

Meeting: 4/21/2021
Project: Radius Rooftop Lounge Sign Revision
Applicant: Alpesh Patel

Property Information

Location: 507 S. Gay St. **Parcel ID** 94 L E 01901
Zoning: DK (Downtown Knoxville)
Description: Multi-story modern concrete hotel building with multiple commercial storefronts along Gay Street and

Description of Work

Level I Sign

Revision to existing sign to increase visibility. Existing sign (reviewed and approved by the Board, 10-B-19-DT) is located to the left (south) of the canopy, with the bottom of the sign 22.02' above the sidewalk level. Due to the location of the balcony, the visibility of the existing sign is compromised, especially when approaching from the north on Gay Street or exiting the hotel.

The applicant proposes to move the existing sign outward towards the edge of the canopy, and install longer mounting brackets (7' long) so the sign is aligned with the canopy.

The sign remains a 13 sq. ft, round, non-illuminated sign (3'-7.5" in diameter).

Applicable Design Guidelines

Downtown Design Guidelines

Section 2.B.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.
 - 1c. Window signs, less than 30 percent coverage, including neon signs.
 - 1d. Building name sign and/or building directory
-

Comments

The application involves moving an existing sign to increase the sign's pedestrian visibility. No additional signs will be added to the Embassy Suites canopy, and the non-illuminated, 13 sq. ft. hanging sign has already been reviewed and approved by the Design Review Board.

While the sign's new location won't be in the same horizontal plane of the existing projecting signs, it will be

relatively visually aligned with the Knox Mason balcony.

Building Code (3202.3.1) states signs with less than 15' of clearance above the sidewalk shall not extend into or occupy more than two-thirds the width of the sidewalk measured from the building. City Sign Code (13.5.B) states that in the DK district, signs must maintain a minimum clear height of 7' above sidewalks if non-electrified; and where signs project over public property, the sign cannot extend closer than 20" to the back of the curb of the street

Recommendation

Staff recommends approval of Certificate 4-C-21-DT as submitted, with the condition that final drawings meet all applicable Building Code and City sign code requirements.



4-C-21-DT

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

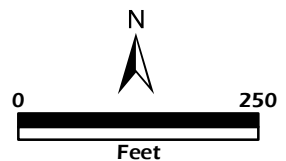
Petitioner: **Alpesh Patel, Knoxville Hotel Partners, LLC**

**DOWNTOWN
DESIGN
REVIEW
BOARD**



**507 S. Gay St.
Level 1: Sign**

Original Print Date: 4/13/2021
Revised:
Knoxville/Knox County Planning · Downtown Design Review Board





DESIGN REVIEW REQUEST

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

Knoxville Hotel Partners, LLC DBA Embassy Suites Knoxville/Downtown

Applicant

4-6-21

April

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

Alpesh Patel

Knoxville Hotel Partners, LLC

Name

Company

308 N. Peters Road, Ste. 100

Knoxville

TN

37922

Address

City

State

Zip

865-560-5102

apatel@kanahotelgroup.com

Phone

Email

CURRENT PROPERTY INFO

Knoxville Hotel Partners, LLC

308 N. Peters Road, Ste. 100, Knoxville, TN 37922

865-560-5102

Owner Name (if different from applicant)

Owner Address

Owner Phone

507 South Gay Street, Knoxville, TN 37902

1520546

Property Address

Parcel ID

6th Ward

Commercial

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett
Staff Signature

Lindsay Crockett

Please Print

4.6.21

Date

Alpesh Patel
Applicant Signature

Alpesh Patel

Please Print

4-6-21

Date

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: lower the sign for Radius Rooftop Lounge to make it more visible to the street.

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:	TOTAL:
50.00	50.00
FEE 2:	
FEE 3:	



**EMBASSY
SUITES**
by HILTON

CLIENT:	Downtown Knoxville
ADDRESS:	505 South Gay Street Knoxville, TN 37902
DATE:	04-07-2021
REVISION:	
DESIGNER:	R Andree

CONTACTS	
SALES:	Betsy Ewart
PHONE:	865-500-4836
CELL:	865-254-3568
EMAIL:	bewart@pattisonsign.com
PM:	Sanjiv Patel
PHONE:	860-269-7636
CELL:	860-534-0587
EMAIL:	spatel@pattisonsign.com

A Hang Mount Sign
Non-Illuminated



Existing



Proposed

Note: Where signs project over public property, the sign cannot extend closer than 20 inches to the back of the curb of the street

Note: Size of signage in relation to the building is approximate. This photo mock-up is intended for location purposes only and may not accurately represent the scale of the proposed signage to the building. A site survey is required.

Project ID

SP2-38411

Date: 04-07-2021
Scale: NTS
Sales: B Ewart
Designer: R Andree

Rev. #:
Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V
 Other _____

Customer Approval

Signature _____

MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

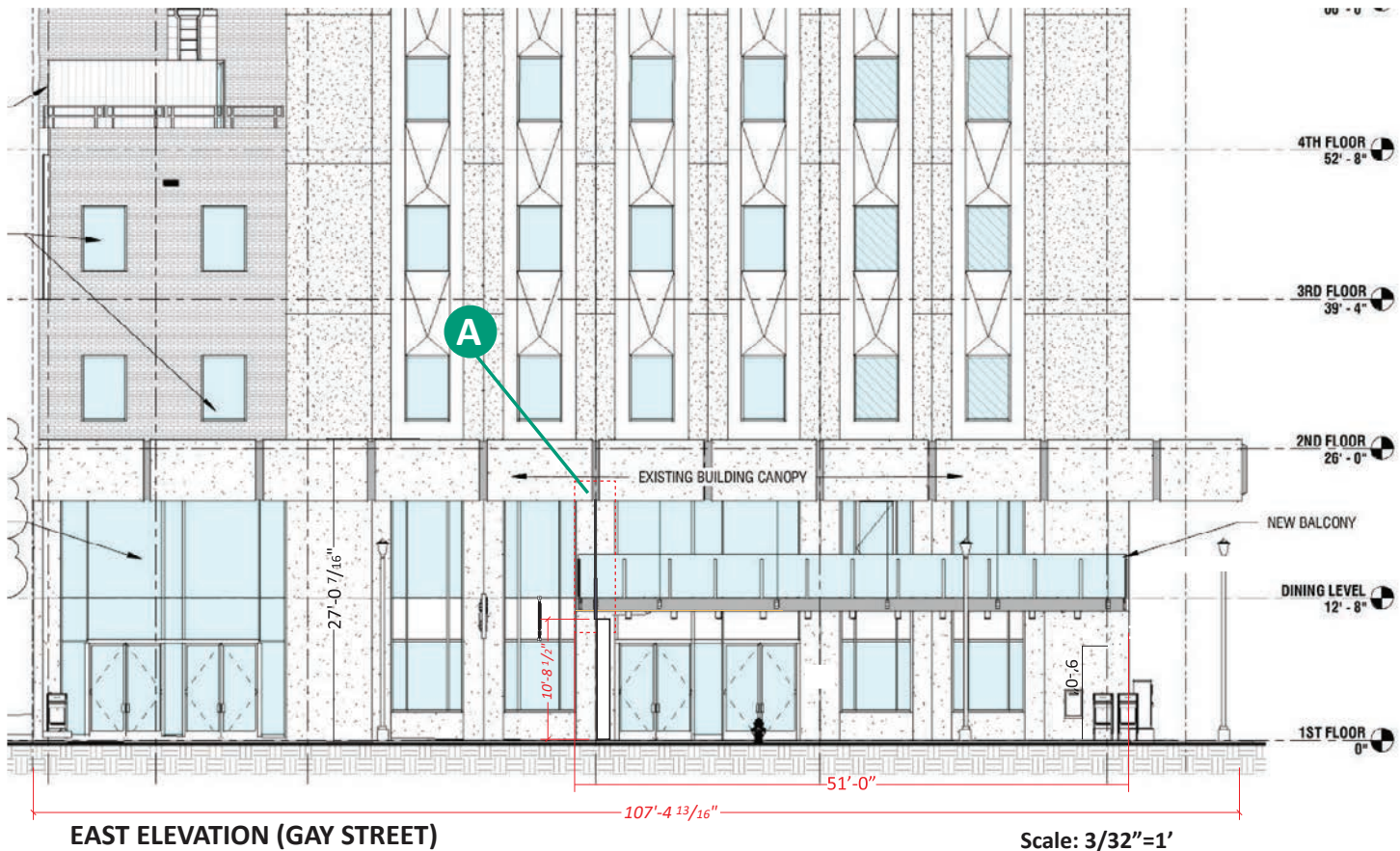
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**Embassy Suites
Downtown Knoxville
505 South Gay Street
Knoxville, TN 37902**

Sign Item

A

Facade Elevation



Note: Where signs project over public property, the sign cannot extend closer than 20 inches to the back of the curb of the street

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Information Required:

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Electrical

120V 347V
 Other _____

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Embassy Suites
Downtown Knoxville
505 South Gay Street
Knoxville, TN 37902

Sign Item

Facade



520 W Summit Hill, Suite 702, Knoxville TN, 37902
(Toll Free) 1.866.635.1110 (Fax) 1.888.694.1106
www.pattisonsign.com

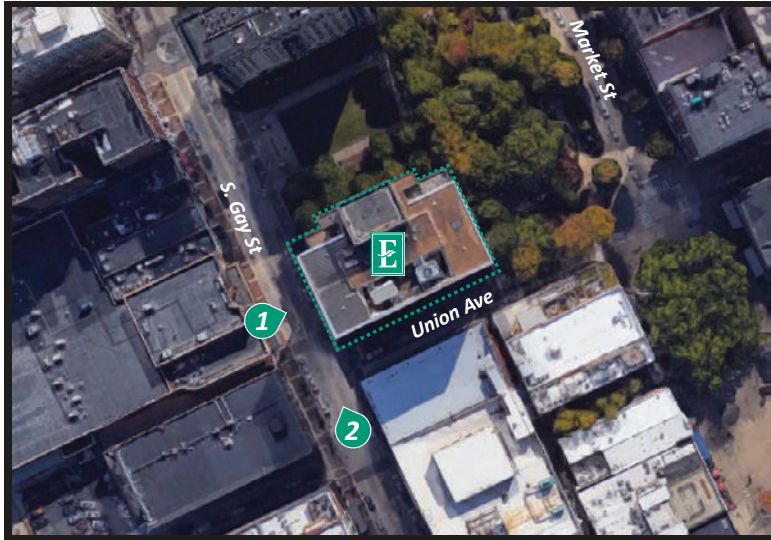


This sign to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



Fluorescent, Neon and HID lamps contain Mercury (HG). Dispose of the lamps according to Local, Provincial, State or Federal Laws.

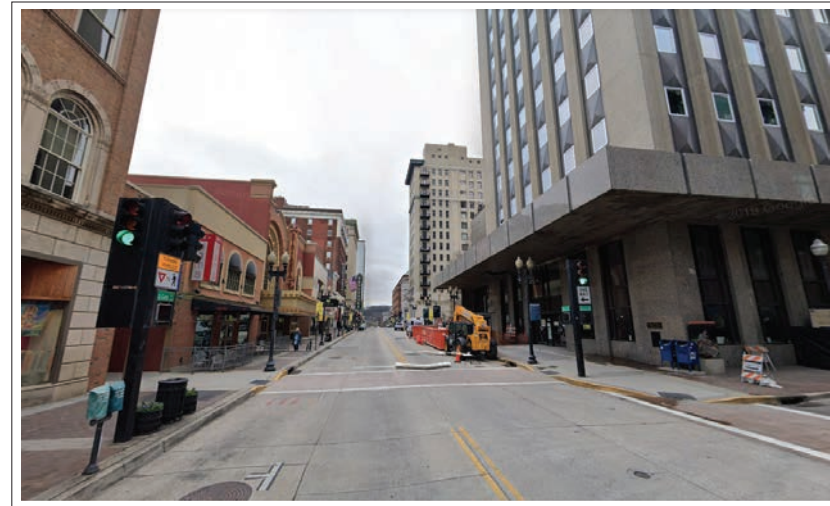
Surroundings



Site Overview



1 - Front Center



2 - Front Right

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⚡ Electrical

120V 347V

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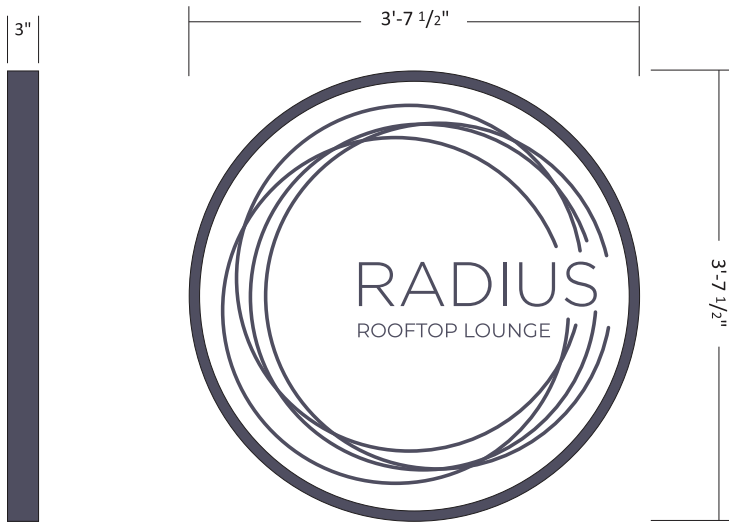
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**Embassy Suites
 Downtown Knoxville
 505 South Gay Street
 Knoxville, TN 37902**

Sign Item

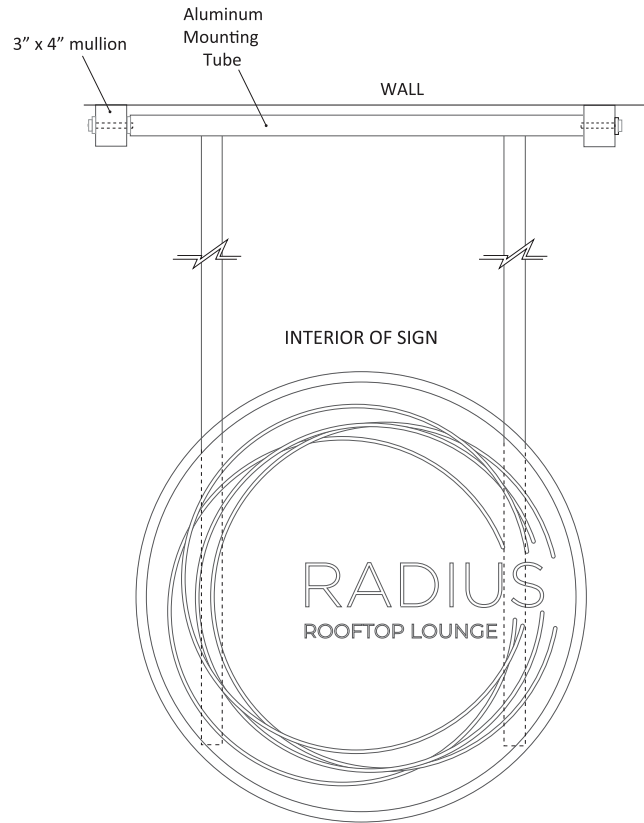
Photos

Custom Non-Illuminated Round Sign



13 Sq. Ft.

Scale: 1"=1'



MOUNTING VIEW TBD by Engineering
NTS

Project ID

SP2-38411

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Scale: as noted
Sales: B Ewart
Designer: R Andree

Rev. #:
Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V 347V

Other _____

Customer Approval

Signature _____

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Embassy Suites
Downtown Knoxville
505 South Gay Street
Knoxville, TN 37902

Sign Item

Sign Artwork



JULIE
KATHERN
PLENGE



KNOX MASON



NEW
BAGEL
SANDWICHES
The Baker



MILLER'S BUILDING

