

Staff Report

Downtown Design Review

File Number: 11-A-25-DT

Meeting: 11/19/2025

Applicant: Keith Schutz The Johnson Studio at Cooper Carry

Owner: MATCHER HILL AND ASSOCIATES GP

Project: JC Penney Building

Property Information

Location: 412 S. Gay St. **Parcel ID:** 95 | A 03701

Zoning: DK-H (Downtown Knoxville, Historic Subdistrict)

Description:

c.1905 four-story building features brick cladding, ground-story storefronts with transom, arched windows with pilasters on second and third stories, and a flat roof with cornice.

Staff Recommendation

Staff recommends approval of Certificate 11-A-25-DT, subject to one condition:

1) Signage to return to the Board as a separate application.

Description of Work

Level II Minor Alteration of an Existing Building/Structure

Exterior rehabilitation includes renovating the existing storefronts, installing a canopy over the storefronts, and renovating the guardrails around the furniture on the sidewalk. The sidewalk furniture and guardrails are not permanently attached to the building and are outside the scope of this review.

Two bays of storefronts to the left (the first and second bays) with doors and operable partitions will be retained. The existing storefront doors on the fourth bay will be demolished, and the existing third bay of storefronts with operable partitions will be relocated to the fourth bay. A new door with side lites will be installed on the third bay. The new door is slightly narrower than the existing storefront to be replaced, and additional wall area will be added on two sides of the door, matching the existing wall area of the storefront bay.

A painted aluminum canopy measuring 8'-2" deep by 46'-1" wide will be installed over the existing lower-level transom above the storefront doors, with 9'-2" clear height from the sidewalk. The 1'-5" tall canopy structure is primarily flat, except for an arch above the entrance door on the third bay.

Comments

The project is located within the Gay Street Commercial Historic District, and the 'Historic Resources' section of the design guidelines will apply. While the original building was built around the 1900s, there have been several exterior rehabilitation projects, so the proposal will not result in the modification or removal of any character-defining historic features. It remains a non-contributing structure within the National Register of Historic Districts.

The renovation of storefronts with "a largely consistent rhythm of entrances and windows" meets the design guidelines. The project maintains two of the existing storefronts and restores the third bay to the fourth bay. The new entrance door is recessed "from the exterior building face to provide depth to the façade" and the door design with side lites will enhance pedestrian interest. While the third bay proposes new wall additions, it is very minimal in size and does not create the appearance of a blank wall. The entrance is proportionate to the building's height and width.

Although the building did not include a canopy during its original construction, the abutting northern building has historically had one. The historic section of the guideline recommends awnings in traditional shape and material. The proposed flat canopy can be considered since it is "of a human scale" and "reduces the mass of buildings as experienced at the street level." The Board should discuss the arched portion of the canopy.

The elevation drawings include some signs; however, they do not provide necessary dimesnions and illumination details.

Applicable Design Guidelines

Downtown Design Guidelines

- **B. PRIVATE REALM**
- 1. Building Mass, Scale, and Form
- 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.
- 1e. Avoid blank walls along street-facing elevations.
- 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.
- 5. Ground Floor Doors and Windows
- 5a. Use consistent rhythm of openings, windows, doorways, and entries.
- 5c. Design entrances according to the proportions of the building's height and width.
- 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 façade.
- C. HISTORIC RESOURCES
- 2. Storefronts
- 2a. Restore and maintain storefronts as they were originally.
- 3. Entrances
- 3a. Establish recessed entries, either rectangular or with slightly canted sides, which are appropriate in storefronts.
- 8. Awnings
- 8a. Allow awnings in traditional shapes and materials.





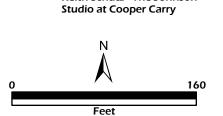
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS



412 S. Gay St.

Level 1: Minor alteration of an existing building/ structure; Level 1: Sign

Original Print Date: 11/7/2025 Revised: Knoxville/Knox County Planning - Design Review Board





Applicant Signature

DESIGN REVIEW REQUEST

DOWNTOWN DESIGN (DK)

HISTORIC ZONING (H)

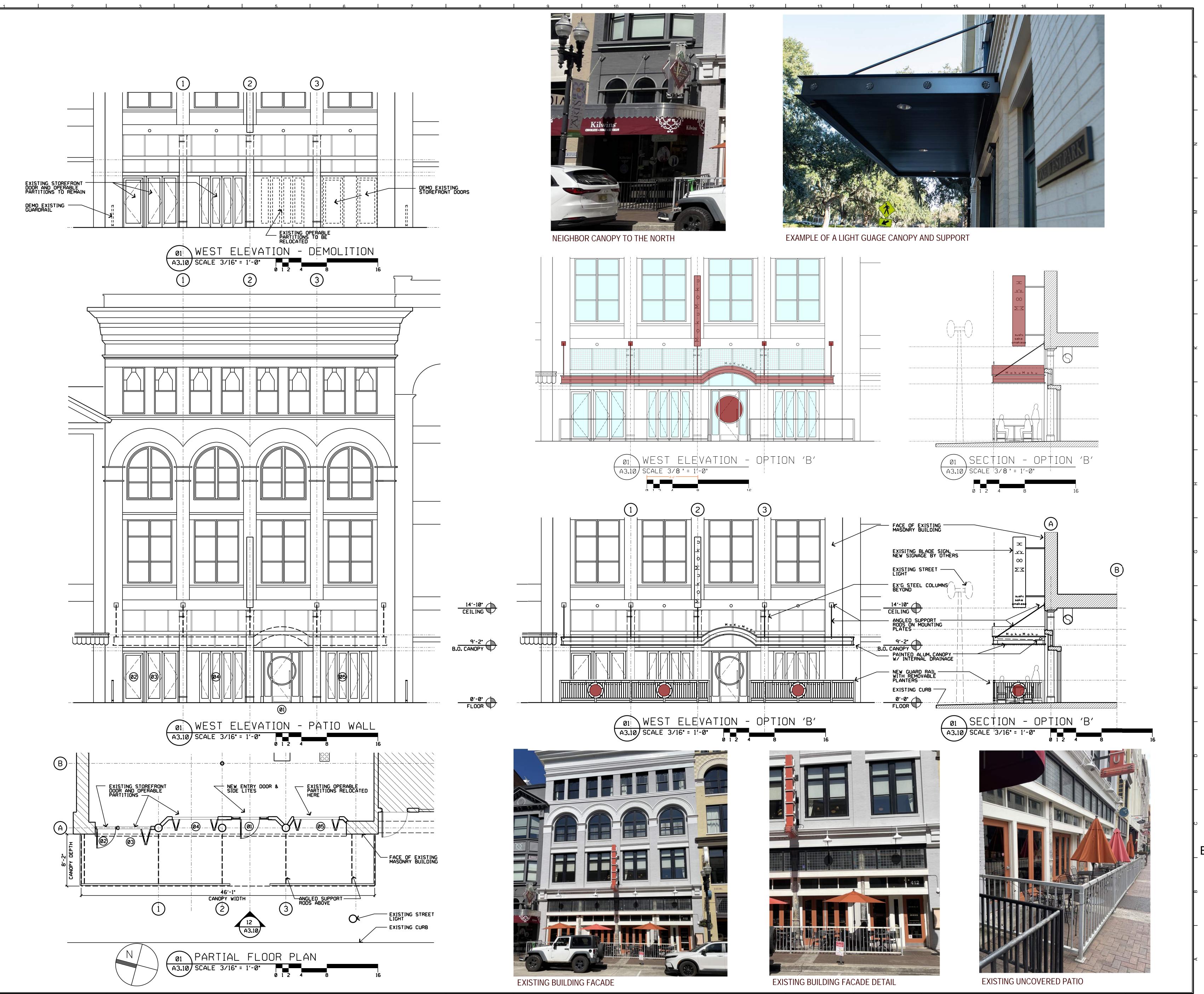
INFILL HOUSING (IH) Keith Schutz Applicant 11-A-25-DT IBC-ALT-25 10/20/2025 11/19/2025 File Number(s) Date Filed Meeting Date (if applicable) **CORRESPONDENCE** All correspondence related to this application should be directed to the approved contact listed below. ☐ Owner ☐ Contractor ☐ Engineer ■ Architect/Landscape Architect The Johnson Studio at Cooper Carry **Keith Schutz** Name Company 30303 GA **Atlanta** 191 Peachtree Street. Suite 2400 Zip City State Address keith@johnsonstudio.com 404-386-4818 Phone Email **CURRENT PROPERTY INFO** 865-277-7130 MokuMoku, LLC - 412 Gay St 5403 N Middlebrook Pike, Knoxville, TN 37921 Owner Name (if different from applicant) Owner Address Owner Phone 095IA3701 412 S Gay Street **Property Address** Parcel ID **DK-H ZONE** Downtown Zoning Neighborhood **AUTHORIZATION** Samiul Haque 10/21/2025 Samiul Haque Date Staff Signature Please Print 10/20/2025 **Keith Schutz**

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, See required Downtown Design attachment for more details. Brief description of work: Interior renovation of existing restaurant for new restaur re-arrangement of existing storefront components to create new entrance location. Exterior and the state of the stat	rant concept	ng canopy, new exterior Dinir	ng guardrail.
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: N/A			
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: N/A			
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: 1001 FEE 2: FEE 3:	\$50.00	TOTAL: \$50.00 Paid 10/22/2025 DD

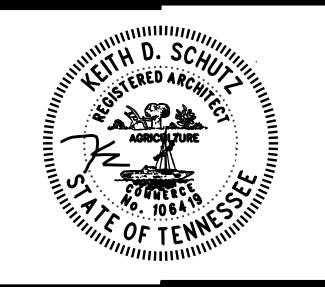


JOHNSON
STUDIO

AT COOPER CARRY

191 Peachtree Street NE Suite 2400 Atlanta, GA 30303-1770 (404) 525-5400 johnsonstudio.com

00005 000050 0450



ISSUANCES

No. Drawing Issue Description Date

1 50% DESIGN DEVELOPMENT SET 09/19/2025

MOKU MOKU

412 S GAY STREET KNOXVILLE, TN 37902

EXTERIOR ELEVATIONS

ANITA SUMMERS

Principal-in-Charge

KEITH SCHUTZ

20250275

Project No.

Project Architect
SOPHIE NANIEX

A3.10

NOT ISSUED FOR CONSTRUCTION