



SOUTH KNOXVILLE'S MOST
COMFORTABLE GATHERING PLACE

food hall ■ market ■ entertainment



16-ACRE MIXED-USE COMMUNITY + FOOD HALL
EXPERIENCEKERNSBAKERY.COM

A SLICE OF HISTORY FOR KNOXVILLE.



Peter Kern was born in Germany in 1836, moved to America in 1852 and settled in Knoxville in the 1860s after his capture and release by the Union Army. He and a fellow German immigrant established a bakery at the corner of State Street and Main Avenue. In the late 1860s, Kern bought out his partner's share, expanded

into a two-story structure on Market Square and then commissioned Kern's Bakery, a three-story building on Union Street at Market Square which opened in 1876. It housed an emporium of confections, an ice cream parlor, and a meeting hall for the Oddfellows organization. Today, the original Kern's Bakery building houses [The Oliver Hotel](#) and the [Peter Kern Library speakeasy](#).

Peter Kern grew the local community and served as Knoxville's mayor and city alderman. Kern's Bakery served as the center of social life in Knoxville for many years. After Kern's death in 1907, his family discontinued select operations of the business and maintained bakery operations until 1925 when they sold to three local businessmen.

The bakery production facility was relocated to Chapman Highway in 1931, where it became a Knoxville landmark and successful regional business. Bread was baked in this iconic building until Sara Lee purchased the brand in 1989 and then continued to use the production facility into the 2000s.

Added to the [National Register of Historic Places](#) in 2017, the building's distinctive art deco architecture and its moving neon "loaf of bread" sign are its most beloved features and reminders of the city's industrial past.





A SLICE OF LIFE FOR EVERYONE.

An active bread factory for almost one hundred years, Kern's Bakery is a character-filled bustling marketplace where you can break bread, seek rejuvenation, enjoy entertainment and engage with community.

PHASE 1: Flagship Kerns, a 310 private one-and-two bedroom co-living apartment community opening Q1 2021

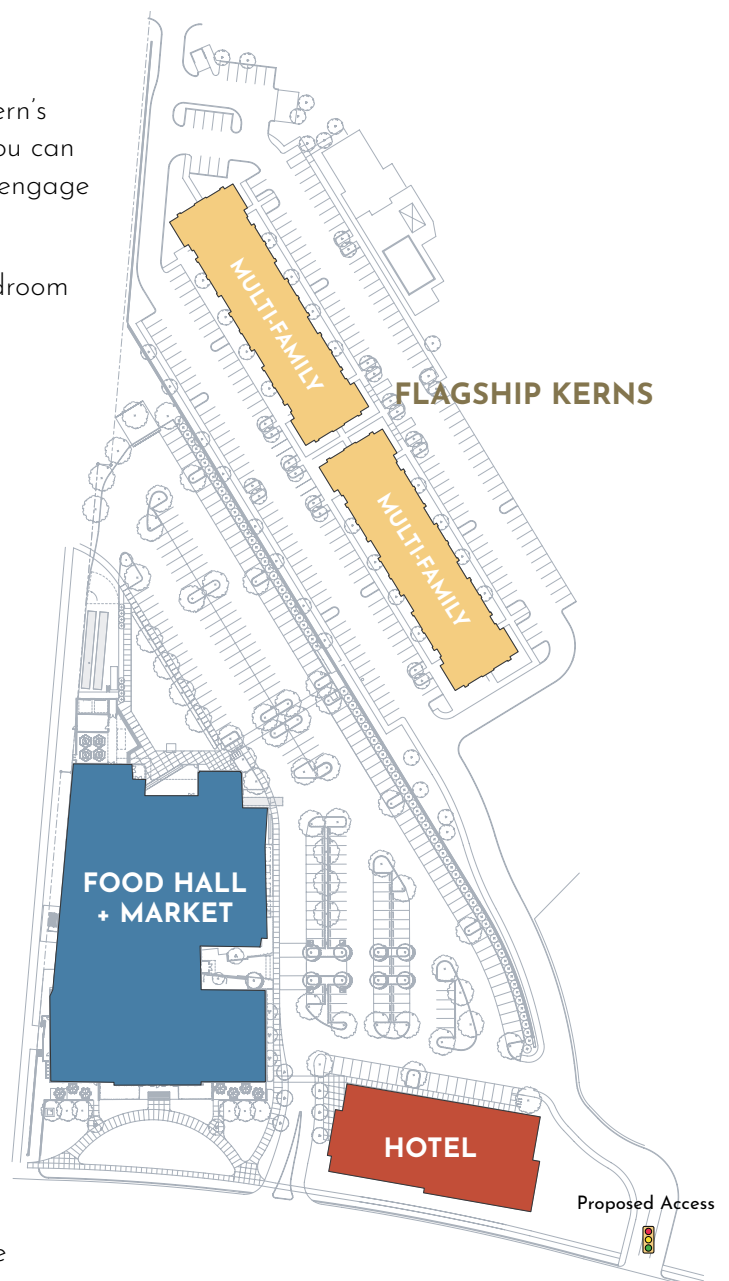
PHASE 2: Renovation of 1931 bakery building into a thriving community destination.

- 7,000-10,000 SF grocer
- 18-Merchant food hall with unique eateries + retailers
- Workspaces integrated throughout
- Outdoor gathering + entertainment areas
- Indoor entertainment stage

PHASE 3: A 120-key, brand-name, limited service hotel

Kern's Bakery's carefully-crafted mix of uses and modern conveniences ensures a slice of life for everyone.

- High-speed WiFi
- Lockers
- Concierge
- Car detail
- Dry cleaning drop-off/pick-up
- Ride share
- Free public parking nights & weekends
- Access to municipal deck via planned pedestrian bridge



A SLICE OF AUTHENTICITY.

This warehouse casual space tells a story and evokes feelings of sophisticated comfort. Unique architectural elements, mixed materials, exposed wood trusses, purposeful green space and intentional landscaping complement the natural wilderness backdrop. Free-standing and integrated art by local artisans generates vibrant energy, piquing interest throughout the community.



A SLICE OF VARIETY FOR THE CURIOUS.

Kern's Bakery Food Hall preserves the authenticity of the South Knoxville landmark and uniquely-branded stalls deliver a fresh mix of culinary offerings for the curious and locally-crafted goods for the discerning. Patrons enjoy an eclectic mix of local, independent, regional and recognized brands in dining and specialty retail.

- Grocery market
- Brewery
- Chef-led restaurants
- Indoor/outdoor bar + patio
- Coffee house
- Food vendors
- Sweets stall
- Specialty purveyors
- Hand-crafted goods
- Artisanal shops

Communal tables and seating pods provide comfortable, engaging gathering choices for dining and watching live performances on the interior stage.



A SLICE OF FUN FOR THE ADVENTUROUS.

Kern's Bakery is a vibrant destination where community connects—from locals and outdoor adventurers to professionals and students to out-of-town visitors and families. Energy and experiences at Kern's bring people together.

INDOOR STAGE

Open mic musical performances, improv, poetry readings

INDOOR/OUTDOOR BAR

Dual libations

OUTDOOR LIVING ROOM

Comfortable patios and seating pods for good ole fashioned conversations

BACKYARD LAWN

Bocce ball, corn hole, yoga

OUTDOOR ENTERTAINMENT VENUE

Concerts, movies, food trucks and pop-up carts plus family and pet-friendly activities

Serves as trailhead for a three-mile trail along the [G&O Railway](#) from the edge of Chapman Highway to Ijams Meads Quarry, part of [Legacy Park Foundation's 30-mile G & O Trail](#).

Connects downtown to [Knoxville's Urban Wilderness](#), 50 miles of trails, greenways and wilderness within 1,000 forested acres along downtown's South Waterfront.





A SLICE OF UNIQUE FOR THE GO-GETTERS.

Cutting-edge workspace attracts creative and innovative talent for incubators, collab labs and established firms who seek

- High-tech connectivity
- Amenity rich environment
- Social atmosphere
- Unique workspace



A SLICE OF HOME FOR THE INDEPENDENT.

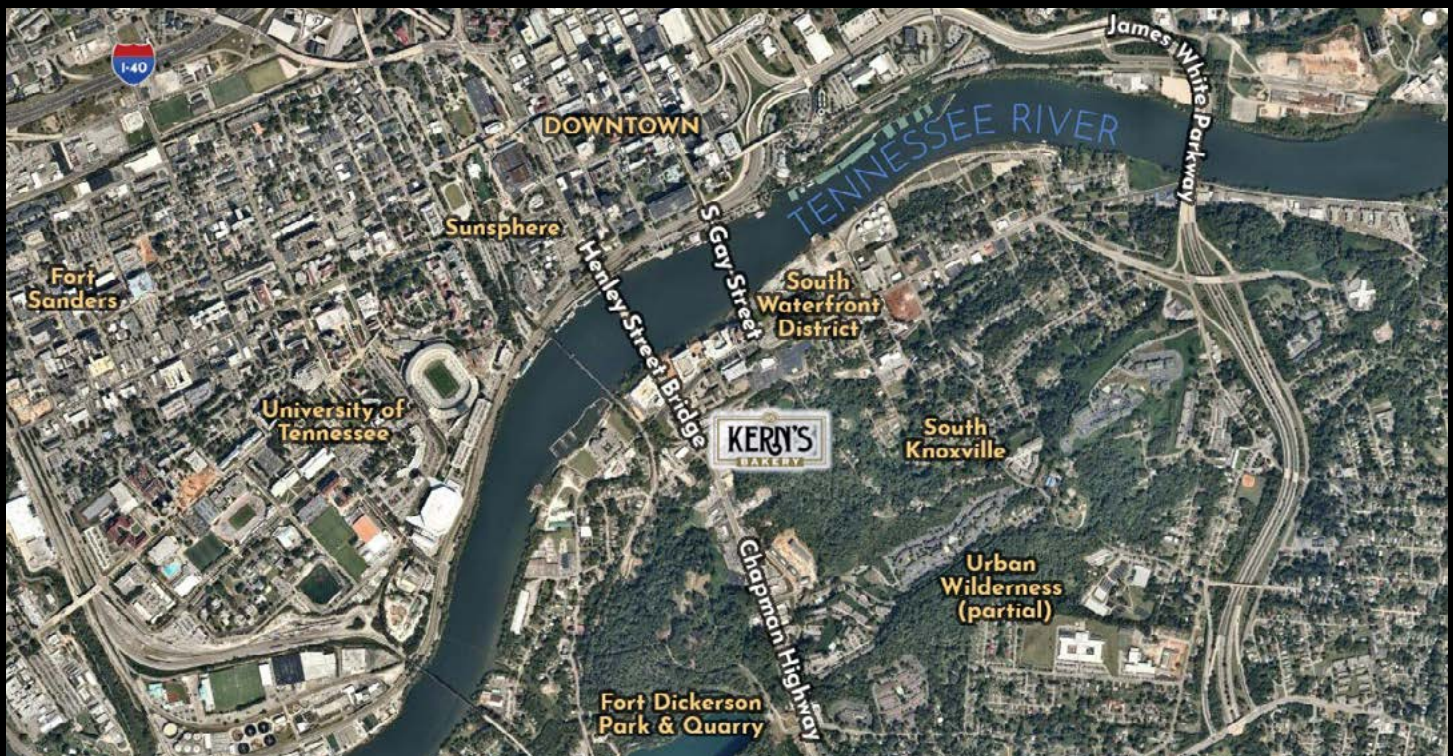
Flagship Kerns, a boutique co-living apartment community nestled in the wooded hillside behind the Kern's Bakery building, features 310 private one-and-two bedrooms with views of city skyline and green space.

- Two five-story, amenity-rich buildings with elevators
- 160 fully-furnished, smart-home technology apartments
- Co-working space
- Pool & clubhouse



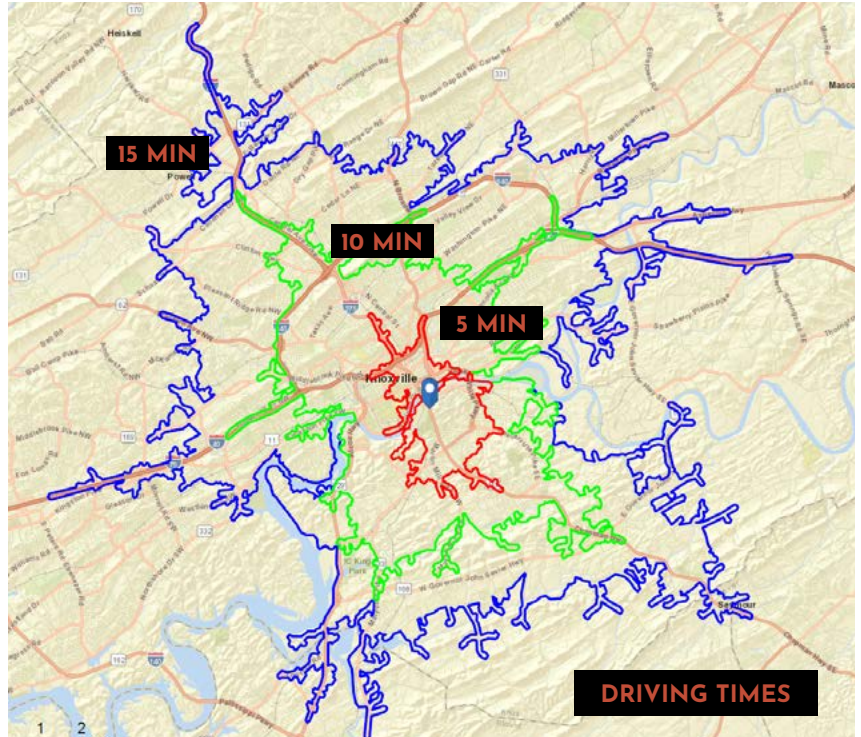
A SLICE OF AN ACCESSIBLE REGIONAL DESTINATION.

Situated on Chapman Highway in the New South Waterfront District, minutes from downtown Knoxville and the University of Tennessee, Kern's Bakery is an extension of downtown and the future of South Knoxville's growth. Knoxville is consistently recognized as one of the nation's top places to live and the heart and soul of East Tennessee.



A SLICE OF A STRONG MARKET.

- Over 8,900 businesses and nearly 153,900 daytime employees are within a 15-minute radius of Kern's Bakery
- Regal Cinema employs more than 400 people at its headquarters located within a five minute walk to Kern's Bakery Food Hall
- Nearly 170,000 people reside within a 15-minute drive of Kern's Bakery
- 44,000 cars travel the Henley Street Bridge daily
- Access to I-40 within 5 minutes
- UT enrolls nearly 28,000 students with \$1.5 billion redevelopment underway
- Walking distance to over 700 apartment homes, UT Campus, downtown, parks and Knoxville's Urban Wilderness



IDENTIFIED AS A "COLLEGE TOWN", KNOXVILLE IS CHARACTERIZED BY:



- Want new experiences and seek out variety and adventure
- Prefer bike/pedestrian-friendly environments
- Seek environmentally-friendly products and vehicles that get good gas mileage
- Influenced by celebrity endorsements and trends in magazines
- Feel anything that can be done online is easier than in person
- Uses computers/notebooks/cell phones for all aspects of life including shopping, school work, news, social media, bill-pay, music, job searches and entertainment
- Students have busy schedules, but make time between studying and part-time jobs for socializing and sports including movies, hiking, pilates and frisbee



Approximately half of residents are enrolled in college while the rest work for a college or the services that support it

24.5

median age

75%

of population rents its residence

A SLICE OF THE GOOD LIFE.

Kern's Bakery will complement downtown's current mix of shops and restaurants and fuel continued growth along the emerging South Waterfront District.

TOP 20

BEST CITIES TO
START A CAREER

Wallethub

#7

BEST STATES TO
DO BUSINESS IN

Chief Executive Magazine

#6

BEST CITIES IN
AMERICA FOR
JOB GROWTH

TOP 25

TOP RANKED
CITIES FOR
MILLENNIALS

Growella

TOP 100

BEST PLACES TO
LIVE IN AMERICA

Livability.com

#46

BEST PLACES TO LIVE OUT OF
THE 125 MOST POPULATED AREAS
IN THE COUNTRY

U.S. News & World Report

TOP 5

2020 TRENDING
U.S. DESTINATIONS

Conde Nast Traveler





KNOXVILLE



CONNECT TODAY TO SECURE YOUR SLICE.

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APARTMENT INQUIRIES:

Flagship Kerns

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KERN'S BAKERY

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