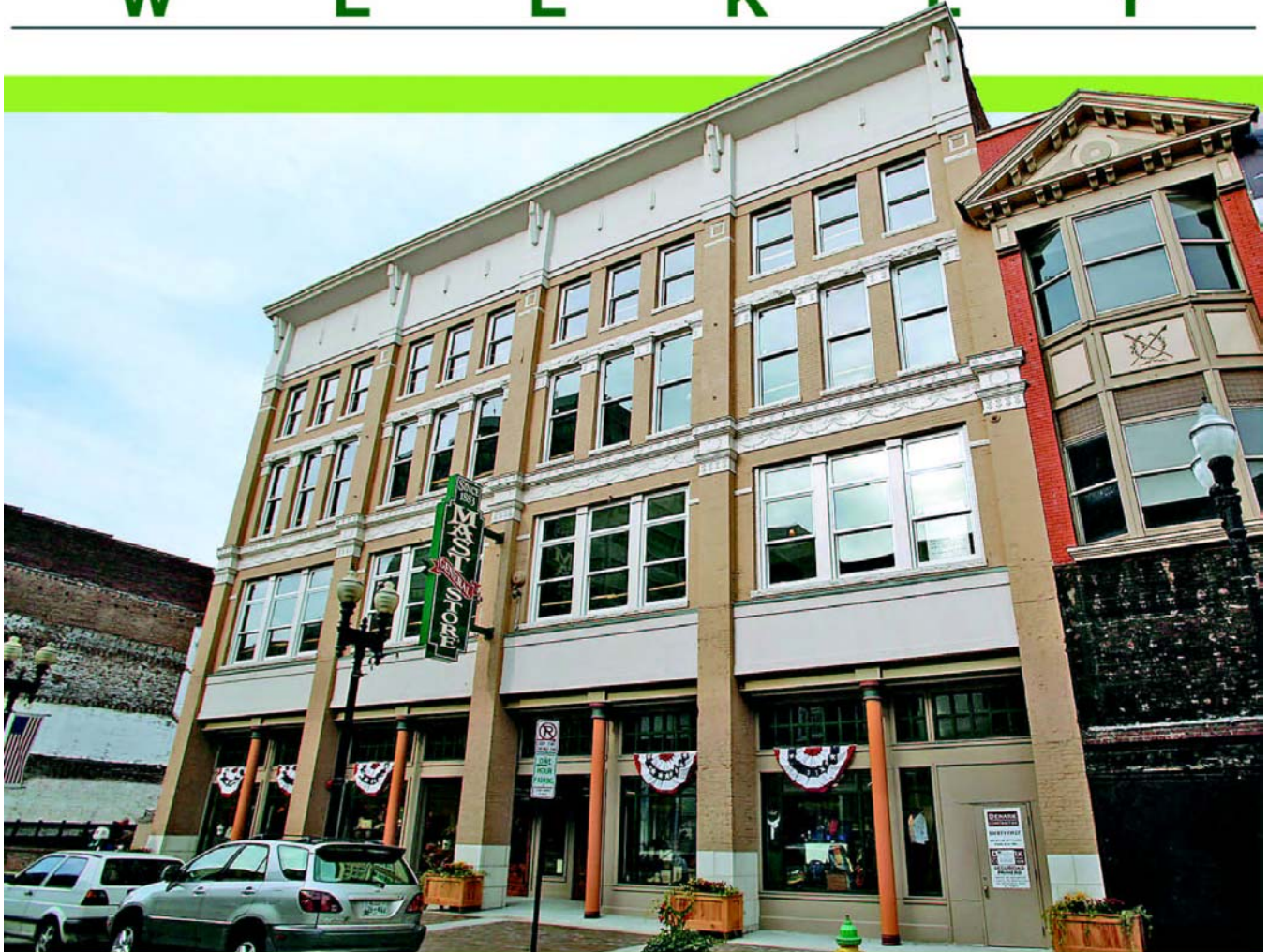


NEWS SENTINEL

Real Estate

W E E K L Y



The Gallery Lofts

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ON THE COVER

The Gallery Lofts



“If there is such a thing as an urban lifestyle, The Gallery Lofts is the pure embodiment of it.”

Wayne Blasius

Upscale condos add new color to the downtown landscape

By Mitch Moore

Special Publications correspondent

With recent renovations to historic sites, a proliferation of entertainment and cultural offerings and the emergence of innovative retail destinations, downtown Knoxville is in the midst of an urban rebirth.

The result has been a demand for distinctive residential properties that match the increasingly vibrant character of the city's central business district. The developers of the new The Gallery Lofts project believe their artistically inspired condominiums will be a masterpiece in downtown living.

“If there is such a thing as an urban lifestyle, The Gallery Lofts is the pure embodiment of it,” says Wayne Blasius, developing partner of the residential project under construction above the new Mast General Store on Gay Street.

“Here, you can sip coffee in the morning on your deck while enjoying your

THE GALLERY LOFTS

Developers: Gay Street Development Partners LLC

Architect: Design Innovations Architects Inc.

Builder: Denark Construction

Lender: SunTrust

Location: Above Mast General Store at 402 S. Gay St., downtown Knoxville

For more information: Wayne Blasius, 865-588-6533 (office), 865-803-6533 (cell), www.galleryloftsknoxville.com

own private view of Mount LeConte, then take in a show down the street at the Bijou Theatre at night.”

For Blasius and his partners – John Craig and architect Faris Eid – that scenario is representative of a lifestyle in which the fine and performing arts, parks, festivals, shops, restaurants, sporting events and, yes, even work are only footsteps from home

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Next Week:

Condo living for college students is still an option at The Woodlands of Knoxville.



View from Gallery Lofts roof looking west.

Steven Bridges



UNIT 302 - 2062 S.F.

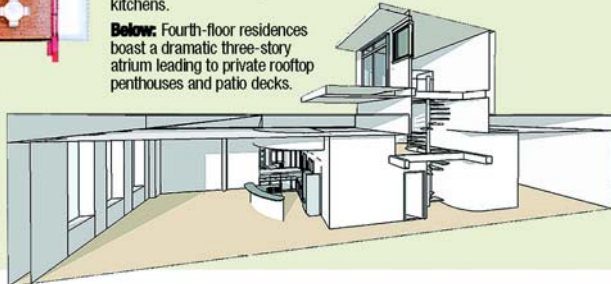


Left: Spacious plans, like this 2,155-square-foot, two-bedroom unit, feature hardwood, slate tile, furniture vanities, high ceilings and huge windows. All east-facing homes enjoy mountain views from the balcony.



Right: Fine cabinetry, granite countertops, a unique center island and stainless-steel appliances adorn designer kitchens.

Below: Fourth-floor residences boast a dramatic three-story atrium leading to private rooftop penthouses and patio decks.



throughout the year.

Blasius sees the building's 13 upscale condominiums as an intimate community where the residents reflect the eclectic makeup of the local population.

"Residential buildings are actually communities within communities," he says. "They are a melting pot of singles, young professionals, young couples, middle-aged professionals and empty nesters."

He also envisions a building that is a celebration of the arts. Works by local artists will decorate the hallways and other common areas of the historic building.

In the coming months, the developers will issue an invitation for local artists to submit their work to be considered for exhibition within the building. The

Gallery's "collection" will include both commissioned pieces and work on loan from various artists rotated on a regular basis.

Scheduled to open before the end of 2006, The Gallery Lofts will be the first of several major downtown residential developments to be ready for occupancy.

The lofts are located on the top two floors of a building that dates back to the late 1890s. The second floor will contain office space, while the street level houses the recently opened Mast General Store — the coolest new store in town. The franchise's first location west of the Great Smoky Mountains is adding a splash of traditional charm to downtown Knoxville.

The Gallery Lofts is the only downtown residential project offering private rooftop penthouses and decks, providing views of

downtown Knoxville and the Great Smoky Mountains.

The units range from 1,075 to nearly 3,700 square feet, with floor plans and features that vary

according to the units' placement within the building. For example, all east-facing units will have large balconies, while all fourth-floor units will have rooftop penthouses and patio decks. These top-floor lofts boast a dramatic atrium/light well extending three stories upward from the main level, past the mezzanine, to a rooftop penthouse. Spiral or switchback stairs will

connect the three levels.

"This building has good 'bones' so that made the design of each loft a lot of fun," says Faris Eid, owner of Design Innovations Architects Inc. "When a building is this solid, you can do more with the interiors."

Floor plans range from two-bedroom, one-bath to three-bedroom, three-bath. Dramatic great rooms feature 8-by-8 windows, and French balcony doors look out onto the east side, while the west-facing windows have been restored to their full, original 7- to 9-foot heights.

The building's brick façade will play into the lofts' theme in all the great rooms, providing large wall space for the display of artwork.

"The Gallery Lofts offer spaces that truly become a canvas for the expression of personal style. That's

Open House
Sunday, Sept. 3,
2-5 p.m.
407 S. Gay St.
Sales office

intentional," says Craig, a partner. "We really wanted this project to have a different personality."

Each unit will be finished with upscale features, including Pella® windows, granite countertops, fine cabinetry, hardwood flooring, custom slate-tile showers and tub surrounds, stainless-steel appliances and brick walls.

Prices start at \$247,500. Those interested in a showing or in viewing project plans can make an appointment by calling 865-588-6533. The development's sales center is located opposite the building, at 407 S. Gay St. The first open house will be held Sunday, Sept 3, from 2 to 5 p.m.

Blasius and his partners have collaborated on other successful downtown ventures, including the

Phoenix Building and 29 Market Square. "We have a track record of projects that have been well-received and are seen as high-quality and high-value," Blasius says.

For Blasius, The Gallery Lofts is the culmination of a longtime dream that dates back to his days as a Knoxville city planner. "I've always wanted to see the whole downtown picture develop," he says. "After launching the Phoenix, we were able to recruit Mast General Store, and I knew the puzzle was beginning to take shape. I love downtown Knoxville; I've put my heart and soul into this."

Gay Street Development Partners LLC paid for this cover story. If you would like to purchase a cover story, call Brenda Hines at 342-6586.



A CLOSER LOOK: The Gallery Lofts

Type of homes: Condominiums
Price range: Starting at \$247,500
Floor space: 1,075 to 3,680 square feet
Special features: Within walking distance of numerous shops, restaurants, shopping and attractions; backdoor parking, with an additional 1,500 spaces within a one-block radius; lofts with mezzanine levels and private

rooftop decks
Utility providers: Knoxville Utilities Board (electric, water, sewer), Comcast (cable television), BellSouth (telephone)
Driving distances: Interstate 40, less than one mile; Baptist, Fort Sanders and UT hospitals, less than two miles; Downtown Island Airport, about one mile; McGhee Tyson Airport, 13 miles