

Downtown Knoxville Design Overlay District Certificate of Appropriateness

Name of Applicant: KNOXVILLE TOURISM & SPORTS CORPORATION

Owner Contractor Architect Engineer Other _____

Date Filed: _____ Application accepted by: _____

Fee Amount: _____ Review Date: _____ File Number: _____

PRE-APPLICATION CONFERENCE Date Completed: _____

PROPERTY INFORMATION

Building or Project Name: _____

Street Address: 301 S GAY STREET

Tax Identification Number(s): 20-1710722

PROJECT ARCHITECT/ENGINEER

PLEASE PRINT
 Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

PROPERTY OWNER

PLEASE PRINT
 Name: _____

Company: KNOXVILLE TOURISM & SPORTS CORP

Address: 301 S GAY STREET

City: KNOXVILLE State: TN Zip: 37902

Telephone: 865-523-7263

Fax: 865-522-3974

E-mail: kwilliams@knoxville.org

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: KATHY WILLIAMS

Company: KNOXVILLE TOURISM & SPORTS CORP

Address: 301 S GAY STREET

City: KNOXVILLE State: TN Zip: 37902

Telephone: 865-342-9103

Fax: 865-522-3974

E-mail: kwilliams@knoxville.org

NOTE: Payment is due at time of application. Please make check payable to Knoxville Knox County Metropolitan Planning Commission.

The Knoxville Tourism & Sports Corporation (KTSC) completed renovation of the building at 301 South Gay Street in downtown Knoxville in the spring of 2004. The renovation included the installation of a “reader board,” also known as a scrolling marquee on the outside of the Knoxville Visitor Center.



The KTSC’s mission is to be the preeminent marketing organization in the Knoxville/Knox County area, resulting in a vibrant economy, a contagious sense of pride and an enhanced quality of life. In following this vision statement, the reader board markets local events by displaying them for the benefit of Knoxville citizens and tourists. The reader board markets approximately 30 events per week which equates to promoting more than 1,500 events annually.

The KTSC has received tremendous, positive feedback from various hospitality and tourism partners in Knoxville/Knox County regarding the reader board. These partners, such as the Knoxville Museum of Art, Tennessee Theatre, and Knoxville Zoo – just to name a few, have appreciated the fact they’ve been able to market their events for free on the reader board to the thousands of people that see it daily.

As the reader board is a vital part of the KTSC’s marketing efforts, Knoxville Visitor Center & the marketing efforts of our local hospitality/tourism partners, we request special approval from the Design Review Board to continue its use.

“It’s All Here, Just for You. Enjoy!”

www.Knoxville.org



The University of Tennessee at Knoxville
Visitor Center

VISITOR CENTER

VISITOR CENTER

VISITOR CENTER

UNIVERSITY OF TENNESSEE AT KNOXVILLE

Knoxville Tourism & Sports Corporation

Electronic Message Center



BACKGROUND INFORMATION:

1. The MediaStar Electronic Message Center (EMC) LED Display at 301 S. Gay St. was custom designed and manufactured for the KTSC by MultiMedia LED located in Rancho Corona, California in 2004. There are 2 software applications used with the EMC; FlyerPro3 manages the electronic message display and eVIDIA System Controller manages the hardware settings.
2. The KTSC bought and totally renovated the building at the corner of Gay & Summit Hill in 2004 to serve as the marketing headquarters for the City of Knoxville and Knox County. The KTSC has contracts with both the City and the County to market the assets of our community.
3. The Knoxville Visitor's Center is located on the ground floor of the building. KTSC administrative, marketing, sales and services offices are located on the top floors. The basement of the building serves as a warehouse and operates a community support center for local not-for- profits that need assistance in hosting events.
4. The EMC on the building is an information distribution tool and was designed with one purpose in mind...to promote local events/programs/initiatives to both visitors and local citizens. The KTSC annually displays information on more than 1,500 events on its EMC.
5. The EMC was installed and became operational five years ago and met all existing sign regulations at the time. There was no Design Review Board in existence and no EMC specific guidelines that prohibited the "custom" program functions of the display.

STRUCTURAL & OPERATIONAL INFORMATION:

1. The EMC is 46'8" in total length. It measures 37'3" on Gay St. and is 9'5" long on Summit Hill Ave.
2. The EMC has only ONE line of text and the letters measure 14" high.

3. The maximum NIT level of this LED display was 5500-6000 when installed in 2004. The service technician at MultiMedia LED tells us that the brightness decreases over time, but is unable to accurately determine the decrease that has occurred to date. However, the eVIDIA System Controller allows timed controls of the display's illumination and we maintain the setting of 50% at 7 a.m. (equates to 2750-3000 NITs) and reduce to 10% at 7 p.m. (equates to 550-600 NITs).
4. The EMC was custom built to be a "readerboard/scrolling marquee" and was designed/manufactured to display a scrolling message. The display has the capability to scroll 1,090 characters per minute, but we have significantly reduced the speed of the messages to 65% of its capability, thus producing 720 characters per minute.
5. Given that the display "wraps around" the building, a message that stays static could not be centered/displayed on both sides of the building at the same time. If it were possible to "scroll, stop/start every 60 seconds," most messages would be truncated at the beginning and end of the message due to the constraints of having only one line of text and the requirement that the message be centered on the total sign length of 46'8" (Example: "Art in Public Places....April 3-October 31....Krutch Park, Worlds Fair Park and Volunteer Landing" would be displayed as "blic Places....April 3-October 31....Krutch Park, Worlds Fair Park and Volunte") Additionally, part of the message would be on the Summit Hill Ave. display and the remaining text on the Gay St display.

SAFETY INFORMATION:

1. The Knoxville Police Department (KPD) provided a report showing the following accident reports for the corner of Gay and Summit Hill:
 - 2005 – 8 occurrences
 - 2006 – 5 occurrences
 - 2007 – 12 occurrences
 - 2008 – 13 occurrences
 - 2009 – 6 occurrences (through 7/2/09)
2. According to the KPD, the EMC on the KTSC building was not cited as a factor in any of the accidents that occurred.

CONCLUSION: The KTSC had the EMC at 301 S. Gay Street "custom" designed, manufactured and installed in 2004 to be part of a strategic plan to market the assets of our community. The EMC has been functioning for five years and has become emblematic of the new energy and spirit of Downtown Knoxville. We are proud of our

City and are honored to be the organization that markets our assets on a daily basis. We respectfully ask that the Downtown Design Review Board accept the recommendation of MPC staff and approve the Certificate of Appropriateness for the KTSC electronic message center.