

Meeting: 9/15/2021
Project: Maker Exchange Signs
Applicant: Betsy Ewart

Property Information

Location: 525 Henley St. **Parcel ID** 94 L J 001
Zoning: DK (Downtown Knoxville)
Description:

Multi-building complex including two multi-story hotels and the two-story Worlds Fair Exhibition Hall extending north along the Worlds Fair Park.

Description of Work

Level I Sign

Signage package for "Maker Exchange" space associated with Marriott and Tennessean hotels and the Worlds Fair Exhibition Hall. Package includes three signs.

Sign 1 is located at the Clinch Avenue entrance, to the right of the entrance to the Tennessean Hotel. Sign measures 19'-4" long by 1' tall and includes internally lit, individually hung letters. The letters feature layered metal with internally-woven neon illumination, with matte black backing and brass finish.

Sign 2 is located on the Henley Street entrance (significantly recessed from the street). The sign measures 19'-4" long by 1' tall and includes internally lit, individually hung letters. The letters feature layered metal with internally-woven neon illumination, with matte black backing and brass finish.

Sign 3 is located on the Worlds Fair entrance, fronting Worlds Fair Park. The sign will be located above the second-story windows and measures 52'-11" long and 3' tall, with internally lit, individually hung letters. Similar to the other two signs, the letters feature layered metal with internally-woven neon illumination, with matte black backing and brass finish.

Applicable Design Guidelines

Downtown Design Guidelines

- A. The Boulevard District
- 3. Recommended Signs

Signs within downtown Knoxville are regulated by Article 13 of the Zoning Ordinance for Knoxville, Tennessee. These guidelines for the Boulevard district recognize that certain types of signs are more appropriate to specific areas and should be encouraged within these areas.

- 3a. Wall signs, mounted flush to the building façade or on the building's sign board
 - 3b. Monument sign
-

Comments

The buildings to receive the signs are not subject to the Historic Resources section of the guidelines. The three proposed signs meet the design guidelines as wall signs mounted flush on the building façade. The signs are appropriately scaled to the larger-sized building, with placement on the relevant entrances and positioned to be visible from the pedestrian level. The letters' illumination is limited to internal weaves of neon within the letters. As proposed, the signs will compliment both nearby hotel buildings and the existing Worlds Fair Exhibition Hall complex.

Recommendation

Staff recommends approval of Certificate 9-B-21-DT as submitted.



DESIGN REVIEW REQUEST

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

Rockbridge Capital

Applicant

8/25/2021

9/15/2021

9-B-21-DT

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

Betsy Ewart

Pattison Sign Group

Name

Company

520 West Summit Hill Drive, Suite 702

Knoxville

TN

37902

Address

City

State

Zip

865-254-3568

bewart@pattisonsign.com

Phone

Email

CURRENT PROPERTY INFO

RB Hotel Knoxville LLC

4100 Regent Street Suite G Columbus, OH 43219

407.466.3852

Owner Name (if different from applicant)

Owner Address

Owner Phone

525 Henley Street, Knoxville, TN 37902

94 L J 001

Property Address

Parcel ID

DK-B

D-1 OVERLAY

Neighborhood

Zoning

AUTHORIZATION

Lindsay Crockett
Staff Signature

Lindsay Crockett

Please Print

8-27-21

Date

Applicant Signature

Please Print

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: Seeking an approval of 3 signs for the Makers Exchange.

See attached drawings for specifications and locations of these signs.

Follow-up to 2020 DRB meeting for Marriott Knoxville.

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:

50.00

FEE 2:

FEE 3:

TOTAL:

50.00

MAKER EXCHANGE

Exterior Signage

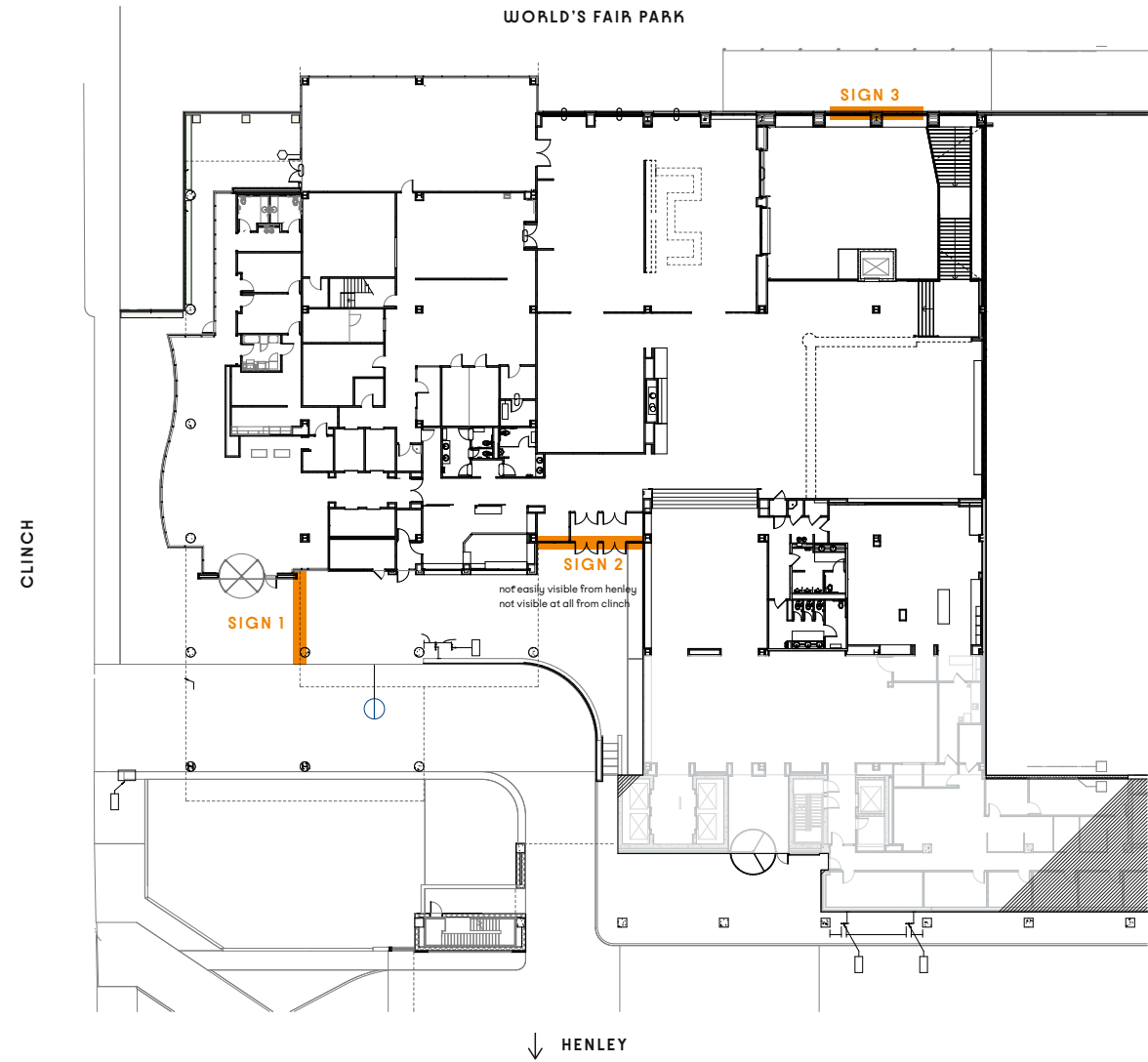
PREPARED FOR

ROCKBRIDGE



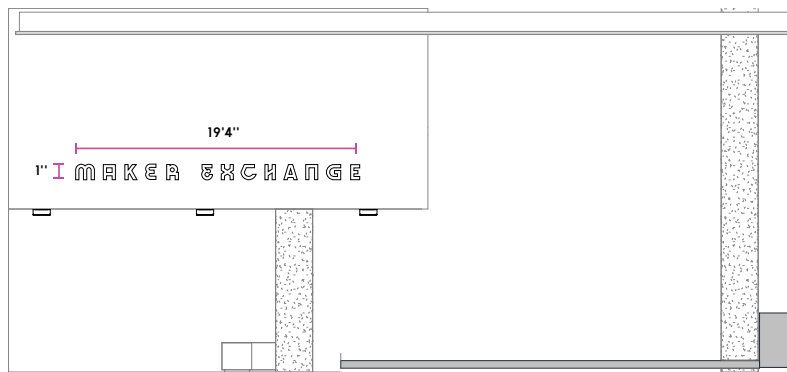
O8-24-21

EXTERIOR SITE PLAN



EXTERIOR SIGN 1

SCALE + PLACEMENT



TO RIGHT OF TENNESSEAN ENTRANCE

Positioned lower because of view from crosswalk

CLINCH ENTRANCE

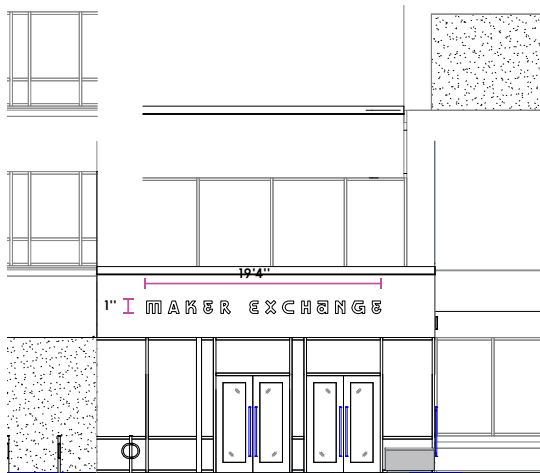
Internally lit, individually hung letters

19'4" w × 1' h



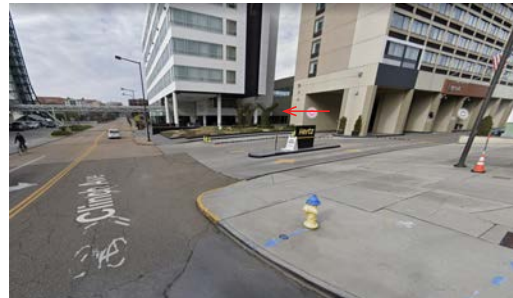
EXTERIOR SIGN 2

SCALE + PLACEMENT



MAIN ENTRANCE (BETWEEN MARRIOTT & TENNESSEAN)

*NOT EASILY VISIBLE FROM HENLEY
NOT VISIBLE AT ALL FROM CLINCH



HENLEY ENTRANCE

internally lit, individually hung letters

19' 4" w × 1' h



EXTERIOR SIGN 3

SCALE + PLACEMENT

WORLD'S FAIR ENTRANCE

internally lit, individually hung letters

52' 11" w x 3' h



SIGNAGE DESIGN

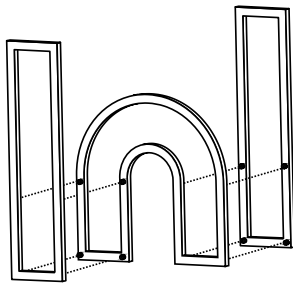
MATERIALS + CONSTRUCTION + LIGHTING

SCULPTURAL METAL CONSTRUCTION

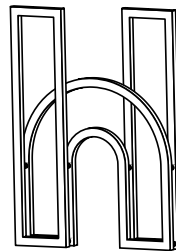
INTERNAL WEAVE OF NEON

All 3 signs same materials + construction, different letterforms for each

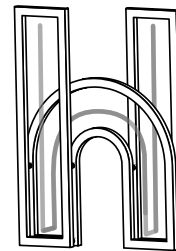
LAYERS OF METAL



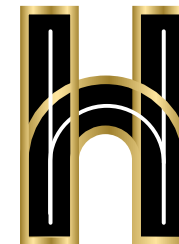
BUILDS OUT DIMENSIONALLY



INTERNAL WEAVE OF NEON



FRONT



SIGNAGE DESIGN

MATERIALS + CONSTRUCTION + LIGHTING

SCULPTURAL METAL CONSTRUCTION

INTERNAL WEAVE OF NEON

All 3 signs same materials + construction, different letterforms for each

MAKER EXCHANGE



SATIN BRASS FINISH



MATTE BLACK BACKING

MAKER EXCHANGE

