

**Meeting:** 3/20/2024  
**Project:** 300 W. Magnolia Ave - Sign  
**Applicant:** Lori Colborn T and T Signs, Inc

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## Property Information

**Location:** 300 W. Magnolia Ave. **Parcel ID** 94 E F 004  
**Zoning:** DK (Downtown Knoxville)  
**Description:**  
One-story, flat-roof commercial building with a contemporary storefront system and exterior cladding details.

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## Description of Work

Level I Sign

New illuminated wall sign. Sign measures 32' wide by 2' tall (64 sq ft total). The sign will feature a white background with blue vinyl lettering and graphics, with internal illumination. The sign will be mounted at least 9.5' above the ground (exact measurement not provided). The sign will be located in the new signboard area, centered over the storefront entries.

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## Applicable Design Guidelines

Downtown Design Guidelines

B. PRIVATE REALM

4. ARCHITECTURAL CHARACTER

4c. Scale first floor signs to pedestrians.

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

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## Comments

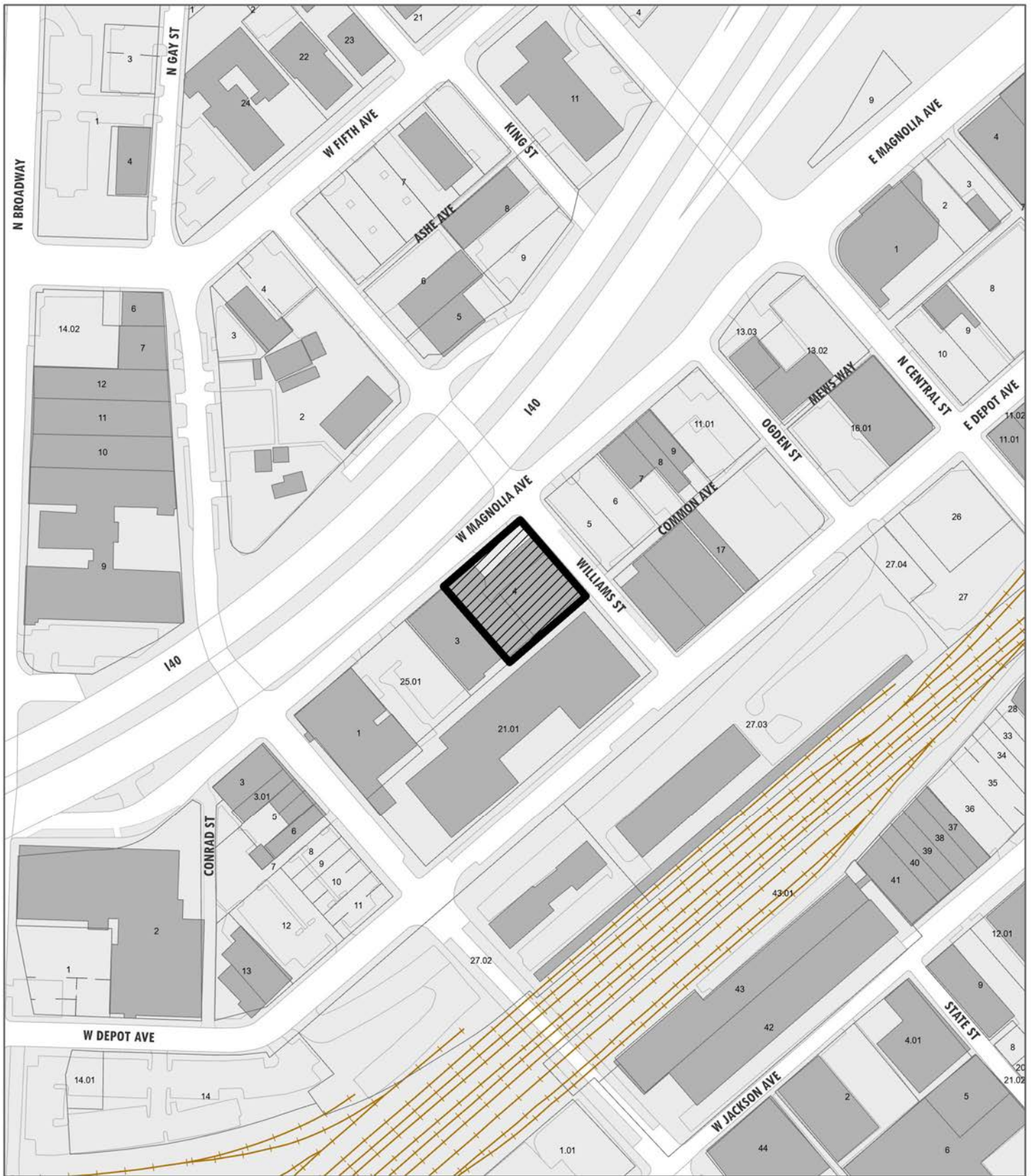
300 W. Magnolia Avenue is located in the Warehouse subdistrict, but is not a historic property, so the Historic Resources section of the guidelines does not apply. The wall sign is proportionate to the storefront on which it is located.

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 on this block. At 210 W. Magnolia Ave (7-B-23-DT), the Board required the use of external illumination or push-through letters only.

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## Recommendation

Staff recommends approval of Certificate 3-B-24-DT, subject to one condition: 1) internal illumination to be limited to push-through letters or graphics.



**3-B-24-DT**

**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS**

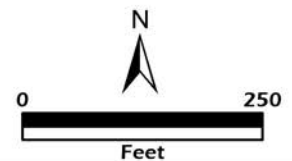
**DOWNTOWN  
DESIGN  
REVIEW  
BOARD**



300 W. Magnolia Ave.  
Level 1: Sign

Original Print Date: 3/8/2024  
Revised:  
Knoxville/Knox County Planning · Downtown Design Review Board

Petitioner: Lori Colborn T and T Signs, Inc





## DESIGN REVIEW REQUEST

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

T and T Signs, Inc.

Applicant

2/27/2024

March 20, 2024

3-B-24-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

Lori Colborn

T and T Signs, Inc.

Name

Company

PO Box 1094

Alcoa

TN

37701

Address

City

State

Zip

865-977-7095

lcollins@tandt signs.com

Phone

Email

### CURRENT PROPERTY INFO

YGWI GP

10650 Murdock Dr Knoxville, TN 37932

Owner Name (if different from applicant)

Owner Address

Owner Phone

300 W Magnolia Ave Knoxville, TN 37917

094EF004

Property Address

Parcel ID

Neighborhood

Zoning

### AUTHORIZATION

*Lindsay Crockett*  
Staff Signature

Lindsay Crockett

2.27.24

Please Print

Date

*Lori Colborn*  
Applicant Signature

Lori Colborn

2/27/2024

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: Installing new building sign on front facade.

## 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:**

50.00

**FEE 2:**

**FEE 3:**

**TOTAL:**

50.00

**FASTSIGNS**  
Make Your Statement™

8333 Gleason Dr Knoxville, TN 37919  
fastsigns.com/134 • 865.558.0180  
fastsigns.134@fastsigns.com

Date: 2/12/2024

Written By: N.Z.W.

Ship to Location: KNOXVILLE, TN

QUANTITY: 1

**JOB# 59458**

JOB NAME: PARLOR  
CUSTOMER P.O. #: N/A

REVISION: 1



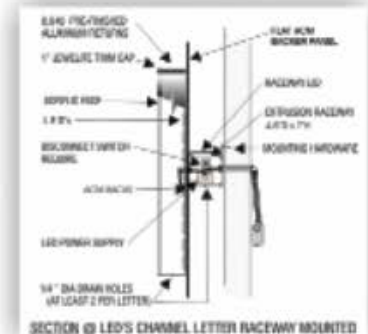
**RETURNS** 3" WHITE RETURNS  
**BACKS** ACM BACKS  
**TRIM** 1" TRIM PAINTED TO MATCH PMS 655 C BLUE  
**\*\*FACES** 7328 WHITE PLEX FACES WITH PRINTED PERFORATED VINYL OVERLAY TO MATCH PMS 655 C  
**ILLUMINATION** WHITE PRINCIPAL QWICK MOD 2 (PL QM2-TW150 P 1)(0.80W PER MODULE)  
**TRANS** KTLD-60-UVN-12-SC1(1.20 Amps-Phi 120-277) KEYSTONE TRANS  
**FLUSH MOUNT** YES, TO FLAT PANEL  
**FLAT PANEL** FLAT CONTOURED .125 ALUMINUM BACKER, PAINTED WHITE, WITH PRINTED VINYL GRAPHICS TO MATCH PMS 655 C, TO MOUNT BETWEEN LETTERS AND R/W.  
**RACEWAY** YES  
**SIZE:** PARLOR - 133"L x 4.5"D x 7"H DOUGH - 108"L x 4.5"D x 7"H  
**RACEWAY COLOR** ?? TBD ??  
**DRAIN HOLE** YES, WITH LIGHT BAFFLES  
**U L** YES (VISIBLE)

**TOTAL AMPS: \_\_\_\_ AMPS**

**CONNECT TO 110V WIRING**

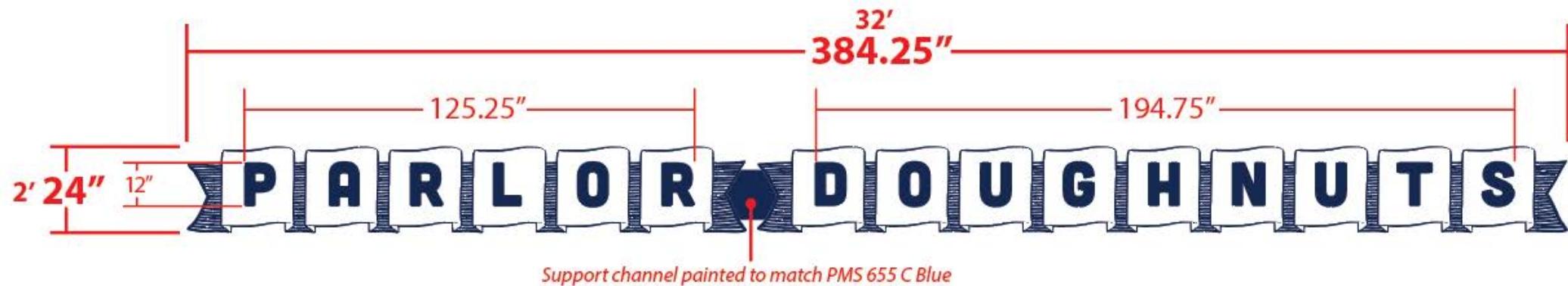
Customer Approval x \_\_\_\_\_ Date: \_\_\_\_\_

Approved ☐ Approved as Noted ☐



**\*NOTE: CUSTOMER WILL BE RESPONSIBLE FOR MATERIAL AND LABOR COSTS INCURRED BY ANY CHANGES MADE TO THIS DRAWING AFTER APPROVAL\***

INSTALL BACKER MOUNTED CHANNEL LETTERS USING APPROPRIATE WALL FASTENERS. INSTALL SIGN IN ACCORDANCE WITH APPLICABLE CODES, INCLUDING ARTICLE 600 OF THE NEC, AND IN PARTICULAR NOTING THE IMPORTANCE OF COMPLIANCE WITH THE GROUNDING and BONDING PROVISIONS FOR SIGNS AND SIGN ENCLOSURES. CONNECT TO 110 VOLT WIRING.



**Sign Square  
footage:  
64'**

**Building  
Frontage:  
684'**

**FASTSIGNS**  
Make Your Statement™

8333 Gleason Dr Knoxville, TN 37919  
fastsigns.com/134 • 865.558.0190  
fastsigns.134@fastsigns.com

PROJECT: PARLOR DOUGHNUTS\_ILL SIGN  
CLIENT: Ameet Patel  
ORDER#: 18250

DATE: 12/27/2023  
SALES: Chuck Chalker  
DESIGN: Aaron Hinds

NOTES:

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