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Retail For Sale

Happy Holler Historic District

**1201 N Central Street
Knoxville, TN 37917**



Contacts:

Ryan Matthews
(865) 320-0646

ryan@greenbrier-rea.com



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real estate advisors

Greenbrier Real Estate Advisors
2099 Thunderhead Rd. Suite 204
Knoxville, TN 37922

www.greenbrier-rea.com

Property Details

Name	Happy Holler Retail
Address	1201 N Central Street Knoxville, TN 37917
Lot Size	0.11 +/- Acres
Building Size	10,920 +/- SF (to be verified by buyer)
Sale Price	\$799,999 → Reduced to <u>\$699,900</u> → Reduced to <u>\$599,900</u>

Demographic Snapshot

	1 Mile	3 Mile	5 Mile
Population	9,700	80,787	155,202
Average Household Income	\$41,019	\$37,532	\$47,788

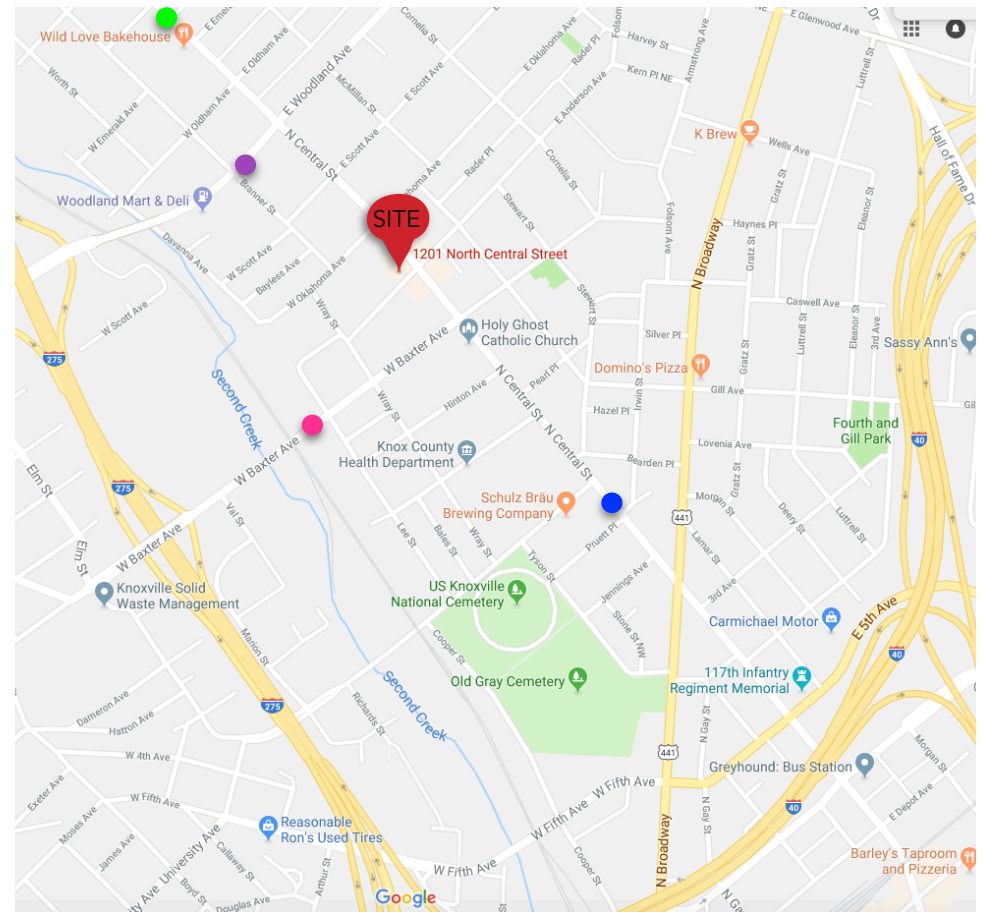
Market Overview

- Property listed on National Register of Historic Places
- Located on NW Corner of Central Street & Anderson Avenue
- Centrally located near historic neighborhoods of Old North Knox and 4th & Gill and only 1.5 miles from Downtown Knoxville
- Growing entertainment and restaurant area
- Area retailers include: Three Rivers Market, Central Flats & Taps, Wild Love Bakery, etc...
- Excellent opportunity priced at \$599,900

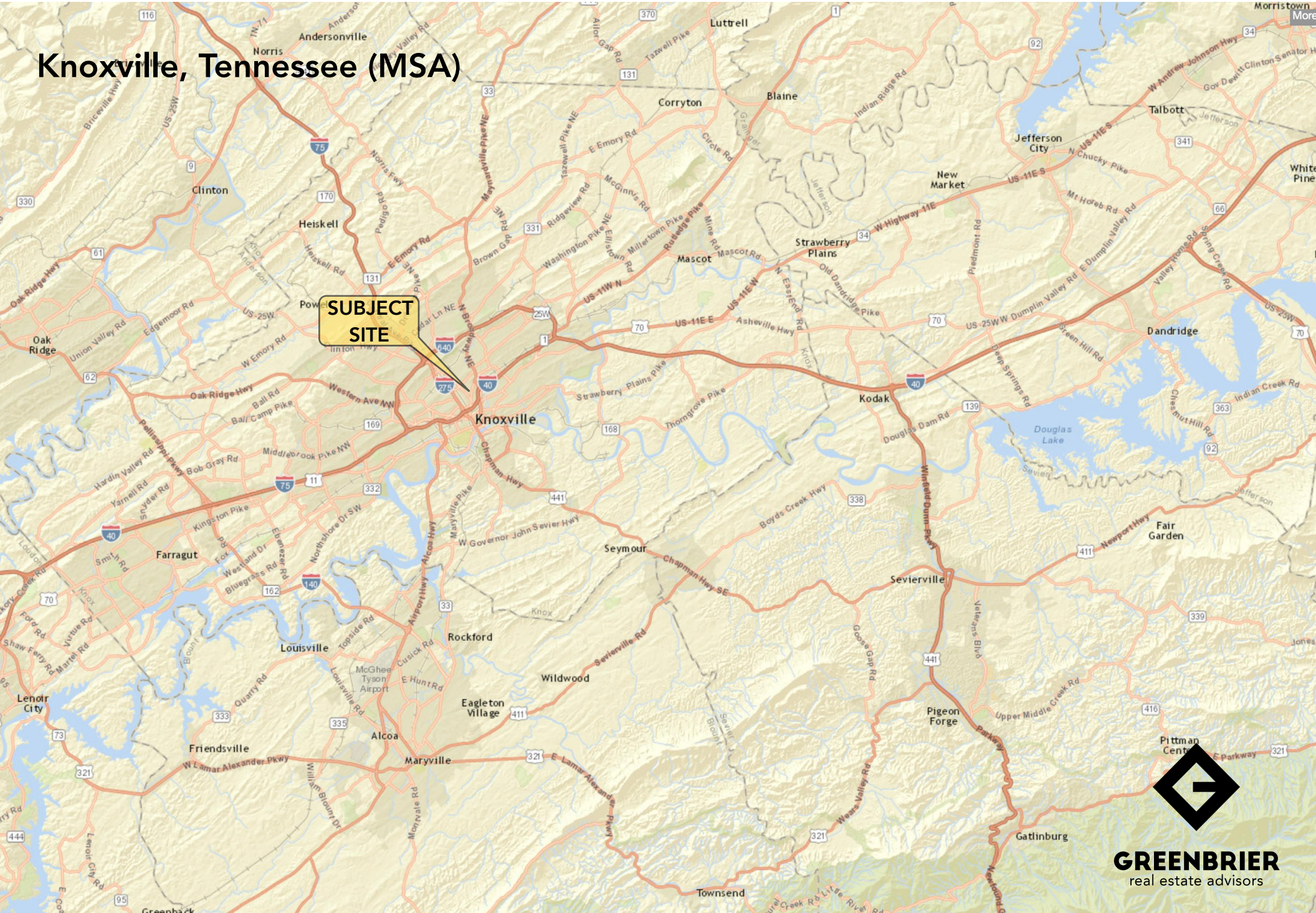
Traffic Counts

N Central Street	8,882 ADT (North) ● ; 8,139 ADT (East) ●
W Woodland Avenue	15,309 ADT ●
W Baxter Avenue	7,786 ADT ●

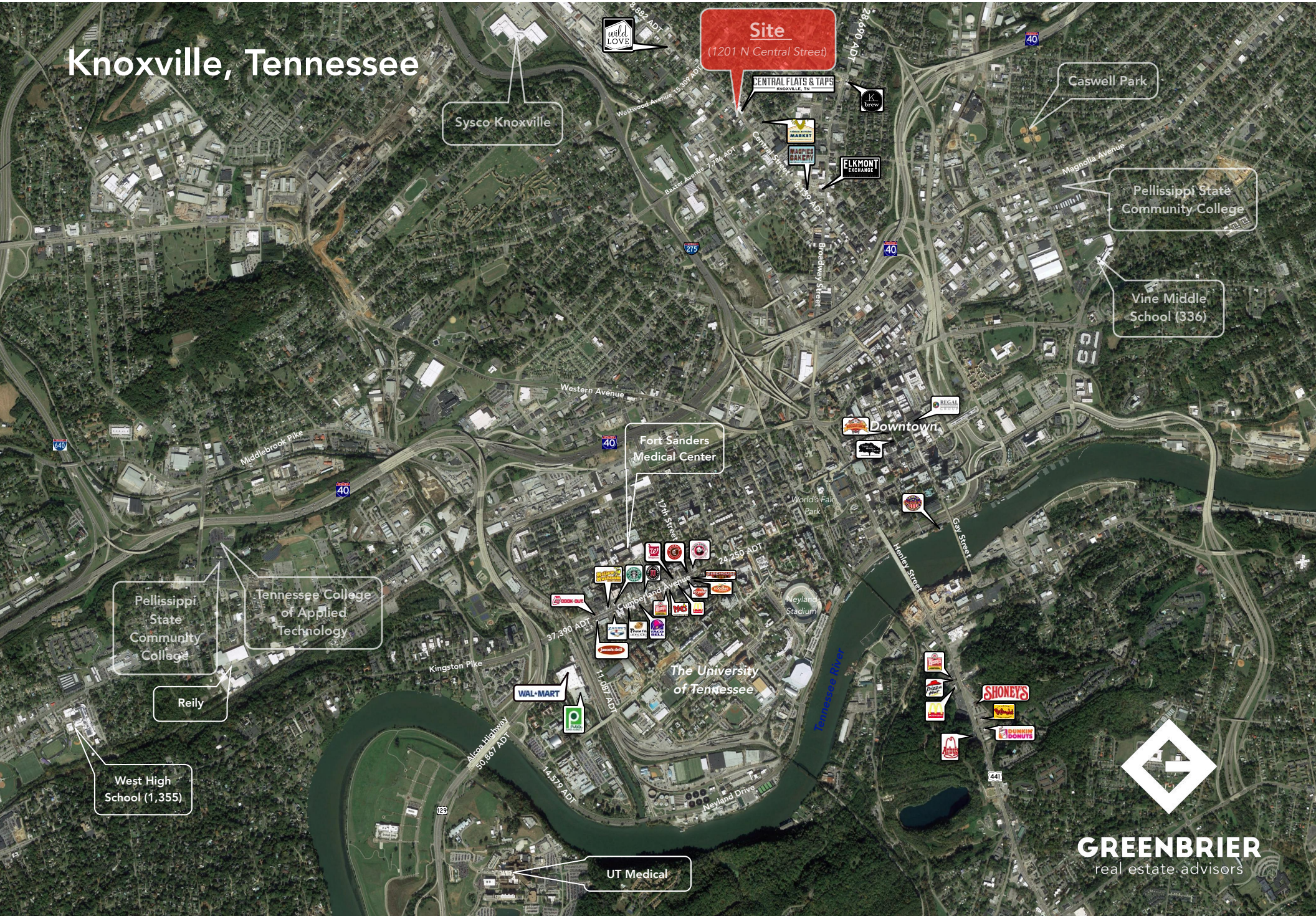
Map



Knoxville, Tennessee (MSA)



Knoxville, Tennessee



Site
(1201 N Central Street)

Sysco Knoxville

CENTRAL FLATS & TAPS
KNOXVILLE, TN

Caswell Park

Pellissippi State
Community College

Vine Middle
School (336)

Fort Sanders
Medical Center

Downtown

Pellissippi
State
Community
College

Tennessee College
of Applied
Technology

Reily

West High
School (1,355)

The University
of Tennessee

WAL-MART

UT Medical





CENTRAL FLATS & TAPS
KNOXVILLE, TN

Time Warp Tea Room

Site
(1207 N Central Street)
10,920 SF +/-

MODERN STUDIO

W Anderson Avenue

N Central Street



United States Department of the Interior
National Park Service / National Register of Historic Places Registration Form
NPS Form 10-900
OMB No. 1024-0018

Happy Holler Historic District
Name of Property

Knox TN
County and State

Statement of Significance Summary

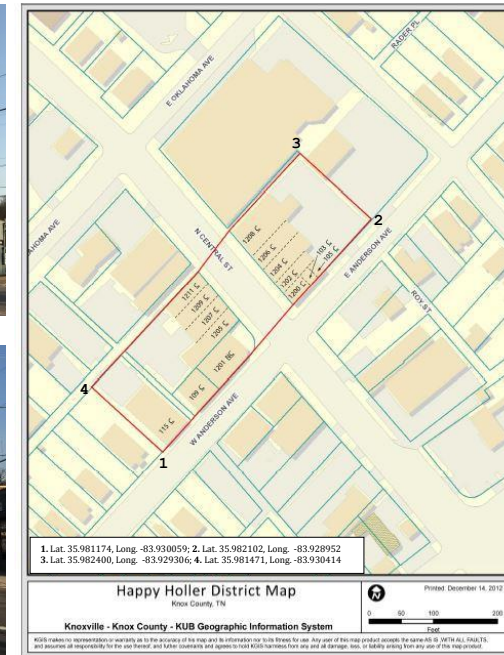
This early 20th-century district, known by its Depression-era moniker as “Happy Holler,” located in Knoxville (Knox County), Tennessee, is eligible under Criterion A as an example of an early “one-part block” suburban shopping district. Its establishments were created in response to the development of Knoxville’s trolley suburbs and the growth of nearby textile mill housing. The district, with its modest early 20th-century commercial buildings, maintains the setting, location, design, materials, and feeling of a place where generations shopped and patronized service businesses and entertainment venues. Happy Holler’s period of significance extends from 1909, when the oldest extant building was constructed, to 1961 when the district ceased to be a thriving commercial enterprise following the closing of nearby Brookside Mills in 1956, and the end of prohibition in the district in 1961.

Happy Holler was at the heart of business expansion that occurred north of the city, part of the development of the “trolley suburbs” enabled by the extension of the streetcar system up North Central Street. The streetcar system facilitated travel between downtown and the district, delivering customers for groceries, services, and entertainment; producing an influx of business and economic vitality to Happy Holler. Later, as North Central Street was incorporated into the U.S. highway system in the mid-twentieth century, it became a major route between Knoxville and destinations to the north, south, and east. The “one-part commercial block” suburban type of developments were built to take advantage of road construction in other areas of the city, but none of these business areas exhibits the degree of intactness of early structures and building pattern as does Happy Holler.

Happy Holler’s early popularity as an “entertainment” venue arose from its reputation as a place where alcohol could be easily purchased from establishments along its back alleys during Prohibition (beginning in 1907 in Knoxville); hence the name “Happy” Holler. Later, in 1916, the area was associated with another type of entertainment venue: the first suburban movie theater in Knoxville. The theater was a favorite destination for local residents as well as people from surrounding areas who could now enjoy motion picture entertainment without having to travel into the central business district. The silver screen in Happy Holler provided entertainment for Knoxvilleans from the silent-film era through the advent of Technicolor; from the 1920s through the 1950s. The long term success of the area as an entertainment venue—comprising bars and restaurants, as well as the movie theater—in a compact space outside the central business district made it unique in the city.

1201 N. Central Street 1932 (NC)

Built circa 1932, this Commercial Vernacular structure is one of the second generation buildings in Happy Holler. Its corner entrance, at the intersection of N. Central Street and West Anderson Avenue, is set back a car length from the street, a reflection of the need for parking as automobiles came into common use. The two-story building is largely composed of brick, although the second story is cinder block, suggesting this space was an addition built after World War II. Steel casement windows are inset in the second story, the majority are nine lights. Downstairs are continuous display windows with a large five-light display window on its N. Central Street elevation and a two light window on the West Anderson Avenue elevation. A small one-story retail shop was later added to the N. Central Street-oriented façade. This building is sided in vinyl which continues along the side of the original building. Because of this change 1201 N. Central Street is the district’s one non-contributing building. Both floors are now used for selling antiques. (Photograph 0008)



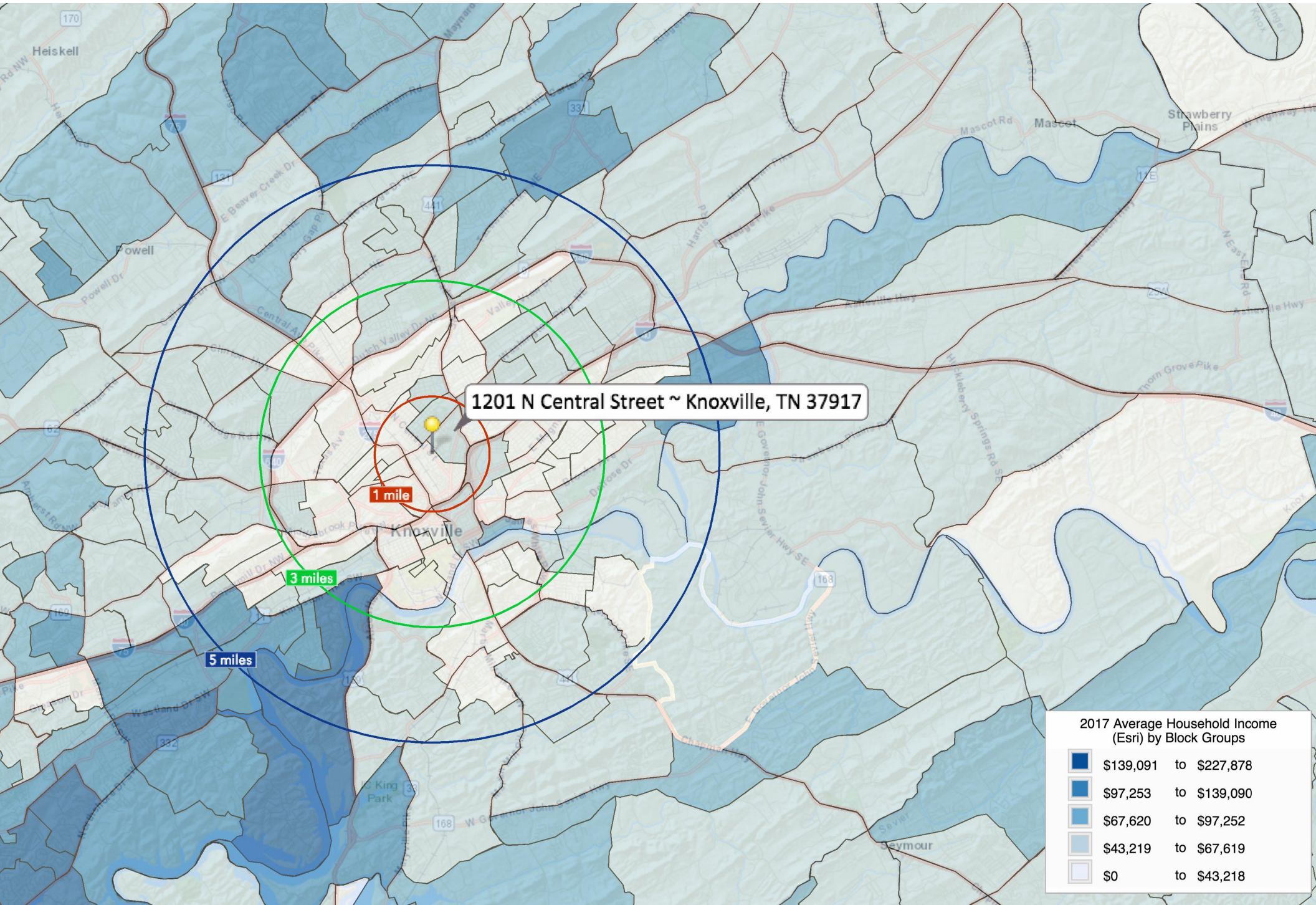
Entertainment Significance

The district reportedly received its nickname, “Happy Holler,” as an outgrowth of prohibition. Prohibition was first enacted by Knoxville in 1907, then the State in 1917, and finally nationally with the Volstead Act in 1919. The prohibition on liquor sales did not end in Knoxville until 1961).¹⁰ Happy Holler was notorious for the bootleggers operating from back rooms in the district and adjoining blocks.¹¹

As the home of the first suburban movie theater in Knoxville, Happy Holler became popular for an entertainment venue of another type. The original name of the theater when it opened, during the latter half of the silent film era in 1916, was the “Picto” (1205 Central Street). It provided a convenient alternative to

attending the movie theater in Knoxville’s central business district. Going to the movies provided a pleasant leisure activity for area residents, including the many mill and industrial workers and their families. Many of these mill workers were employees of Brookside Mills. The theater thrived up until the closing of Brookside Mills and was further negatively impacted by competition from new suburban theaters. The theater in Happy Holler had several names over the course of its operation, but in the last few years before it closed its doors in 1955, it was known as the Center Theatre.¹²

The district’s status today: Many buildings have been restored and commercial space is being used for businesses addressing the needs and taste of current residents including an antique store, a tea room, a pub, a record store, a bridal shop, and a beauty shop. The restorations were completed in conjunction with “Façade Improvement Grants,” enabled by the U.S. Department of Housing and Urban Development’s Empowerment Zone Program. These restorations were consistent with the U.S. Secretary of Interior Standards for Historic Preservation. These facade restorations were significant in Happy Holler’s recent renaissance. Happy Holler retains a unique identity that has not diminished with the passage of time, and it remains a distinctive and vital retail and service area.



(5 Mile Radius)

KEY FACTS

155,202

Population

33.8

Median Age

\$32,286

Median Household Income

2.2

Average Household Size

EDUCATION

13%

No High School Diploma



31%

High School Graduate



30%

Some College



26%

Bachelor's/Grad/Prof Degree

2017 Daytime Population	
2017 Total Daytime Population	200,494
2017 Daytime Population: Workers	
2017 Daytime Population: Residents	86,210

BUSINESS



7,619

Total Businesses



119,062

Total Employees

Total Retail Sales



\$2,690,792,880

Total Retail Sales

EMPLOYMENT



61%

White Collar



19%

Blue Collar



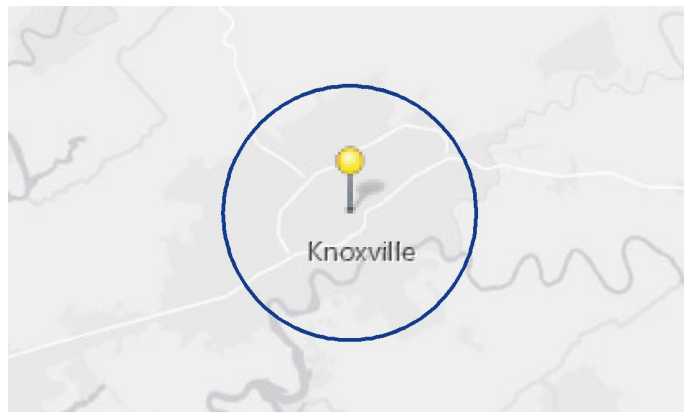
20%

Services

5.3%

Unemployment Rate

1201 N Central Street ~ Knoxville, TN 37917 (Ring of 5 miles)



Average Household Income



\$47,788

2016 Average Household Income

ANNUAL HOUSEHOLD SPENDING



\$1,305

Apparel & Services



\$109

Computers & Hardware



\$2,065

Eating Out



\$3,183

Groceries



\$3,295

Health Care

MARKET ECONOMIC INFORMATION

POPULATION FIGURES
 Knoxville, TN DMA **1,346,917**
 Ranked 62nd out of 210 DMA markets in U.S.

KNOXVILLE, TN MSA **837,571**

CITY OF KNOXVILLE POPULATION **178,874**

KNOX COUNTY POPULATION **432,226**

TOP EMPLOYERS

	Employees
1. U.S. Department of Energy - Oak Ridge	12,927
2. Covenant Health	9,016
3. University of Tennessee	8,754
4. Mercy Health Partners	5,711
5. Wal-Mart Stores	4,869
6. K-VA-T Food Stores (Food City)	3,853
7. State of Tennessee	3,834
8. University Health Systems	3,727
9. Knox County Government	3,021
10. Denso Manufacturing	3,000
11. Clayton Homes	2,695
12. Dollywood	2,573
13. Blount Memorial Hospital	2,180
14. Blount County Schools	2,100
15. Yum Brands	2,000

MSA SECTOR BREAKDOWN ON EMPLOYMENT

Industry	Employees
Construction	17,200
Finance, Insurance, Real Estate	15,100
Government	55,200
Manufacturing - Total	47,700
- Durable Goods	32,000
- Nondurable Goods	15,700
Services	96,400
Trade	91,000
Transportation, Communications, & Public Utilities	15,600

UNIVERSITIES & COLLEGES

	Enrollment
The University of Tennessee	26,877
Pellissippi State Community College	11,259
Roane State Comm. College (Harriman)	6,801
Tusculum College (Greeneville)	2,128
Carson Newman	1,713
Bryan College (Dayton)	1,466
Maryville College	1,213
Tennessee Wesleyan College	1,080
South College	1,010
Johnson University	845

AREA HOSPITALS

	# of Beds
University of Tennessee Medical Center	581
Fort Sanders Regional Medical Center	517
St. Mary's Medical Center	473
Baptist Hospital of East Tennessee	329
Parkwest Medical Center	320
Lakeshore Mental Health Institute	250
East Tennessee Children's Hospital	240

KNOXVILLE, TENNESSEE [MARKET TRADE AREA PROFILE]

LEGEND:

- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- TERTIARY TRADE AREA

