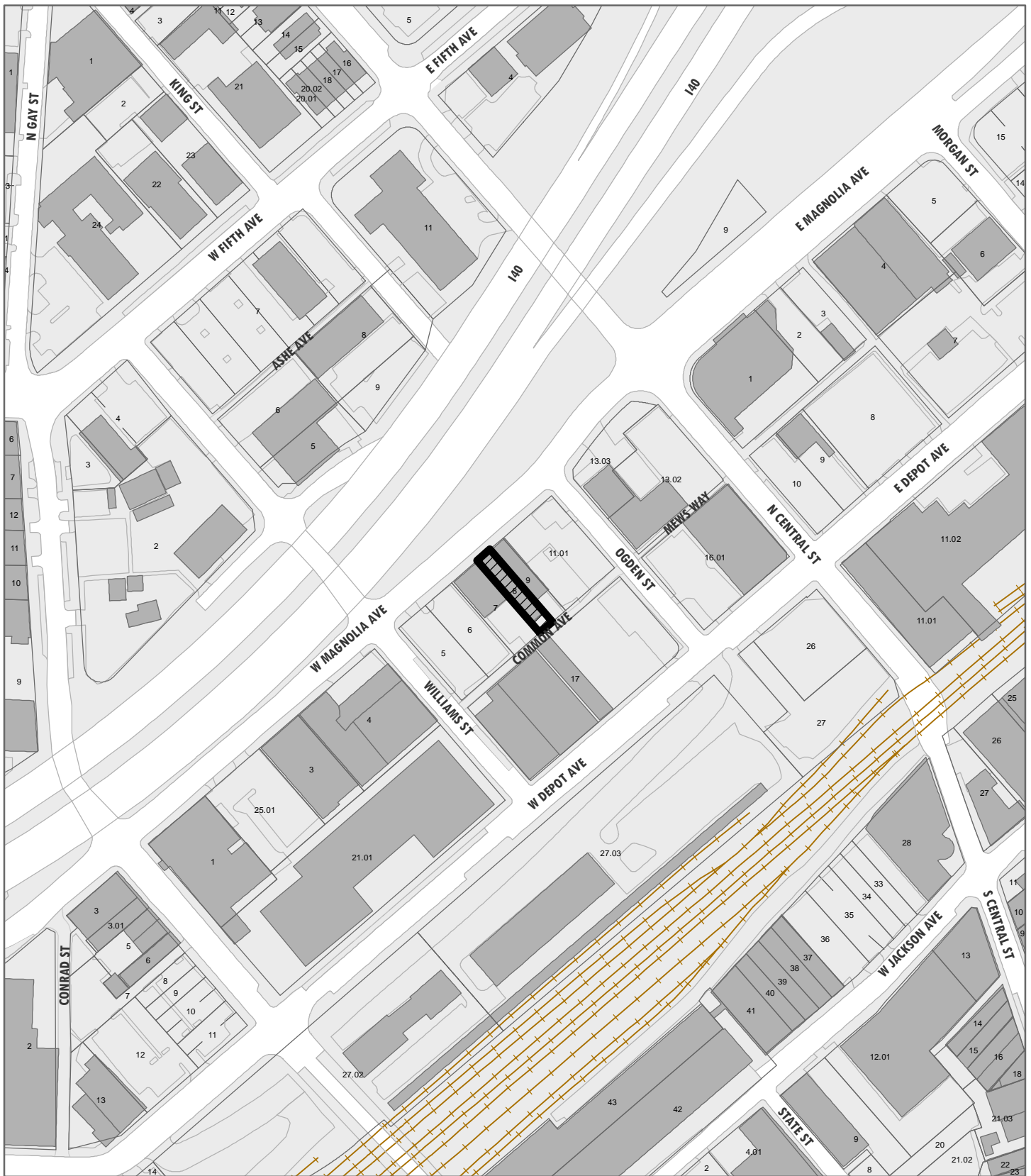
Comments

The proposed sign is to be installed on a block zoned DK-W (Warehouse Subdistrict) but outside of the Southern Terminal and Warehouse Historic District, so the Historic Resources section of the guidelines does not apply. The "Grid District" guidelines are provided for reference. The proposed sign is slightly larger than the recommended 9 sq. ft., so the larger size must be discussed and approved by the Board.

210 W. Magnolia is located at the northwestern periphery of downtown, facing a surface parking lot under the I-40 overpass. A slightly larger sign than 9 sq. ft. would not have a detrimental impact on the block. Typically, internal illumination with a full white backlight is discouraged in downtown design review, with internal illumination limited to push-through letters and logos instead of the full sign. The Board may choose to discuss the internal illumination area in this block.

Recommendation

Staff recommends approval of Certificate 7-B-23-DT, subject to one condition: 1) internal illumination to be limited to push-through letters or graphics.



7-B-23-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

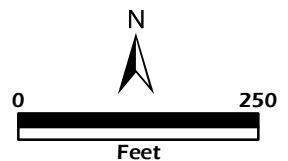
**DOWNTOWN
DESIGN
REVIEW
BOARD**



**210 W. Magnolia Ave.
Level 1: Sign**

Original Print Date: 7/3/2023
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board

Petitioner: Pat Boles Signco Inc.





DESIGN REVIEW REQUEST

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

Signco Inc. / Pat Boles

Applicant

06/22/23

July 19, 2023

7-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

Pat Boles

Signco Inc.

Name

Company

3101 Nw Park Dr

Knoxville

TN

37921

Address

City

State

Zip

865-803-7915

info@signco-inc.com

Phone

Email

CURRENT PROPERTY INFO

Scott Smith /Tennessee Valley Bicycles

210 W Magnolia Ave

865-540-9979

Owner Name (if different from applicant)

Owner Address

Owner Phone

210 W Magnolia

094EF008

Property Address

Parcel ID

DK-W

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett
Staff Signature

Lindsay Crockett

6.22.23

Please Print

Date

Pat Boles
Applicant Signature

Pat Boles

06/22/23

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: fab and install 1- LED lighted projection appx 12 sq ft in area
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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: _____
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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: _____
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STAFF USE ONLY

ATTACHMENTS

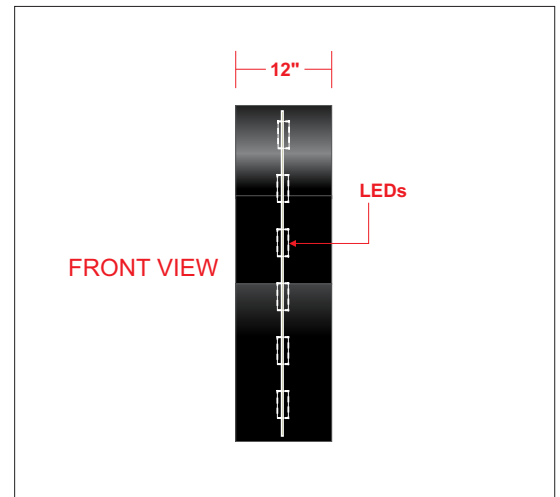
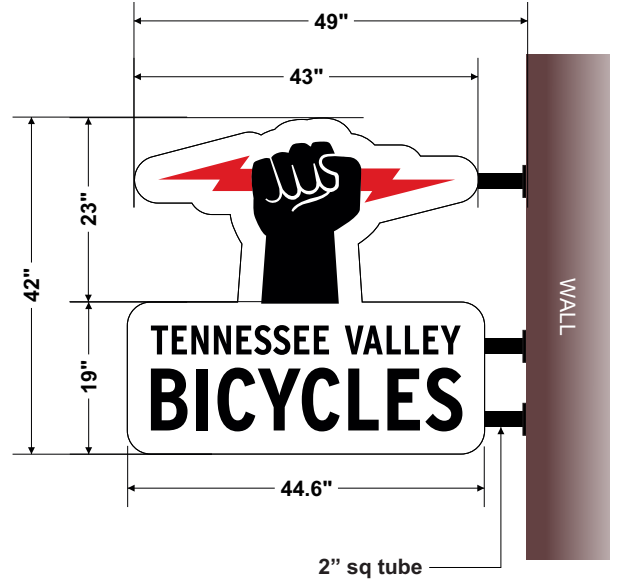
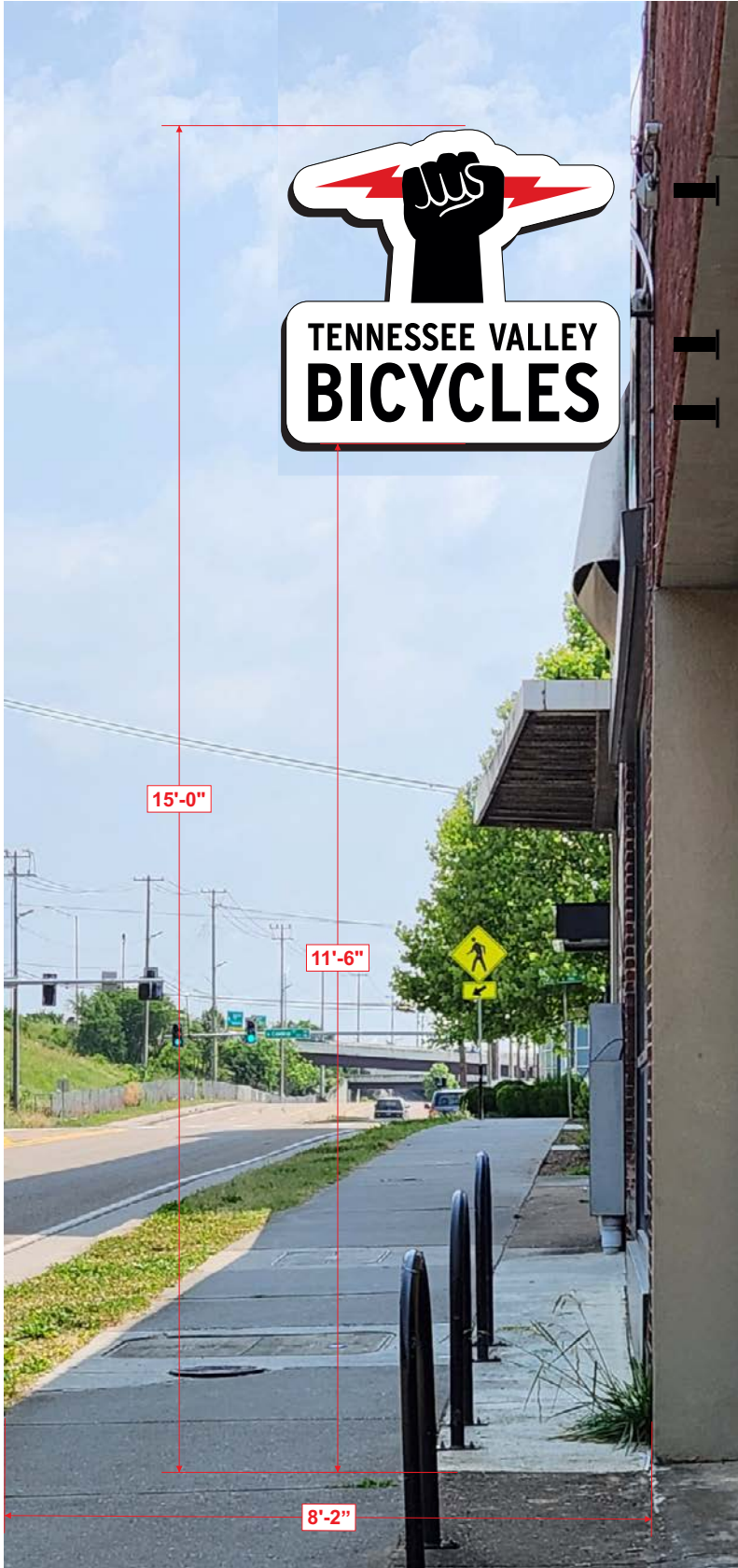
- Downtown Design Checklist
 Historic Zoning Design Checklist
 Infill Housing Design Checklist

ADDITIONAL REQUIREMENTS

- Property Owners / Option Holders

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

FEE 1:	50.00	TOTAL: 50.00
FEE 2:		
FEE 3:		



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VALUE OF THIS DRAWING: \$500.00

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

FAX: 865.947.2089 info@signco-inc.com

APPROVED
 APPROVED W/CHANGES
 REVISE & RESUBMIT

APPROVAL SIGNATURE

FILE LOCATION: Pat/Tennessee Valley Bicycle	SALES REPRESENTATIVE: Pat Boles	DATE: 06-08-2023	SCALE: 3/4" = 1'
LOCATION: Knoxville, TN	FILE: TN Valley Bicycle Blade	DRAWN BY: Tiffany Poling	