

Meeting: 1/21/2026
Applicant: Baker Jones Signco Inc.
Owner: Industrial Development Board of the City of Knoxville
Project: Stockyard Lofts

Property Information

Location: 215 Willow Ave. **Parcel ID:** 95 H A 002

Zoning: DK-W (Downtown Knoxville, Warehouse Subdistrict)

Description:

c.2022, six-story mixed-use building with a commercial space on the ground floor along Willow Avenue, 152 residential units on upper five stories, and a 2-story parking structure below the residential portion of the building (one story of parking is below grade).

Staff Recommendation

Staff recommends approval of Certificate 1-E-26-DT if the Board finds the sign to be pedestrian-scale and that it will not detract from the broader public realm.

Description of Work

Level I - Board Review

Sign

Installation of a non-illuminated, double-faced, rectangular ground sign along the E Jackson Avenue entrance of the property, measuring 5'-0" wide by 2'-4" tall by 6" deep (11.65 sq ft). Each side features black acrylic letters with 0.5" returns on a light brown aluminum sign face and the sign will be installed 4' above ground level using a black aluminum post measuring 1'-6" wide by 4" deep.

Comments

The new construction building is not within a National Register Historic District and is not subject to the Historic Resources section of the design guidelines. The guidelines do not list detached grounds signs as a recommended sign type for the Warehouse subdistrict. The guidelines recommend ground signs (monument signs) only for the Boulevard district. However, it is the only ground sign proposed for the site and will serve as the building directory sign.

The property has its primary frontage along Willow Avenue (approximately 260'), and the building includes a projecting sign on the Willow Avenue elevation that features the building's name. The site has a narrower frontage along E Jackson Avenue (approximately 65'), and the building is located approximately 145' from the rear property line, rendering the entrance at E Jackson Avenue less evident. The proposed sign is expected to help both pedestrian and vehicular traffic identify the private driveway.

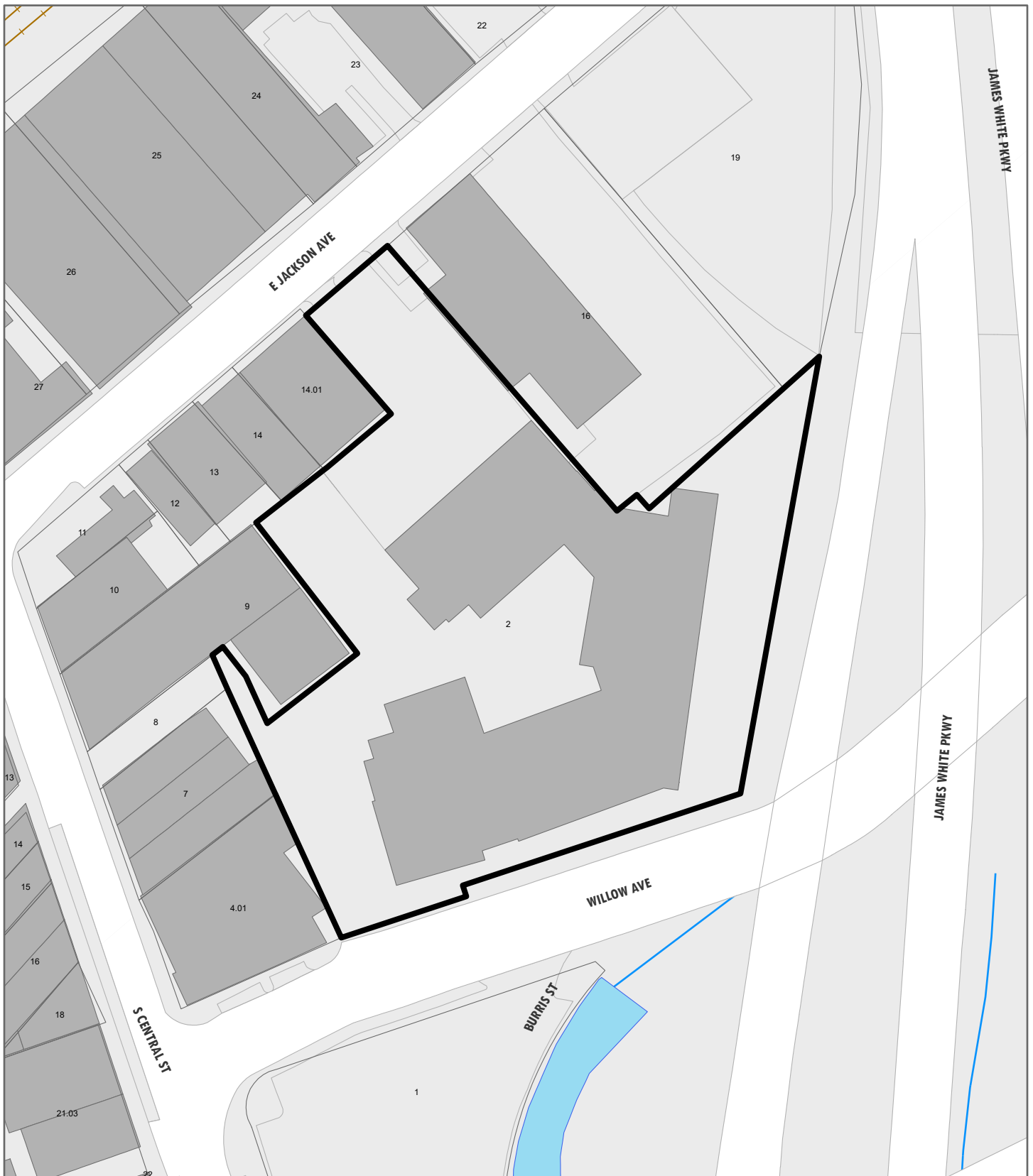
Applicable Design Guidelines

Downtown Design Guidelines

2.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 directory



1-E-26-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS



215 Willow Ave.

Level 1: Sign

Original Print Date: 1/21/2026 Revised:
Knoxville/Knox County Planning · Design Review Board

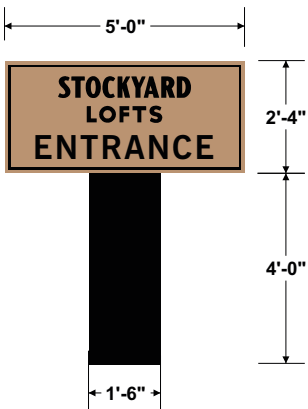
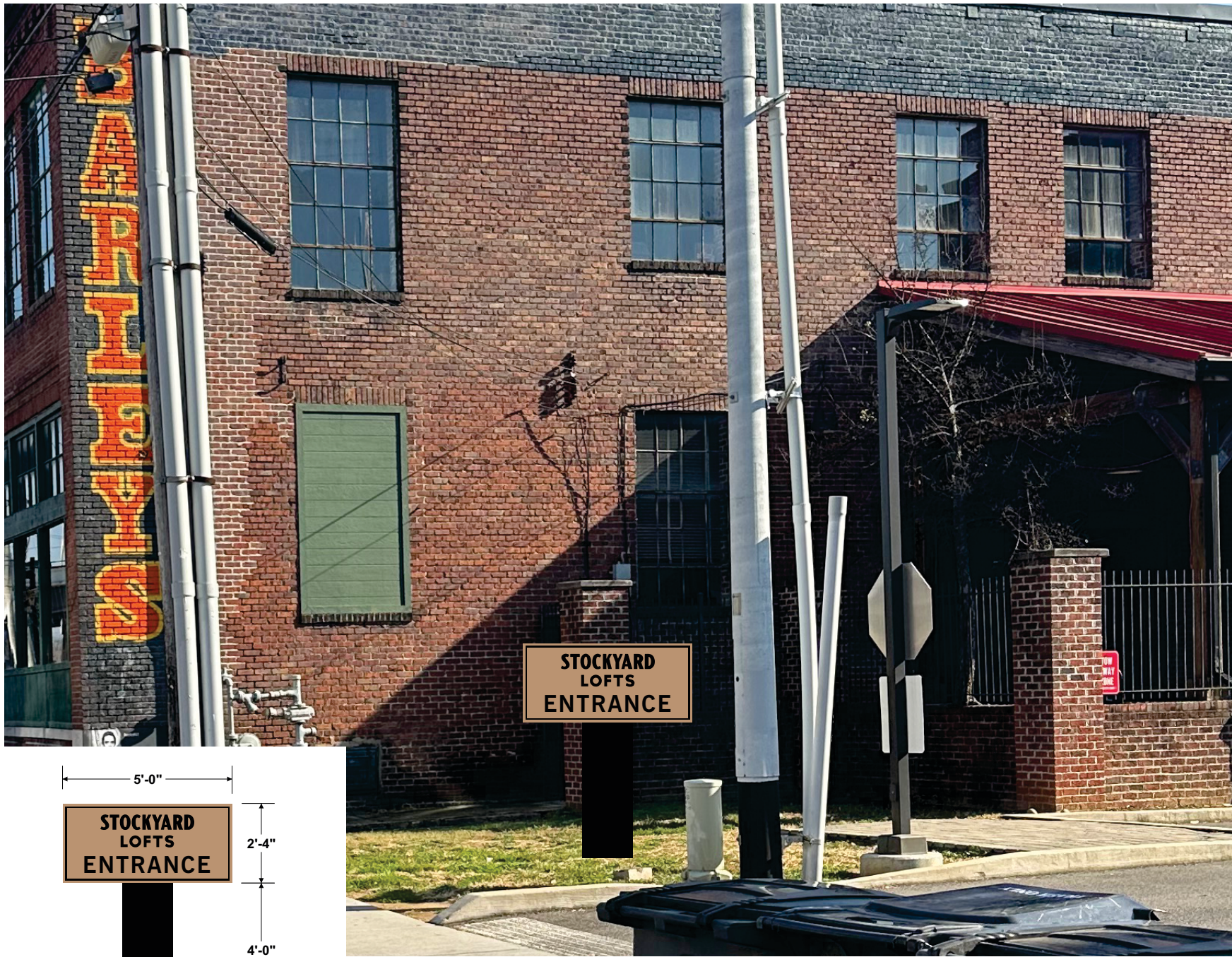
Petitioner: Baker Jones Signco Inc.



**DESIGN
REVIEW
BOARD**

Launch





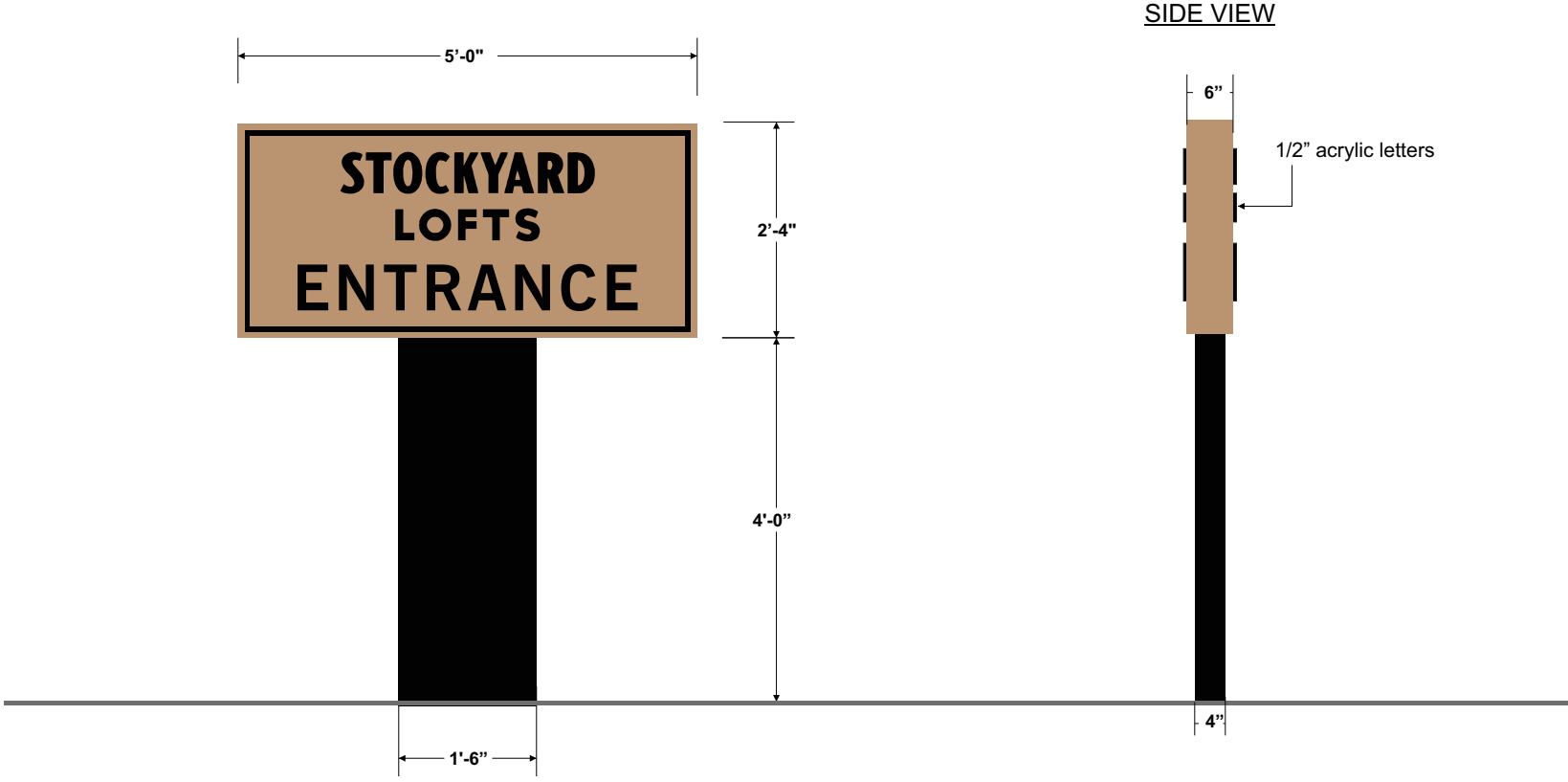
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SIGNCO inc.
PLASTIC-NEON-ELECTRONIC

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.		☐ APPROVED ☐ APPROVED W/CHANGES ☐ REVISE & RESUBMIT		APPROVAL SIGNATURE	
FAX: 865.947.2089 info@signco-inc.com		SALES REPRESENTATIVE: Baker Jones		DATE: 11-26-2025 SCALE: 1/4" = 1'	
FILE LOCATION: Baker/S/Stockyard Lofts		FILE: Stockyard Lofts Entrance		DRAWN BY: Tiffany Poling	
LOCATION: Knoxville, TN					



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Baker/S/Stockyard Lofts

LOCATION:

Knoxville, TN

☐ APPROVED
☐ APPROVED W/CHANGES
☐ REVISE & RESUBMIT

SALES REPRESENTATIVE:

Baker Jones

FILE:

Stockyard Lofts Entrance

APPROVAL SIGNATURE

DATE:

12-18-2025

DRAWN BY:

Tiffany Poling

SCALE:

1/4" = 1'