

File #

3-C-19-VA



CITY OF KNOXVILLE

BOARD OF ZONING APPEALS APPLICATION

APPLICANT INFORMATION

Name tru by Hilton/Pratt Partners
 Street Address 5418 Pratt Road
 City, State, Zip Knoxville, TN 37912
 Phone Number (865) 546-9321
 Email bmullins@fmsllp.com

APPLICANT IS:

Owner ☒
 Contractor ☐
 Tenant ☐
 Other ☐

THIS PROPOSAL PERTAINS TO:

New Structure ☐
 Modification of Existing Structure ☐
 Off Street Parking ☐
 Signage ☒
 Other ☐

THIS IS A REQUEST FOR:

- ☒ Zoning Variance (Building Permit Denied) ☐ Extension of Non-Conforming Use/or Structure
☐ Appeal of Administrative Official's Decision ☐ Map Interpretation

PROPERTY INFORMATION

Street Address 5418 Pratt Road
 City, State, Zip Knoxville, TN 37912
 Parcel # (see KGIS.org) 068EC02601
 Zoning District (see KGIS.org) O-1 (Office, Medical and Related Services District)

VARIANCE REQUIREMENTS

City of Knoxville Zoning Ordinance Article 7, Section 2

The City of Knoxville Board of Zoning Appeals shall have the power and authority to grant variances from terms of this ordinance according to the procedure and under the restrictions set out in this section.

The purpose of the variance is to modify the strict application of the specific requirements of this ordinance in the case of exceptionally irregular, narrow, shallow or steep lots, or other exceptional physical conditions, whereby such strict application would result in practical difficulty or unnecessary hardship which would deprive an owner of the reasonable use of his land. The variance shall be used only where necessary to overcome some obstacle which is preventing an owner from using his property as the zoning ordinance intended.

DESCRIPTION OF APPEAL

Describe your project and why you need variances.

Install minimum signage requirement for Hilton tru brand as follows:

(1) Sign A is 62.6 square feet, which exceeds the 24 square foot maximum square footage for any individual sign, and Sign A shall be externally illuminated.

(2) Sign C exceeds the maximum height for one detached sign by 4 feet.

Variance required to increase the maximum square footage to 62.6 square feet for Sign A and to allow Sign A to be externally illuminated. Variance required to increase the height from 6 feet to 10 feet for Sign C and allow Sign C to be externally illuminated. The signs seeking variances do not face residential districts. Reference Article 8, Section 11.5 of the City of Knoxville Zoning Ordinance.

Describe hardship conditions that apply to this variance.

The use is a permitted use within the zone, and Hilton requires this minimum signage for its brand. Variance is further required to allow signage to be visible because of topography and vegetation; however, signage will not face residential zones and is in line with adjacent commercial zones of competitors with similar signage as requested by applicant.

APPLICANT AUTHORIZATION

I hereby certify that I am the authorized applicant, representing ALL property owners involved in this request and that all owners have been notified of this request in writing.

APPLICANT'S SIGNATURE

DATE 2-18-19

File #

3-C-19-VA



CITY OF KNOXVILLE

BOARD OF ZONING APPEALS APPLICATION

*****OFFICE USE ONLY*****

Is a plat required? Yes ☐ No ☒

Small lot of record/substandard lot ☐

VARIANCE REQUEST(S) WITH ORDINANCE CITATION(S):

1. Increase the maximum square footage of a wall sign in a O-1 zone from 24 sq ft to 62.6 sq ft. per Article 8, Section 11.5.b.1.
2. Increase the maximum overall height of a monument sign from 6' to 10' per Article 8, Section 11.5.b.2.

PROJECT INFORMATION

Date Filed 2-18-19

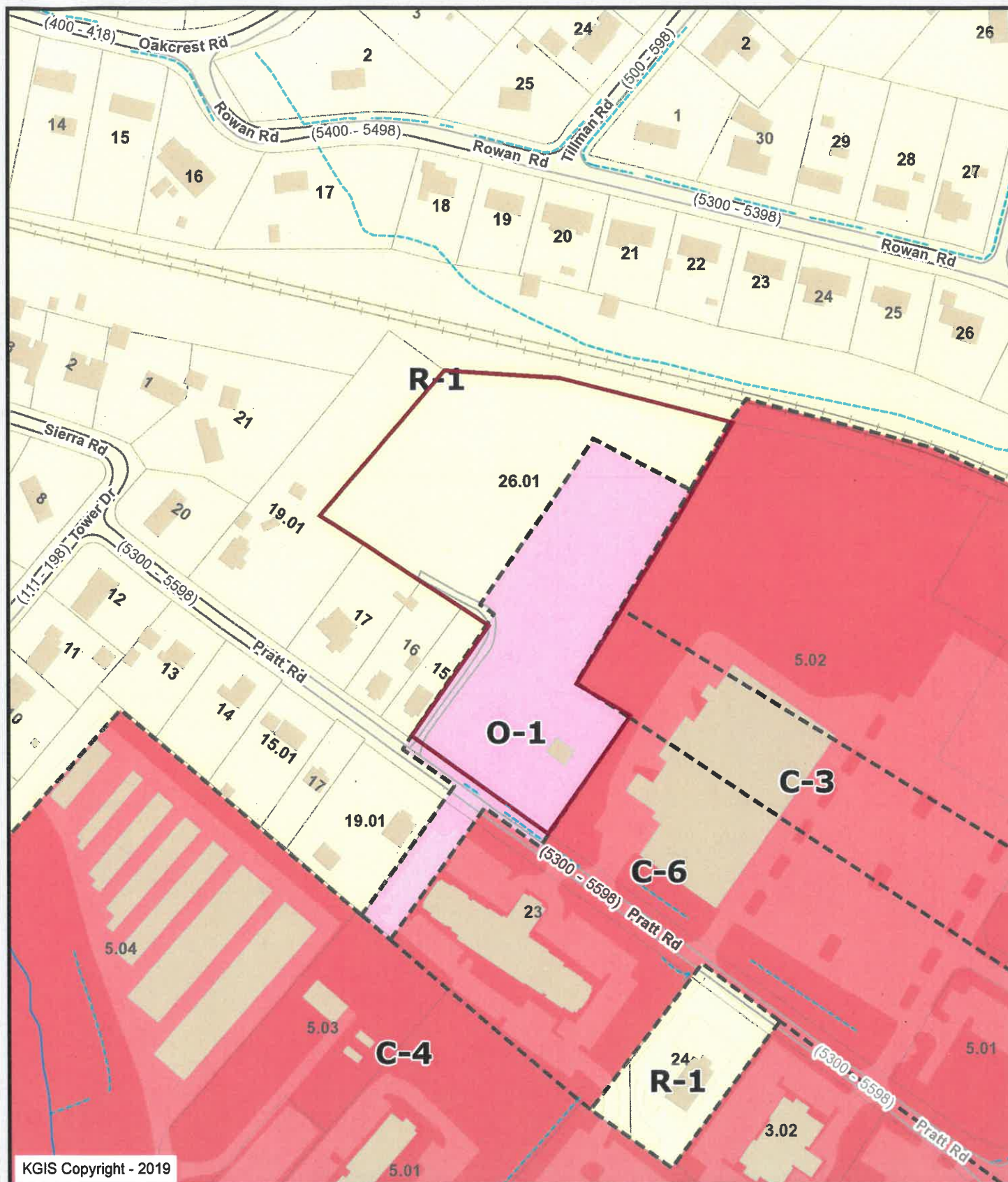
Fee Amount \$250.00

Council District 5

BZA Meeting Date 3-21-19

PLANS REVIEWER Rebecca Johnson

DATE 2-18-19



5418 Pratt Rd.

Tru by Hilton/Pratt Partners
3-C-19-VA

Knoxville - Knox County - KUB Geographic Information System



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Tru by Hilton/Pratt Partners
3-C-19-VA

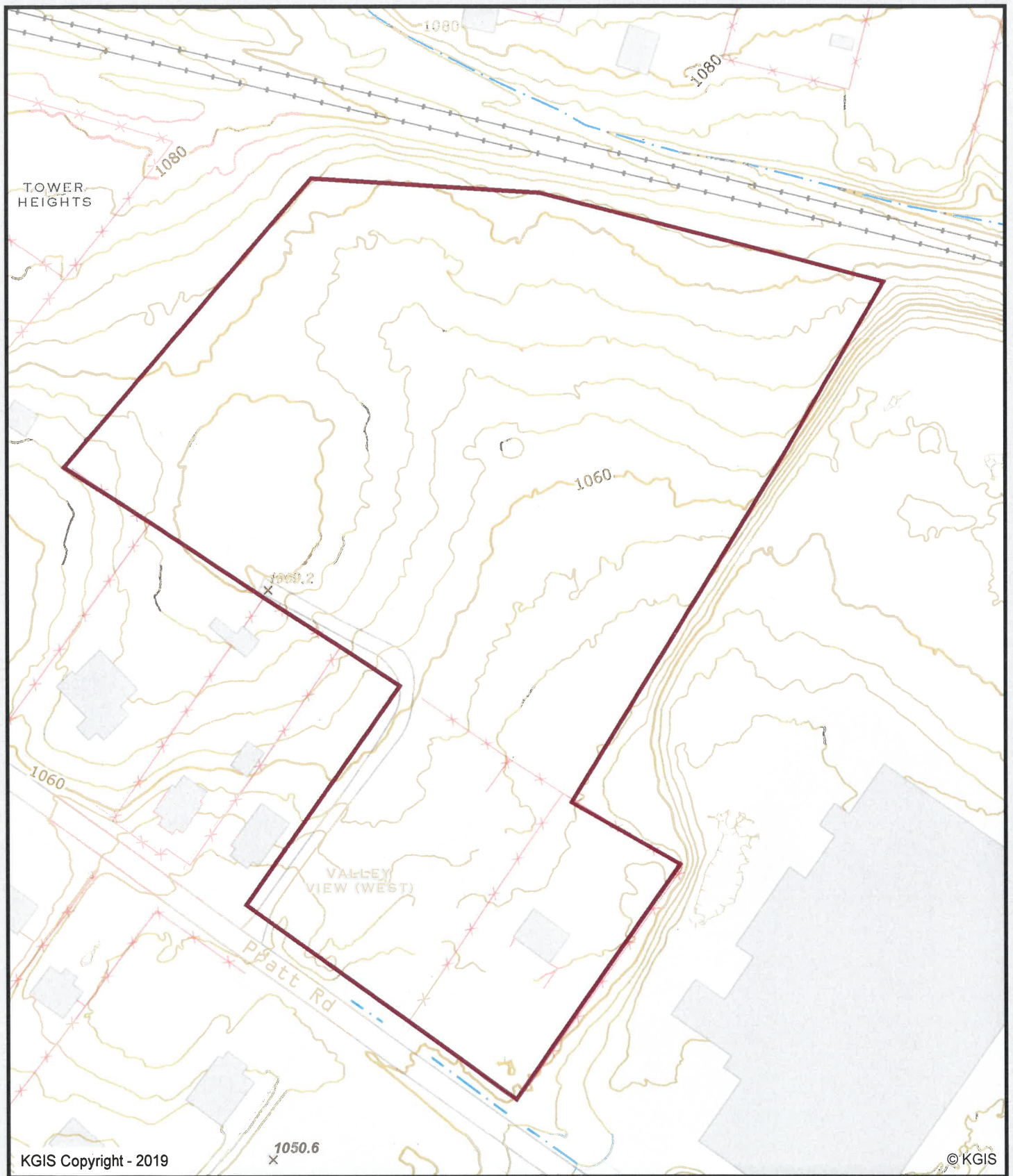
Knoxville - Knox County - KUB Geographic Information System



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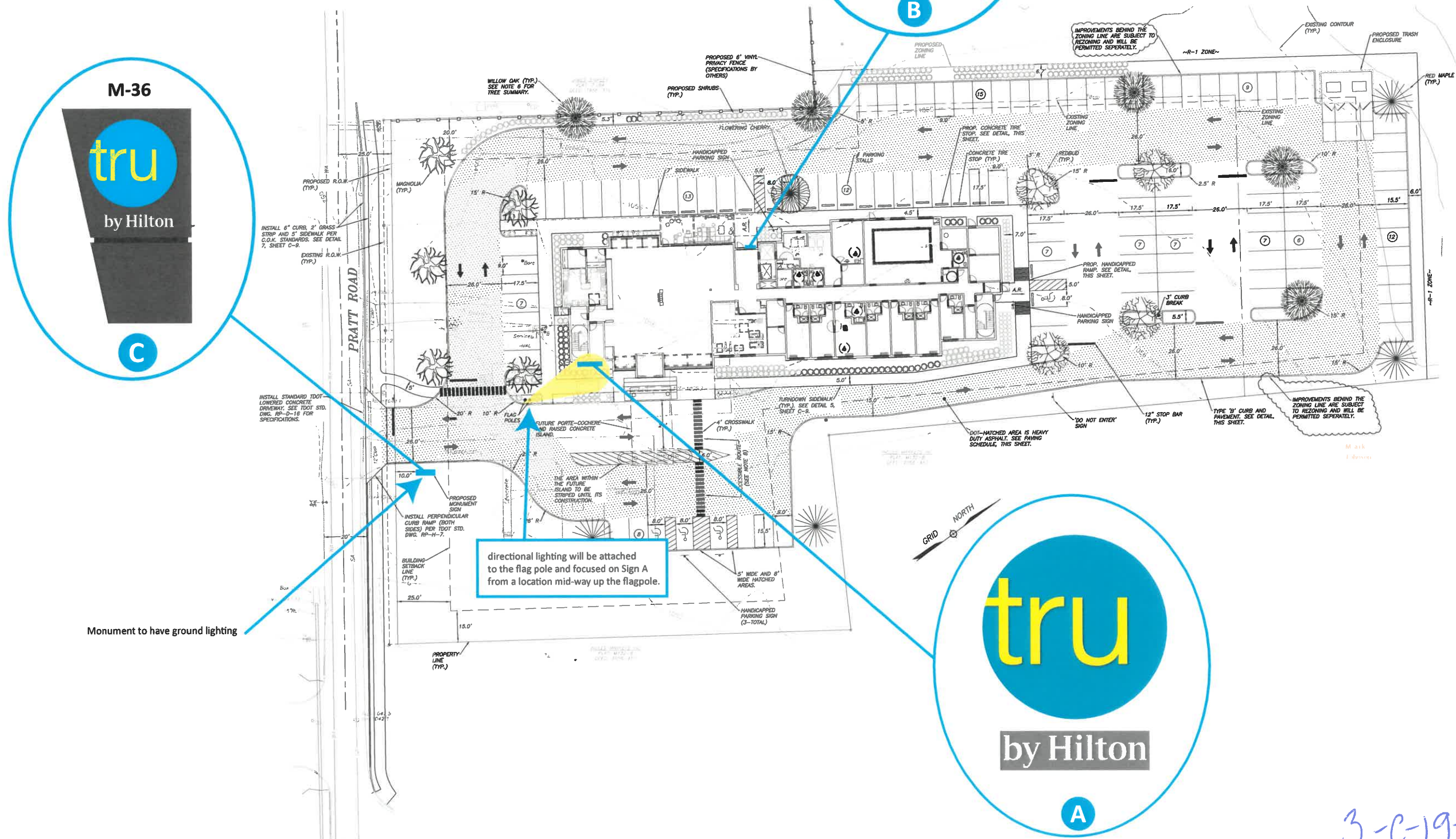
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Scope of Work

- A. HILT0SF4F30023 7' Round tru Building Letters Externally Illuminated
- B. HILT0SF4AX0013 Standard tru non-illuminated building sign
- C. HILT0DF4F30005 Monument TRU M-36 Externally Illuminated



Project ID

SP2-25153-R1

Date: 11-12-2018

Scale: NTS

Sales: J. Pelletier

Designer: M. Holman

Rev. #: R1 M. Holman

Date: 2/22/2019

Revision Note:

Sign A - Change from internally illuminated to Externally Illuminated
Sign C - Change from internally illuminated to Externally Illuminated

☒ 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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25153

Tru by Hilton
5418 Pratt Road
Knoxville, TN 37912

Sign Item

Siteplan

A

HILT0SF4F30023 tru by Hilton - Externally illuminated S/F 7'ø

backer cabinet Painted to Match Wall Surface below the Round Sign



FRONT ELEVATION

Scale: 1/16"=1'

Project ID

SP2-25153-R1

Date: 11-12-2018

Scale: AS NOTED

Sales: J. Pelletier

Designer: M. Holman

Rev. #: R1 M. Holman

Date: 2/22/2019

Revision Note:

Sign A - Change from internally illuminated to Externally Illuminated

Sign C - Change from internally illuminated to Externally Illuminated

✓ Conceptual

Information Required:

Master

Electrical

120V 347V Other

Customer Approval

Signature

MM/DD/YYYY

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25153

Tru by Hilton

5418 Pratt Road

Knoxville, TN 37912

Sign Item

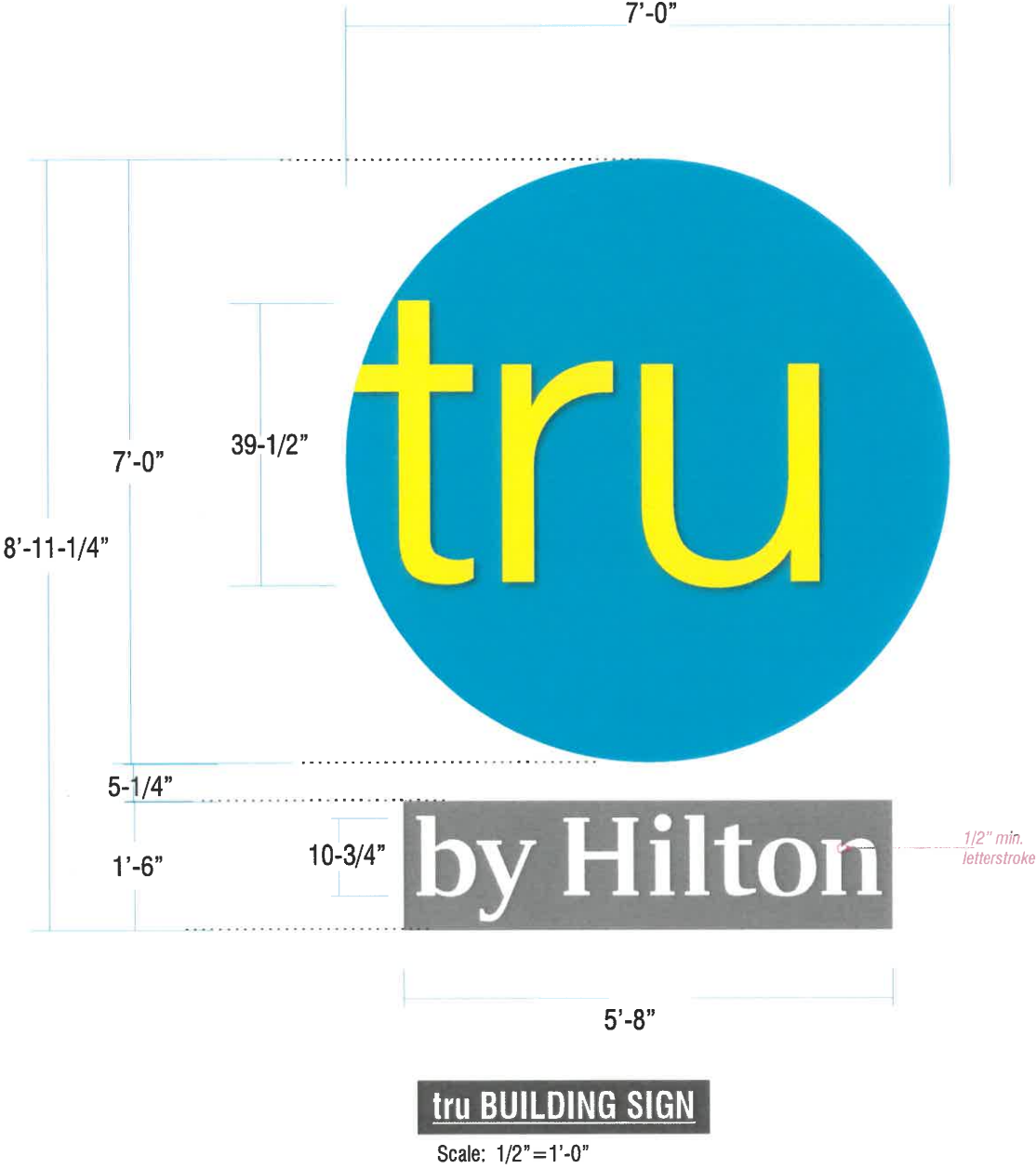
Front Elevation

3-C-19-VA

A HILTOSF4F30023 tru by Hilton - Externally Illuminated S/F 7'ø

backer cabinet Painted to Match Wall Surface below the Round Sign

STACKED BUILDING LETTERS
tru - 7 FT.



FOR USE ON DARK COLORED BUILDINGS
and when this sign IS installed on a
building wedge

Project ID
SP2-25153-R1

Date: 11-12-2018
Scale: AS NOTED
Sales: J. Pelletier
Designer: M. Holman

Rev. #: R1 M. Holman
Date: 2/22/2019

Revision Note:
Sign A - Change from internally illuminated to Externally Illuminated
Sign C - Change from internally illuminated to Externally Illuminated

☒ **Conceptual**

Information Required:

☒ **Master**

☒ **Electrical**

☐ 120V

☐ 347V

☐ Other _____

Customer Approval

Signature _____

MM/DD/YYYY _____

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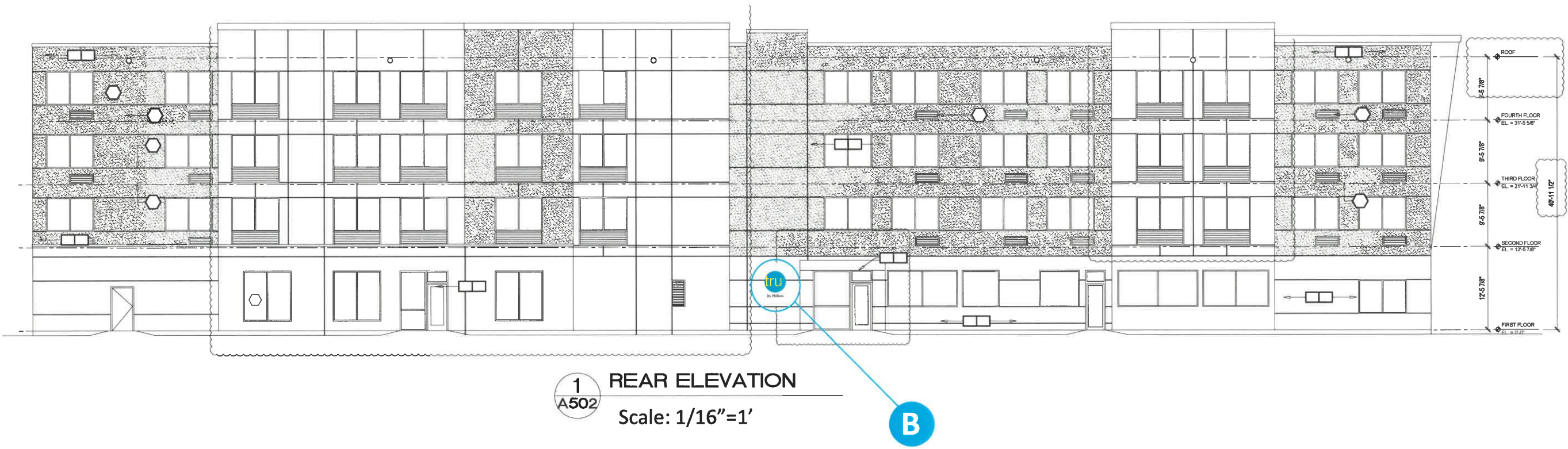
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3-C-19-VA

B

HILT0SF4AX0013 Non-Illuminated Building Sign 3'3" Dia

"TRU" Logo w 1/2" Cut Out Non-Lit Yellow "tru" & BLACK "by Hilton" Letters



Project ID

SP2-25153

Date: 11-12-2018

Scale: AS NOTED

Sales: J. Pelletier

Designer: M. Holman

Rev. #:

Date:

Revision Note:

✓ Conceptual

Information Required:

Master

Electrical

☐ 120V ☐ 347V

☐ Other _____

Customer Approval

Signature _____

MM/DD/YYYY _____

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Tru by Hilton

5418 Pratt Road

Knoxville, TN 37912

Sign Item

Rear Elevation

3-C-19-VA

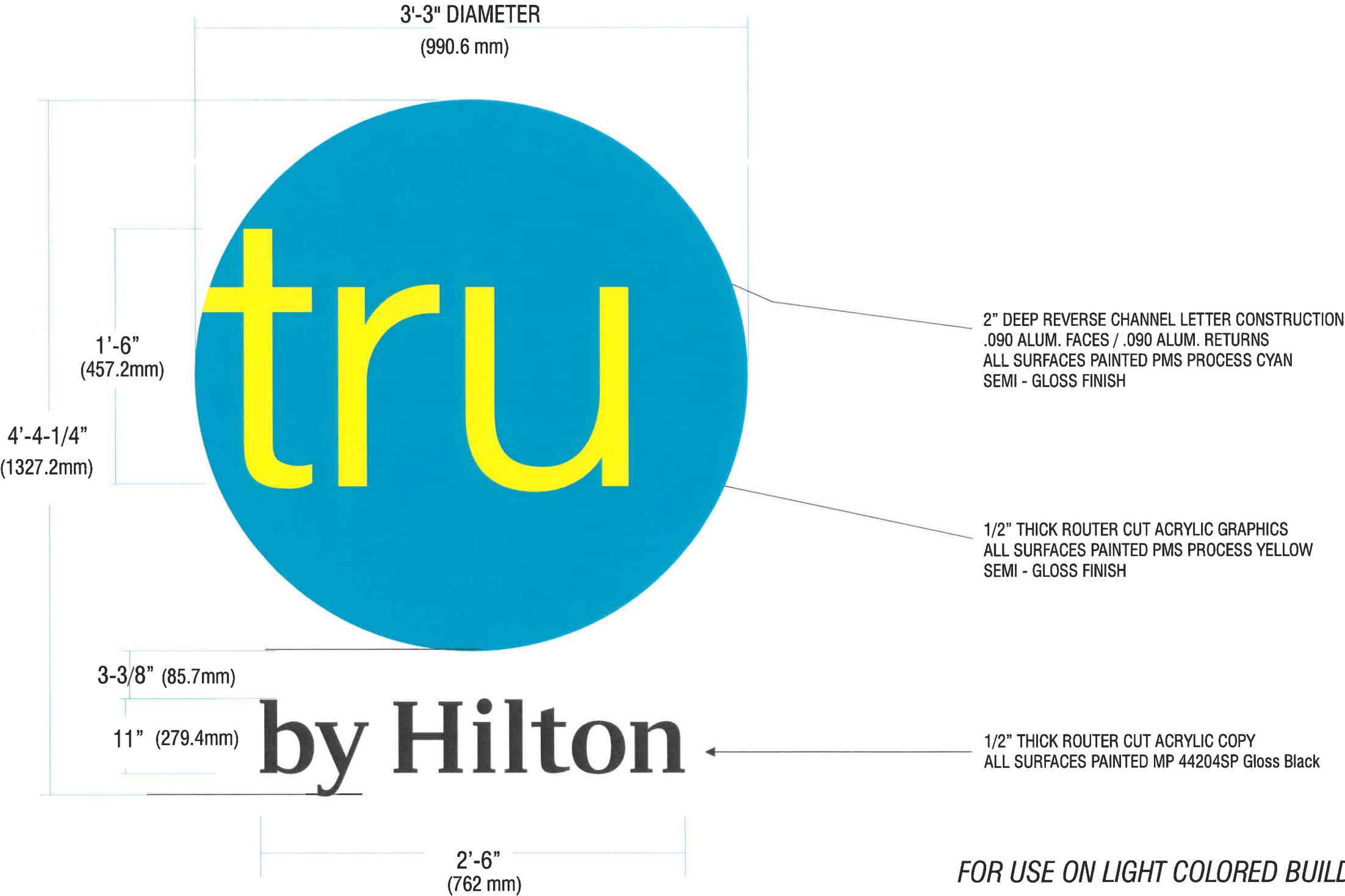
B

HILTOSF4AX0013 Non-Illuminated Building Sign 3'3" Dia

"TRU" Logo w 1/2" Cut Out Non-Lit Yellow "tru" & BLACK "by Hilton" Letters

NON-ILLUMINATED BUILDING SIGN - tru 3'-3"

SCALE: 1-1/2"=1'-0"
14.2 SQUARE FEET



ALL PAINT FINISHES TO BE SEMI-GLOSS

FOR USE ON LIGHT COLORED BUILDINGS
Optional signage at the secondary entrances

3-C-19-VA

Project ID

SP2-25153

Date: 11-12-2018

Scale: AS NOTED

Sales: J. Pelletier

Designer: M. Holman

Rev. #:

Date:

Revision Note:

☒ Conceptual

Information Required:

☐ Master

☒ Electrical

☐ 120V ☐ 347V

☐ Other _____

Customer Approval

Signature _____

MM/DD/YYYY _____

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25153

Tru by Hilton

5418 Pratt Road

Knoxville, TN 37912

Sign Item

Non-Illum Wall Sign

C

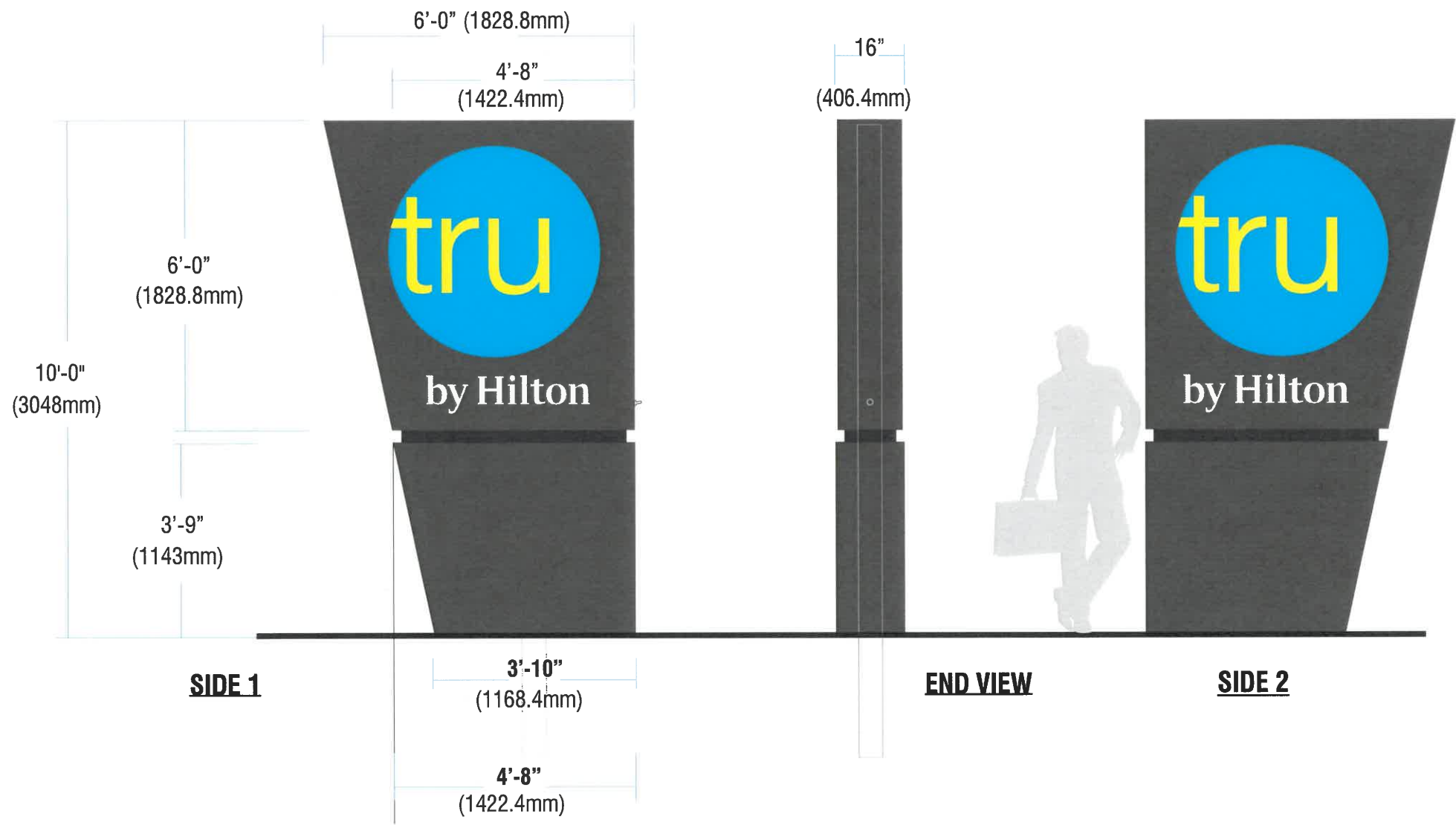
HILT0DF4F30005 Externally Illuminated Monument TRU M-36

ALL PAINT FINISHES TO BE SEMI-GLOSS

MONUMENT - tru M-36

Angled side of signage to be
STREETSIDE

SCALE: 3/8"=1'-0"
36 SQUARE FEET



SUPPORT STEEL &
FOUNDATION DESIGNED
FOR 100 MPH WIND LOAD

STEEL SIGN SUPPORT MOUNTED IN CONCRETE PIER TYPE
FOUNDATIONS - SIZE & DEPTH SHOWN TO BE CONFIRMED BY
LOCAL CODE / CONDITIONS & ENGINEERING REQUIREMENTS

Any portion of monument that is less than 80" and which is more than 4" out from the base would be a protruding object.
If the sign is located on a grassy or landscaped area, or on a raised section it would not be in the circulation route
The landscaping or plinth would provide cane detection.

3-C-19-VA

Project ID
SP2-25153-R1

Date: 11-12-2018
Scale: 3/8"=1'
Sales: J. Pelletier
Designer: M. Holman

Rev. #: R1 M. Holman
Date: 2/22/2019

Revision Note:
Sign A - Change from internally illuminated to Externally Illuminated
Sign C - Change from internally illuminated to Externally Illuminated

☒ Conceptual

Information Required:

☐ Master

☒ Electrical

☐ 120V ☐ 347V
☐ Other _____

Customer Approval

Signature _____
MM/DD/YYYY _____

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25153
Tru by Hilton
5418 Pratt Road
Knoxville, TN 37912

Sign Item
M-36 Monument