

File Number: 11-A-25-DT

Meeting: 11/19/2025
Applicant: Keith Schutz The Johnson Studio at Cooper Carry
Owner: WATCHER 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.
 - 2) The sidelites of the proposed door and the glass panes of the first, second, and fourth bay shall be transparent.
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Description of Work

Level I - Minor Alteration of an Existing Building/Structure
Board
Review

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 wooden door featuring a circular stained glass design and 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. It is supported by five angled metal tie rods connected to the building at the storefront signboard, and the masonry piers on either side of the storefront.

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.

Overall, the renovation of storefronts with “a largely consistent rhythm of entrances and windows” meets the design guidelines. The project maintains the two leftmost storefronts and relocates the third bay’s operable storefront system to the fourth bay. The new main entrance, located in the third bay, is recessed “from the exterior building face to provide depth to the façade” and aligns with the storefront system in the bays to either side. The sidelites provide transparency, and the stained glass pane in the wood door differentiates the main entrance from the other storefront door and operable panels. 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 the necessary dimensions 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.



11-A-25-DT

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

Petitioner: Keith Schutz The Johnson
Studio at Cooper Carry



**DESIGN
REVIEW
BOARD**



DESIGN REVIEW REQUEST

- DOWNTOWN DESIGN (DK)
- HISTORIC ZONING (H)
- INFILL HOUSING (IH)

Keith Schutz

Applicant

10/20/2025

Date Filed

11/19/2025

Meeting Date (if applicable)

~~IBC-ALT-25~~

11-A-25-DT

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

Keith Schutz

The Johnson Studio at Cooper Carry

Name

Company

191 Peachtree Street, Suite 2400

Atlanta

GA

30303

Address

City

State

Zip

404-386-4818

keith@johnsonstudio.com

Phone

Email

CURRENT PROPERTY INFO

MokuMoku, LLC - 412 Gay St

5403 N Middlebrook Pike, Knoxville, TN 37921

865-277-7130

Owner Name (if different from applicant)

Owner Address

Owner Phone

412 S Gay Street

095IA3701

Property Address

Parcel ID

Downtown

DK-H ZONE

Neighborhood

Zoning

AUTHORIZATION

Samiul Haque
Staff Signature

Samiul Haque
Please Print

10/21/2025
Date

KSchutz
Applicant Signature

Keith Schutz
Please Print

10/20/2025
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: Interior renovation of existing restaurant for new restaurant concept

re-arrangement of existing storefront components to create new entrance location, Exterior addition of new covered outdoor dining canopy, new exterior Dining 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: | | TOTAL: |
| 1001 | \$50.00 | \$50.00 |
| FEE 2: | | Paid 10/22/2025 |
| | | DD |
| FEE 3: | | |

