

► **FILE #:** 2-H-14-RZ

AGENDA ITEM #: 35

AGENDA DATE: 2/13/2014

► **APPLICANT:** KNOXVILLE CITY COUNCIL

OWNER(S): Wayland Goodman Properties, LLC

TAX ID NUMBER: 109 A K 014

JURISDICTION: City Council District 1

STREET ADDRESS: 2110 Chapman Hwy

► **LOCATION:** East side Chapman Hwy., south of Mimosa Ave.

► **APPX. SIZE OF TRACT:** 2.7 acres

SECTOR PLAN: South City

GROWTH POLICY PLAN: Urban Growth Area (Inside City Limits)

ACCESSIBILITY: Access is via Chapman Hwy., a major arterial street with 4 lanes and a center turn lane within 65' of right-of-way.

UTILITIES: Water Source: Knoxville Utilities Board

Sewer Source: Knoxville Utilities Board

WATERSHED: Tennessee River

► **PRESENT ZONING:** SW-6 (Henley Gateway)

► **ZONING REQUESTED:** SW-6 (Henley Gateway) / H-1 (Historic Overlay)

► **EXISTING LAND USE:** Former Kern's bakery building

► **PROPOSED USE:** Unknown

EXTENSION OF ZONE: No

HISTORY OF ZONING: None noted

SURROUNDING LAND USE AND ZONING: North: Railroad tracks and offices / SW-6 (Henley Gateway)

South: Business / SW-6 (Henley Gateway)

East: Vacant land and parking / SW-6 (Henley Gateway)

West: Chapman Hwy. - Business / SW-6 (Henley Gateway)

NEIGHBORHOOD CONTEXT: This site is located along Chapman Hwy., just south of the former Baptist Hospital. It is surrounded by commercial and office uses under the South Waterfront form based SW-6 zoning district.

STAFF RECOMMENDATION:

► **RECOMMEND that City Council APPROVE SW-6 (Henley Gateway) / H-1 (Historic Overlay) zoning, with attached design guidelines.**

Based on the comments below, the subject property and the structure located on it are appropriate and eligible for an H-1 overlay with design guidelines.

COMMENTS:

Historical and Architectural Significance

The building's history begins with Peter Kern, who founded the original bakery business. Born in Germany in 1836, he moved to America. In the fall of 1863, Kern was en route from his home in Georgia to Virginia to join

the front lines of the Civil War as a confederate. As he was waiting for a train connection in Knoxville, he was captured by Union forces. After he was released, he decided to remain in Knoxville and establish a bakery.

In 1925, Greer, Kuhlman, and Brown jumped at the opportunity to purchase Kerns bakery. The business remained at its earlier location at 1 Market Square from 1925 until 1930. Toward the end of 1930, Brown-Greer & Company, Inc. purchased a large tract of land on the south side of the river, close to the Henley Street Bridge (under construction at this time).

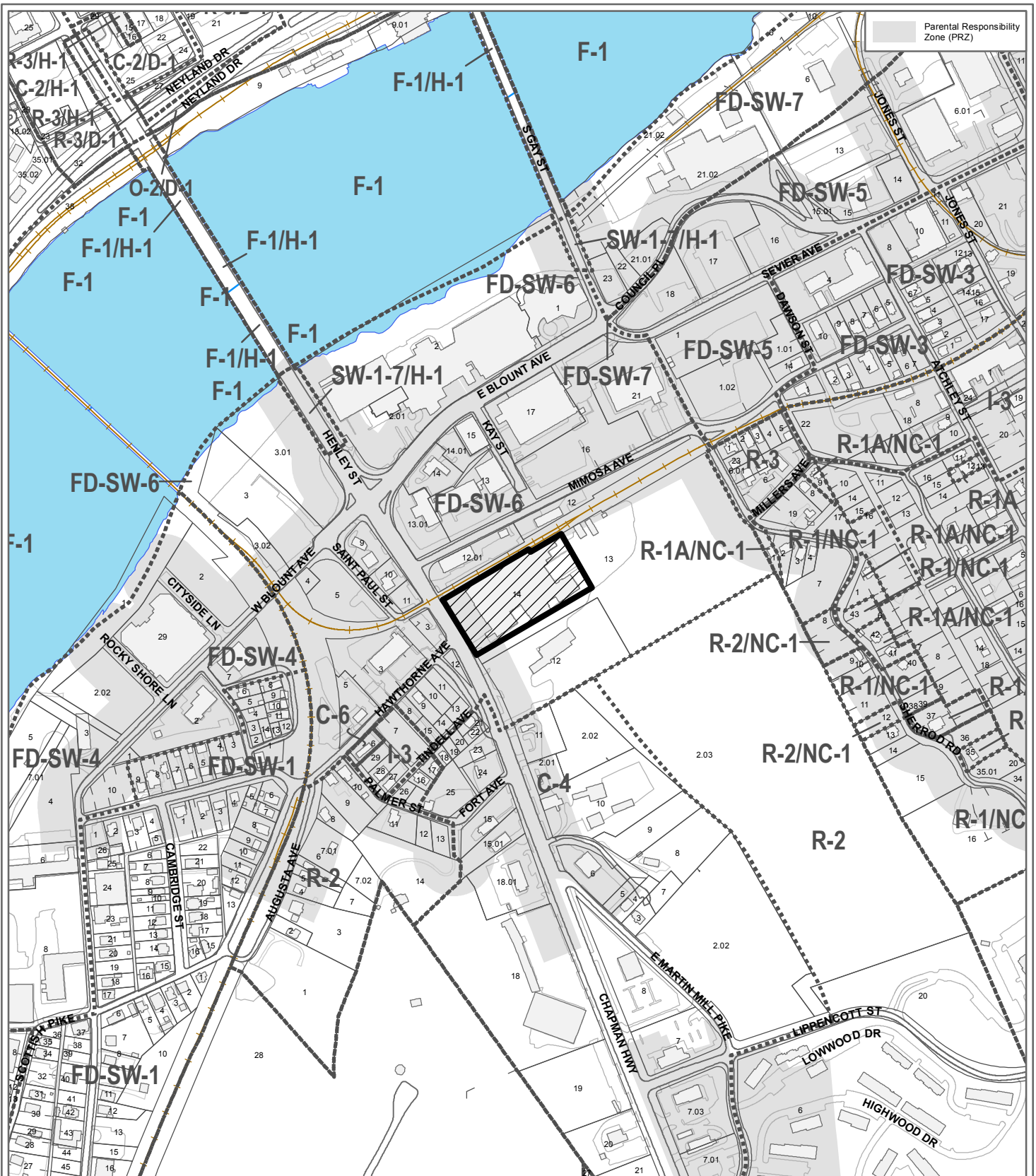
The current Kerns Bakery building at 2110 Chapman Highway was built in 1931 as the new home of the successful business, and over the years became known regionally. Providing architectural distinction to the gateway of south Knoxville, its design is Art Deco influenced. One of the most distinctive features of the building is the sign that crowns the building. When operational, the sign display moves through its cycles and appears to stack slices of bread as they fall out of the wrapper.

Although the building is no longer utilized as a bakery, its architectural prominence in south Knoxville renders it a significant and recognizable feature of the city's industrial past.

ESTIMATED TRAFFIC IMPACT: Not required.

ESTIMATED STUDENT YIELD: Not applicable.

If approved, this item will be forwarded to Knoxville City Council for action on 3/4/2014 and 3/18/2014. If denied, MPC's action is final, unless the action to deny is appealed to Knoxville City Council. The date of the appeal hearing will depend on when the appeal application is filed. Appellants have 15 days to appeal an MPC decision in the City.



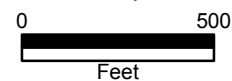
**2-H-14-RZ
REZONING**

From: SW-6 (Henley Gateway)
To: SW-6 (Henley Gateway) / H-1 (Historic Overlay)



Petitioner: Knoxville City Council

Map No: 109
Jurisdiction: City



Original Print Date: 1/27/2014
Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

Design Guidelines for Kerns Bakery Building

The Secretary of Interior's *Standards for Rehabilitating Historic Buildings* shall govern the issuance of Certificates of Appropriateness for alterations to the exterior of the Kern's Bakery. The *Standards* are listed below.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.
11. If cleaning or rehabilitating the historic bread sign on the roof of the building, the recommendations in Preservation Brief #25 :“The Preservation of Historic Signs” must be followed.

M P C
METROPOLITAN
P L A N N I N G
C O M M I S S I O N

Suite 409 • City County Building
400 Main Street
Knoxville, Tennessee 37902
0-6-5 • 2-1-5 • 2-5-0-0
F A X • 2-1-5 • 2-0-6-8
www.knoxmpc.org

**APPLICATION for DESIGNATION
HISTORIC OVERLAY (H-1 OR HZ)
NEIGHBORHOOD CONSERVATION OVERLAY (NC-1)**

Request: H-1 or HZ Historic Overlay or NC-1 Neighborhood Conservation Overlay

Date submitted: 9-27-13

Historic Name of Property: KERNS BAKERY

Common Name of Property: KERNS BAKERY

Address of Property: 2110 CHAPMAN HIGHWAY
KNOXVILLE, TN 37920

Tax Parcel ID Number _____ Base Zoning: _____

Is the property listed on the National Register of Historic Places? Yes _____ No

Applicant's Name (please print): VICE MAYOR NICK PAVLIS

Applicant's Signature: Nick Pavlis

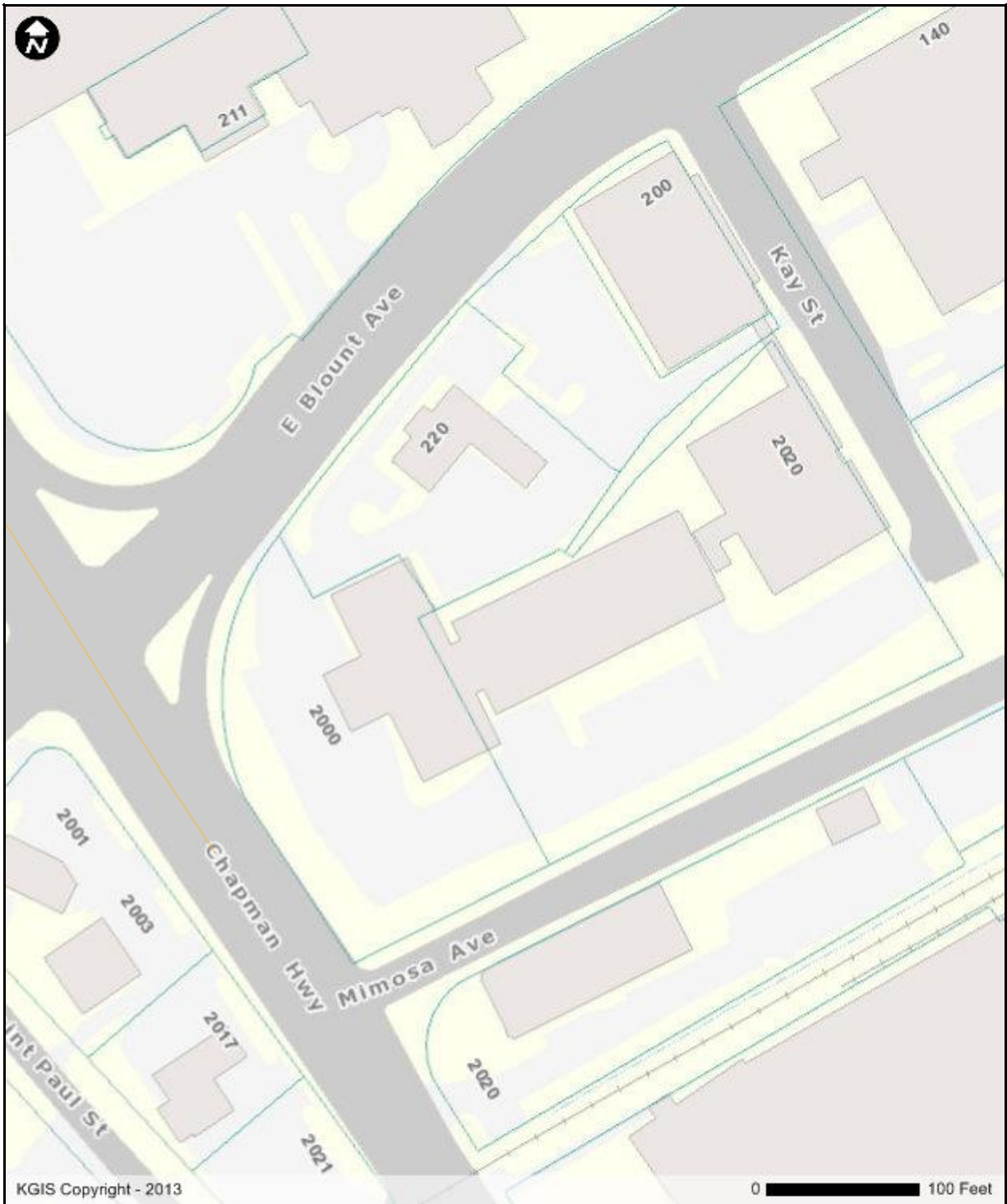
Address: 3815 ADMIRALTY LANE
KNOXVILLE, TN 37920

Telephone Number (s): (865) 579-2055

Application Accepted By: Key Graybeal, MPC

NOTE: AN APPLICATION FOR REZONING MUST BE FILED WITH THIS APPLICATION FOR HISTORIC OVERLAY ZONING.

(See Page 2 for required documentation.)



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0 100 Feet

2000 Chapman Highway

Kerns Bakery Building

KGIS - 606 Main St - Suite 150 - Knoxville, TN 37902 - www.kgis.org

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**HISTORIC ZONING OVERLAY
DESIGNATION REPORT
Kerns Bakery (ca. 1925)
2110 Chapman Highway
(CLT 109AK014)
KNOXVILLE, TENNESSEE
October 17, 2013**

Architectural Description

Art Deco in design, the Kerns Bakery building is a red, wire-cut brick building. The building contains a central pavilion of three bays that is two stories in height, with flanking one-story wings. Three central entries mark the first floor of the central pavilion; they are recessed and flanked by square brick pilasters. Each of the three doors contains a full light in a wood frame, with a segmental arched transom of eighteen small panes; the doors and transoms are flanked by small paned transoms. The entries are topped by sixteen-light metal windows with metal awnings, each of which has a decorative wrought iron grill. The entries and windows form units that are set into a smooth cut stone surround. Between the doors and second-story windows is a paneled cut stone section containing three recessed panels. These surrounds mimic the segmental arch of the transoms on the first floor. Flanking the central entry bay are bays that contain three windows on the first and second story; with windows also of metal, composed of twelve lights with a central six-light movable section. These windows are marked by soldier courses at the top of the window and below the stone sills. Connecting the windows is an applied detail that creates the appearance of recessed brick. The entry doors are reached by a set of poured concrete steps that are flanked by oversize buttresses. Simple painted metal pipe rails traverse the center of these stairs. Applied oversize letters spell the name "Kerns Bakery" and are located in the cornice above the second-story windows.

Flanking the central portion of the building are one story wings on a raised basement, also constructed of brick and matching the materials of the central pavilion. The soldier courses, sills, and brick detail are also present in the wings. The windows on the first floor of the wings are tall and narrow twenty light windows, with a four-light pivoting central section. Windows in the raised basement are shorter but also contain the pivoting central section.

A stone coping tops all three sections of the building, with a metal coping above it. A small hip-roofed penthouse with metal siding is located on the northernmost wing.

One of the most distinctive features of the building has always been the neon sign that is located on the roof of the building. Although it has been modified in recent years, it was a painted metal form in the shape of a loaf of bread, painted to resemble the Kerns Bread packaging, and outlined in neon. As the moving neon sign display changed, it revealed slices of bread that were falling out of the package into a horizontal stack.

Statement of Significance

Peter Kern was born in Germany in 1836 and moved to America in 1852, first settling in New York. Kern disliked the winters in the north so the following year he moved to Charleston, S.C.

and would continue to transplant himself until he settled in Georgia in 1857. Kern joined the Confederate army at the outbreak of the Civil War and was a member of the 12th Georgia Infantry. Kern was wounded in action in Virginia, and sent home to Georgia to recover from his injuries.

In the fall of 1863, Kern began his travels to Virginia to rejoin the frontlines. As he was waiting on a train connection in Knoxville, however, Union forces occupied the city. Kern was captured, but released on the condition that he remain in the city until the end of the war. After Kern was released he decided to remain in Knoxville and established a bakery at the corner of State Street and Main Avenue with fellow German immigrant, William Heidel. By the late 1860s, Kern had bought out Heidel's share, and had moved the business into a two-story building on Market Square. In 1875, Kern commissioned the construction of a new three-story structure on the southwest corner of Market Square. Designed by architect Joseph F. Baumann, the building's first floor housed Kern's confections retail salesroom, the second floor housed his ice cream parlor, and the third housed a meeting hall.

Peter Kern would serve one term as the mayor of the City of Knoxville from January 1890 until January 1892 and also served a number of years as a City Alderman. Kern would remain a major influence on the growth of the local community until his death in 1907.

After Kern's death, the portions of the business that included the candy and ice cream manufacturing and sales (the confectionary) were discontinued. The Kern family remained owner of the business until 1925 when three local prominent Knoxvilleians purchased the bakery portion of the business from the family. Those three men were John L. Greer, Nathan B. Kuhlman, and Roy H. Brown, Sr.

John L. Greer was a 1919 University of Tennessee law school graduate, putting himself through school by working the counter at Kern's selling bread. After graduation he was a city judge from 1919 until 1923. In 1923, he left the public position to help his friend, Nathan B. Kuhlman run the St. James Hotel on Wall Avenue. Kuhlman and Greer, knew each other in their younger years working together at the Kuhlman owned, Mono Ice Cream Company and it was Kuhlman who earlier suggested Greer for the position of judge in 1919.

Nathan B. Kuhlman was a well-known Knoxville businessman, dabbling in a number of different ventures throughout his life. For a number of years, Kuhlman owned a brokerage business, served on the Knoxville city council, was elected the city police commissioner, owned an ice cream manufacture, and ran a local hotel.

In 1925, there was an opportunity to purchase the Kerns business and Greer, Kuhlman, and another Knoxvilleian, Roy Brown jumped at the opportunity. The business remained at its earlier location at 1 Market Square from 1925 until 1930. In 1928, Greer and Brown purchased Kuhlman's portion of the business and the company became known as Brown-Greer & Company, Inc.

Roy Brown was born in Rutledge, Tennessee in 1888 and was educated in Knoxville at the Baker-Himel School and Virginia Military Institute. A well-known banker and businessman, Brown legacy in Knoxville is his involvement in his ownership and operation of Kern's.

Towards the end of 1930, Brown-Greer & Company, Inc. purchased a large tract of land on the south side of the river, close to the Henley Street Bridge (at this time under construction,

completed in 1931) from former Knoxville mayor (1879 until 1880) and prominent businessman and land owner, Samuel B. Luttrell.

The building at 2110 Chapman Highway was built in 1931 as the new home for Kern's Bakery and over the years became a Knoxville landmark and very successful regional bakery business.

Sixty years later a dispute between the Brown and Greer families regarding operation practices resulted in a number of law suits and legal actions from 1972 until 1978. In 1978, the Brown family ended up with sole control and ownership of the business.

The Kerns Bread brand was purchased in 1989 by Sara Lee, who continued to use the production facility into the 2000s.

The building on Chapman Highway is no longer utilized. However, its long history of prominence in South Knoxville, together with its distinctive architecture and the unique neon sign that crowns its roof, make it a significant and recognizable feature of Knoxville's industrial past.

Boundaries and Justification of Included Properties

The boundaries of this nomination are consistent with the tax parcel on which the building is located on.

Design Standards

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<http://www.nps.gov/tps/how-to-preserve/briefs/25-signs.htm>



Kerns Bakery – Front facade and landscaping



Kerns Bakery – Front façade, center section



Kerns Bakery – South facade



Kerns Bakery – North facade