

Staff Report

Design Review Board

File Number: 8-C-23-DT

Meeting: 10/18/2023

Project: New Hotel

Applicant: Tate Wright Elevate Architecture Studio

Property Information

Location: 427 Walnut St. Parcel ID 94 H L 01901

Zoning: DK (Downtown Knoxville)

Description:

New construction, 7-story hotel building, constructed of metal framing over a concrete podium. Property has frontage on both 427 Walnut Street and 416 Locust Street.

Description of Work

Level III Construction of a New Building/Structure

SUMMARY: Proposed new 7-story hotel building, proposed for an irregular rectangular site on the 400 blocks of Locust Street and Walnut Street. The site currently features a surface parking lot. The proposed building has frontage on both Locust and Walnut Streets.

SITE LAYOUT AND ACCESS: No on-site parking is provided within the proposed structure. A vehicular entrance is located on the right side of the Walnut Street elevation, providing access to an internal vehicular drive occupying the ground floor. The entrance measures approximately 26' wide and accesses a round drop-off/valet area with three parking spaces and one accessible space. One public pedestrian access point on Walnut Street is located to the left side of the elevation, accessing a space currently marked retail," with a second recessed door entering the enclosed car area. Only a secondary/service entrance is located on the Locust Street elevation; this entrance would not be accessible to the public or hotel guests.

DESIGN ELEMENTS:

The flat roof building is clad in fiber reinforced siding of a faux-wood finish, composite metal panels in light grey, and composite metal panels in black, with a two-story brick cladding section fronting Locust Street (the west elevation).

Walnut Street elevation: The east elevation has a faux-wood fiber cement panel siding which extends from the ground level to the roofline on the right side and a section of metal panels on the left side. Half of the ground floor on this elevation features an automobile entry drive, with the left half as aluminum storefront windows and a full-light pedestrian entrance to the "office/retail" space within. Windows are irregularly sized, single-light, aluminum fixed windows.

Locust Street elevation: The west elevation features two stories of brick veneer on the bottom floors, followed by a swath of grey metal panel siding, and the upper level clad in the faux-wood fiber cement panels. The ground level features a service entrance, an overhead garage door, and a series of aluminum storefront windows. Upper level windows are irregularly sized, single-light, aluminum fixed windows, with an upper level of adjoining single-light windows. The upper two stories are recessed from the primary elevation.

Walnut Street elevation: On the east elevation, pedestrians will have to enter through the vehicular entrance and walk through the rounded drive to access a "guest entrance" at the center of the building, or enter a recessed access door and walk through the car area. The "office/retail" entrance is adjacent to the automobile access and does not connect to the rest of the hotel. Pedestrians will not be able to access the hotel on Locust Street.

South elevation: the bottom two levels are clad in brick veneer, with composite metal panels on the middle stories and faux-wood fiber reinforced siding on the upper levels. Windows are irregularly spaced, fixed aluminum.

North elevation: the bottom levels are clad in brick veneer, with composite metal panels on the middle stories and faux-wood fiber reinforced siding closer to Walnut Street and on the upper levels. Windows are irregularly spaced, fixed aluminum, with the section closest to the Langley parking garage having no fenestrations.

Revisions submitted for the October meeting include: a series of irregularly spaced, single light windows of various sizes along the ground-floor level on the south elevation; a stepback incorporated on the upper two stories of the Walnut Street elevation; an access gate added to the automobile entry on the Walnut Street elevation; one pedestrian door added to the Walnut Street elevation's retail space, and one pedestrian door added to the employee breakroom area on the Locust Street elevation.

Revisions also include signs. Signs include: on the Walnut Street elevation, an 8' by 8' (64 sq. ft.) wall sign along the roofline, and a 1'0" tall by 22'-11" name sign on the entry canopy. On the Locust Street elevation, a 1'-4" tall by 9'-11" wide wall sign is located above the second level. A blade sign is called out but location is not clarified.

Applicable Design Guidelines

Downtown Design Guidelines

- A. Public Realm
- 1. Pedestrian and Bicycle Safety
- 1g. Consolidate curb-cuts and locate driveways near mid-block, when necessary; alley access should be provided for service and parking, if feasible.
- 3. Parking Facilities
- 3a. Create parking garages that do not contain blank walls. Allow for future commercial uses that may not be feasible at the time of construction.
- 3b. Locate parking garages under structures, or provide for retail, residential or office uses that line the garage. Corner locations are preferable for commercial uses.
- 3g. Access to parking garages should not limit options for future development of contiguous or adjoining space, especially on corners.
- 4. Downtown Beautification
- 4a. Foster downtown beautification with landscaping and plantings, public art, and public open space.
- 4c. Plant street trees where possible. Choose tree planting locations that will not significantly alter the setting of or harm the materials of historic buildings.
- B. Private Realm
- 1. Building Mass, Scale and Form
- 1a. Maintain a pedestrian-scaled environment from block to block.
- 1b. Foster air circulation and sunlight penetration around new buildings. Buildings may be designed with open space, as allowed under existing DK zoning; or buildings may be 'stepped back' on upper floors with lower floors meeting the sidewalk edge.

- 1c. Use building materials, cornice lines, signs, and awnings of a human scale in order to reduce the mass of buildings as experienced at the street level.
- 1d. Divide larger buildings into 'modules' that are similar in scale to traditional downtown buildings. Buildings should be designed with a recognizable base, middle, and top on all exposed elevations.
- 1e. Avoid blank walls along street-facing elevations.

2. Building Location

- 2a. Set buildings back five feet in order to provide wider sidewalk space when new construction in non-historic areas is to be more than half the length of the block.
- 2b. Consider using landscape elements to define the sidewalk edge where a building is to be set back from the sidewalk.
- 2d. Limit grade separations above or below the sidewalk, generally no more than 3 feet. Allow for clear sightlines into and out of buildings and plazas.

3. Building Materials

3a. Use complimentary materials and elements, especially next to historic buildings.

4. Architectural Character

- 4a. Encourage first floor uses that draw walk-in traffic; businesses that do not require pedestrian traffic should be located on other floors.
- 4b. Enhance pedestrian interest in commercial and office buildings by creating a largely transparent and consistent rhythm of entrances and windows.
- 4c. Scale first floor signs to pedestrians.
- 4d. Differentiate the architectural features of ground floors from upper floors with traditional considerations such as show-windows, transoms, friezes, and sign boards.
- 4e. Design top floors to enhance the skyline of the block through cornices and details that are harmonious with adjacent architecture.
- 4f. Encourage the use of 'green roofs' and other sustainable practices, while minimizing the visual impact from the street.

5. Ground Floor Doors and Windows

- 5a. Use consistent rhythm of openings, windows, doorways, and entries.
- 5b. Orient primary front entrances to the main street; secondary entrances should be clearly defined and oriented to streets or alleys, as appropriate.
- 5c. Design entrances according to the proportions of the building's height and width.
- 5d. Consider corner entrances at the ends of blocks.
- 5e. All windows at the pedestrian level should be clear
- 5f. Recess ground floor window frames and doors from the exterior building face to provide depth to the facade.

7. Mechanical Equipment and Service Utilities

- 7a. Minimize the visual impact of mechanical equipment through screens or recessed/ low-profile equipment.
- 7b. Do not locate units on a primary façade.
- 7c. Screen rooftop vents, heating/ cooling units and related utilities with parapet walls or other screens. Consider sound-buffering of the units as part of the design.
- 7d. Locate utility connections and service boxes on secondary walls.
- 7e. Reduce the visual impacts of trash storage and service areas by locating them at the rear of a building or off an alley, when possible.
- 7f. Screen dumpsters from view.
- 7g. Locate satellite dishes out of public view, where possible.
- 7h. Allow solar panels and other technological advances on rooftops and other unobtrusive locations. Solar panels

Comments

- 1. The staff recommendation and Board action in the August 2023 meeting was to postpone Certificate 8-C-23-DT, to encourage the applicant to 1) revise the ground-level elevations fronting both Locust Street and Walnut Street to meet the design guidelines and create pedestrian-oriented environments at street level; 2) meet with City Plans Review and Inspections to identify any access or zoning issues; and 3) address the potential height stepback requirement; along with any additional design comments identified by the Board. The applicant has addressed access issues on Walnut Street and incorporated a stepback. No revisions have been made to align the Locust Street entrance with the design guidelines which encourage pedestrian engagement; the Walnut Street elevation remains primarily oriented towards automobiles and drivers.
- 2. The building is proposed for a narrow parking lot, adjacent to the historic Daylight Building to the south and the Langley parking garage to the north. Other than the historic Daylight Building and the Pembroke Building across Union Avenue, the Walnut Street block is characterized by new construction residences and parking garages. On Locust Street, the building will adjoin the Langley garage and a surface parking garage, across the street the from historic Kendrick Place rowhouses. The blocks feature less pedestrian activity than the busiest corridors of downtown, but many users park in the various garages to access other downtown locations.
- 3. The application does not include on-site parking. However, almost all of the ground floor fronting Walnut Street is dedicated to automobiles, via a drive-through drop-off for hotel guests. Of the approximately 56' wide façade, half will be devoted to automobile entry and exit. Users of the hotel will either enter through a full-light pedestrian door on the left side of the façade and walk through the "covered outdoor waiting area," or walk on the auto access drive, to an entry vestibule recessed in the center of the building. Design guidelines encourage maintaining pedestrian-scaled environments from block-to-block, creating building materials and entries at a human scale to create an engaging pedestrian experience, using first-floor uses to draw walk-in traffic, and creating a transparent and consistent rhythm of entrances and windows at ground-level. The ground-level façade design fronting Walnut Street is primarily devoted to automobiles and does not meet the design guidelines.
- 4. City Engineering has not evaluated the driveway entry on Walnut Street, which will be approximately 125' from the entry to the Langley garage. There may be sight distance issues for cars exiting onto Walnut Street, and pedestrian safety issues crossing the sidewalk.
- 5. A small space marked "retail" is located on the left half of the façade, previously noted as a "rideshare drop-off" location in the June DRB workshop. Revisions include a note "ownership to engage SVN Wood Properties to identify highest and best use of space." The space is 459 sq. ft. Revisions to the retail space include one pedestrian door that opens to the street.
- 6. There are no public spaces on the Locust Street elevation. The elevation includes a service entry (a door with no transparency), a roll-up garage door, and a series of storefront windows opening to the employee break room. Hotel users or visitors will not be able to enter the hotel from this door. Revisions to the employee break room now incorporate a full-light storefront door to an outdoor seating area. The employee break room will not have heavy use. The ground floor elevation on Locust Street does not meet the design guidelines, as it does not contribute to the pedestrian experience, draw walk-in users, and lacks the transparency recommended to engage the street.
- 7. The south elevation will adjoin the residences on the rear elevation of the Walnut Building, including the basement-level residences which are currently separated from the surface parking lot by a fence and landscaping. The application lacks information on how the new hotel will engage the basement level residences. The light grey metal panel siding may have an adverse visual effect on the adjacent residences when in direct sunlight.
- 8. Per the DK dimensional standards (5.5.B.3.), buildings over 85' are required to incorporate a stepback a minimum

Page 4 of 5 Planner in Charge: Lindsay Crockett 8-C-23-DT 10/10/2023 2:09:44 PM

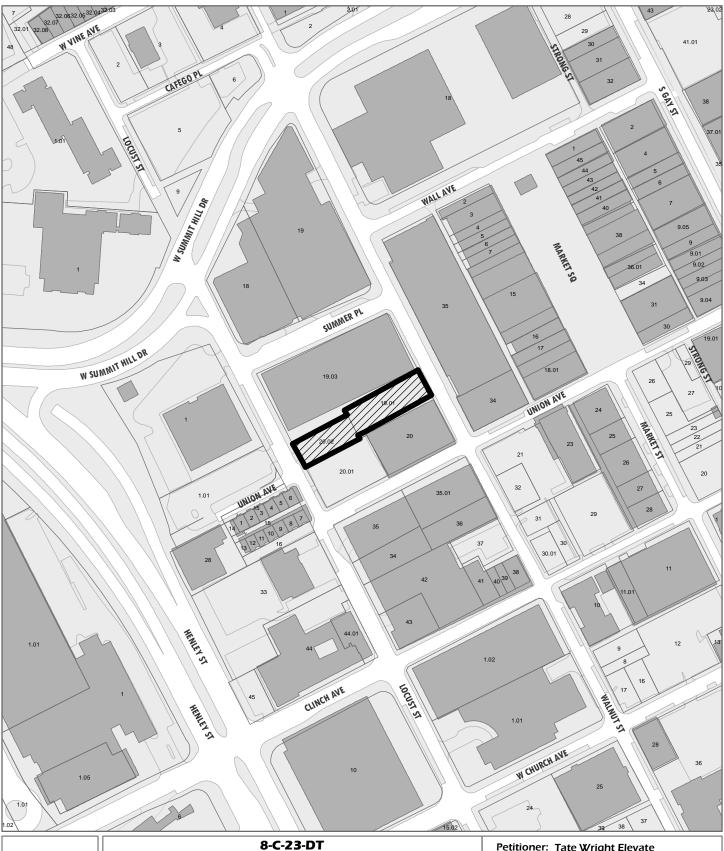
of 10' from the street-facing façade plane, which must occur above the third story and below the seventh. The revised application has addressed this element.

9. The buildings' proposed materials are common for new commercial or multi-family construction. The guidelines encourage using "complimentary materials and elements, especially next to historic buildings." The Board should discuss whether metal panels and faux-wood fiber cement are complimentary to the nearby brick masonry structures such as the Daylight Building, the Pembroke, and the Kendrick Place rowhouses. In the opinion of staff, faux-wood fiber cement is an inappropriate material within the guidelines.

Recommendation

The Board should discuss if the site conditions and the project's goals are significant enough to warrant major deviations from the design guidelines, which emphasize human-oriented design and pedestrian engagement at ground level. Pending Board decision based on the design guidelines, any approval should also be subject to the following conditions: 1) final site plan to meet City Engineering standards; 2) applicant to resubmit a substitute exterior finish material in place of the faux-wood fiber cement product; and 3) applicant to provide details on sign lighting; any internal illumination to be limited to push-through letters and logos.

Page 5 of 5 Planner in Charge: Lindsay Crockett 8-C-23-DT 10/10/2023 2:09:44 PM



DOWNTOWN DESIGN REVIEW BOARD

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

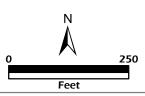


427 Walnut St.

Level 3: Construction of new building/structure

Original Print Date: 8/7/2023 Revised: Knoxville/Knox County Planning - Downtown Design Review Board

Petitioner: Tate Wright Elevate Architecture Studio





DESIGN REVIEW REQUEST

DOWNTOWN DESIGN (DK)

☐ HISTORIC ZONING (H) ☐ INFILL HOUSING (IH) AC Hotel Knoxville **Applicant** July 28, 2023 August 16, 2023 8-C-23-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 Tate Wright Elevate Architecture Studio Name Company 1775 The Exchange SE, Suite 530 Atlanta GΑ 30339 Address City State Zip 404.301.9592 twright@elevatearchitect.com Phone Email **CURRENT PROPERTY INFO Vector Hospitality** 125 Townpark Dr NW, Ste 300, Kennesaw, GA 30144 678.852.5846 Owner Name (if different from applicant) Owner Address Owner Phone 416 Locust Street & 427 Walnut Street 094LH02002 & 094LH01901 **Property Address** Parcel ID Downtown Knoxville, Fire District Overlay DK-G Neighborhood Zoning **AUTHORIZATION** Lindsay Crockett 7.28.23 Lindsay Crockett Please Print Date L Tate Wright July 28, 2023 Please Print Applicant Signature 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: Project includes a 162 guestroom AC Hotel by Marriott on a site facing Walnut Street & Locust Street in Downtown Knoxville. The hotel will be a 7 story structure constructed out of cold-formed metal framing and precast concrete hollow core plank over a cast in place concrete podium. Parking will be valet service, off-site. Public spaces include a lobby, rooftop lounge and exterior terrace, meeting spaces, and fitness room.		
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: 250.00 FEE 2: FEE 3:	TOTAL: 250.00



* ABOVE RENDERING IS FOR ILLUSTRATION PURPOSES ONLY

AC HOTEL BY MARRIOTT

KNOXVILLE, TN 37902

A DEVELOPMENT FOR

VECTOR HOSPITALITY

DRB SUBMITTAL OCTOBER 18, 2023



VICINITY MAP

2018 INTERNATIONAL ENERGY CONSERVATION CODE

2018 INTERNATIONAL FUEL GAS CODE

PROJECT INFORMATION

PROJECT DESCRIPTION

THIS PROPERTY DESCRIPTION

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FACING WANNIT STREET ALOCATE STREET, BETWEEN SHIMMER PLACE AND LINKOW ARENIE. THE HOTEL

CONCRETE PROLITION CORE PLANK PARROWS WILL BE VALET SERVICE, OFFSITE. PRILL SPACES INCLUDE

LOBER FROOTFOIL DOMINE & EXTERNOR TRIMER, LINETING SPACE, MOTTHESS ROOM.

THE DRAWNOS FOR THIS PROJECT ARE THE PROPERTY OF ELEVATE ARCHITECTURE STUDIO. COPIES OF THE BRAWNOS BUT HE SIES ON A YET HE OWNER! TO COSTADUE AND OCCUPY THIS PROJECT. NETHER THE DRAWNOS NOR THE DESIGN NOTICATED OF THE DRAWNOS MAY BE REPRODUCED NOR USED FOR ANY OTHER PROJECT OF PRIVINGS BUTCH HAVE AN ORIGINAL SEAL, SIGNATURE. CONSTRUCTION SECOND AT SIZE OF THAT DESIGN OF THAT DESIGN AND A THE PROJECT OF THE PROJECT OF THAT DESIGN AND A THE PROJECT OF THE

beleson@morrisonhershfield.com CHRIS HORNER (P)

TEAM MEMBERS

2018 INTERNATIONAL PLUMBING CODE

2017 NATIONAL ELECTRIC CODE WITH LOCAL AMENDMENTS.

CLIENT VECTOR HOSPITALITY MORRISON HERSHFIELD 1455 LINCOLN PARKWAY SUITE 500 ATLANTA, GA 30346 D: 770.379.8500 BEN HECKERT (M) bheckert@morrisonhershfiel BRIAN ELESON (E)

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hpatel@elevatearchitect.com

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D: 678.944.7274
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SUITE 1250
D: 404 266.9604
LELA RICHARDSON
Leia/fillesinone-studio.co

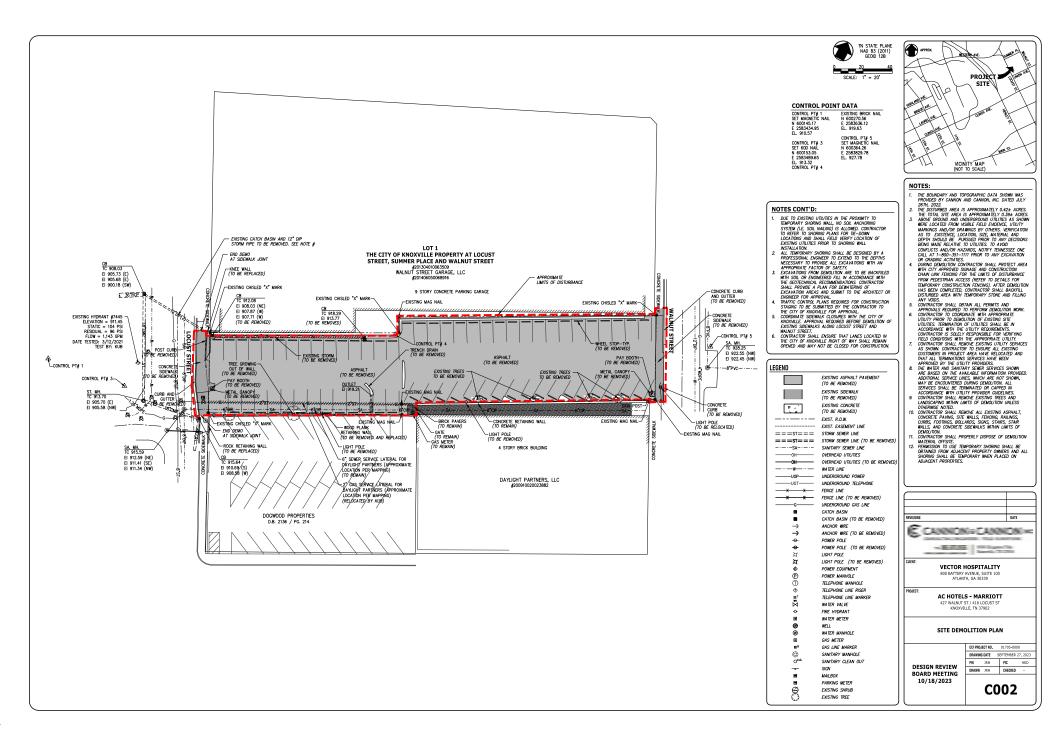
8550 KINGSTON PIKE KNOXVILLE, TN 37919 D: 865.770.4013 JASON HUNT

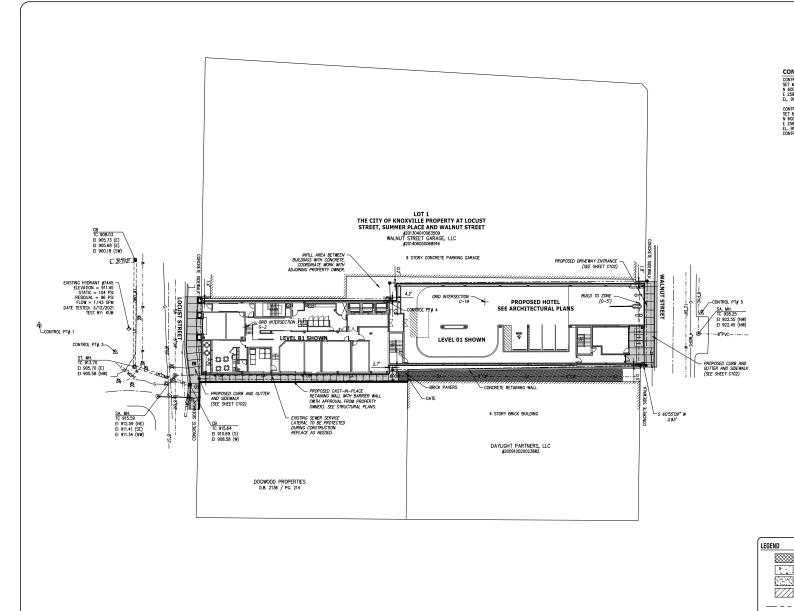


125 TOWNPARK DRIVE NW

COVER SHEET

CS-00







CONTROL POINT DATA

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CONTROL PT# 5 SET MAGNETIC NAIL N 600364.26 E 2583829.78 EL. 927.78 CONTROL PT# 3 SET 60D NAIL N 600153.05 E 2583469.65 EL 913.32 CONTROL PT# 4

> PROPOSED HEAVY DUTY ASPHALT PAVEMENT

CONCRETE SIDEWALK

CONCRETE PAVEMENT PROPOSED LIGHT DUTY ASPHALT PAVEMENT

EXIST. R.O.W. BUILDING SETBACK LINE EXIST. EASEMENT LINE

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DETAIL REFERENCE

(DETAIL NO./SHEET NO.)

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VECTOR KNOWNLE LLC
2261 VALLA PARC CT
MARIETTA, GA 30062
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- DEVELOPER:

 VECTOR HOSPITALITY

 800 BATTERY AVENUE, SUITE 100

 ATLANTA, GEORGA, 30339

 UTILITY SERVICES ARE PROVIDED BY THE FOLLOWING:
 WATER AND SEWER KNOWLILE UTILITY BOARD GAS AND ELECTRIC - KNOXVILLE UTILITY BOARD TELEPHONE - BELLSOUTH CABLE- COMCAST
- O. ALL LANDSCAPING ACTIVITIES SHALL BE IN ACCORDANCE WITH ARTICLE 12, "LANDSCAPE" OF THE KNOXVILLE ZONING CODE AND 12.9 "TREE PRESERVATION".
- REFERENCE LANDSCAPE PLANS FOR ADDITIONAL INFORMATION.
- PROPOSED SITE LIGHTING PLAN SHALL MEET CITY OF KNOXVILLE REGULATIONS (SEE PLANS BY OTHERS).



800 BATTERY AVENUE, SUITE 100 ATLANTA, GA 30339

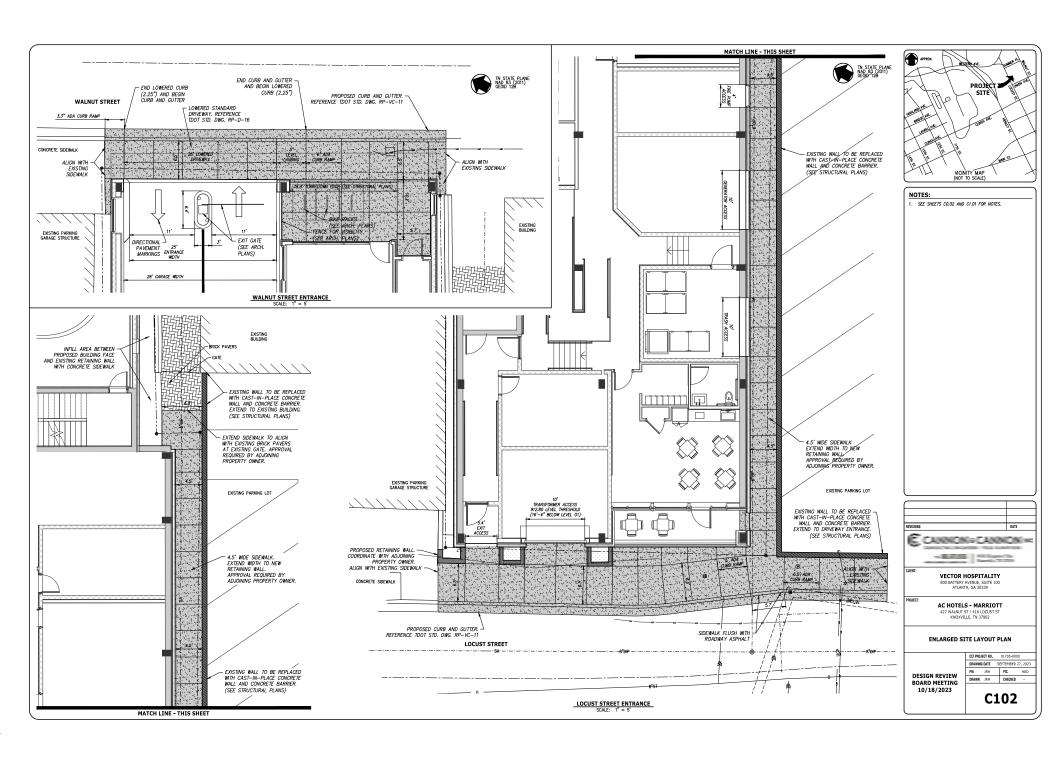
AC HOTELS - MARRIOTT 427 WALNUT ST / 416 LOCUST ST KNOXVILLE, TN 37902

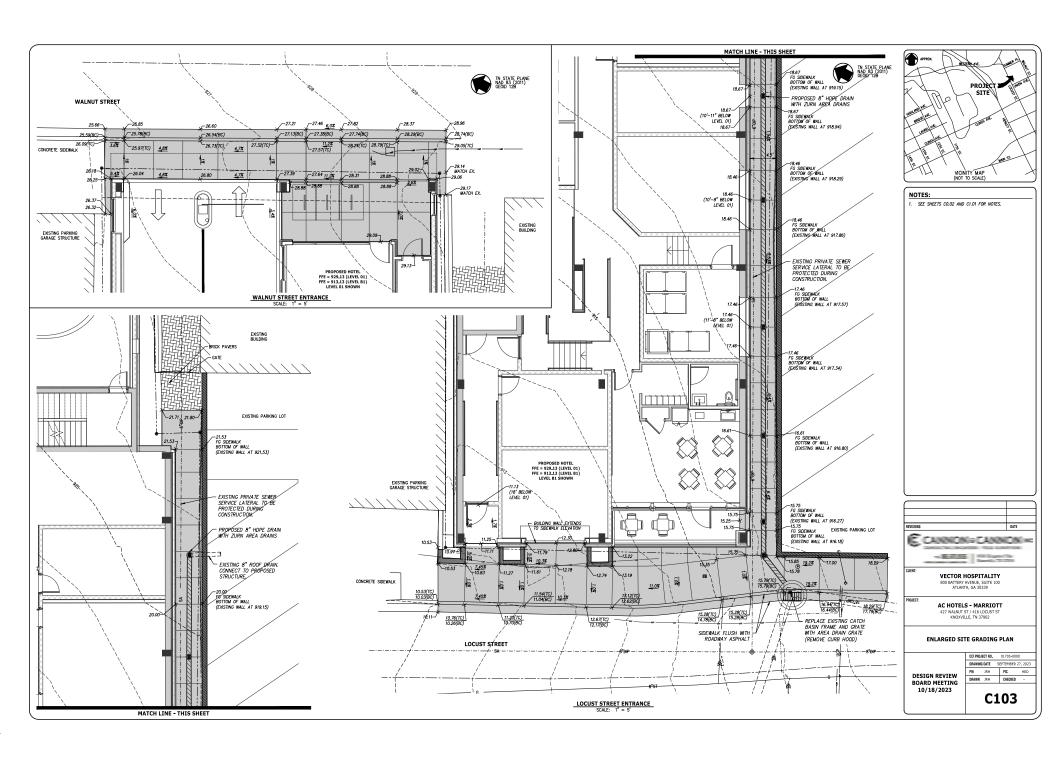
OVERALL SITE LAYOUT PLAN

DESIGN REVIEW BOARD MEETING 10/18/2023

CCI PROJECT NO.	01705-0000
DRAWING DATE	SEPTEMBER 27, 2023
PM JRH	PIC HED
ORAWN JRH	CHECKED -

C101





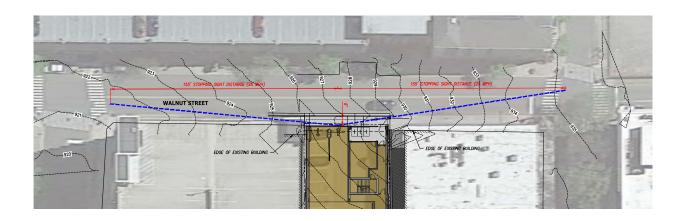


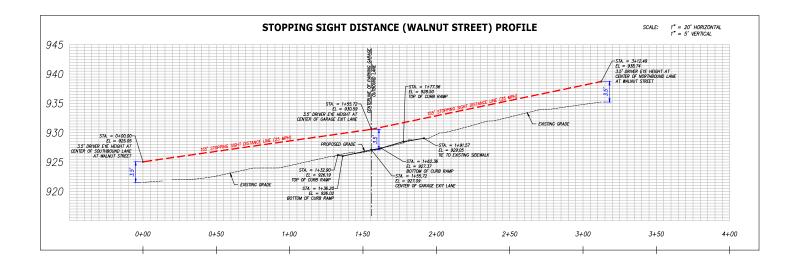


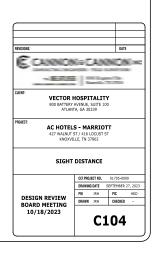
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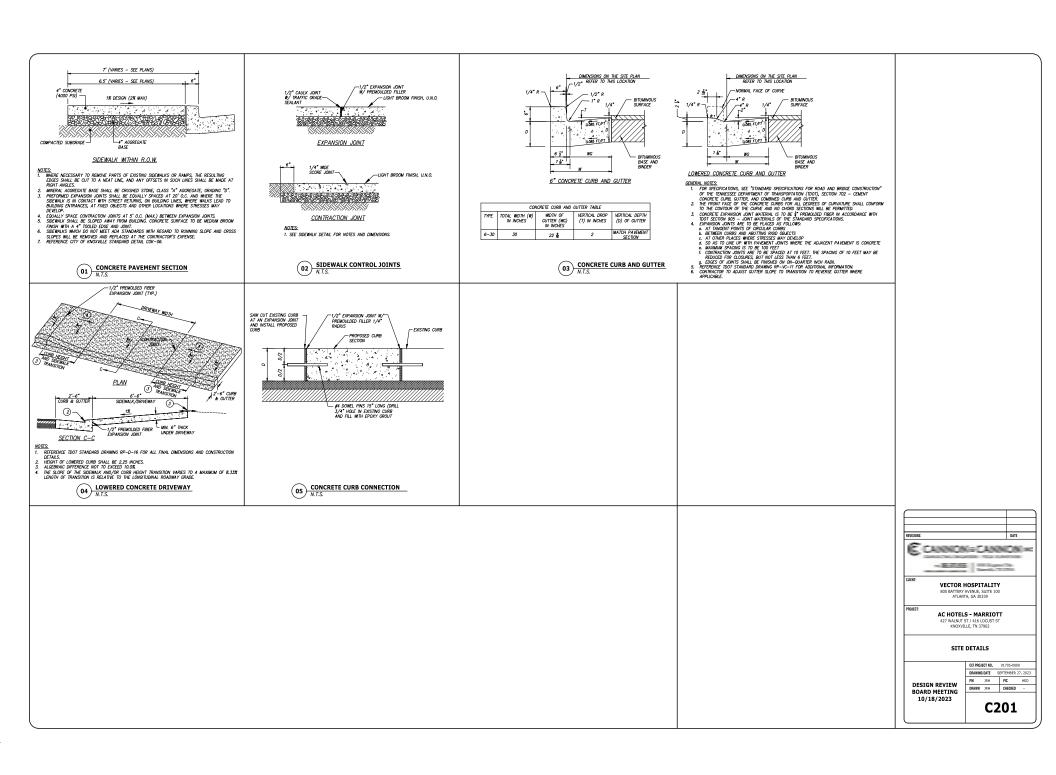
- SPECIAL NOTES:

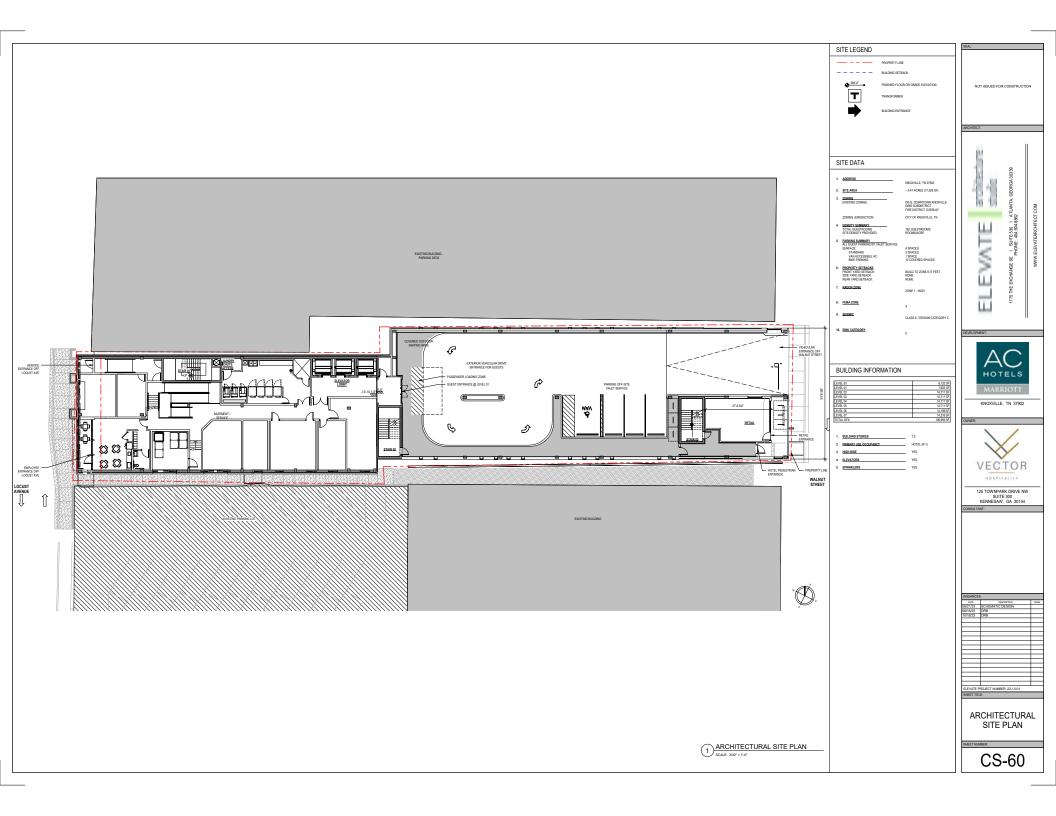
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> > KNOXVILLE, TN 37902



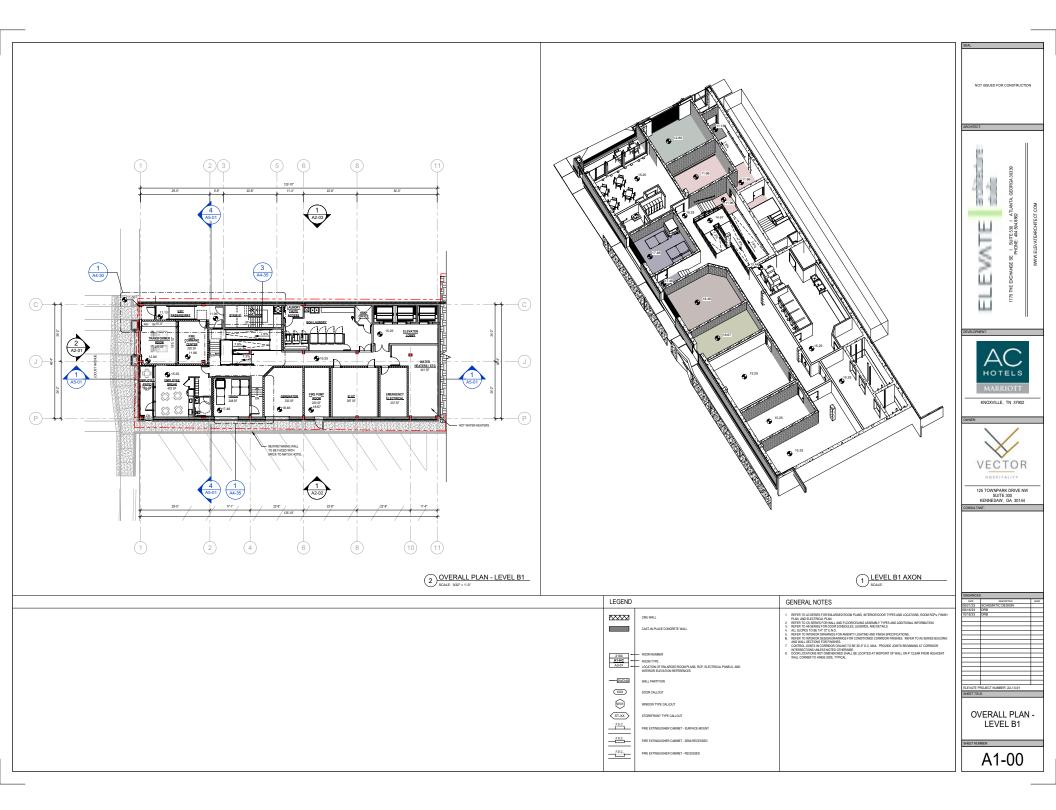
125 TOWNPARK DRIVE NW SUITE 300 KENNESAW, GA 30144

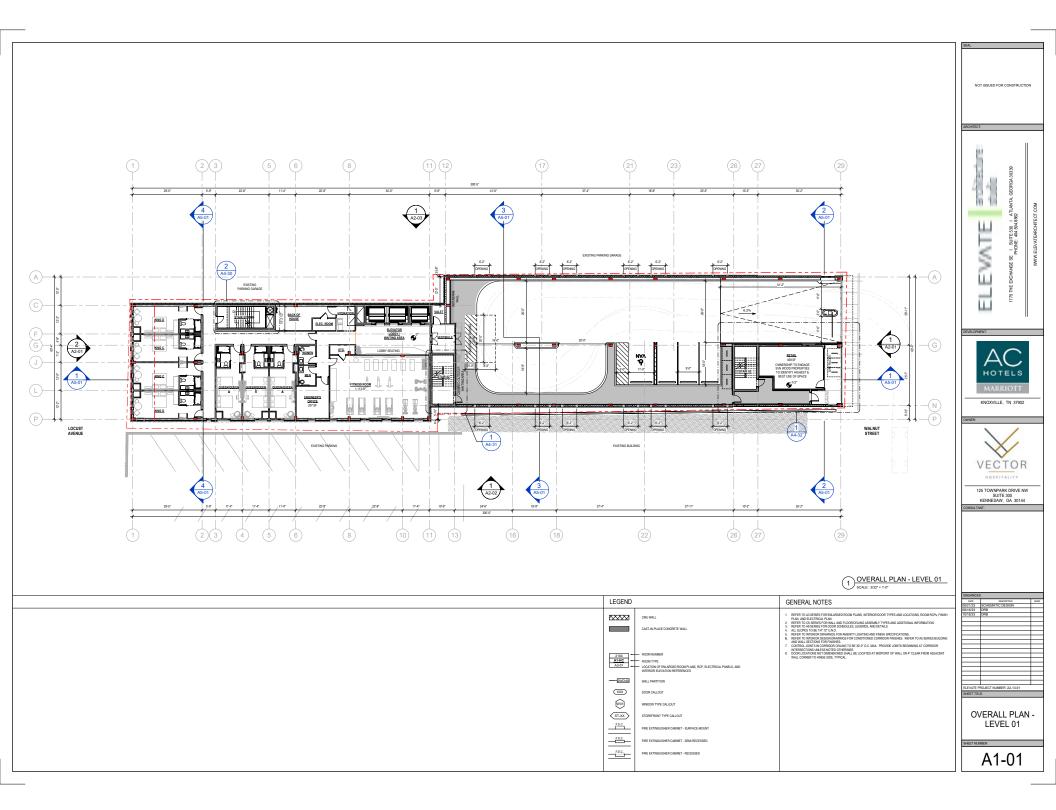
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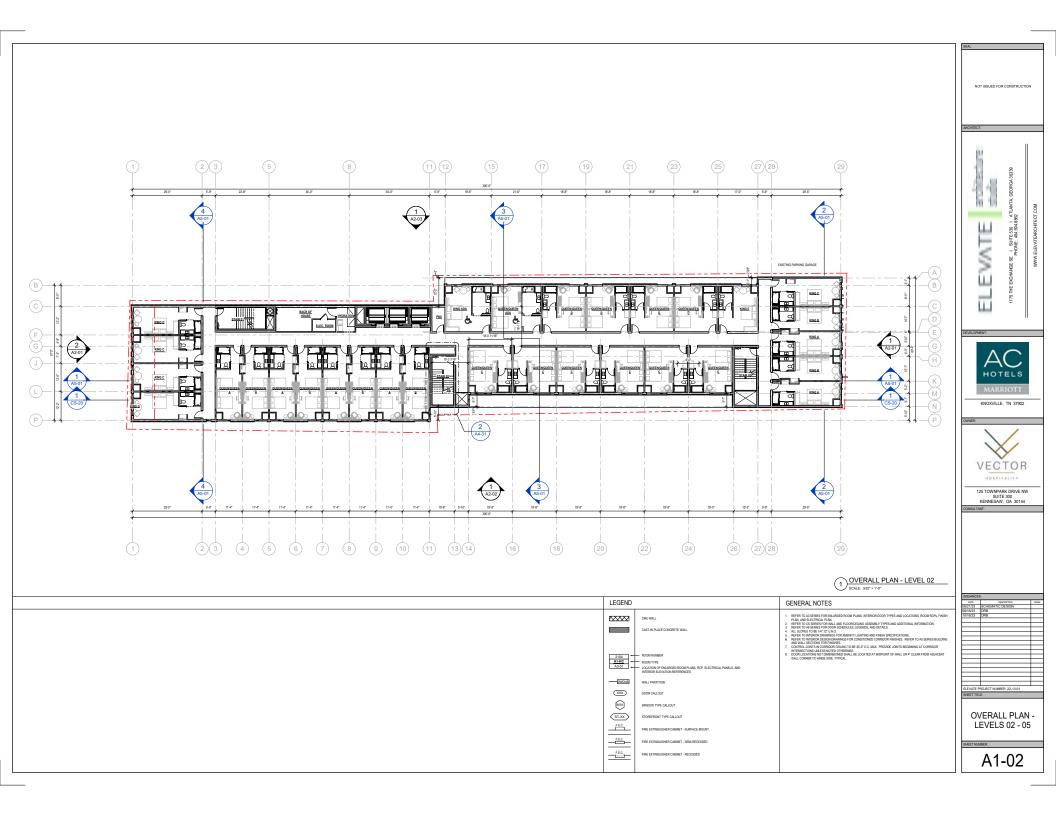
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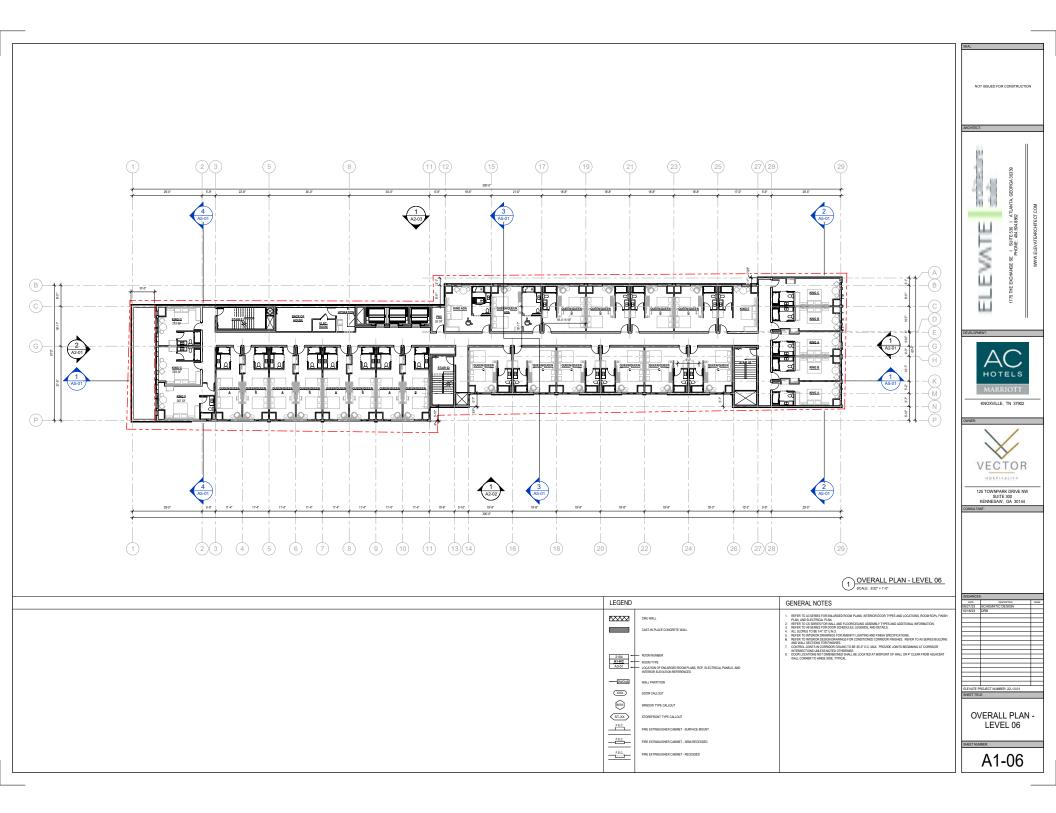
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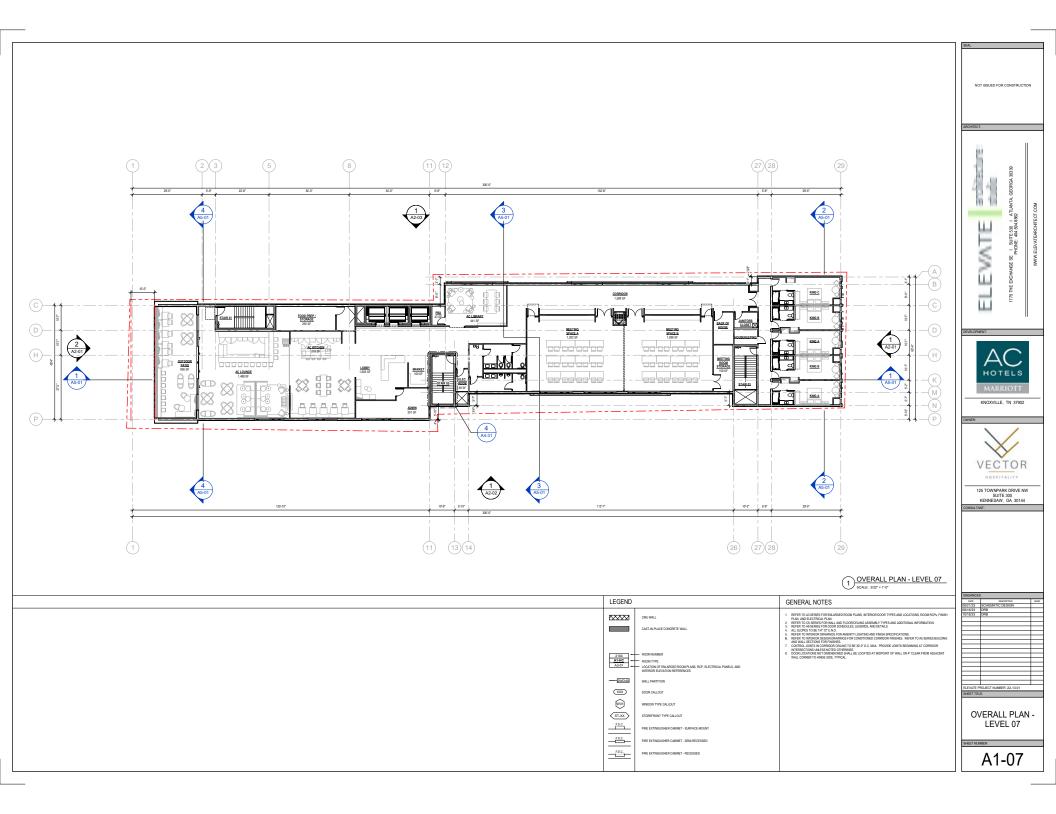
CS-61















2 WEST ELEVATION
SCALE: 3/32' = 1'-0'

1 EAST ELEVATION



EXTERIOR FINISHES			KEY PLAN
TAG DESCRIPTION	COLOR / FINISH		
BR-1 BRICK VENEER WS-1 FIBER REINFORCED SIDING MP-1 COMPOSITE METAL PANEL MP-2 COMPOSITE METAL PANEL	DARK GRAY WOOD, AGED TEAK LIGHT GRAY - MATTE FINISH BLACK - MATTE FINISH	LT-1 RECESSED SOLID WHITE LED LIGHTING LT-2 FULL CUT-OFF SECURITY LIGHT SG-1 SIGNAGE LOGO SG-2 SIGNAGE ENTRANCE CANOPY SG-3 SIGNAGE BLADE	
SF-1 ALUMINUM STORFRONT AL-1 ALUMINUM FIXED WINDOWS FD-1 SLIDING GLASS WALL FD-2 OVERHEAD SERVICE DOOR LV-1 VTAC LOUVERS	CLEAR GLAZING BLACK FRAMES		2
CA-1 PREFABRICATED ALUMINUM CANOPY	BLACK		

HOTELS KNOXVILLE, TN 37902 VECTOR 125 TOWNPARK DRIVE NW SUITE 300 KENNESAW, GA 30144 BUILDING ELEVATIONS

A2-01



EXTERIOR FINISHES

TAG DESCRIPTION
BR-1 BRICK VENEER

WS-1 FIBER REINFORCED SIDING

MP-1 COMPOSITE METAL PANEL MP-2 COMPOSITE METAL PANEL SF-1 ALUMINUM STORFRONT

AL-1 ALUMINUM FIXED WINDOWS

FD-2 OVERHEAD SERVICE DOOR LV-1 VTAC LOUVERS

CA-1 PREFABRICATED ALUMINUM BLACK CANOPY

FD-1 SLIDING GLASS WALL

MARRIOTT

COLOR / FINISH

WOOD, AGED TEAK

CLEAR GLAZING

BLACK FRAMES

LIGHT GRAY - MATTE FINISH BLACK - MATTE FINISH

DARK GRAY

INNOVILLE, TN 37802

OWNER

VECTOR

HOSPITALITY

125 TOWNSPARX DRIVE NW
SUITE 300

KINNESSW. GA 30144

COMMATIWE!

DESCRIPTION

STREET NAME OF THE STREET

BUILDING
ELEVATIONS

DEST TIME

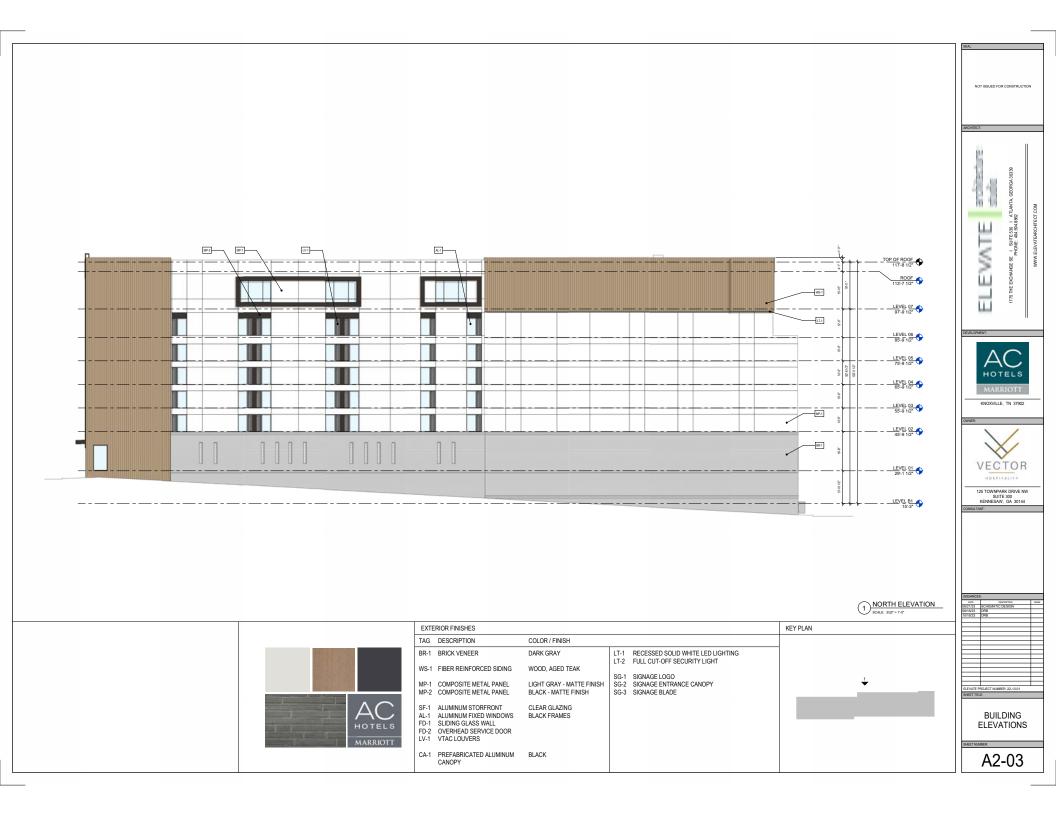
BUILDING
ELEVATIONS

KEY PLAN

LT-1 RECESSED SOLID WHITE LED LIGHTING LT-2 FULL CUT-OFF SECURITY LIGHT

SG-1 SIGNAGE LOGO SG-2 SIGNAGE ENTRANCE CANOPY SG-3 SIGNAGE BLADE HOTELS

NOT ISSUED FOR CONSTRUCTION







HOTELS

KNOXVILLE, TN 37902



125 TOWNPARK DRIVE NW SUITE 300 KENNESAW, GA 30144

JANCES:				
DATE	DESCRIPTION	MARK		
1/23	SCHEMATIC DESIGN			
6/23	DRB			
8/23	DRB			

ARCH RENDERINGS - WALNUT STREET

A2-10



RCHITECT:

1775 THE EXCHANGE SE I SUITESSU I ATLANTA, GEORGIA 30039

AC

KNOXVILLE, TN 37902



125 TOWNPARK DRIVE NW SUITE 300 KENNESAW, GA 30144

JANCES:				
DATE	DESCRIPTION	MARK		
1/23	SCHEMATIC DESIGN			
6/23	DRB			
8/23	DRB			

LEVATE PROJECT NUMBER: 22-1: HEET TITLE:

ARCH RENDERINGS - LOCUST STREET

A2-11

LOCUST STREET

SCALE: 12" = 1"-0"

"ABOVE RENDERING IS FOR ILLUSTRATION PURPOSES ONLY



PHOTO 4: VEHICULAR VIEW INTO ENTRANCE



PHOTO 5: HOTEL ENTRANCE AND INSTAGRAM WALL



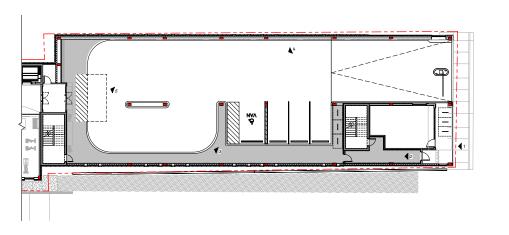
PHOTO 2: VIEW OF PEDESTRIAN CORRIDOR



PHOTO 3: VIEW OF GUEST APPROACH TO HOTEL ENTRANCE



PHOTO 1: VIEW OF PEDESTRIAN APPROACH TO HOTEL AND RETAIL

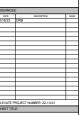






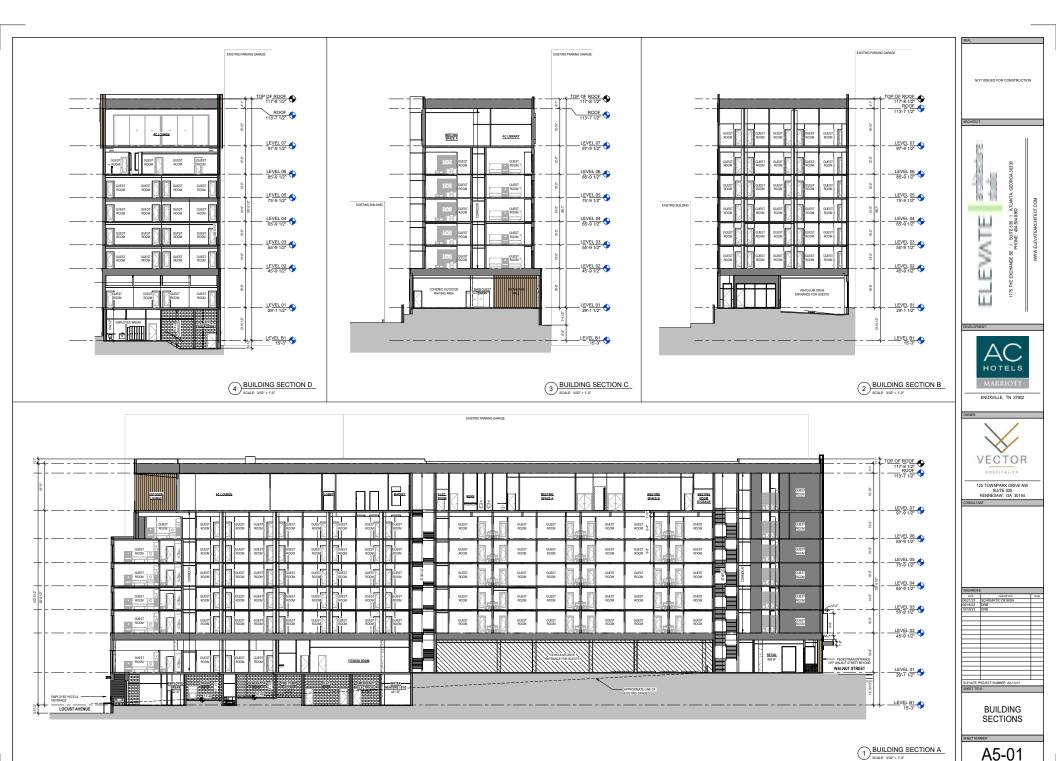


125 TOWNPARK DRIVE NW SUITE 300 KENNESAW, GA 30144



RENDERINGS -PEDESTRIAN APPROACH

A2-12



A5-01

Matthew Thackery

Vice President, Design & Project Management Global Design, US & Canada

7750 Wisconsin Ave, Bethesda, MD 20814 (301) 380-6382 office (240) 566-6132 mobile Matthew.Thackery@marriott.com



RE: DRB - 8-C-23-DT AC Hotel by Marriott Knoxville, Tennessee

To Whom It May Concern:

I am writing on behalf of Marriott International to express our support for the proposed exterior design of the AC Hotel in Downtown Knoxville, as well as the utilization of approved materials, particularly the inclusion of the Nichiha products. The proposed design aligns well with the Brand's standards, contributing positively to the overall guest experience. The combination of architectural elements and the use of high-quality materials, including the incorporation of Nichiha, architectural metal panel, and brick showcases a sophisticated and contemporary aesthetic that resonates with the AC Hotels brand.

Furthermore, we encourage the incorporation of architectural lighting across the façade to accentuate the building and its entryways. It is important to note that the utilization of "multicolored" LED lighting does not align with the AC Hotel design guidelines. We would like to see a uniform color temperature ranging from 2700K to 5000K, ensuring the use of white LED lighting remains consistent.

In conversation with ELEVATE Architecture Studio, we evaluated the guest experience within the basement level of the hotel. We feel it is important to bring up our concerns regarding guest access through a service corridor. Marriott International places great emphasis on creating exceptional guest experiences that are both seamless and comfortable. Accessing the hotel through the basement level, particularly one that houses service areas, will impact the overall guest impression and satisfaction. While we understand that operational logistics sometimes require specific pathways, we would like to highlight some reasons why guest access through the basement level is discouraged for reasons other than emergency egress:

- 1. **Guest Experience:** The initial impression a guest forms upon arrival greatly influences their overall perception of the hotel. Navigating through service areas, mechanical rooms, or storage spaces does not align with the warm and welcoming environment that Marriott properties strive to provide.
- 2. **Safety and Security:** The basement level is typically associated with back of house aspects of the hotel and may have limited visibility or security measures in place. Directing guests through these areas could potentially compromise their safety and security.



Matthew Thackery

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- 3. **Aesthetic Appeal:** Marriott places significant importance on aesthetics and creating a visually appealing environment for guests. Service areas in the basement are not typically designed to be guest-facing, and the presence of equipment, storage, and infrastructure might detract from the desired ambiance.
- 4. **Brand Perception:** The perception of the brand is largely shaped by the experiences guests have during their stay. To maintain the high standards that Marriott is known for, it is crucial to uphold consistent practices that align with our brand's values and principles.

Should you require any further support or assistance regarding the exterior design or any other aspect of the Hotel, please do not hesitate to reach out to us.

Best regards,

Mathewtrakers

