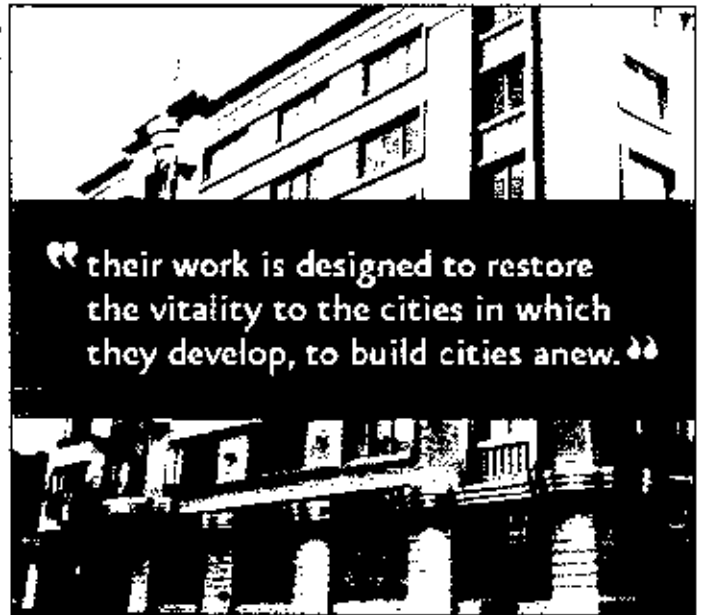


After decades of decline, America's cities are on the road to recovery, some moving along faster than others. One - Chattanooga, Tennessee - has become a model for mid-size cities trying to revitalize their urban cores.

Since 1985, the principals of Kinsey Probasco & Associates have been at the center of Chattanooga's renaissance. From the rescue and renovation of the city's most renowned landmark to the development of the first new downtown housing in two decades to the creation of a successful chain of brew pub restaurants, Jon Kinsey and Ben Probasco have brought visionary planning and responsible implementation to the projects chronicled in this website.



Their résumés are not limited to Chattanooga, however. The principals have participated in projects in markets ranging from Washington, DC and Miami to Atlanta and Memphis.

KPA understands city-building from both the private and the public perspectives. During his four years as Mayor of the city - from 1997-2001 - Mr. Kinsey earned a reputation as a progressive leader, spurring significant downtown development and bringing substantial positive changes to Chattanooga's neighborhoods.

The projects catalogued here comprise the essentials of urban revitalization: a nose for profitable deal-making; an ear to the political dialogue; an eye for tasteful and complementary design and renovation; and an overall sense for what will bring people back to the city. Those virtues are reflected in projects that include downtown housing, office space, hotels and restaurants; renovations, restorations and new construction.

KPA's expertise extends beyond the city center to include suburban and resort communities. But there is a common thread - their work is designed to restore the vitality to the cities in which they develop, to build cities anew.

JON KINSEY ◀
BEN PROBASCO

JON KINSEY

During the past three decades, KPA president Jon Kinsey has worked in every aspect of development - commercial, mixed-use, residential and public space - in both large markets and small. He has a reputation for understanding the dynamics of a deal and then getting it done.

Mr. Kinsey's resume includes service as the treasurer for Johnston Southern, a holding company for Coca-Cola Bottling franchises that eventually merged with Coca-Cola Enterprise. In 1984 he co-founded Leonard Kinsey Company, which was responsible for many of the projects referred to in this catalogue. In addition to those projects, he has served as co-developer on four convention hotels in Atlanta, Chattanooga, Nashville and Memphis.

Mr. Kinsey served as Mayor of Chattanooga from 1997-2001. During his term, the city embarked on \$150 million worth of new downtown projects, including the construction of a conference center and the sorely-needed expansion of the convention center. He won national acclaim for leading an innovative effort to redesign a deteriorating inner-ring suburban shopping center and turn it into a bustling town center. And in 2000, he chaired the National Conference of Mayors' Sustainability Committee.

Mr. Kinsey serves on the board of the Tennessee Aquarium, RiverCity Company, Baylor School, Siskin Hospital and the United Way of Greater Chattanooga. He is past chairman of the Chattanooga Area Convention and Visitors Bureau.

Mr. Kinsey studied mathematics and economics at Boston University and at Schiller College at the University of Heidelberg in Germany.

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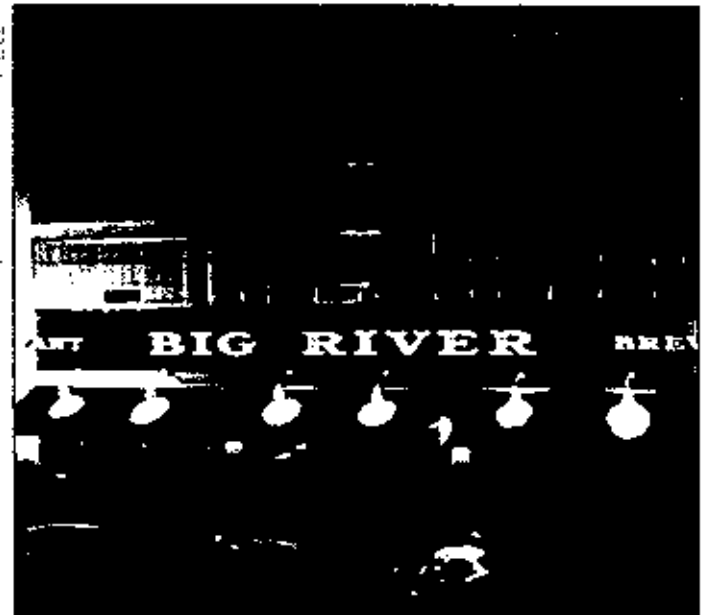
building cities anew



JON KINSEY
BEN PROBASCO

BEN PROBASCO

Ben Probasco came to KPA from Gordon Biersch Brewery Restaurant Group, Inc, where he served as Vice President of Real Estate, overseeing all aspects of site evaluation, selection and lease negotiations. During his time at Gordon Biersch, the company grew from a nine restaurants operating in three Southeastern states to 26 units operating principally in downtown metropolitan markets across the U. S. from Honolulu to Miami. In 2000, Restaurant Business named Gordon Biersch its Top Growth Chain.



Prior to joining Gordon Biersch, Mr. Probasco's career included extensive experience in real estate development including design, construction, leasing and finance as well as owning his own brokerage firm, Probasco & Company. As a partner with the Chattanooga based firm of LKA, Inc., Mr. Probasco served as Project Manager for a number of projects critical to Chattanooga's revitalization, including the Chattanooga Times Building and River Place, which houses the Chattanooga Visitors Center and a TG! Friday's restaurant.

Mr. Probasco presently serves on the board of directors of the Krystal Company. He is a dedicated community volunteer, having served as a board member of the Tennessee Aquarium, United Way of Greater Chattanooga, the Community Foundation of Greater Chattanooga and Baylor School. He was a charter board member of the Creative Discovery Museum and chaired the museum's \$16 million development campaign.

Mr. Probasco also chaired the Walnut Street Bridge Resolution Committee, a community group that saved Chattanooga's most historic bridge from the wrecking ball and raised \$4.5 million to fund its restoration.

Mr. Probasco's love of golf led him to serve as Executive Director for the U. S. Amateur, held at Chattanooga's Honors Course in 1991. He is a graduate of the University of Virginia.

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Health Park

Historic Market Square

Factor's Walk

PAST PROJECTS

Chattanooga Choo Choo

The Bijou Theatre

Riverset - Memphis

Riverset - Chattanooga

Big River Breweries

River Place

The Chattanooga Times Building

Business Technology Centers

Council Fire

Ocean Palms

Select a project to view details from the above drop-down menu.

OPTIONS

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SUMMARY

PROJECT

River Pier Landing

LOCATION

Chattanooga, Tennessee

SCOPE

River Pier Place is a \$17.5 million mixed-use development in downtown Chattanooga directly across Chestnut Street from the Tennessee Aquarium. When completed, the project will comprise 17,000 square feet of ground floor retail with 38,000 square feet of residential space on floors two through six. A 370-car attached parking garage will serve both the development and the vibrant Ross's Landing entertainment district.

SIGNIFICANCE

River Pier Place is the geographic centerpiece of Chattanooga's ambitious \$120 million 21st Century Waterfront Plan. Situated directly amid the Tennessee Aquarium, the IMAX-3D Theater and BellSouth baseball park the building will overlook the sweeping lawn and new riverfront pier that will grace the river's edge near Ross's Landing.

The project was awarded through a request for proposals that brought responses from several major Atlanta developers. It writes another significant chapter in Chattanooga's history of public/private partnerships in that the garage, once completed, will be sold to the Chattanooga Downtown Redevelopment Corporation.



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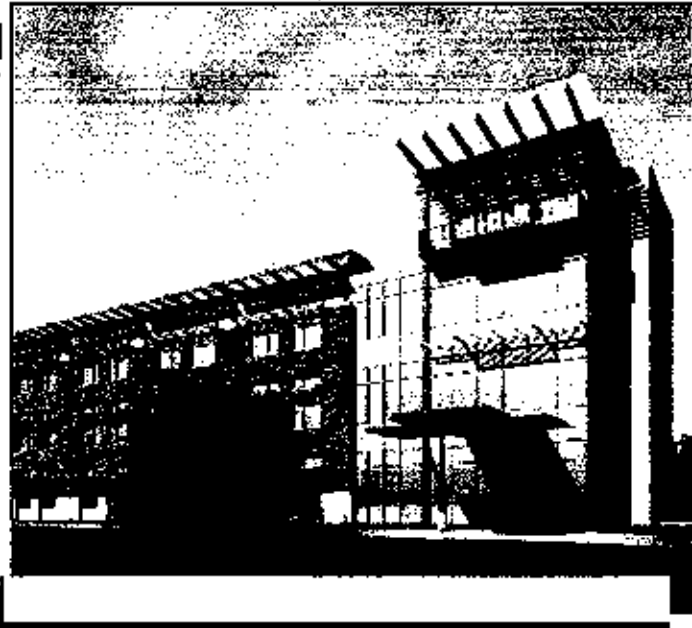
Ocean Palms

Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT



Health Park at East Brainerd

LOCATION

Chattanooga, Tennessee

SCOPE

Health Park is a \$10 million, 60,000 square foot doctors' office building in the heart of Chattanooga's emerging medical district in east Hamilton County. The 3-story building is adjacent to the Eastern campus of Erlanger Medical Center.

Health Park is being built in partnership with a major doctors' group, who will be full partners in the completed building.

SIGNIFICANCE

Kinsey Probasco was asked to become involved in this project, which had languished for ten months. Once engaged, KPA took the project through closing to groundbreaking in just eight weeks. Discounting corporate headquarters for private corporations, Health Park represents the largest office building constructed in Chattanooga since 1984.

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SUMMARY

PROJECT

Historic Market Square

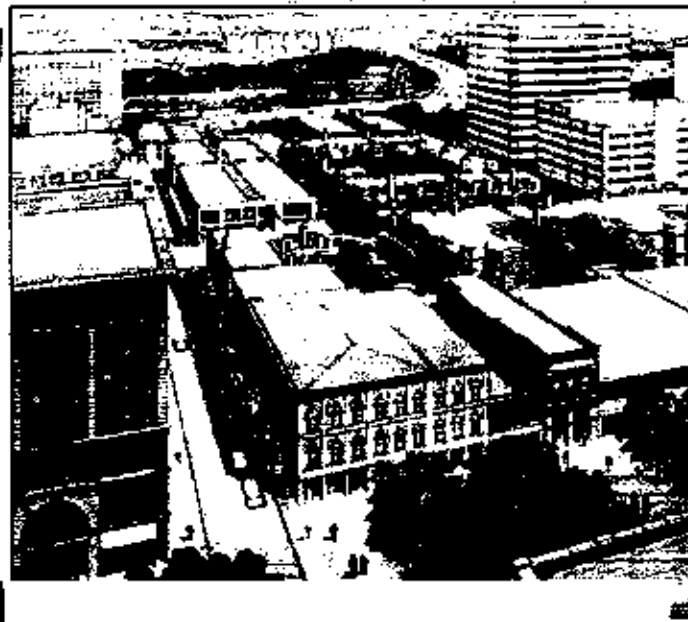
LOCATION

Knoxville, Tennessee

ABOUT

Kinsey Probasco & Associates has held two public input workshops in Knoxville, TN in order to focus on the Historic Market Square area. With over 300 people attending the workshops, a tremendous amount of new ideas about not only the public space but downtown Knoxville in general were generated. You can find the results of the latest workshop, held on June 27th and 28th of this year, by clicking [here](#).

Jon Kinsey was recently on Knoxville's WATE Channel 6 for a round table discussion on the public space of the Historic Market Square. You can watch the opening segment by clicking [here](#) (Windows Media Player Required).



CURRENT PROJECTS

- River Pier Landing
- Health Park
- Historic Market Square
- Factor's Walk**

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- Big River Breweries
- River Place
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- Council Fire
- Ocean Palms

Select a project on the left, then choose an option below

OPTIONS

- Factor's Walk
- Other

SUMMARY

PROJECT

Factor's Walk at Silk Hope Harbour

LOCATION

Savannah, Georgia

SCOPE

\$26,000,000

The Ford Plantation - formerly the retreat of business giant Henry Ford and his wife Clara, is now a private equity membership community on 1800 acres along the Ogeechee River.

KPA is a development partner in Factor's Walk at Silk Hope Harbour, the plantation's newest - and final - neighborhood. Factor's Walk, which will commemorate Savannah's seafaring heritage, is located just steps away from the Pete Dye Golf Course and the Sports Barn Complex, and offers easy access to the Plantation's other amenities.

SIGNIFICANCE

The Ford Plantation has an unwavering commitment to quality in developing the legendary retreat without compromising its incredible natural beauty and Southern charm. KPA's selection affirms the company's own commitment to the same standards of excellence.



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Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT

Chattanooga Choo Choo

LOCATION

Chattanooga, Tennessee

SCOPE

\$16,000,000 acquisition/renovation/restoration 361-room hotel/restaurant complex

The Chattanooga Choo Choo is arguably the city's most renowned landmark. Originally opened in 1909 as Terminal Station, the magnificent central building is a testament to the golden age of railroads. The complex of 361 hotel rooms, ten shops, four restaurants, three pools, tennis courts and formal gardens was purchased by Choo Choo Partners, L.P. in 1989 and carefully renovated to recapture its original grandeur.

SIGNIFICANCE

The Choo Choo, which anchors the south end of the downtown area, was in bankruptcy and facing an uncertain fate when purchased by the KPA principals. Its restoration enabled the development of key projects between the hotel and the aquarium on the north end of downtown.



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OPTIONS

SUMMARY

PROJECT

Bijou Theatre / Shuttle Park North

LOCATION

Chattanooga, Tennessee

SCOPE

\$7,000,000 Multiplex movie theatre below a 650-car parking garage

Carmike Cinema's Bijou was the first movie theatre built in downtown Chattanooga in over fifty years. The parking garage serves as the northern terminus for the Chattanooga Area Regional Transportation Authority's free electric shuttle system and serves as the main parking facility for the Ross's Landing district, which includes the Tennessee Aquarium.

SIGNIFICANCE

The Bijou provided an essential ingredient for a vibrant downtown: after-hours entertainment. The theatres have helped to revive the downtown dining scene and provide an important supplementary revenue source for the garage, which furnishes badly-needed parking for the city's riverfront tourist district.



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Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT

Riverset Apartments

LOCATION

Memphis, Tennessee

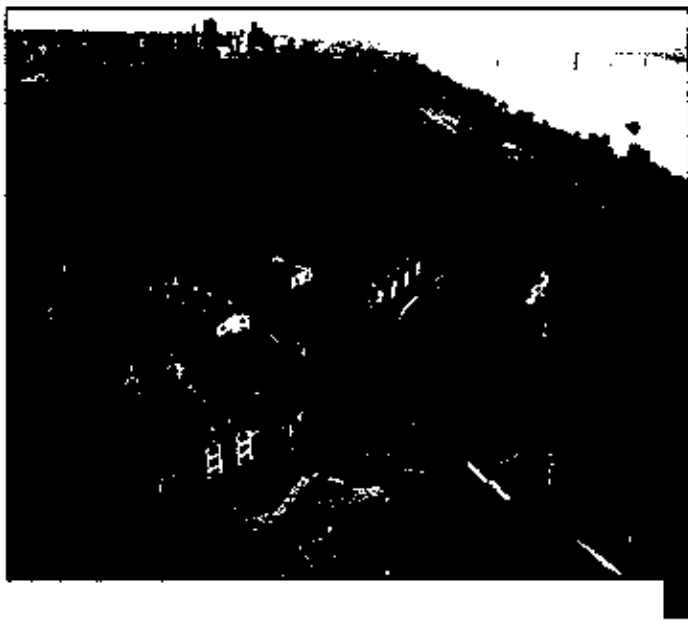
SCOPE

\$30,000,000 500-unit luxury apartment complex

Completed in 1988, Riverset was the first private development - residential or otherwise - on Memphis' Mud Island. The project merited a feature in *Builder/Architect Magazine* and spawned interest in the development of the island, which had previously merited little or no attention.

SIGNIFICANCE

As the first private development on Mud Island, Riverset is credited with being a catalyst in the comeback of downtown Memphis, which has seen the addition of 10,000 housing units since 1988. Moreover, Mud Island itself ultimately saw millions of dollars of additional development.



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Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT:

Riverset Apartments

LOCATION:

Chattanooga, Tennessee

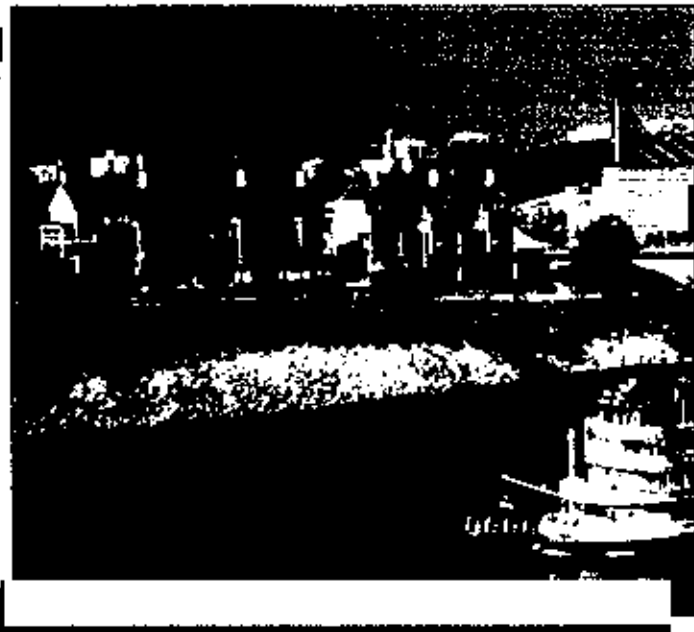
SCOPE:

\$3,000,000 41-units of market rate rental apartments

Riverset was developed by the KPA principals in conjunction with the RiverCity Company, Chattanooga's downtown development group. The complex is located on the banks of the Tennessee River adjacent to the Tennessee Aquarium.

SIGNIFICANCE:

Riverset was Chattanooga's first new downtown housing constructed in twenty years. Like its counterpart in Memphis, Riverset was conceived as a catalyst for additional housing in downtown Chattanooga.



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Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT



Big River Grilles/Gordon Biersch Restaurants

LOCATION

Big River: Chattanooga and Nashville, Tennessee and Disney's Boardwalk (Orlando, Florida)

Gordon Biersch: Atlanta, Columbus, Denver, Honolulu, Las Vegas, Los Angeles, Memphis, Miami, Palo Alto, San Diego, San Francisco, San Jose, Seattle, Tempe, Washington D.C.

SCOPE

\$100,000,000+ in Revenue Located in 10 States and the District of Columbia

Chattanooga's historic trolley barns were headed for demolition until KPA principals partnered with visionary local restaurateurs, Tim Hennen and Rob Gentry, to create a home-grown brewery and restaurant. Shortly after the second Big River opened in the heart of Nashville's Second Avenue tourist district, a trade publication cover story caught the attention of Disney officials, and Big River was chosen to locate at Disney World's Boardwalk.

After the successful rollout of Big River, the Principles of KPA continued to oversee the growth of the company and were involved in the development of Rock Bottom Restaurants and Gordon Biersch Breweries.

SIGNIFICANCE

KPA principals were initial partners in the startup and growth of the Big River/Gordon Biersch restaurants - from one store in downtown Chattanooga to the acquisition and continued growth of the Gordon Biersch brand. The company's site selection work has always relied on the vibrancy of urban settings and downtown locations. KPA principals were integrally involved in selection and development of many of the Big River/Gordon Biersch sites, all of which are located

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Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT:

Chattanooga Times Building

LOCATION:

Chattanooga, Tennessee

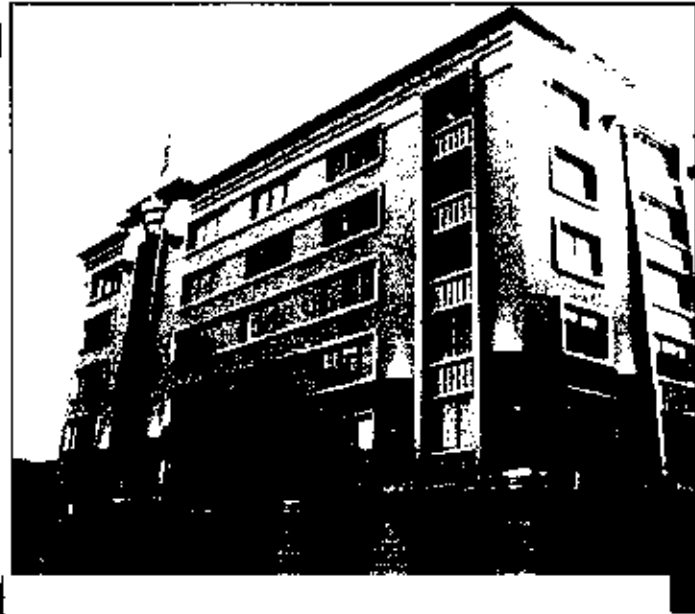
SCOPE:

\$2,000,000 renovation 31,000sf of office space

The former Emerson Building was purchased by the principals of KPA in 1991 and renovated to become the headquarters for the Chattanooga Times newspaper and KPA. The project entailed a complete overhaul of the building interior and its support systems as well as considerable rehabilitation of the exterior.

SIGNIFICANCE:

At the time of purchase, the Emerson Building was one of the plainest office structures in downtown Chattanooga. The renovation included an exterior facelift that integrated classic brick designs with contemporary stainless steel highlights. The result is one of the most elegant office buildings in the central business district.



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Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT

Business Technology Centers

LOCATION

Spartanburg, Rock Hill, Florence and North Augusta, South Carolina

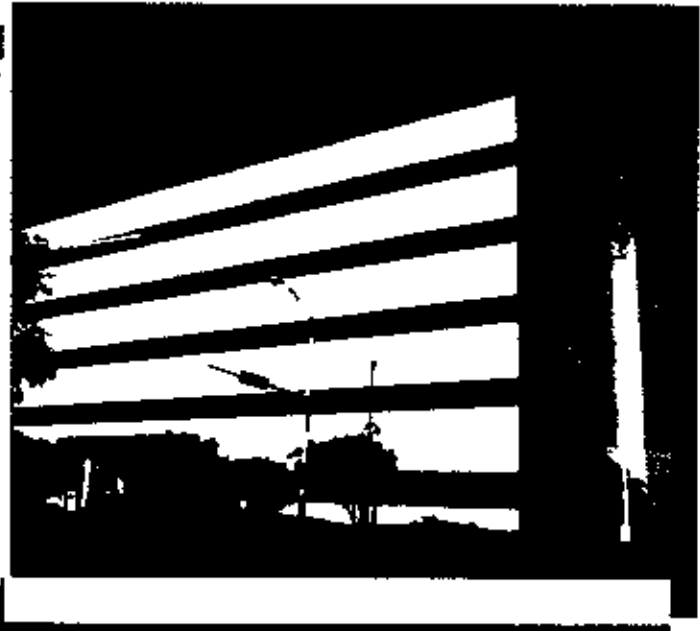
SCOPE

\$32,000,000 in new construction 500,000sf of office space in South Carolina

The Business Technology Centers - four buildings in four South Carolina cities - were a joint venture between the principals of KPA and Control Data Corporation. Originally conceived to be high-tech business incubators, the BTCs were precursors to the technology boom of the late nineties.

SIGNIFICANCE

The BTCs brought the KPA principals together with a prestigious Fortune 50 company, but the projects also involved state and local governments who saw the centers as catalysts for surrounding future development.



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 the left, then choose
 an option from below

OPTIONS

SUMMARY

PROJECT

Council Fire

LOCATION

Chattanooga, Tennessee (straddling the Tennessee-Georgia line)

SCOPE

\$25,000,000 investment

Council Fire is a residential community interwoven with a 7,000 yard Bob Cupp golf course that has played host to PGA Tour and Seniors events. Opened in 1992, Council Fire was developed by the KPA Principles. The development offers sites for single-family homes, town homes and carriage homes.

SIGNIFICANCE

Golf course developments always pose the delicate balance between public space and private residential space, but Council Fire's location - straddling the Tennessee-Georgia state line - presented unique challenges, among them dealing with separate governmental bodies and their agencies and separate utilities. Since its inception, though, Council Fire has seen more than \$100,000,000 in new home construction and spurred development of three additional luxury subdivisions nearby.

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- Ocean Palms**

Select a project on the left, then choose an option below

OPTIONS

SUMMARY

PROJECT

Ocean Palms at Port Royal

LOCATION

Hilton Head, South Carolina

SCOPE

\$35,000,000 in Condominium Sales

Ocean Palms is a vacation resort community with fully furnished and accessorized villas overlooking Barony Golf Course and Westin's Port Royal Resort - one of just two AAA Five Diamond resorts on the east coast.

Ocean Palms is a member of the prestigious Gold Crown Club and is among the top five percent of Resort Condominiums International's member resorts in terms of quality.

SIGNIFICANCE

Ocean Palms represented the first time Westin Resorts had agreed to manage and maintain independently owned condominiums, an agreement still in force more than a decade later.



Market Square ideas welcome

Knoxville News Sentinel

October 1, 2003

by Amy Noan, News-Sentinel staff writer

Market Square developers Kinsey Probasco & Associates will gather public comments on the design of the Market Square parking garage Tuesday, Oct. 7, 5-7 p.m. at the TVA auditorium.

The session is a panacea from city officials to some downtown activists who take issue with the fact the project has morphed in eight months from a 523-space garage with 41 to 58 residential units to an 800-space garage with 12 condominiums.

The amount of retail space - some 4,000 square feet fronting Union Avenue - remains unchanged.

City Councilman Rob Frost said the changes circumvented more than two years of public debate and planning on Market Square.

Or are the changes a testament to the idea that good planning allows for flexibility?

Downtown redevelopment, while still a long way from complete, has begun to bear fruit.

Historic buildings have been, and continue to be, converted for residential use. Brunswick Boat Group and ImagePoint hung their shingles downtown, bringing hundreds of employees. New restaurants and retail establishments are trickling in.

Jon Kinsey, a principal of Kinsey Probasco, said changes in the marketplace mean it would be profitable to build at most 40 condominiums next to the garage.

"There has been a significant amount of rental housing developed, so we are looking at now developing housing for sale," the Chattanooga-based developer said. "Because there have been two or three significant residential projects, 60 (units) I think would be pushing it."

Downtown improvements, however, have also put pressure on parking, at the expense of veteran businesses.

Mike Edwards, president/CEO of the Knoxville Area Chamber Partnership, said Home Federal Bank, TVA Credit Union and AmSouth "have expressed some serious concerns about the need for parking. None of them indicated they wanted to leave downtown, but it's clear that they could.

"At this point you want that population growing, not shrinking," Edwards said.

Indeed, if an award existed for corporate flexibility, it should go to Home Federal.

The bank, which next year will mark 80 years downtown, has been thwarted in its plans to expand by demolishing the Sprinkle Building and creating new office space. The proposed demolition was met with an outcry by historic preservationists and Mayor Victor Ashe.

The bank's 233 employees now park in seven different locations, including the Civic Coliseum, where the city has slashed prices and instituted frequent trolley runs.

Home Federal Chairman David Sharp said parking difficulties will become more intense as winter approaches and darkness falls early, making employees wary of walking long distances downtown after work.

Sharp said if the price were right the bank would like to reserve 50 to 75 spaces in the new garage.

And then there's the construction.

Market Street has been closed for three months in front of Home Federal's headquarters, cutting off traffic by car and making access difficult for pedestrians too. Tellers tell him business is down about a third. Water has seeped into the building, damaging some carpet and wallpaper.

"Our spirit has been good about all this," Sharp said with understatement. "I think it will be nice when it's all over - we would just like to get it over."

Edwards said the chamber won't offer a suggestion on how much parking the Market Square garage should hold, but he noted a Metropolitan Planning Commission study estimated 2,700 more spaces are needed downtown.

"Whether it's in one garage or three garages, the number needs to work up to what makes sense," Edwards said. "I don't think we can any longer proceed with a willful suspension of disbelief that parking is not necessary in order to lease space to office and retail tenants."

Kinsey has already shown his willingness to be flexible, scouting other locations for a movie theater when the transit center that it's to be coupled with appeared to slow down the project. He's now returned to the original location on the 500 block of Gay Street.

Kinsey will bring some schematics on different design options to Tuesday's meeting.

"We're very comfortable that when we get through the public hearing there will be a clear understanding of the best course to take," he said, "and I am not one to ever guess where that will end."

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building cities anew



City Council approves Market Square garage

Knoxville News Sentinel

September 10, 2003

by Hayes Hickman, News-Sentinel staff writer

City Council members approved a yet again revised contract for the \$14 million parking garage off Market Square today, which should now include the minimum of 500 spaces proposed earlier this year.

Council was set to vote on a recently inflated version that called for at least 800 spaces and reduced the plan's residential component to a minimum of 12 units.

That plan called for hundreds more parking spaces than the 523-space proposal presented to City Council in February by Kinsey Probasco & Associates. Developer Jon Kinsey's earlier proposal in February also called for nearly 60 apartments or condominiums.

But city officials increased the garage's size over concerns of accommodating the downtown's growing business and residential community.

Council members amended the contract today, however, after Knoxville's Community Development Corp. approved a revised 500-space minimum at an earlier meeting this morning.

"The 500 (space garage) was the last thing presented to council and in the public meetings," said Bill Lyons, KCDC chairman. "KCDC was concerned that we stay within the minimum established by the public process."

One component that has not changed is the 4,100 square feet of retail space fronting Union Avenue.

Downtown resident Art Carmichael told KCDC board members the emphasis on maximizing parking could still hurt the garage's overall design.

"I think we're going in the wrong direction with this," Carmichael said. "We need residential space much more than parking. ? If you make downtown a place that people want to come to, they'll find a place to park."

Downtown developer Scott West, however, agreed with the city's focus on parking. Developers, like him, can handle residential development, he said. "But only a city can build a parking garage," said West, whose family owns 11 residential properties on Market Square.

And the first thing potential tenants ask, West explained, is "Where do we park?"

West said he was more concerned with whether the garage's exterior will match the surrounding area's historical atmosphere.

"300, 500, 800 spaces - I'm happy with whatever goes forward," he said.

Downtown theater may get new site

Knoxville News Sentinel

July 9, 2003

by Amy Nolan, News-Sentinel staff writer

City officials are working on contract language that would let Market Square developers Kinsey Probasco consider sites other than the 500 block of Gay Street for a downtown movie theater.

Deputy Mayor Craig Griffith said city officials have honed in on the block for a \$17 million transit center - which would serve as a bus transfer center to accommodate between 30,000 and 60,000 passengers annually - and have ruled out moving the project to Gay Street and Church Avenue.

In May, Kinsey Probasco team members confirmed talks were ongoing to split the movie theater from the transit center so that the work on the theater could begin sooner.

The two were initially paired as a financial marriage of convenience, as the federal government is expected to pick up \$13.6 million of the transit center's cost.

"What we are working on is a draft of the amendment to the Kinsey Probasco contract that would authorize them to look at other locations for a standalone movie theater," Griffith said. "If in the end there is nothing better than the 500 block of Gay Street we would go back to the original plan.

"The key to everyone is to see if they can bring the project online any time quicker," he said.

Among possible sites is a vacant lot at Gay Street and Wall Avenue that Universe Knoxville backers had proposed as the planetarium's entrance. Crandall Arambula - the urban planners creating a downtown plan on behalf of "Nine Counties. One Vision." - have pinpointed the site as ideal for a retail anchor.

Jon Kinsey, a principal in the Chattanooga-based development firm, said he would be in town today to begin evaluating other sites.

"If you look around there are other opportunities, and what we'll do now is a preliminary investigation and see what warrants a more detail review," he said. "The whole idea is the cinema is a key to the redevelopment of not just Market Square but all of downtown and if on its own it can get open quicker than as part of the intermodal center we need to consider that."

Kinsey said the Gay Street/Wall Avenue site has promise because of its proximity to Market Square. "That's an obvious one, and certainly there are some others."

David Dewhirst, a Market Square property owner and member of the Kinsey Probasco team, said he's loathe to consider any other sites but the 500 block of Gay Street, which includes the S&W Cafeteria building.

He noted Krutch Park was extended for the purpose of drawing visitors from the theater to Market Square, where he and property owners have renovated their buildings to accommodate shops and restaurants.

The theater also will require free parking to compete with suburban locations, he said, and the State Street parking garage, which is virtually empty on nights and weekends, would fill the bill.

"The movie theater needs to be on the 500 block of Gay Street," he said.

Kinsey Probasco at work on waterfront

Knoxville News Sentinel

June 4, 2003

by Amy Nolan, News-Sentinel staff writer

Kinsey Probasco & Associates, the firm charged with redeveloping Market Square, has been selected to build a \$17 million mixed-use development along Chattanooga's waterfront.

The firm again teamed with Knoxville-based development firm Cardinal Enterprises, headed by Brian Conley, to win the Chattanooga project, beating out two Atlanta-based developers.

The development, which includes residences, restaurants and a 390-space parking garage, is part of Chattanooga's \$120 million 21st Century Waterfront Plan and will be located between the Tennessee Aquarium and the IMAX 3D Theater. The plan includes expansions of the aquarium and the Hunter Museum of American Art, the renovation of the Creative Discovery Museum, and improvements to 21 acres of public space along the riverfront.

Jon Kinsey said the firm paid \$825,000 for less than an acre along the riverfront. The city of Chattanooga is paying for the parking garage.

"It's relatively similar to what we're doing in Knoxville, where the city funds the parking garage and the residential ends up being privately done," said Kinsey, a former mayor of Chattanooga.

Knoxville's parking garage - a \$14 million, 800-space structure behind Market Square - is part of Mayor Victor Ashe's budget proposal. City Council passed the budget on the first of two required readings and meets Tuesday.

Kinsey Probasco will incorporate 12 residential units as part of the Knoxville garage's design.

"It should be underway this year," Kinsey said.

The firm is still awaiting a decision on how to proceed with a 10-screen movie theater proposed for Gay Street, which downtown proponents say will draw visitors and subsequently other retailers.

Locating the theater with a transit center initially was considered an efficient way to help pay for the project, with the Federal Transit Authority chipping in \$13.6 million of the center's \$17 million price tag.

But Kinsey Probasco recently asked the city to separate the two projects because the transit center is not expected to be completed until late 2006.

"I've always felt it made sense to have the movie theater as part of the transit center to help it get it funded," Kinsey said. "The only concern I have is that it's really critical to get that theater open ASAP."

Meanwhile, Kinsey is still feeling good about a late July opening of Market Square itself. New trees are expected to arrive today, he said, and the square's concrete floor should be poured in the next 10 days.

"The utility work in the rain has been slow, but things are starting to pick up now. If we don't make the end of July, it won't be much past that."

Preserve 'legacy,' mayor exhorts - Council OKs plan for Market Square

Knoxville News Sentinel

April 18, 2002

by Scott Barker, News-Sentinel staff writer

When City Council approved a coordinating developer for Knoxville's reviving traditional marketplace Wednesday, Mayor Victor Ashe took the opportunity to implore the council, a country club and a local bank to do more for historic preservation.

Meeting in special session in Market Square, the panel voted unanimously to endorse the Kinsey Probasco & Associates proposal to redevelop the square and other sections of downtown.

The resolution authorizes Knoxville's Community Development Corp. to negotiate a contract with the Chattanooga-based developer for the project, estimated at \$41 million.

Kinsey Probasco partner Jon Kinsey said he hoped the negotiations would take only weeks. City Council would have to sign off on the deal, which is estimated to cost taxpayers nearly \$19 million.

Councilman Mark Brown, who represents the area, said he was glad the administration is moving forward since downtown has needed such attention for decades.

Though the meeting was called to vote on Market Square, Ashe stole the show with an impassioned speech at the end calling on the panel to thwart separate plans by Cherokee Country Club and Home Federal Bank to tear down venerable buildings to make way for parking lots.

"You cannot stand here and celebrate your good deeds in saving these buildings while you sit by and let the wrecking ball tear down the J. Allen Smith (Coughlin) house, the Sprankle Building or other buildings throughout the city of Knoxville," Ashe said.

"You can't simply say, 'We're going to save these 14 buildings and let the rest go to hell.' You simply cannot do that and be serious about historic preservation."

Cherokee Country Club wants to demolish the circa-1916 Smith/Coughlin House on Lyons View Pike, while Home Federal plans to raze the Sprankle Building downtown.

The city and Cherokee are in a court battle over a city law banning demolitions in areas slated for historic overlay designation. At its regular meeting Tuesday, City Council put off voting on the Smith/Coughlin controversy. The Sprankle Building is in the historic overlay bureaucratic pipeline.

Ashe offered Tuesday to bring in arbitrators to help the country club and the city reach an agreement, but he didn't strike a conciliatory tone Wednesday.


The mayor urged owners of historic buildings to consider their "legacy in the community" and decide whether "they want a stain on their legacy, a blemish, or be applauded as visionaries who took the past, saved it and put it in the future."

The Kinsey Probasco proposal includes a Gay Street movie theater, apartments in new and renovated buildings, retail and restaurant development in Market Square, an expansion of Krutch Park and additional parking.

Kinsey, a former Chattanooga mayor, estimates much of the work in Market Square would be complete within two years.

"Sitting here and looking around, it's not hard to visualize what this could be," Kinsey said. "I look forward to going to work and making things happen."

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Council praises Market Square plan

Knoxville News Sentinel

April 5, 2002

by Scott Sarker, News-Sentinel staff writer

Uncertainty over funding aside, Knoxville City Council members were positively giddy after a three-hour workshop Thursday about the Kinsey Probasco & Associates proposal for Market Square.

"I have a pretty good feeling about these guys," Joe Hultquist said. Of Jon Kinsey, a partner in the Chattanooga firm, Hultquist said, "He's one who understands the urban fabric."

Barbara Pelot went even further in her praise. After recalling the contentious September 2001 council meeting that authorized the redevelopment process, she said, "I feel like I'm witnessing a miracle."

Kinsey briefed the panel on his firm's \$41 million proposal and answered questions from council members. The proposal calls for a coordinated, mixed-use development in Market Square, a multi-screen cinema on Gay Street, residential development and an expansion of Krutch Park.

Council may vote on the concept at a special called meeting tentatively scheduled for April 12. Votes on funding various pieces of the project would come later.

Mayor Victor Ashe called the plan "one of the most promising and exciting proposals that has come before the city."

While other council members weren't as effusive as Hultquist and Pelot, everyone who stayed to the end of the session said they liked the concept.

Larry Cox and Vice Mayor Jack Sharp said they're ready to move forward. Mark Brown, who represents downtown on the panel, said, "It's exciting. I like what I hear thus far."

Steve Hall said his only reservation would be the amount of public funding, a concern shared by several of his colleagues. The proposal calls for the city to pitch in \$18.8 million to develop the cinema site, build parking garages, expand Krutch Park, improve infrastructure and refurbish façades.

Kinsey said the public investment would be needed to launch the project and urged officials to implement the entire plan.

"I'm not sure trying to piecemeal it would be very effective," Kinsey said.

Kinsey emphasized the importance of the movie theater to the success of the proposal. He said sub-anchors like restaurants and bookstores would come only after they could be assured as many as 2,000 people would pass through the cinema every two hours.


Knox County owns the buildings Kinsey would like to use for the theater, and County Executive Tommy Schumpert has said he's willing to work out a deal for the property.

Alvin Nance, president of Knoxville's Community Development Corp., said a review of Kinsey Probasco's finances showed the firm could raise the \$22 million in private investment called for in the plan.

Kinsey Probasco estimates that in the third year of the project about 82,200 square feet of space would be leased out and would generate nearly \$2.1 million in sales-tax revenues, the bulk of which would go to the city under a provision of the state's convention-center financing law.

Bill Ambrose and Andie Ray, members of the Historic Market Square Association who have criticized previous proposals, gave their qualified support for the plan. The Knoxville Area Chamber Partnership gave a ringing endorsement.

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The Kinsey Probasco Team

Knoxville News Sentinel

March 17, 2002

by Scott Barker, News-Sentinel staff writer

One afternoon last summer Knoxville businessmen Brian Conley and David Dewhirst sat down to lunch at the now-closed City Brew on Gay Street to talk about how to jump-start downtown redevelopment.

Like many Knoxville residents, Conley and Dewhirst share an admiration for Chattanooga's transformation of its downtown riverfront from a dilapidated warehouse district to a vibrant hub of activity. They also shared a fear that Knoxville would let the opportunity to rejuvenate its center city slip through its fingers.

Instead of complaining, they decided to act. As a result Kinsey Probasco & Associates of Chattanooga is poised to try its hand at reviving downtown Knoxville, starting with Market Square.

Last month Knoxville's Community Development Corp. named Kinsey Probasco coordinating developer of the project.

Although City Council isn't legally required to sign off on KCDC's decision, the panel is scheduled to hold a workshop on the plan April 4 and may vote on the choice later. Council members would have to vote on funding the public portion of the proposal -- \$18.8 million of the \$40.55 million total for the first phase.

Due to a combination of multiple property owners, mingled public and private spaces and sometimes-conflicting agendas, Market Square redevelopment could be the most complex business initiative undertaken here since the World's Fair 20 years ago.

After lunching with Dewhirst, Conley went back to his office and called Ken Hays of the River City Co., which is a nonprofit agency responsible for development initiatives in Chattanooga. Hays referred Conley to Jon Kinsey, who had just returned to real estate development after spending four years as mayor. (A former business partner, Hays served as Mayor Kinsey's chief of staff.)

After listening to Kinsey talk for 45 minutes about revitalizing downtowns, Conley invited him to Knoxville. Kinsey liked what he saw.

"What first got me interested was that I knew the community was really interested in seeing something happen in their downtown," Kinsey recalled last week. "Without that, nothing can happen."

Kinsey and Ben Probasco, a former brewpub chain executive and Kinsey's longtime real estate development partner, spent the next eight months traveling to Knoxville and talking to government and community leaders, downtown property owners and other concerned citizens. They hosted a charrette, which is a sort of public bull session on design issues, to generate ideas.

The plan they formulated revolves around building a 10-screen cinema on Gay Street and recruiting high-profile anchor tenants to attract people to Market Square. They also put together a team to implement a proposal that covers a five-block area of downtown.

The team is comprised of Chattanooga and Knoxville firms, ensuring that homegrown talent would be working on a hometown project. Kinsey said hiring Knoxville firms is vital to his proposal's success.

"For an out-of-town developer to come into a city, especially a downtown, you have to have strong local partners," he said.

Perhaps the strongest local partners are Dewhirst and Conley. Because they own much of the property in the redevelopment area, the team would have equity in the project from the beginning.

Kinsey said he couldn't overstate the importance of having Dewhirst and Conley on board. Dewhirst owns 10 parcels on Market Square -- more than anyone else and nearly one-third of the total. Conley's family owns the Burwell, AmSouth, Charter Federal, Medical Arts and Crystal buildings.

The Charter Federal and AmSouth buildings would be renovated under the plan, while Conley's Cardinal Enterprises would act as construction manager for all new projects, Kinsey said.

Knoxville architectural firms Ross/Fowler and Goss Piercy Goss would work on public spaces and historic preservation, while A.C. Entertainment would provide coordination for events, presumably including the popular Sundown in the City series in Market Square.

Kinsey tapped Stroud Watson, a nationally renowned University of Tennessee architecture professor and director of the school's Urban Design Studio in Chattanooga, to help with overall design issues.

To design the theater, which Kinsey hopes will be the magnet that draws large numbers of locals downtown, Kinsey Probasco tapped Chattanooga's Artech Design Group.

With the team in place, the hard work is set to begin. Last month Kinsey Probasco was named coordinating developer, with the emphasis on "coordinating." Many property owners have decided to develop their own buildings, so Kinsey Probasco's role could be different from property to property, depending on the owner's wishes.

Some property owners may want to turn their buildings over to Kinsey Probasco for renovation and leasing. Others may want the firm to act as a leasing agent. A few could just participate in joint marketing efforts.

That presents challenges most developers don't have to encounter. The buy-build-lease model isn't an option in Market Square, where multiple property owners, some with conflicting dreams for their buildings, make unity nearly impossible to impose from above.

The result sounds more like a organizing an ad hoc flotilla of pleasure boats than commanding a battle squadron. Kinsey is a realist when it comes to the potential pitfalls.

"There's no question it's harder to develop (property) downtown. Downtowns are different," Kinsey said. "It's a lot easier to buy a piece of property out in the suburbs and start from scratch."

Compensation methods would be manifold as well. Kinsey said he anticipates being paid management fees for new construction projects, like the theater, and receiving leasing commissions from property owners. He also said his firm would look at buying property in the redevelopment area.

"We anticipate being in an ownership position in some of the properties," he said.

While there are several options for payment, Kinsey said the details would need to be worked out as the projects move forward.

"We are certainly taking a leap of faith to have worked this long without spelling that out," Kinsey said.

Although Kinsey said his firm would work with property owners in whatever capacity they want -- from turnkey construction to advising -- he sees Kinsey Probasco primarily acting as a catalyst.

"What we're going to do is provide the anchors to give people in Knoxville a reason to come downtown and create the demand that property owners will capitalize on," Kinsey said.

Foremost among the possible anchors is the movie theater. Carmike Cinemas, which operates a downtown theater in Chattanooga, is interested in managing the proposed Gay Street location.

Kinsey says he knows of no other business that would lure locals downtown after dark as well. If the proposed theater is only half-full for nighttime shows, that would mean about 1,000 people emerging every two hours onto Gay Street. Kinsey is betting they would walk through an expanded Krutch Park

to the restaurants and shops on Market Square.


Despite the obstacles, Kinsey points to the consensus that seems to be building about redevelopment downtown as a compelling reason to work in Knoxville:

"Nine Counties. One Vision." has identified downtown revitalization as a top priority for the entire region. The Knox County Commission and Knoxville City Council has voted to back Universe Knoxville, a planetarium, museum and children's discovery center proposed for State Street. The city's new convention center is scheduled to open this summer. Plus, Mayor Victor Ashe and City Council have authorized the very project that Kinsey would lead.

However, Kinsey said the real advantage in being an urban center developer lies in the market because people just like going downtown.

"Give them a reason to go downtown," he reasoned, "and they will go."

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Chattanooga firm to oversee Square plan

Knoxville News Sentinel

March 17, 2002

by Scott Barker, News-Sentinel staff writer

Last summer Chattanooga developer Jon Kinsey asked University of Tennessee architecture professor Stroud Watson to run a brainstorming session in Market Square.

That session brought together architects, property owners, community leaders and other interested parties to talk about the future of the square. The ideas generated that evening helped form the basis for the Kinsey Probasco proposal for redeveloping the square.

Fresh from winning the prestigious American Institute of Architects Thomas Jefferson Award for Public Architecture, Watson would continue to play a role in the design of downtown improvements under the Kinsey Probasco plan.

"Stroud is one of the nation's greatest urban-design experts," Kinsey said. "I've had the opportunity to work with Stroud for close to 20 years, both as a private developer and as mayor (of Chattanooga), and I've been impressed by his ability to bring value to a project."

Watson runs UT's Urban Design Studio in Chattanooga. The center has been instrumental in downtown Chattanooga's resurgence, and it was Watson's design work that led to his Thomas Jefferson Award.

"He has been the conscience of our downtown as far as quality," said Ken Hays, president of the River City Co., a nonprofit corporation in charge of development in Chattanooga.

Watson emphasizes planning that encourages an evolution of an urban area based on its history rather than a radical change in its character.

"You do it in a scale and a character that is responsive to (a city's) past and also structures a whole new future," Watson said.

In Knoxville, Watson would direct a design charrette involving public and private stakeholders in Market Square. He said public participation is important in building consensus and establishing an understanding of a developer's plan.

"We've done this a lot and it works incredibly well," Watson said.

Born in New York City, Watson studied architecture at the University of Illinois and the University of Pennsylvania. He has worked in Alabama, Arizona, Hawaii and Buckinghamshire, England. He came to UT in 1981 to direct the Urban Design Studio, which gives architectural students the opportunity to apply classroom theory to the streets of American cities.

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Planners have enviable record on downtown rejuvenation

Knoxville News Sentinel

February 24, 2002

by Scott Barker, News-Sentinel staff writer

When it comes to downtown redevelopment, Knoxville has long suffered from a chronic case of "Chattanooga envy."

The cure officials are considering resembles inoculation in that it uses a portion of the cause to ward off the illness.

In other words, if you can't beat 'em, hire 'em.

Knoxville leaders are poised to tap Chattanooga developers Jon Kinsey and Ben Probasco to inject life into a diseased downtown.

Kinsey and Probasco have a 17-year track record in Chattanooga, where the transformation from blight to bliss has been nothing short of remarkable. But Kinsey, who served as mayor of Chattanooga from 1997 to 2001, says Knoxville's in a better position now than Chattanooga was in the mid-1980s.

"It was awful," Kinsey recalled during a recent tour of Ross' Landing in Chattanooga. Knoxville is in "a much better position than we were. You've got this large convention center being built, (and) you've got a region that's growing."

Just 90 miles down Interstate 75 from Knoxville, Chattanooga managed to transform the Ross' Landing area on the banks of the Tennessee River from a district of dilapidated warehouses into a nationally renowned urban playground.

In addition to the much-lauded Tennessee Aquarium, Ross' Landing contains BellSouth Park, a new-minor league baseball stadium; an IMAX theater; a seven-screen cinema complex; a children's discovery center; a flock of hotels; and dozens of restaurants and shops of recent vintage.

The Walnut Street Bridge was converted into a pedestrian walkway, which spurred retail development and the establishment of a park on the north shore of the river.

"The transformation of Chattanooga's downtown has generated a lot of business because it's a better place to visit," Kinsey said.

One of the key elements of the Kinsey Probasco & Associates proposal for downtown Knoxville is a multi-screen cinema complex similar to one the firm attracted to downtown Chattanooga five years ago.

Kinsey Probasco was hired by CARTA, the city's bus service, to build an electric shuttle terminal and parking garage in the north end of the central city. Kinsey hit upon the idea of putting a movie theater on the ground level of the garage.

Though Kinsey approached several major theater chains, Carmike Cinemas was the only company willing to listen. Still, Carmike officials were skeptical, Kinsey said.

"Their initial response was, 'We don't do downtown movie theaters. We haven't in decades, and they don't work.' "

Eventually, the company was persuaded to try, and Chattanooga's Bijou Theatre, with a façade and lobby that pay homage to movie palaces of years gone by, opened in 1996. The effect was immediately

rent at nearby businesses like the Big River Grille, which is located across the street in a converted trolley shed.

"The theater generated so much local traffic that we weren't ready to handle," said Rob Gentry, a founding partner of the brewpub. Kinsey also was an original investor and retains a small interest in the company.

Kinsey helped spark the city's downtown renaissance in 1989 when he plucked the Chattanooga Choo-Choo out of bankruptcy and restored the landmark former railway terminal.

According to Kinsey, the complex -- which includes restaurants, shops, formal gardens and a 361-room hotel -- now attracts 800,000 visitors annually, with 250,000 spending the night.

Other downtown projects include the restoration of the Chattanooga Times building and Riverset Apartments.

Kinsey and Probasco have worked on projects in Washington, D.C., Atlanta and Miami, as well as building the first residential development on Memphis' Mud Island. Kinsey has been co-developer of four convention center hotels.

Kinsey, 47, and Probasco, 42, first joined forces in the early 1990s. Except for Kinsey's four-year term as mayor, they've been in business together ever since.

An avid golfer and a graduate of the University of Virginia, Probasco tends to stay in the background, while Kinsey projects the voice of the firm.

Kinsey studied mathematics and economics at Boston Universtiy and at Schiller College at the University of Heidelberg in Germany. Before going into real estate, he worked for a holding company for a group of Coca-Cola bottlers.

Kinsey jokes that a "midlife crisis" led to his entry into politics. Under his leadership, the city started \$150 million worth of projects downtown, including a new conference center and an expansion of the convention center.

Probasco was construction manager on many of the partners' projects, including the renovation of the Chattanooga Times building and River Place, which is home to the city's visitors' center and a TGI Fridays.

Both are active on the boards of nonprofits with a downtown presence. Kinsey just rotated off the board of River City, Chattanooga's redevelopment agency. Probasco is a founding board member of the Creative Discovery Museum, which attracts 200,000 people each year.

Despite the duo's success in Chattanooga, they are focusing on what is unique about Knoxville.

"Every city and every downtown is different," Kinsey said. "That's what makes them great."

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Gay Street cinema vital cog in redevelopment plan

Knoxville News Sentinel

February 24, 2002

by Scott Barker, News-Sentinel staff writer

Standing on the southern edge of Market Square, an observer can't see the former S & W Cafeteria building a block away on Gay Street.

But out of sight doesn't mean out of mind for a team led by a pair of Chattanooga developers.

If their redevelopment proposal for Market Square is signed off on by city officials, the moribund middle of Gay Street's 500 block would play a vital role.

Jon Kinsey of Kinsey Probasco & Associates says the success of his firm's \$55 million proposal -- which appears headed for approval by Knoxville officials -- depends on the theater drawing enough people downtown. It would be Knoxville's first new downtown cinema in decades.

"You can't just focus on Market Square," Kinsey said, adding that any improvements there would have to be made in context with the rest of downtown.

The Kinsey Probasco plan covers five blocks. Kinsey's partner, Ben Probasco, says Knoxville's compact downtown makes the plan possible.

"Everything's a five-minute walk," Probasco said.

Other elements of the plan include an expansion of Krutch Park, nearly 1,000 parking spaces in new garages and both new and renovated residential buildings providing about 250 new housing units.

By far the most important piece of the puzzle is the cinema, Kinsey says. He envisions a 10-screen theater seating about 2,000 people. The theater would use the Art Deco facade of the old S & W as an entry.

"You've got to give locals a reason to go downtown. (A cinema) gives more people a reason to come downtown than anything else," he said.

The convention center is supposed to bring visitors to Knoxville. Universe Knoxville, if it's built, is aimed at tourists. But Kinsey says the health of a downtown is in the hands of local residents.

Kinsey says Chattanooga visit the Tennessee Aquarium once or twice a year, but go out to the movies much more often. Many, he says, are heading to the Bijou Theatre in downtown Chattanooga.

The seven-screen cinema opened a little more than four years ago. With three hours of free parking for moviegoers in the adjacent 600-space garage, the theater is attracting locals willing to spend money downtown, Kinsey said.

Across the street at the Big River Grille, a brewpub and restaurant that opened in 1993, business has never been better. Founding partner Rob Gentry says the number of eating options has tripled since the theater opened.

"A lot of that was spurred by the additional traffic the theater established," Gentry said.

Many of his patrons eat dinner at the restaurant, take in a show, then return for a beer, Gentry said.

Kinsey believes Knoxvilleans will be just as receptive, especially those who live in or near the center city, University of Tennessee students and people from cinema-starved South Knoxville.

Carmike Cinemas, which operates Chattanooga's Bijou, appears ready to come to terms on a downtown Knoxville location, despite the hurdles of operating in a city center.

In a letter to Kinsey, Carmike Vice President Lamar Fields writes that the company is willing to look at several financing options and is "very interested in finalizing an arrangement for the Gay Street location."

Knox County owns the property. County Executive Tommy Schumpert has discussed the site with Kinsey and city officials, but he said talks won't get serious unless Kinsey Probasco is officially named coordinating developer for Market Square.

"It does sound like a pretty good proposal, and they have a track record in Chattanooga. Chattanooga is a lot like Knoxville, so I think that's a pretty good track record," Schumpert said.

The movie theater won't do Market Square any good unless people head there before or after seeing a show. To make navigating between the two easier, Kinsey is proposing expanding Krutch Park through the parking lot directly across from the theater site.

Brian Conley of Cardinal Enterprises owns the parking lot and the two bookends of the block -- the Charter Federal and AmSouth buildings. Kinsey tapped Cardinal to head up construction for the entire project.

Conley plans to spend \$8.5 million to convert the Charter Federal building from offices to apartments and upgrade the AmSouth building's office space. The Charter Federal project would qualify for the city's downtown residential incentives program.

The Krutch Park extension would provide a landscaped path from the theater to Market Square. Though there are some obstacles (the park is privately owned but maintained by the city), Mike Fowler of the architecture firm Ross/Fowler says they are surmountable.

"We're not talking about radically changing the park; we're talking about improving it," Fowler said.

Fowler, whose firm is part of the Kinsey Probasco team, also wants to use streetscape design to extend the feel of Market Square down Market Street and along Wall Avenue.

Parking, always mentioned as a sticking point downtown, would be boosted by the addition of nearly 1,000 new spaces in a trio of parking garages, but the scrapping of surface lots would reduce the net gain somewhat.

Moviegoers would get to park for free at a parking garage that would be part of the cinema complex. The developers also want to work out an arrangement with the State Street garage across the street from the rear of the theater.

The proposal calls for a total of 250 new residential units, the bulk of them west of Market Square. New construction would top off a parking garage immediately behind Market Square and another one on the next block to the west, dubbed the Daylight Block. The Daylight Building would be renovated for apartments as well.

KCDC is waiting on orders from the city to issue a request for proposals for the Daylight Block.

More than 145 apartments are being built in at least three other projects downtown. The Kinsey Probasco proposal would bring the total number of new residential units planned for downtown to about 400.

David Dewhirst, who owns 10 parcels on Market Square and is involved in several of the residential projects, says there's plenty of demand for center city housing. A partner with Kinsey Probasco and Cardinal Enterprises in the redevelopment plan, Dewhirst says he's inundated with calls from people seeking apartments downtown.

"The more people who live downtown, the more people want to live downtown," he said.

Momentum of that sort is what Kinsey is counting on.

"It's hard to get started, but once it does, the momentum just grows on itself and builds on itself."

The opening of the convention center this summer and the possibility of Universe Knoxville are creating some momentum, but Kinsey maintains it will take local residents coming downtown every day, not just tourists, to make redevelopment efforts a success.

Others affiliated with Kinsey agree.

"Universe Knoxville can potentially be a very good thing, but it will take a quality downtown to make Universe Knoxville successful," Dewhirst said.

In addition to momentum, the proposal needs money. The first phase, which includes everything but the Daylight Block, would cost an estimated \$40.55 million, with \$18.8 million being supplied by taxpayers. The Daylight Block improvements would add \$14.5 million (\$3.5 million in public dollars) to the total.

Kinsey said the exact amount of public financing wouldn't be known until detailed negotiations take place, but he emphasizes that public money is absolutely necessary when it comes to paying for downtown projects.

A former mayor of Chattanooga, Kinsey said his political experience gives him an understanding about what local governments can and can't do financially.

The Knoxville City Council and, in the case of the theater, the Knox County Commission would have to approve any public expenditures.

On the private side of the ledger, it appears Kinsey Probasco would be able to put together a financial package for the project.

Rick Murphree, senior credit officer for real estate for First Tennessee Bank, reviewed Kinsey Probasco's financial documents for Knoxville's Community Development Corp.

After disclosing that his bank has "relationships" with Kinsey, Probasco and Conley, Murphree told KCDC's Market Square Advisory Committee last week that the team has "sufficient resources" for the first stage.

In its proposal to KCDC, Kinsey Probasco included three letters from lenders, including one from First Tennessee, expressing an interest in financing the project.

The final hurdles are political. The KCDC board of directors is tentatively scheduled to decide March 5 whether Kinsey Probasco should be named coordinating developer for Market Square. KCDC officials want to hold a work session with City Council on March 14, with a vote coming as early as March 19.

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Chattanooga firm closer to developing Market Square

Knoxville News Sentinel

February 21, 2002

by Scott Barker, News-Sentinel staff writer

A group led by former Chattanooga Mayor Jon Kinsey took a giant step forward Wednesday toward being named the coordinating developer in Market Square.

The Market Square Advisory Committee voted unanimously to recommend a revitalization proposal by Kinsey Probasco & Associates to the board of directors of Knoxville's Community Development Corp.

Kinsey is proposing to give property owners wide latitude in developing their buildings, expand Krutch Park and build a movie theater on property owned by Knox County in the 500 block of South Gay Street. Both new and renovated residential buildings are included in the plan.

Kinsey told the committee that cities throughout the country are trying to pump life back into their downtowns, and Knoxville is in "an enviable position" after laying much of the groundwork.

"Market Square, the historic heart of the city, is a great place to start," Kinsey said, but "you can't just focus on Market Square."

Though not penciled in for Market Square, the cinema, he emphasized, is the key to the success of the proposal. Retail shops and restaurants would follow to cater to local residents going to the movies, Kinsey said.

Carmike Cinemas, which operates a theater in downtown Chattanooga, is interested in the deal.

Committee Chairman Dr. Bill Lyons emphasized that the panel's recommendation isn't necessarily an endorsement of the theater proposal.

Kinsey said he would coordinate the development of Market Square itself with a light hand. He also assured the committee he would be comfortable using zoning restrictions to regulate development rather than restrictive covenants.

"The great thing about free enterprise is that people for the most part are going to do what makes economic sense," he said.

In its evaluation, the committee gave the proposal high marks, though some members questioned Kinsey's estimates of retail sales and attendance figures at the movie theater.

Committee member Carlene Malone also raised an eyebrow at what she termed a high level of public financing -- \$18.8 million of the \$40.55 million price tag for the first phase. City Council would have to approve any public funding.

Though the Kinsey Probasco proposal includes revitalization initiatives covering five blocks, the committee tried to focus on plans for Market Square.

"In some ways this proposal is more beneficial to downtown as a whole than to Market Square individually," Malone said.

The KCDC board is tentatively scheduled to meet March 5 to consider the proposal.

"I'm pretty optimistic it will be well received," said Lyons, who also is chairman of the KCDC board.

Market Square proposal tossed

Knoxville News Sentinel

February 14, 2002

by Scott Barker, News-Sentinel staff writer

An advisory committee Wednesday tossed out a proposal for Market Square revitalization, leaving only one plan on the table.

Knoxville's Community Development Corp.'s Market Square Advisory Committee ruled the proposal from Urban Design Associates of Pittsburgh, didn't adequately respond to KCDC's request for proposals.

That leaves Kinsey Probasco & Associates of Chattanooga as the only firm still in the hunt to be named coordinating developer for the redevelopment project.

Following a KCDC staff recommendation, the committee voted unanimously to drop the Urban Design Associates proposal from consideration.

Raymond Gindroz, who headed up the Urban Design Associates effort, had proposed a 90-day public input process to arrive at a consensus on Market Square's future.

But KCDC's request for proposals asked for a redevelopment plan, including details on financing.

"It's been studied a lot. I'm not inclined to put out more money to study Market Square," committee member Wilson Borden said.

Gindroz acknowledged Wednesday the proposal didn't address all points of the request for proposals, and said he understood the committee's decision.

"I wish them luck in moving ahead," Gindroz said. "It's a great city ... I think there's potential that can be fully realized."

Kinsey Probasco, on the other hand, submitted a plan that ranges beyond the confines of Market Square to include a multiscreen movie theater and further development on Gay Street. The committee is only considering the portion of the proposal that involves Market Square.

The committee wants the firm to make a presentation at its Feb. 20 meeting before beginning its evaluation.

Committee member Carlene Malone said she's concerned that the Kinsey Probasco proposal doesn't call for much coordination between the firm and individual property owners.

In its proposal, Kinsey Probasco President Jon Kinsey writes that property owners should be allowed to develop their properties without interference as long as they comply with the square's historic overlay restrictions and renovate their buildings in a timely manner.


Market Square property owner David Dewhirst, who's working with Kinsey Probasco, explained that since most property owners plan to renovate their own buildings, the coordinating developer wouldn't have to do as much coordinating.

"We're responding to what the property owners asked for," Dewhirst said. "The concept of developing downtown and Market Square should be a natural event. We want to set up the environment so it can be successful."

The committee also signed off on plans submitted by the owners of 33 properties in the redevelopment area. That leaves the owners of seven parcels (excluding parking lots) who haven't responded to KCDC. KCDC officials said they've been trying to determine whether the owners intend to comply.

After the committee makes its recommendation, the KCDC board is to select the coordinating developer. City Council will vote on any public funding.

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Thinking Outside the Square

Metropulse

February 07, 2002

by Joe Sullivan

Both of the respondents to the city's request for proposals (RFP) to redevelop Market Square have placed a lot of emphasis on development that extends beyond the Square.

"Redevelopment of Market Square will not be successful unless a comprehensive approach to downtown planning and redevelopment that includes Gay Street is implemented," states the proposal submitted by Chattanooga based Kinsey Probasco and Associates, which is working in concert with Knoxville developers Brian Conley and David Dewhirst.

"The RFP was asking what should be on Market Square. But Market Square needs to link to the rest of downtown, and people need to reach a consensus on what their downtown ought to be," says Kim Trent, spokesperson for another group that responded just prior to Monday's deadline. This group includes a list of participating firms so long that just identifying all of them might take up half this column's space. The point person locally is architect Jennifer Martella, and the other key players at this stage would appear to be Ray Gindroz of Pittsburgh-based Urban Design Associates and Charles "Chuck" Fancher of Fancher-Kaser Partners, based in Newport Beach, Calif.

For a long time, I've preached the need for comprehensive redevelopment of the Square in order to restore its commercial vitality (in a mixed-use setting, mind you). But I'm now persuaded of the need to look outside the Square as well for contributions to its proverbial critical mass. Universe Knoxville can help if it comes to fruition; so can the new convention center. But there's probably a need for more by way of anchors, magnets or whatever to pull people into our languishing downtown that centers on the Square.

The big difference between the Kinsey Probasco, et al response and the Martella, Gindroz, Fancher, et al, response is that the former gets specific about what the "more" should be, whereas the latter only proposes a further planning process.

A sine qua non of Kinsey Probasco's proposal is a cineplex. It states: "In order to achieve the critical mass of people needed to sustain retail and restaurant establishments on Market Square and Gay St., a multi-screen cinema complex should be constructed on the 500 block of Gay Street between the Fidelity [Bankers] Trust Building and the Farragut Building." That's the site Knox County acquired for the court component of its abortive justice center, and which County Executive Tommy Schumpert is reportedly receptive to making available. It's also the site of the nostalgically remembered Riviera Theater, and the new cinema's entrance would be another Knoxville landmark: the restored faade of the S & W Cafeteria.

Given the overextended state of the cinema industry, prospects for landing new screens downtown anytime soon have appeared dim. But Jon Kinsey, who was instrumental in bringing a cineplex to downtown Chattanooga a few years back, has a letter of intent from Carmike Cinemas that states, "we are very interested in finalizing an arrangement for the Gay Street location." The proposal calls for the city to build the 10-screen or more, \$6 million facility (not counting any land cost) and lease it to Carmike for a low base rent plus a percentage of a projected \$3 million in annual revenues. The facility would also include a 200-plus-space garage. Based on his Chattanooga experience, where he reverted last year to being a developer after a term as mayor, Kinsey insists that weekday parking, lease, sales tax and derivative revenues will produce a positive return to the city on its cinema investment.

to provide for easier pedestrian access between the cinema and the Square, the Kinsey Probasco proposal calls for extending Krutch Park through to Gay Street at a cost of \$1.2 million. To make the Square more accessible from the TVA Towers (as well as the Radisson Hotel) a new set of steps connecting them directly is envisioned. These Spanish Steps, as the proposal terms them, could also serve as an amphitheater for concerts and other events on the Square. And the proposal asks the city for a 150 percent increase to \$250,000 annually in its support of such events.

Around the Square itself, the proposal calls for commercial development on the ground level with residences or offices on the upper floors. The developers plan to invest \$8 million on improvements to the 46,000 square feet of space in the former Watson's Department Store that is owned by Dewhirst. They've got letters of intent from several prospective tenants including Kristi (a high-end women's apparel store), Donna-mite Shoes, Stir Fry Café and Big River Grille, a chain based in Chattanooga. "We have also had encouraging discussions with a major regional bookseller that would serve as a key anchor for the square," they state. It's rumored to be Davis-Kidd.

As for the Square's public space, a three-month planning process with public participation is envisioned, with a preliminary estimate of \$2.6 million in city cost for infrastructure and improvements. The city is also being asked to build a \$5 million, 348-space parking garage just to the west of the square and to spend \$4 million on structural and faade improvements to buildings whose owners are not prepared to renovate them on their own and would therefore become subject to condemnation. That brings the total public cost associated with their proposal to \$18.8 million. Developer fees are also contemplated for the project as a whole—but not for the public space planning process, which would be conducted by UT urban design professor Stroud Watson.

In contrast, the Martella, Gindroz, Fancher, et al, proposal consists solely of a planning process to be conducted primarily by Gindroz. Fancher would serve as a development consultant, but there is no developer involved. Gindroz's renown as an urban designer and champion of participative processes may make him an ideal candidate to lead the sort of three-month public input process that Trent envisions. But where that would lead, in turn, is anybody's guess. "At the end, our goal is to have a plan that would be appealing to local developers," she says. It's also anybody's guess what the process would cost. Martella says the consulting fees of all involved would depend "on the scope of the work, which would have to be worked out with KCDC." (Knoxville's Community Development Corp. is the city's redevelopment agency under whose aegis the Market Square redevelopment plan is proceeding.) In a recent posting on the k2k network, Martella estimated that a downtown master planning process would cost on the order of \$250,000. She says what's needed on the Square is "a mini master plan."

A third prospective respondent to the RFP, the Historic Market Square Association, dropped out last Friday. The association's president, Bill Ambrose, announced that, "Since the RFP was issued, a number of us researched a number of potential developer partners, met with five different candidate groups and worked toward a coordinated response with a select few. All have been quality people but ultimately the unusual design of the RFP itself placed both parties in such unnatural positions that we were not able to be comfortable submitting a response."

What's missing in the Kinsey Probasco, et al, response is provision for tying all the property owners on the Square into a comprehensive redevelopment plan. The City Council-approved plan under which KCDC is operating calls for selection of a "coordinating developer" to "facilitate the comprehensive redevelopment of the Market Square as a whole while permitting a meaningful opportunity for the existing property owners in the Market Square area to participate in the development." The plan further stipulates that, "KCDC expects that the comprehensive development...will require covenants and restrictions to be recorded that would govern the operation and maintenance of the Market Square area" while allowing for the possibility that "the same goal could be achieved through restrictive zoning."

However, the Kinsey Probasco response states that, "We believe that all property owners who expressed their willingness to redevelop their own properties be allowed the absolute, unfettered right to do so, subject only to the Square's existing H-1 Overlay [historic zoning] and the requirement that all floors of the buildings be renovated in a timely manner. Our model for the Square's redevelopment hinges upon unique, indigenous development of these properties by their owners, sparked by the new anchor tenants delivered by the Coordinating Developer." All but two of the Square's property owners

Two firms in lead to redo Market Square

Knoxville News Sentinel

February 06, 2002

by Scott Barker, News-Sentinel staff writer

Correction: 02/07/2002, * The Kinsey Probasco & Associates proposal for Market Square redevelopment would cost \$55 million, with \$22.3 million in public funding and \$32.75 million in private financing. A Wednesday article incorrectly added the subtotal for phase one of the project to the cumulative total.

Two teams of developers, each spiked with a heavy dose of local flavor, are in the running to be named coordinating developer of Market Square.

One firm wants to build a multiscreen movie theater on Gay Street as part of a redevelopment effort that moves far beyond the confines of Market Square, while the other wants to build a consensus before the bricks-and-mortar work begins.

Kinsey Probasco & Associates of Chattanooga, and Urban Design Associates of Pittsburgh, Pa., were the only two firms to respond to Knoxville's Community Development Corp.'s request for proposals to revitalize the historic plaza.

KCDC Chief Development Officer Dan Tiller said receiving two responses was "pretty much what we expected," since developers tend to seek work in familiar economic terrain.

Neither firm stuck to the letter of the request for proposals.

The Kinsey Probasco plan covers much more of downtown than Market Square, encompassing portions of Gay Street and a block to the west of Market Square. The two-phased project would cost \$95.5 million, with \$41.1 million in public financing for parking garages and an expansion of Krutch Park.

Under the Kinsey Probasco proposal, Market Square would be revamped as a mixed-use area with restaurants, shops and residences. But in the firm's proposal principal Jon Kinsey said Market Square couldn't stand alone.

"Redevelopment of Market Square will not be successful or sustainable unless a comprehensive approach to downtown planning and redevelopment that includes Gay Street is implemented," Kinsey writes.

The cornerstone of the Kinsey Probasco proposal is a multiscreen theater on county-owned property in the 500 block of South Gay Street. A refurbished S&W Cafeteria façade would serve as the entrance for the movie theater.

The firm included in its proposal a letter of intent from Carmike Cinemas, which operates a downtown theater in Chattanooga.

Also in the plan is an extension of Krutch Park to the west side of the 500 block of Gay Street to connect the theater to Market Square. The park extension would replace a parking lot. Several buildings on Gay Street owned by Brian Conley would be renovated.

Just west of Market Square, the firm wants to build a parking garage. The next block west, where the Daylight Building is located, would be the site of a residential development.

The Urban Design Associates response doesn't include a specific plan. While saying they agree with the goals set for Market Square, the firm in its response said developing a plan isn't feasible yet.

instead, the firm is offering to lead a 90-day planning process before KCDC moves ahead with naming a coordinating developer. The planning process would identify goals, develop a plan for infrastructure and implement a program for reaching agreements with property owners.

"We do not believe that any development team can definitely present, at this stage, a workable plan for Market Square" without such a process, Raymond Gindroz writes in the proposal. Gindroz is the principal in charge of Urban Design Associates.

Both firms recruited locals to round out their teams.

Kinsey, a former Chattanooga mayor, is leading Kinsey Probasco & Associates. He's enlisted David Dewhirst, Market Square's largest property owner, to join in the effort. Kinsey Probasco has been involved in Chattanooga's storied downtown renaissance, as well as projects in Atlanta and other southeastern cities.

Also on the Kinsey Probasco team are Knoxville companies Cardinal Enterprises, Ross/Fowler Architects, Goss Piercy Goss Architecture and A.C. Entertainment.


A renowned urban planner who specializes in downtown revitalization, Gindroz of Urban Design Associates worked on the Hope VI project in Mechanicsville and has been involved in revitalization projects in Cincinnati, Minneapolis, Pittsburgh and Norfolk, Va.

Hodge Engineering Co., Martella Associates, the Partners Collaborative Inc. and Shelton Communications Group are Knoxville firms that have signed on with Gindroz. The National Trust for Historic Preservation would be a consultant, and the group would have a liaison with the Historic Market Square Association.

Conspicuously absent from the response pool was Memphis developer John Elkington, who last year lobbied to establish an entertainment district in Market Square.

KCDC's Market Square Advisory Committee is scheduled to begin poring over proposals from property owners and the two firms competing to be the coordinating developer in a meeting at 3 p.m. on Feb. 13 at the Family Investment Center, 400 Harriet Tubman St.

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The Village Market at Gettysview . Knoxville, TN



Dowell Springs Office Park . Knoxville, TN



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The Park Grill . Gatlinburg, TN



Connors Restaurant . Knoxville, TN

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YMCA Tennis Facility Baton Rouge, LA



YMCA Tennis Facility Baton Rouge, LA



DAVID HUTCHINS, AIA

Title:

President
Director of Architecture and
Planning

Years of Experience: 27

Education:

Bachelor of Architecture,
University of Tennessee,
Knoxville, Tennessee, 1978

Travel Study,
Versailles, France, 1977

Professional Registration:
1981 Architecture – Tennessee
1993 N.C.A.R.B.

Certificate No. 44189

Additional Registrations:
Kentucky, Ohio, Michigan,
Illinois, Kansas, Alabama,
Georgia, North Carolina,
South Carolina, and Florida.

Affiliations:

American Institute of Architects-
East Tennessee Chapter – Past
President 1997

Knoxville Community
Development Corporation
Board Chairman

East Tennessee Community
Design Center-Professional
Advisor

Rotary-Knoxville Volunteer Club
Member

Knoxville Football Club – Board
Member

United States Tennis
Association – Lifetime Member

Office Location:
Knoxville, Tennessee

Professional Experience:**President and Founder of Firm****1987-present**

Hutchins Associates, P.C.

Project types include: corporate offices, interior space planning, office buildings, shopping centers, recreation facilities, historic renovations, auto dealerships, restaurants, office warehouses, industrial facilities, master planning, homeless shelters, low-income housing, condominiums, single-family and custom homes.

Project Manager**1985-1987**

Bullock Smith and Partners, Inc

Project types included: Hotel, industrial, warehouse, restaurants and office buildings. In addition, specialty projects included: American Red Cross Chapter, House, Tennessee Air National Guard general facilities renovations and site improvements, renovation of U.S. Post Office and Courthouse, as well as Federal Offices.

Project Manager**1983**

*Ross/Fowler P.C. Architects, Landscape Architects, Planners
Ross/ Fowler Inc. – General Contractors*

Project Manager for: Post office, recreational facilities, shopping centers, hotel and historic renovation. Construction Manager for General Contractor in Design-Build on hotel, recreation facilities, restaurant, and historic building renovations

Project Manager/Construction Manager**1978-1982**

Ross Janney Hester Fowler P.C.

Architects, Landscape Architects, Planners

Ross Janney Hester Fowler Inc. – General Contractors

Project Architect and Construction Manager for Design-Build on office buildings and office renovations. Project Architect on hotel, restaurant, church, handicap accessibility evaluation and design for the Tennessee School for the Deaf (25 building campus), office warehouse and laboratory research facilities. Project Team Member on apartment complexes, mid and low rise low-income housing (section 8), post office, hotel, and educational facilities



HUTCHINS ASSOCIATES P.C.

GARY R. NUNLEY AIA

Title:

Architect

Years of Experience:31

Education:

Bachelor of Architecture,
University of Tennessee,
Knoxville, TN 1974

**Professional
Registration:**

1977 Architecture -
Tennessee

Affiliations:

**American Institute of
Architects**

- Member

Boy Scouts of America

- Scout Master

**Knoxville Association of
Professionals**

- Past President

Office Location:

Knoxville, Tennessee

Professional Experience:**Architect****2001-Present**

Hutchins Associates, P.C.

Project Manager/Associate

Architect**2000-2001**

Designers Alliance, Incorporated

Principal in charge of Architectural Department for custom log homes in PA, TX, NC, GA & VA, also Blakewood Condominiums in Knoxville

Project Manager**1995-2000**

Barber & McMurry, Incorporated

Project Manager Experience: Renovations at Jefferson Middle School, Maury Middle School, Talbot Elementary, Rush Strong School, White Pine School, New Market Elementary, Piedmont Elementary, The Centre at Deane Hill, All Saints Day School, Riverbirch Village Apartments

Manager of Design and Production**1992-1995**

Pilot Corporation

Design Manager – Established Design and Production Department for new construction & renovations at various Pilot locations across the USA

Senior Staff Architect**1984-1992**

Ross/Fowler, P.C. Architects, Landscape Architects, Planners

Ross/Fowler Inc. – General Contractors

Project Manager Experience: Madisonville Post Office, Windswept Village, Ely Building Renovations, Cate Building Renovations, Gables West Shopping Center, Sheraton West Motel Renovations, Hampton Inn Knoxville, Precision Litho of Tennessee, Overlook Mental Health Center, Streetscape 89, Public Improvements to Gay Street/Phase I & II, New UT Baseball Stadium, Nature's Way Montessori School, Calhoun's Restaurant, St. Mark's UMC Education Wing

President**1978-1984**

Gary R. Nunley and Associates, Incorporated

Design/Build Experience: Quailwood Condominiums, Mr. Gatti's Pizza, R & M Climate Control Office/Warehouse, Renovations & New Construction of many residential locations

Project Architect**1976-1978**

J. Chris Evans, Architects and Planners



HUTCHINS ASSOCIATES P.C.

ROSS/FOWLER, P.C.

Firm Background

Ross/Fowler is a comprehensive landscape architectural and architectural firm with offices located in Knoxville, Tennessee. Originally established in 1972, the firm has two principals and a multi-disciplinary professional staff of twenty two.

The firm has completed a wide variety of award winning landscape architectural projects with emphasis upon environment and landscape development. The firm has in-depth experience in campus, neighborhood, urban, and regional projects. Recent work includes the Knoxville Convention Center and redesign of the 1982 World's Fair Site into World's Fair Park in downtown Knoxville. Also in downtown Knoxville the firm is at work on the Market Square Redevelopment project including three blocks of downtown public spaces as well as a parking garage/housing complex. At the University of Tennessee in Knoxville current work includes the two-block long University Pedestrian Mall, the new Business School, and a series of campus entries. Past projects in Knoxville include Volunteer Landing consisting of a series of plazas, parks and a mile of riverwalk in downtown, as well as a waterfront regional visitor center and gardens. In middle Tennessee the firm has recently completed the Duck River Riverwalk Master Plan in Columbia and the central quadrangle at Middle Tennessee State University. In Nashville Ross/Fowler's past work includes the Tennessee Bicentennial Capitol Mall on four blocks north of the State Capitol as well as the Country Music Hall of Fame. In Chattanooga Ross/Fowler is the landscape architect for the Downtown/University Greenway, the Baylor School Master Plan, the Campus Site Design Guidelines for U.T. Chattanooga, and the Hunter Museum of American Art Expansion. The firm designed the initial Tennessee Riverpark and has completed several other segments. The five-mile long Rowing Center to Fishing Park Segment designed by Ross/Fowler is currently under construction. Other current projects include the Florence, Alabama River Heritage Development which overlooks historic Wilson Dam and connects the existing Conference Center and the new River Heritage Hotel by a riverwalk to the Tennessee River through an interpretive plaza/amphitheater/park complex.

Ross/Fowler is a leader in creative and responsible landscape architectural design. We have gained a reputation for design quality, competent professional service, and efficient project management. Ross/Fowler enjoys a continuing relationship with many of its clients. A design firm can call upon no finer recommendation than this, for it is indicative of a general satisfaction with the quality and responsiveness of our services.

Address: Ross/Fowler, P.C.
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Knoxville, Tennessee 37922

Telephone: (865) 637-1100

Fax: (865) 637-1101

Email: mfowler@rossfowler.com



ROSS/FOWLER, P.C.

Personnel

Ross/Fowler has a multi-disciplinary staff of twenty-two, comprised of seasoned professionals. A portion of the Ross/Fowler landscape architectural staff will be assembled into a project team focused on the World's Fair Site redevelopment project. The team will be tasked with site design duties to unify the projects through a comprehensive pedestrian network and landscape image. The following landscape architects will comprise the Ross/Fowler project team:

Michael F. Fowler, ASLA

Mr. Fowler will serve as principal landscape architect for the project. He has extensive experience in a wide variety of landscape architectural projects across the mid-south. Mr. Fowler was principal landscape architect for the World's Fair Park Master Plan, the Knoxville Convention Center, the World's Fair Park and Volunteer Landing. He has in depth knowledge of the project sites and their context.

David W. Craig, ASLA

Mr. Craig will perform landscape architectural project management duties for the project. He has served in a similar position for the Knoxville Convention Center, the World's Fair Park and Volunteer Landing on the Knoxville Waterfront. Mr. Craig has a thorough working knowledge of the World's Fair Park site as well as related adjacent sites and projects.

Grant E. Stewart, ASLA

Mr. Stewart will serve as a staff landscape architect for the project providing various design and technical support services. He has been involved in the World's Fair Park and Second Creek Valley projects and is knowledgeable of the various project sites.

Christopher C. Hall, ASLA

Mr. Hall will serve as a staff landscape architect for the project providing various drawing production and technical support services. Mr. Hall has been involved in the Knoxville Convention Center and World's Fair Park projects. He has a thorough knowledge base of all of the project areas.



ROSS/FOWLER, P.C.

Relevant Experience

Ross/Fowler has in depth project experience in the areas of site design, pedestrian networks, planting design, environmental graphics, water feature design and other areas of landscape architecture. Our experience with the World's Fair Park, Knoxville Convention Center, Market Square Redevelopment and Volunteer Landing demonstrate our thorough understanding of the project area.

World's Fair Park

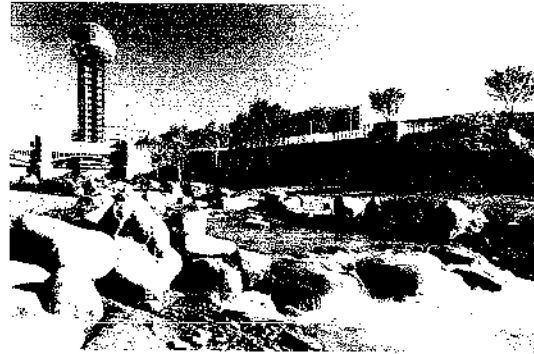
Ross/Fowler was the prime designer for the transformation of the former site of the 1982 World's Fair into the World's Fair Park. The firm provided all landscape architectural and architectural services as well as project management for a multi-disciplinary team of special consultants. The nineteen acre urban park contains a large multipurpose Festival Lawn, a Performance Lawn accommodating 6,000 people in an outdoor concert setting, a lake, cascades and a large interactive fountain. Pedestrian circulation throughout the park is accessible and designed to accommodate the large numbers of participants in festival events. The park features native and adaptive species plantings as well as seasonal color beds. Other park features include a comprehensive wayfinding and environmental graphics system and a sculptural remembrance of S. Rachmanioff who played his last concert nearby.

Market Square Redevelopment

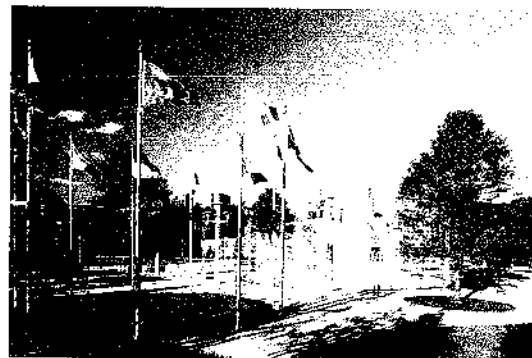
The Market Square Redevelopment public space improvements engage three blocks of downtown Knoxville. The improvements seek to unify the public space of Market Square, Market Street and Krutch Park as well as extend Krutch Park eastward to Gay Street. The improvements include new paving, planting lighting, fountains, lawns, street furniture, signage, historic markers and a stage element. Ross/Fowler conducted a two-day public involvement workshop of design professionals and stakeholders to arrive at the overall concept plan. To support the redevelopment of the square, Ross/Fowler designed the new Market Square Parking Garage.

Volunteer Landing

Volunteer Landing is the first mile of the redevelopment of the Knoxville Waterfront. The view (right) is of the River Mountain Plaza area of the Volunteer Landing with interactive River Geysers in the foreground and the Central Falls beyond. The water in this multi-use space focused on the river alludes to the cascades and waterfalls that are the source of the river in the nearby mountains. The Plaza is screened from the adjacent railroad and roadway by walls that repeat mountain forms and by plantings of native species. The pedestrian bridge with its spires and pennants spans the railroad and roadway making the vital pedestrian link to the waterfront from Downtown and to public parking in the City-County Building, seen in the background.



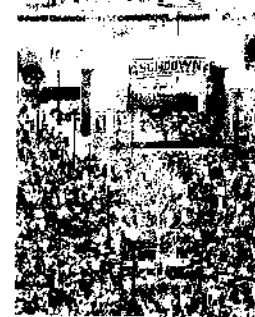
World's Fair Park



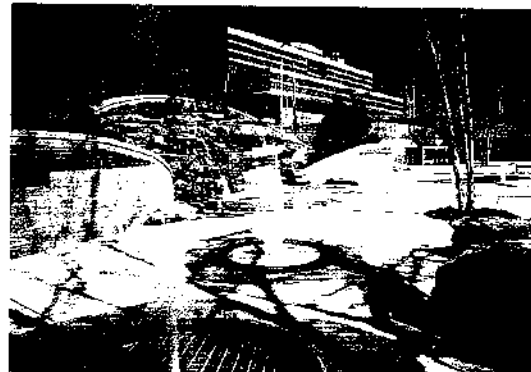
World's Fair Park



World's Fair Park
Master Plan



Market Square
Redevelopment



Volunteer Landing