

Meeting: 10/14/2025
Applicant: Baker Jones Signco Inc.
Owner: MT Land Company, LLC
Project: Woodruff's Building

Property Information

Location: 424 S. Gay St. **Parcel ID:** 95 I A 033

Zoning: DK-H (Downtown Knoxville, Historic Core Subdistrict)

Description:

W. W. Woodruff Hardware Co. Building (1905). Five-story, Classical Revival brick structure featuring flat roof with bracketed cornice. Two bays of windows, including arched windows on the fifth floor, separated by Ionic pilasters. Ground-floor storefront has been altered in the past.

Description of Work

Level I Sign

Installation of a reverse channel letter (halo-lit) wall sign measuring 21'-6" wide by 2'-0" tall (43 sq ft). The black channel letters with 3" returns will be mounted on the wall with a 2" standoff, without a raceway, and will be reverse-lit using white LED strip lighting. The sign will be placed centrally on the sign board with a 1'-10" distance from the top and bottom, and will be 14'-8" above ground level. It will replace the existing wall sign of a similar size.

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.

Comments

The Woodruff's building is a contributing structure to the Gay Street Commercial Historic District, so the Historic Resources section of the guidelines applies. The proposed 43-sq-ft sign is "below second-story windows on the sign board" and "proportional to the building where it will be installed," consistent with the guidelines.

The guidelines discourage internally illuminated signs. While the LED lighting strips are installed within the framework of the channel letters, halo illumination is a type of external illumination because the light source does

not shine through the sign face. The lighting is directed in a way that creates silhouettes of the letters placed in front of the light. The definitions of internal and external illumination are provided below for reference.

- *Sign Illumination, Internal:* Lighting of a sign from internal sources, such as in light source within the framework of a sign cabinet and behind the face of the sign so that light is transmitted through the face of the sign.
 - *Sign Illumination, External:* Lighting of a sign from a light source external to the body of the sign, so that light is directed on to the face of the sign or directed in a manner so as to create silhouettes of letters or symbols that are placed in front of the light.
-

Recommendation

Staff recommends approval of Certificate 10-B-25-DT, subject to the following condition.

- 1) Sign to be placed centrally, maintaining equal distance from both sides of the sign board.



DESIGN REVIEW REQUEST

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

Baker Jones/Signco Inc.

Applicant

9/22/25

October 14, 2025

10-B-25-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

MT LAND COMPANY LLC

PO BOX 2046 KNOXVILLE TN 37901

Owner Name (if different from applicant)

Owner Address

Owner Phone

424 S. Gay St.

095IA033

Property Address

Parcel ID

DK-H

Neighborhood

Zoning

AUTHORIZATION

Staff Signature

Please Print

Date

Applicant Signature

Please Print

Date

[Signature]

Baker Jones

9/22/25

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: Remove existing damaged letters, fabricate & install new LED lighted, reverse channel, halo illuminated letters.

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:

1001

\$50

FEE 2:

FEE 3:

TOTAL:

\$50.00

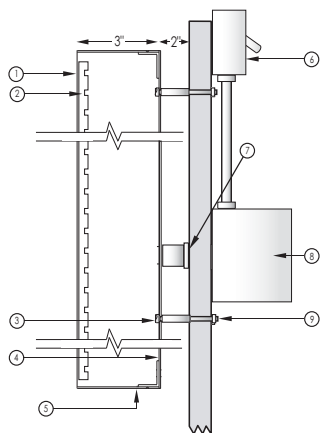
Pd. 09/23/2025, SG

Black



REVERSE CHANNEL LETTERS

L.E.D. ILLUMINATION



1. .080 ALUMINUM FACE
2. WHITE LED STRIP LIGHTING
3. 1/4" ALUMINUM SPACERS
4. CLEAR LEXAN BACK
5. .063 ALUMINUM SIDEWALLS
6. DISCONNECT SWITCH
7. SEAL TIGHT PASS-THROUGH WIRING KIT
8. 30 ma TRANSFORMERS
9. 2" STAND-OFFS



21'-6"

2'-0"

WOODRUFF'S

NIGHT VIEW

WOODRUFF'S

**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

DATE: 08-05-2025
DRAWN BY: Tiffany Poling

SALES REPRESENTATIVE:
Baker Jones

FILE LOCATION:
Baker/W/Woodruffs

LOCATION:
Knoxville, TN

WOODRUFFS Bldg Downtown

SIGNCO inc.

PLASTIC NEON ELECTRONIC

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