

File Number: 3-A-26-DT

Meeting: 3/18/2026
Applicant: Benjamin Booher Allen Sign Co.
Owner: Tennessee Valley Authority
Project: Visit Knoxville

Property Information

Location: 301 S. Gay St. **Parcel ID:** 94 L D 027
Zoning: DK-H (Downtown Knoxville, Historic Subdistrict)
Description: New illuminated signs

Staff Recommendation

Staff recommends approval of Certificate 3-A-26-DT, subject to the following conditions.

- 1) Meeting all applicable requirements of Article 13 (Signs).
 - 2) The LED's in the "VISIT KNOXVILLE" sign shall be consistent with the amber marquee lamps listed on page 3 of the detailed sign design sheets.
 - 3) The "VISIT KNOXVILLE" wall sign shall be located on the sign board as shown on the color rendering (Exhibit A).
-

Description of Work

Level I - Board Review

Sign

Removal of the existing scrolling electronic message center (EMC) sign and the installation of one new wall sign on the storefront sign board (Gay Street elevation) and two new hanging signs in the main entrance's recessed opening (facing Gay Street and Summit Hill Road).

The new "VISIT KNOXVILLE" wall sign consists of 5" deep reverse-lit channel letters with no raceway. The sign is 2'-6" tall by 33'-10" long (84.7 sqft). The channel letters are open-faced, with recessed amber-colored marquee lamps in each letter, creating a glowing effect. There will be a total of 513 marquee lamps.

The two "information" hanging signs will be hung from the ceiling of the recessed openings of the corner entrance. The signs are each 1' tall by 6' wide (6 sqft), with metal faces, push through letters, and internal illumination.

Comments

ZONING STANDARDS: The property is located in the DK-H (Downtown Knoxville, Historic Subdistrict) district but is not within the Gay Street Commercial Historic District, so the sign guidelines for the Grid district will apply. The DK zone requires that all illuminated signs be approved by the Design Review Board. The "information" hanging signs have an opaque background that lets only the internal illumination shine through the letters. This is consistent with

similar requests the board has approved. The larger "VISIT KNOXVILLE" wall sign features amber-colored marquee bulbs recessed into each channel letter, giving them a glowing effect. The channel letters do not have a face, so the bulbs will be visible when viewed at a narrow angle across the street or farther away.

An illuminated wall sign of this size is typically not recommended this low on the building. They are more common near the top of the building. However, low-wattage, amber-colored bulbs will not detract from the pedestrian experience promoted by the guidelines.

RECOMMENDED SIGNS: The wall sign is mounted flush to the sign board, and each projecting sign is less than 9 sqft, as recommended by the design guidelines.

Applicable Design Guidelines

Downtown Design Guidelines

Section 2

B. THE TRADITIONAL GRID DISTRICT

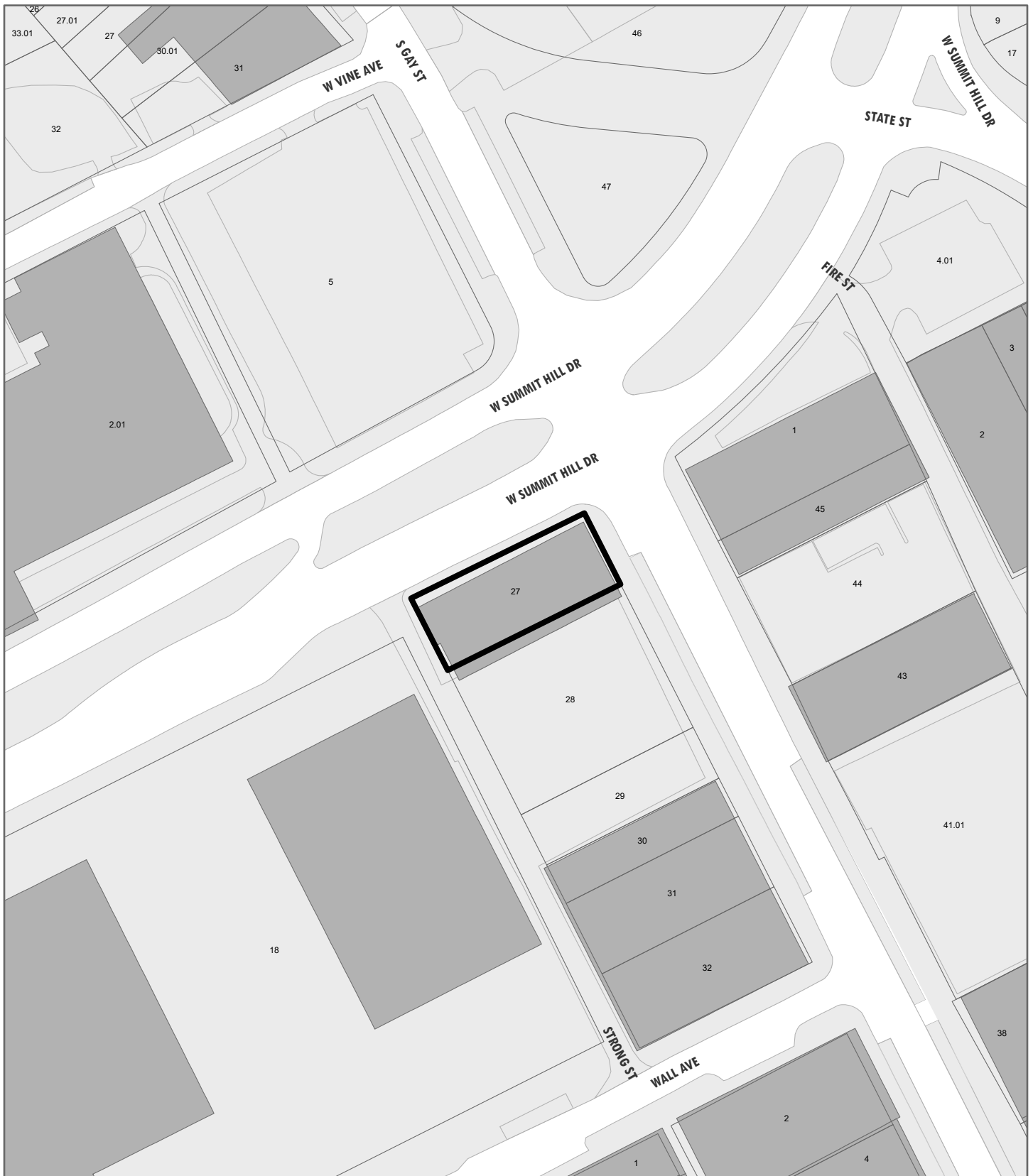
1. RECOMMENDED SIGNS

These recommendations for signs in the traditional grid district recognize that certain types of signs are more pedestrian-friendly and should be encouraged within the grid district.

GUIDELINES

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

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



**DESIGN
REVIEW
BOARD**

3-A-26-DT
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS



301 S. Gay St.
 Level 1: Sign

Original Print Date: 2/27/2026 Revised:
 Knoxville/Knox County Planning · Design Review Board

Petitioner: Benjamin Booher Allen Sign Co.

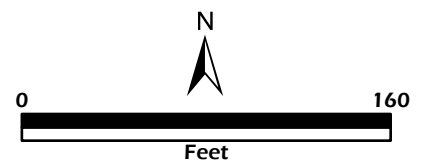


EXHIBIT A



OPTION B **REVERSE LIT**

ILLUMINATED

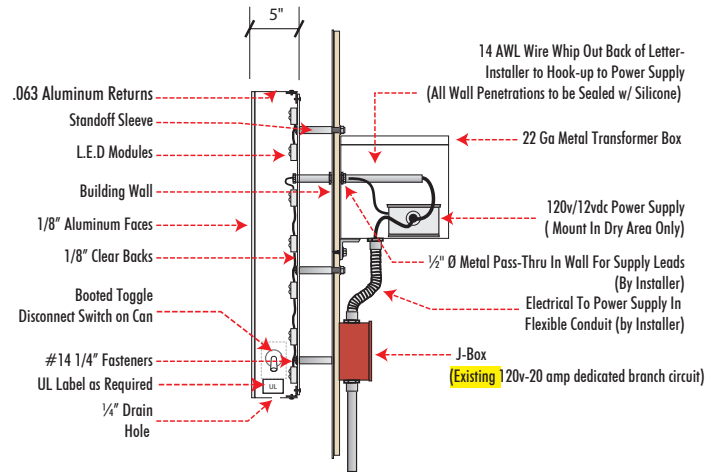


1qty - 30" x 406.5" x 5" Deep single sided reverse lit channel letters to be painted White.

1qty - Installation of signage using 1.5" standoffs.

LOW VOLTAGE L.E.D. LIGHTING SYSTEM

U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 NEC 600 CODE



SECTION DETAIL - WALL MOUNTED REVERSE LED ILLUMINATED CHANNEL LETTERS
N.T.S.



Design	Sales	Sales	Design	Design	PROD.	Print/Cut	App.	App.	QC	MGMT.	Route	Route	Plastic	Plastic	Metal	Metal	Paint	Paint	Assem.	Assem.	QC	QC	Crating
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*By initialing here you confirm not only that the previous step is up to ASC quality standards, but also our part is complete and up to ASC quality standards & is ready to proceed.

Client: Visit Knoxville
 Ph/Email: marmstrong@knoxville.org
 Title: 301 South Gay Street

Date: 2/19/26 Price: \$ 19,680.00 - **job total**
 Designer: Nathan Lanning Rev: E Page: 1 of 7
 Approved By: _____ Date: _____



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Size: 30" x 406.5"

Material: Aluminum

Quantity: 1

Comments: Principal Qwik Mod 2 in 7100K white

Work Order #: 64655TA

Digital print

Vinyl

Other

file location: 26_Visit Knoxville_301 South Gay Street_64655TA

OPTION B

REVERSE LIT

ILLUMINATED



EXISTING VIEW



PROPOSED VIEW



PROPOSED VIEW ILLUMINATED

Design Sales Sales Design Design PROD. Print/Cut App. App. QC

MGMT. Route Route Plastic Plastic Metal Metal Paint Paint Assem. Assem. QC QC Crating

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Client: Visit Knoxville

Date: 2/19/26 Price: \$ 19,680.00 - job total

Ph/Email: marmstrong@knoxville.org

Designer: Nathan Lanning Rev: E Page: 2 of 7

Title: 301 South Gay Street

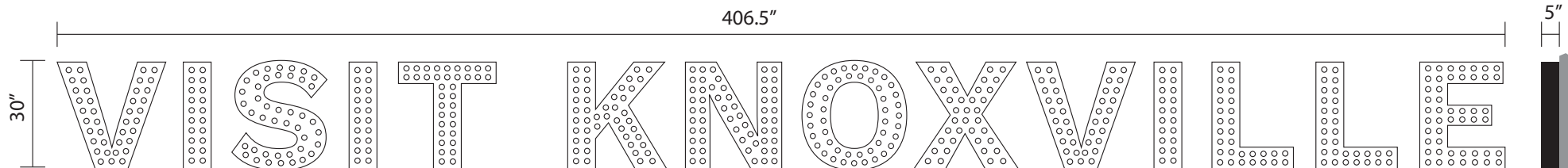
Approved By: _____ Date: _____



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OPTION C MARQUEE LAMP LIT

ILLUMINATED



84.7sqft

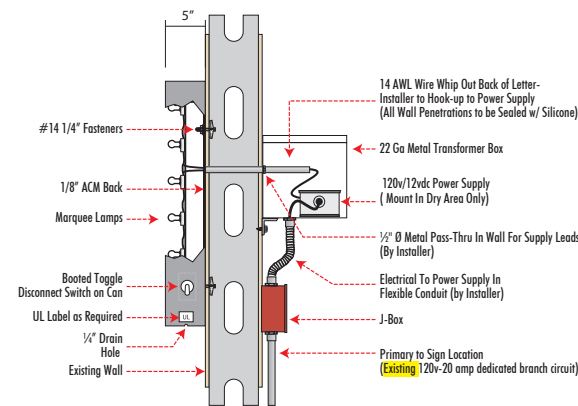
1qty - 30" x 406.5" x 5" Deep single sided marquee lamp front lit channel letters. Inside of channel letters to be painted white. Channel letter returns to be painted black.

513qty - Amber marquee lamp bulbs.

1qty - Installation of channel letters and removal of existing digital readerboard.

LOW VOLTAGE L.E.D. LIGHTING SYSTEM

U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 NEC 600 CODE



SECTION DETAIL - WALL MOUNTED MARQUEE LAMP LIT CHANNEL LETTERS N.T.S.



Workflow table with columns: Design, Sales, Sales Design, Design PROD., Print/Cut App., App. QC, MGMT., Route, Route Plastic, Plastic Metal, Metal Paint, Paint Assem., Assem. QC, QC, Crating.

Client: Visit Knoxville
Ph/Email: marmstrong@knoxville.org
Title: 301 South Gay Street

Date: 2/19/26 Price: \$ 19,680.00 - job total
Designer: Nathan Lanning Rev: E Page: 3 of 7
Approved By: Date:



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Size: 30" x 406.5"

Material: Aluminum

Quantity: 1

Comments: Marquee Lamp Lit

Work Order #: 64655TA

Digital print

Vinyl

Other

file location: 26_Visit Knoxville_301 South Gay Street_64655TA

OPTION C

MARQUEE LAMP LIT

ILLUMINATED



EXISTING VIEW



PROPOSED VIEW



PROPOSED VIEW ILLUMINATED

Design Sales Sales Design Design PROD. Print/Cut App. App. QC

MGMT. Route Route Plastic Plastic Metal Metal Paint Paint Assem. Assem. QC QC Crating

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Client: Visit Knoxville

Date: 2/19/26 Price: \$ 19,680.00 - job total

Ph/Email: marmstrong@knoxville.org

Designer: Nathan Lanning Rev: E Page: 4 of 7

Title: 301 South Gay Street

Approved By: _____ Date: _____



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ENTRANCE SIGN ILLUMINATED

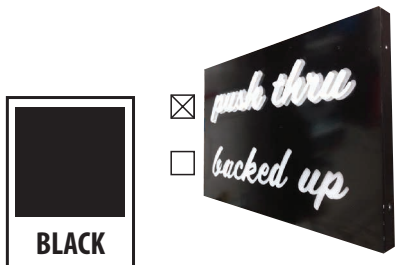


6sqft

2qty - 12" x 72" x 6" Deep single illuminated sign can with a hinged aluminum face. Sign can to be painted black. Sign face to be painted black with 0.5" deep push through letters.

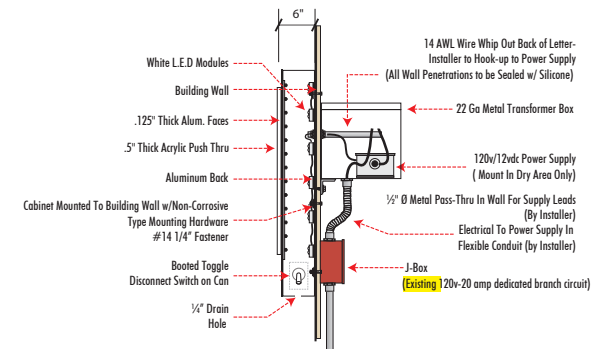
1qty - Installation of suspended sign can centered in entryway 1 & 2.

BACK OF SIGN CAN CURRENTLY BLANK
VINYL TEXT OR ADDITIONAL SIGN FACE TO BE ADDED AT CUSTOMER DISCRETION



LOW VOLTAGE L.E.D. LIGHTING SYSTEM

U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 & NEC 600 CODE



SECTION DETAIL - ALUMINUM WALL PANEL WITH LED ILLUM. PUSH THRU
N.T.S.

Design	Sales	Sales	Design	Design	PROD.	Print/Cut	App.	App.	QC	MGMT.	Route	Route	Plastic	Plastic	Metal	Metal	Paint	Paint	Assem.	Assem.	QC	QC	Crating
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Client: Visit Knoxville
 Ph/Email: marmstrong@knoxville.org
 Title: 301 South Gay Street

Date: 2/19/26 Price: \$ 19,680.00 - job total
 Designer: Nathan Lanning Rev: E Page: 5 of 7
 Approved By: _____ Date: _____



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ENTRANCE SIGN ENTRYWAY 1



EXISTING VIEW



SCALE APPROXIMATE

PROPOSED VIEW



SCALE APPROXIMATE

PROPOSED VIEW ILLUMINATED

Design	Sales	Sales	Design	Design	PROD.	Print/Cut	App.	App.	QC	MGMT.	Route	Route	Plastic	Plastic	Metal	Metal	Paint	Paint	Assem.	Assem.	QC	QC	Crating
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Size: 12" x 72"

Material: Aluminum

Quantity: 2

Comments: Principal Qwik Mod 2 in 7100K white

Work Order #: 64655TA

Digital print

Vinyl

Other

file location: 26_Visit Knoxville_301 South Gay Street_64655TA

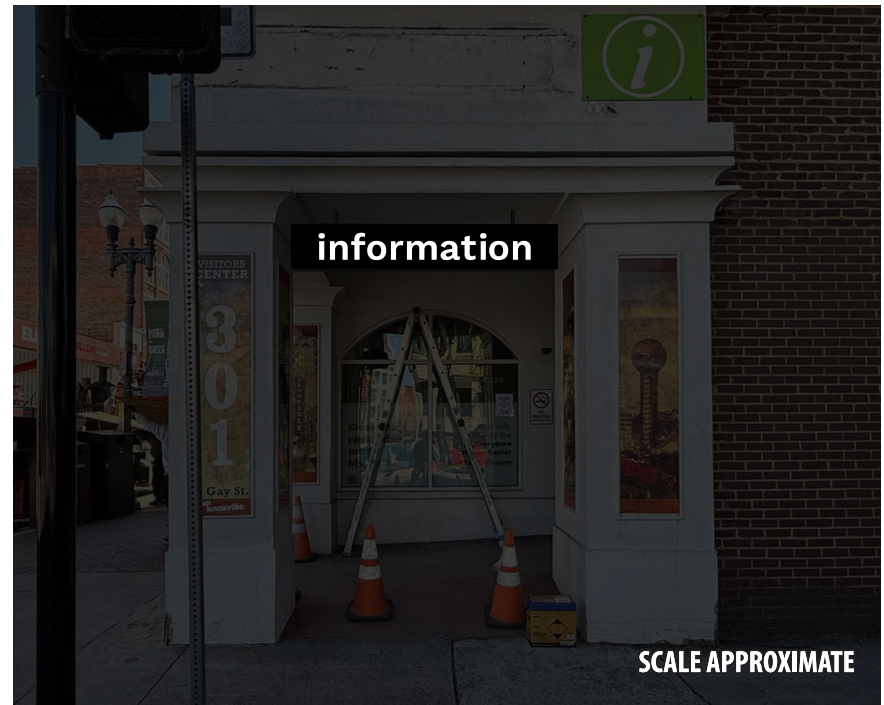
ENTRANCE SIGN ENTRYWAY 2



EXISTING VIEW



PROPOSED VIEW



PROPOSED VIEW ILLUMINATED

Design	Sales	Sales	Design	Design	PROD.	Print/Cut	App.	App.	QC	MGMT.	Route	Route	Plastic	Plastic	Metal	Metal	Paint	Paint	Assem.	Assem.	QC	QC	Crating
--------	-------	-------	--------	--------	-------	-----------	------	------	----	-------	-------	-------	---------	---------	-------	-------	-------	-------	--------	--------	----	----	---------

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 Approved By: _____ Date: _____

ALLEN SIGN SOUTH
 240B CHAPMAN HWY.
 FAX 579-0356

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