

Downtown Knoxville Design Overlay District Certificate of Appropriateness

 Name of Applicant: Mary Bogert - Knoxville Convention Center
☐ Owner ☐ Contractor ☐ Architect ☐ Engineer ☒ Other General Manager

 Date Filed: 11/16/09 Application accepted by: Michael Reynolds

 Fee Amount: 30.00 Review Date: 11/18/09 File Number: 11-D-09-015
PRE-APPLICATION CONFERENCE

Date Completed: _____

PROPERTY INFORMATION

 Building or Project Name: Knoxville Conv Ctr.

 Street Address: 701 Henley Street

 Tax Identification Number(s): 23-2511871
094MC006 094M6041
PROPERTY OWNER

PLEASE PRINT

 Name: City of Knoxville

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

PROJECT ARCHITECT/ENGINEER

PLEASE PRINT

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

PROJECT CONTRACTOR

PLEASE PRINT

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

ACCOMPANYING MATERIALS

Please see the reverse side of this form for a list of information required as part of this application

FOR OFFICE USE ONLY
PROJECT INFORMATION

LEVEL 1: \$30

- ☐
- Minor Alteration of an Existing Building/Structure
-
- ☒
- Sign

LEVEL 2: \$70

- ☐
- Major Alteration of an Existing Building/Structure
-
- ☐
- Addition to an Existing Building/Structure

LEVEL 3: \$100

- ☐
- Construction of New Building/Structure

PROJECT CONTACT

All application-related correspondence should be directed to:

PLEASE PRINT

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

E-mail: _____



Electronic Message Centers

The Knoxville Convention Center features two EMC's that support the needs of the facility, one located at the corner of Henley and Clinch, currently zoned D-1 and the other located at the corner of Cumberland and 11th street that is currently zoned C-2 (we have requested a D-1 overlay). Due to multiple entrances and parking options of the center, our EMC's have been programmed to run concurrently to reach attendees from both sides of the building.

A letter received on July 7 from Scott Brenneman, the Municipal Enforcement Officer of the Sign Inspector's Office from the COK stated new ordinance changes that impact how we use our EMCs. We implemented the requested changes and are in compliance with the updated ordinance. However, we have had pushback from several clients (Ecoquest, American Quilters Society, US Army Corps of Engineers, Urban League, Fantasy of Trees, University of Tennessee), and concern from our sales team about future and existing contracts.

Being a government-owned facility as are most convention centers, it was assumed that we would be exempt from such ordinances as we represent and facilitate services of the center for the city/community and are completely devoted to public or civic use and economic development. We do not behave or function in the same manner as a for profit business, as revenue streams that come to the center directly go to off-set the cost of operating the center to the tax-payers. Bringing our EMC's into compliance has and will create a hardship on the center. Our EMCs were used as a tool exclusively for the following:

- List events that are happening at the facility-a selling point for Consumer/Public Shows
- Showcase to the community events that are happening for their personal enjoyment.
- Provide civic or community activities announcements such as events on Market Square/citywide events/ NFP events at World's Fair Park for example:
 - Larry Gatlin Concert –World's Fair Park, Holiday's on Ice-Market Square, Free Parking after 6pm & on weekends, city lots-COK, Second Harvest Food Bank-Chili Cook-off-World's Fair Park, Congrats New Mayor, Congrats New City Council, Happy 212th Birthday Knoxville, Dental Association Convention – Thank you Dr Pelot, Festival on the Fourth-World's Fair Park, Sept 11th Memorial, General Election Early Voting & Reminder to Vote, Veteran's Day, Football Time in TN, Welcome Big Orange Fans & Game Time, Cinco de Mayo Festival-World's Fair Park, United Way Kick-off City of Knoxville, Various Marathons, Boomsday-City of Knoxville, Greekfest-World's Fair Park, Habitat for Humanity 200,000th home celebration-World's Fair Park, Welcome UT Alumni.....
- Time and temperature update

We do not “sell” ad space on our EMCs. This technology is an amenity that has become a standard in our industry and our inability to provide this service could negatively impact business levels in the future. While promoters may be accustomed to altering their animation or content for the varying city ordinances across the country, the 60 second static restriction here reduces the usability of the EMC as an amenity for clients and increases money they will spend on additional advertising, thus making the “Knoxville package” less desirable when compared to that of other cities.

To provide you an example: we removed all non-necessary frames in order to reduce the frame rotation and with the additional size restrictions in place have reduced content to seven frames listing only events happening within a three/four day period. Therefore, to see all the events currently at the facility today, you must watch the EMC for seven minutes. This is of no value to a show promoter or to the reader.

Our challenge at KCC to attract Public/Consumer shows is our lack of on-site parking. We have used our EMCs as a vehicle to drive consumers to these shows, therefore an added incentive to attract these shows to our area. Additionally we are competing with cities that offer EMC usage with ample other amenities that we cannot provide. We also have existing contracts that may now be renegotiated due to our inability to deliver the EMC services we initially agreed to.

I reached out to other SMG facilities, all of which are protected by the “government” building status, but do have restrictions. Below are the results of the static requirements and other restrictions of these venues:

• Carolina First Center	Greenville, SC	static 6 seconds	no animation
• The Centre	Evansville, IN	no restrictions	
• Lynnwood Conv. Center	Lynnwood, WA	static 5 seconds	no flashing
• Sovereign Center	Reading, PA	no restrictions	
• DCU Center	Worcester, MA	no restrictions	
• Tulsa Conv. Center	Tulsa, OK	no restrictions	
• Iowa State Center	Ames, IA	no restrictions	
• Peoria Civic Center	Peoria, IL	no restrictions	
• Atlantic City	Atlantic City, PA	no restrictions	
• Columbus Conv. Center	Columbus, OH	no restrictions	
• Times Union Center	Albany, NY	static 8 seconds	no animFHBA

We hope the Design Review Board will take our requests into consideration and work with us to make an exception to the current ordinance that will allow our EMC’s to function in a manner that will support the needs of our clients and our community.

This seems to be a growing trend due to advanced technology in this industry making these signs much more affordable to the small business owner. Therefore EMC’s are popping up all over the country and many cities are changing current ordinances to limit this trend. Changes in these ordinances vary but most of what I have seen is a limit in hours they may be used (down from midnight to 6 am), limits of animation and static time requirements ranging from five seconds to eight seconds and regulations on the NIT rating which is the level of brightness. Any consideration given to these components versus the static of sixty-seconds with no animation would be of great value.

Structural and Operational Information:

- The 240 by 96 marquee is located on the corner of Henley and Clinch and the 208 by 96 marquee is located at the corner of 11th Street and Cumberland Ave.
- One of our Marquees is 240 by 96 and the other is 208 by 96 Matrix Resolution. This just tells how many pixels that there are on the display.
- Nits is an industry standard measurement used to rate the brightness of a LCD display. The NIT rating of our EMCs is up to 6000 nits (cd/m²), but can be dimmed and is currently at 5000 nits.
- The marquees accept JPEG, TIFF, Bitmap, and AVI files. They can also have live video streamed to them. These have to be in a 240x96 and a 208x96 DPI format.
- The EMCs can run separate programs or the same program at the same time. They are both controlled by a single computer program. The software that runs the marquees is called Venus 7000. The marquees and the software to run them were made and installed by Daktronics which is located in Brookings, SD.
- We have the ability to set slide length anywhere from 1/20th of a second on up to 60 minutes.
- Signal from the computer to the marquees travels by fiber optics.
- Both Marquees are 16.5mm megapixel spacing.
- They are both capable of 4.4 billion shades of color.
- The 240x96 marquee is 13'8" wide and 6' tall, it weighs 990lbs and has 67.6SF of viewable space. The 208x96 marquee is 11'8" wide and 6' tall. It weighs 858lbs and has 58.58 SF of viewable space.
- They both have aluminum frames.
- Each pixel has a red, blue, and green LED light.

