

January 10, 2017

Knoxville-Knox County MPC
400 Main Street, Suite 403
Knoxville, TN 37902
Attn: Commissioners

RE: 4811 LYONS VIEW PIKE—PROPOSED REZONING FROM R-2 TO O-1 (FILE #'s 1-0-17-RZ/1-G-17-PA/1-H-17-SP)

Dear Commissioners:

I wanted to take this opportunity to introduce myself and my partners to the Commission, but more importantly explain the reasoning behind our request and why we believe it makes sense for you to approve. This property sits between Lyons Head Condos and High Gate Apartments (on the Cherokee Country Club golf course side of Lyons View). This property is relatively hidden with mature landscaping, an adjoining wall, and narrow frontage, and it is our intention to keep it that way. The property is currently zoned R-2 and our plan for the property is to repair/restore the existing structure for use as our professional office space similar to those zoned O-1 nearby, but first let me tell you about our group.

The new ownership entity for this property will consist of myself (Dixon Greenwood), Todd Miller, Lori Wood, and Tim Zitzman. Each of us is involved in various development projects across the country. Although we all live in Knoxville, we rarely have business before the MPC because most of our projects are located outside the region. However, I think it's imperative that you understand who we are and how we intend to use the property to make an informed decision.

Locally, Zitzman and I are partners with Mark Heinz and David Dewhirst on two recent/current development projects in the heart of Knoxville. **The Central Market** located at 1721 Central Avenue involves the redevelopment of the old Higginbotham auto service buildings. These buildings stood unoccupied for years before we repurposed them for a bakery (Wild Love Bakehouse) and a vintage furniture/clothing store (Mid-Mod Collective). Additionally, Zitzman and I are also partners with Dewhirst and Heinz on the **Kern's Bakery Building** in South Knoxville. The building was awarded a façade grant and has recently undergone work to restore the original 1931 portion of the bakery to its historic condition. We are excited about how the Kern's redevelopment can contribute to South Knoxville's current momentum and look forward to discussing that project with the City in the near future.

Zitzman is also a partner on a few other completed development projects in downtown Knoxville including: The **Arnstein Building** (Urban Outfitters and Barber McMurry and lofts), the **New Union Shops** (Casual Pint, Citi-Fi-Do, Nothing Too Fancy, Tree & Vine and Lellyett and Rogers), and the **Davis Carpet Building** (K-Brew and Nothing Too Fancy).

Myself, Zitzman, and Wood also own/manage larger shopping center projects in Pigeon Forge and Kingsport, TN, and Winston-Salem, NC.

Finally, all four owners are involved in the development of single-tenant retail outparcels across the country. Our most recent completed project was in Slidell, Louisiana and we are currently in development of similar projects in Virginia, Illinois, Indiana, Florida, and Oklahoma. Because our projects are mostly not located in Tennessee, we rarely host meetings of any appreciable size or deal with our vendors on a face-face basis.

Up until now, we have been able to accomplish these projects out of home offices. However, our growth necessitates that we establish a central office where we can store development files, conduct partnership meetings, and maintain the books and records of managed development projects. Other than one part time employee, there would be no other person regularly using the office.

So getting back to the property...as you may have ascertained, we appreciate unique and historic structures, which is what attracted us to this location to start with. From the information we've been able to gather at this point, the rear portion of the structure was a "craftsman style" home built prior to 1935 and the front portion (sanctuary) was added sometime around 1950. While the church is still active, its membership has dwindled and we feel there is an opportunity to fit our needs while preserving a structure that has been on Lyons View for a long time. It is a distinctive building and we would like to take the steps necessary to preserve the structure. In places, the brickwork on the old house portion needs to be retooled. Minor structural and mechanical repairs need to be made. The building needs to be scraped/repainted and some windows will require replacement. However, our use requires NO STRUCTURAL CHANGES to the building and NO ADDITIONAL STRUCTURES built on the property.

In your consideration of this rezoning request, please note the building is not suited for use as either a single-family home, or as a multi-unit dwelling. Accordingly, if the building remains zoned as R-2, it could potentially be torn down and replaced with an apartment building that could create more traffic and more inconvenience for the neighbors than our intended use as owner/occupier of professional offices. We also believe that the current building is more aesthetically pleasing than a multi-story apartment building, and lends itself to the other unique structures and uses that have been a part of Lyons View's diverse and varied history.

In closing, we deal with planning commissions all over the country and we certainly appreciate and respect the work you do as a public service to this community. We would not approach you with a concept that we felt would do harm to the long-term growth plans of the City we call home, as our love for this place runs deep. Included with this letter you will find some examples of our work in Knoxville. We thank you for your time and attention to this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dixon Greenwood", written in a cursive style.

Dixon Greenwood

THE CENTRAL MARKET

BEFORE



CONCEPT





N O R T H C E N T R A L S T R E E T



1617 N. CENTRAL STREET - LEASING INFO: 865.585.2307 - CENTRAL MARKET

The Arnstein

BEFORE



The Arnstein

AFTER



KERN'S BAKERY

History

Kern's Bakery was built just across the river from downtown Knoxville in 1931. The company expanded from a beloved Market Square bakery and ice cream parlor to a large scale factory serving the southeast. Kern's Bread became one of the best known brand names in the region. The bakery on Chapman Highway produced Kern's bread from 1931 until 1989 when it was purchased by Sara Lee. The Kern's recipe was brought back by popular demand in 2008 and the brand was produced solely at the Knoxville location until it closed in 2012. The building's historic facade restoration will be completed in 2016 and the building is in process of nomination for the National Register of Historic Places.



Kern's Bakery c.1938



Kern's Bakery Garage c.1931

Kern's Bakery c.1931



KERN'S BAKERY

Site

Historic Kern's Bakery sits on a 14 acre site, adjacent to a wooded mountain scape and Civil War fort. Fort Stanley is in process of becoming a public park and will be incorporated into Knoxville's Urban Wilderness as part of the Battlefield Loop. The large site provides an opportunity for new construction to create more density and walkability in the area. The overall goal is a mixed-use site with the potential to have a hotel, residential, restaurants, retail and other commercial uses. New development along the hillside would offer spectacular downtown views. As the South Waterfront and Urban Wilderness develop as major attractions to Knoxville, and the city center expands, the Kern's Bakery site will be an excellent location for a new mixed-use development.



KERN'S BAKERY

Mixed-Use Proposal

Kern's Bakery is a rare historic structure in the South Waterfront area. Its redevelopment has the potential to simultaneously support the existing identity of South Knoxville while also inspiring its growth. With over 70,000 square feet, the overall plan for the project is to create a commercial, mixed-use campus. This will likely include both larger and smaller commercial tenants, utilizing the varied and unique spaces within the factory. The goal is to create a lively campus which has diverse yet continuous activity both day and night. The location of the bakery creates an amazing opportunity to be both an urban connection and destination within Knoxville's Urban Wilderness. The successful redevelopment of Kern's Bakery will honor the historic nature of the building and translate the beloved brand into a beloved place for years to come.



Proposed Urban Wilderness Greenway Link



Proposed Mixed-Use Concept

January 10, 2017

Knoxville-Knox County MPC
400 Main Street, Suite 403
Knoxville, TN 37902
Attn: Commissioners

RE: 4811 LYONS VIEW PIKE—PROPOSED REZONING FROM R-2 TO O-1 (FILE #'s 1-0-17-RZ/1-G-17-PA/1-H-17-SP)

Dear Commissioners:

I wanted to take this opportunity to introduce myself and my partners to the Commission, but more importantly explain the reasoning behind our request and why we believe it makes sense for you to approve. This property sits between Lyons Head Condos and High Gate Apartments (on the Cherokee Country Club golf course side of Lyons View). This property is relatively hidden with mature landscaping, an adjoining wall, and narrow frontage, and it is our intention to keep it that way. The property is currently zoned R-2 and our plan for the property is to repair/restore the existing structure for use as our professional office space similar to those zoned O-1 nearby, but first let me tell you about our group.

The new ownership entity for this property will consist of myself (Dixon Greenwood), Todd Miller, Lori Wood, and Tim Zitzman. Each of us is involved in various development projects across the country. Although we all live in Knoxville, we rarely have business before the MPC because most of our projects are located outside the region. However, I think it's imperative that you understand who we are and how we intend to use the property to make an informed decision.

Locally, Zitzman and I are partners with Mark Heinz and David Dewhirst on two recent/current development projects in the heart of Knoxville. **The Central Market** located at 1721 Central Avenue involves the redevelopment of the old Higginbotham auto service buildings. These buildings stood unoccupied for years before we repurposed them for a bakery (Wild Love Bakehouse) and a vintage furniture/clothing store (Mid-Mod Collective). Additionally, Zitzman and I are also partners with Dewhirst and Heinz on the **Kern's Bakery Building** in South Knoxville. The building was awarded a façade grant and has recently undergone work to restore the original 1931 portion of the bakery to its historic condition. We are excited about how the Kern's redevelopment can contribute to South Knoxville's current momentum and look forward to discussing that project with the City in the near future.

Zitzman is also a partner on a few other completed development projects in downtown Knoxville including: The **Arnstein Building** (Urban Outfitters and Barber McMurry and lofts), the **New Union Shops** (Casual Pint, Citi-Fi-Do, Nothing Too Fancy, Tree & Vine and Lellyett and Rogers), and the **Davis Carpet Building** (K-Brew and Nothing Too Fancy).

Myself, Zitzman, and Wood also own/manage larger shopping center projects in Pigeon Forge and Kingsport, TN, and Winston-Salem, NC.

Finally, all four owners are involved in the development of single-tenant retail outparcels across the country. Our most recent completed project was in Slidell, Louisiana and we are currently in development of similar projects in Virginia, Illinois, Indiana, Florida, and Oklahoma. Because our projects are mostly not located in Tennessee, we rarely host meetings of any appreciable size or deal with our vendors on a face-face basis.

Up until now, we have been able to accomplish these projects out of home offices. However, our growth necessitates that we establish a central office where we can store development files, conduct partnership meetings, and maintain the books and records of managed development projects. Other than one part time employee, there would be no other person regularly using the office.

So getting back to the property...as you may have ascertained, we appreciate unique and historic structures, which is what attracted us to this location to start with. From the information we've been able to gather at this point, the rear portion of the structure was a "craftsman style" home built prior to 1935 and the front portion (sanctuary) was added sometime around 1950. While the church is still active, its membership has dwindled and we feel there is an opportunity to fit our needs while preserving a structure that has been on Lyons View for a long time. It is a distinctive building and we would like to take the steps necessary to preserve the structure. In places, the brickwork on the old house portion needs to be retooled. Minor structural and mechanical repairs need to be made. The building needs to be scraped/repainted and some windows will require replacement. However, our use requires NO STRUCTURAL CHANGES to the building and NO ADDITIONAL STRUCTURES built on the property.

In your consideration of this rezoning request, please note the building is not suited for use as either a single-family home, or as a multi-unit dwelling. Accordingly, if the building remains zoned as R-2, it could potentially be torn down and replaced with an apartment building that could create more traffic and more inconvenience for the neighbors than our intended use as owner/occupier of professional offices. We also believe that the current building is more aesthetically pleasing than a multi-story apartment building, and lends itself to the other unique structures and uses that have been a part of Lyons View's diverse and varied history.

In closing, we deal with planning commissions all over the country and we certainly appreciate and respect the work you do as a public service to this community. We would not approach you with a concept that we felt would do harm to the long-term growth plans of the City we call home, as our love for this place runs deep. Included with this letter you will find some examples of our work in Knoxville. We thank you for your time and attention to this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dixon Greenwood", written in a cursive style.

Dixon Greenwood

THE CENTRAL MARKET

BEFORE

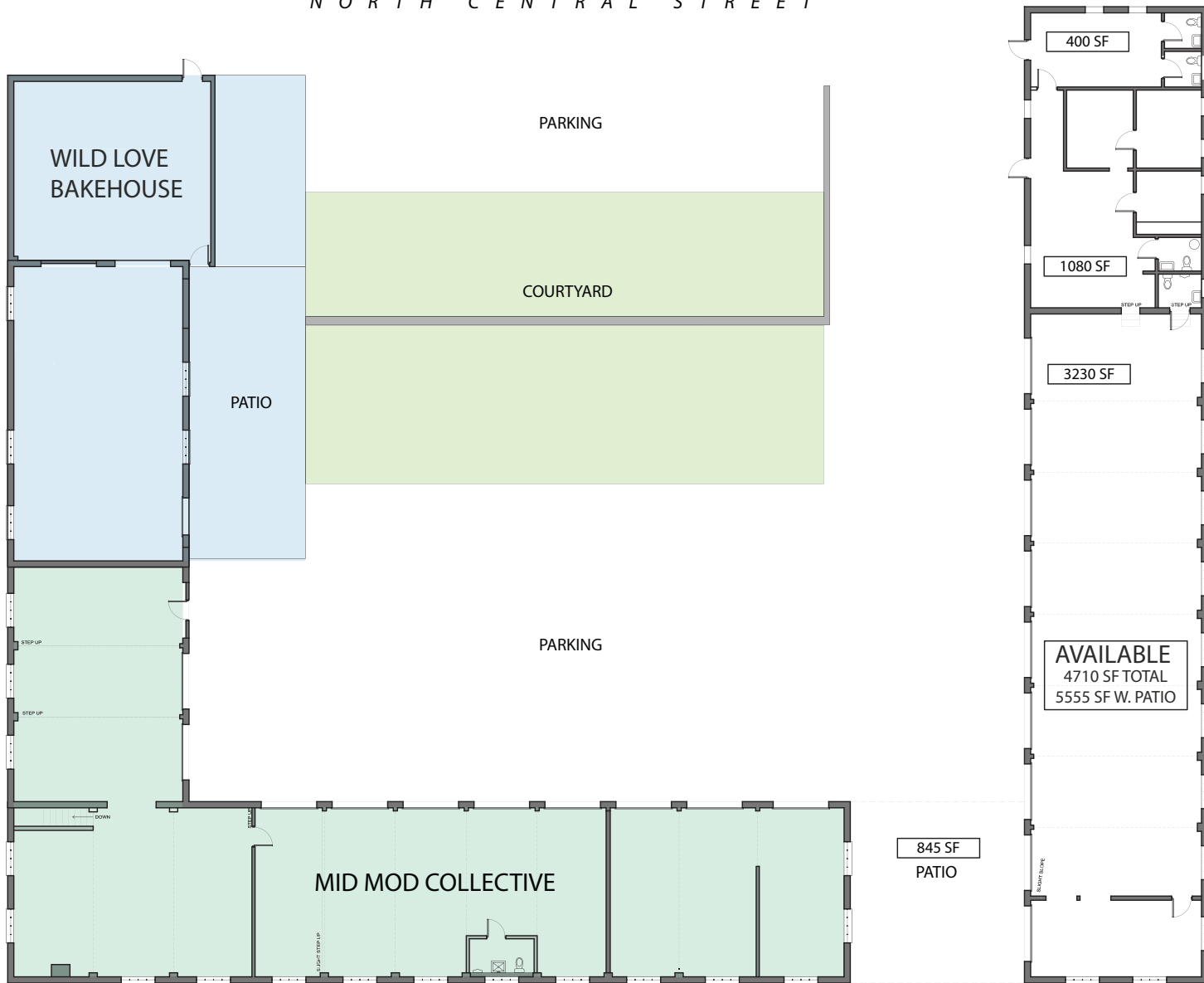


CONCEPT





N O R T H C E N T R A L S T R E E T



1617 N. CENTRAL STREET - LEASING INFO: 865.585.2307 - CENTRAL MARKET

The Arnstein

BEFORE



The Arnstein

AFTER



KERN'S BAKERY

History

Kern's Bakery was built just across the river from downtown Knoxville in 1931. The company expanded from a beloved Market Square bakery and ice cream parlor to a large scale factory serving the southeast. Kern's Bread became one of the best known brand names in the region. The bakery on Chapman Highway produced Kern's bread from 1931 until 1989 when it was purchased by Sara Lee. The Kern's recipe was brought back by popular demand in 2008 and the brand was produced solely at the Knoxville location until it closed in 2012. The building's historic facade restoration will be completed in 2016 and the building is in process of nomination for the National Register of Historic Places.



Kern's Bakery c.1931



KERN'S BAKERY

Site

Historic Kern's Bakery sits on a 14 acre site, adjacent to a wooded mountain scape and Civil War fort. Fort Stanley is in process of becoming a public park and will be incorporated into Knoxville's Urban Wilderness as part of the Battlefield Loop. The large site provides an opportunity for new construction to create more density and walkability in the area. The overall goal is a mixed-use site with the potential to have a hotel, residential, restaurants, retail and other commercial uses. New development along the hillside would offer spectacular downtown views. As the South Waterfront and Urban Wilderness develop as major attractions to Knoxville, and the city center expands, the Kern's Bakery site will be an excellent location for a new mixed-use development.



KERN'S BAKERY

Mixed-Use Proposal

Kern's Bakery is a rare historic structure in the South Waterfront area. Its redevelopment has the potential to simultaneously support the existing identity of South Knoxville while also inspiring its growth. With over 70,000 square feet, the overall plan for the project is to create a commercial, mixed-use campus. This will likely include both larger and smaller commercial tenants, utilizing the varied and unique spaces within the factory. The goal is to create a lively campus which has diverse yet continuous activity both day and night. The location of the bakery creates an amazing opportunity to be both an urban connection and destination within Knoxville's Urban Wilderness. The successful redevelopment of Kern's Bakery will honor the historic nature of the building and translate the beloved brand into a beloved place for years to come.

