

FOR SALE

The Barn Event Center of the Smokies
7264 E Lamar Alexander Pkwy, Townsend, TN



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7264 E LAMAR ALEXANDER PKWY

PROPERTY DESCRIPTION

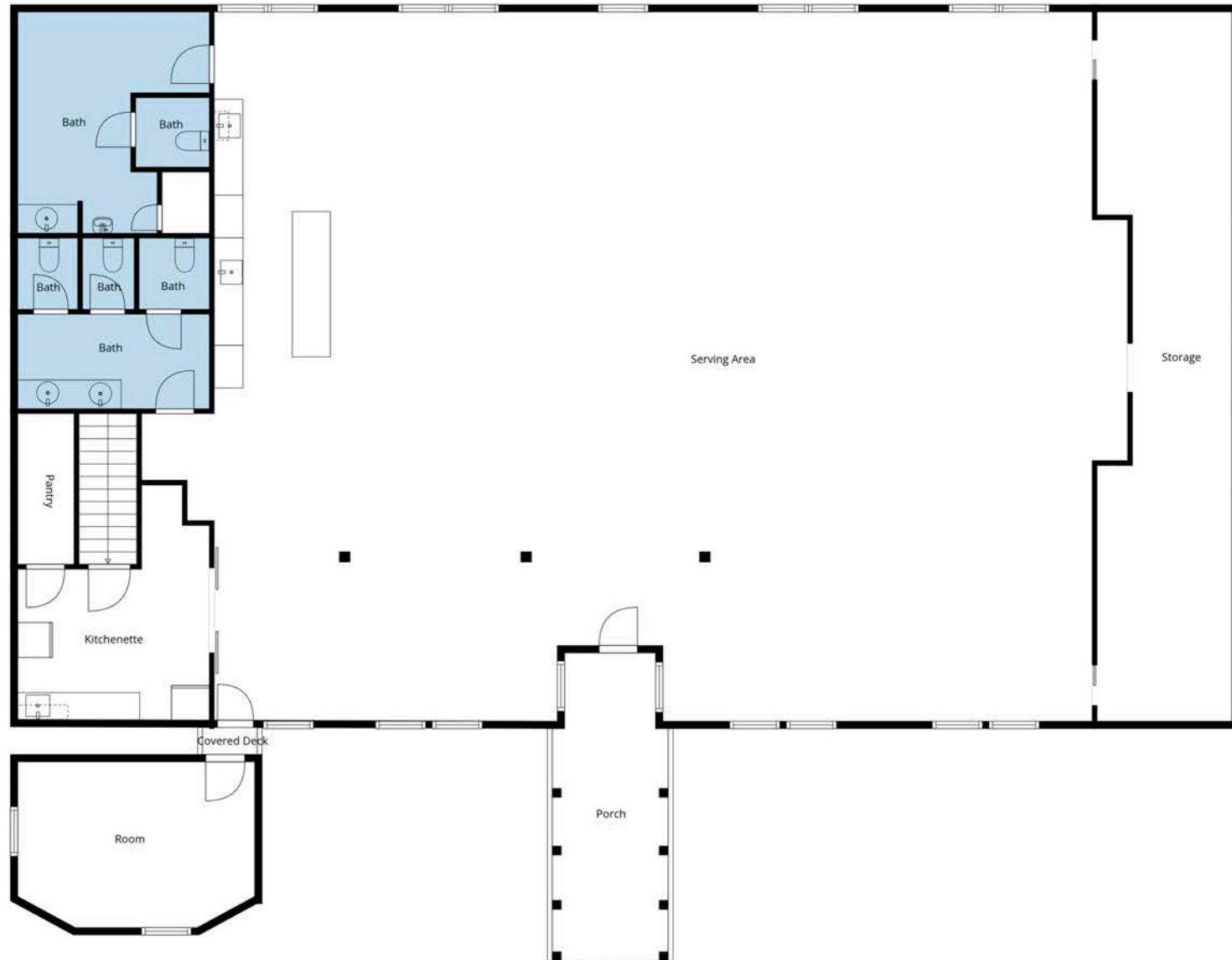
A rare opportunity to acquire one of Townsend's most renowned event venues, this beautifully constructed 6,500 SF cantilever barn blends striking architecture with functional versatility. Purpose-built as an event center, the property features an expansive 4,000 SF upper level with soaring ceilings, exposed wood beams, and an open-span layout ideal for weddings, receptions, and large gatherings. The 2,500 SF lower level is anchored by a fully equipped commercial kitchen, providing seamless support for catered events or food and beverage operations. The thoughtful design and quality construction create an inviting yet highly adaptable space, ready to continue as a premier event venue or be repositioned for alternative uses. With its dramatic aesthetic and flexible layout, the property is well-suited for conversion to a restaurant, microbrewery, distillery, outfitter retail concept, or experiential hospitality venue, capitalizing on both local demand and the area's strong tourism base. The property is zoned B-1, allowing flexibility for a wide range of retail, hospitality, and food-and-beverage uses. Additionally, it presents a rare opportunity for creative redevelopment, including potential multi-rental units, boutique lodging, or a one-of-a-kind mixed-use concept designed to capture Townsend's steadily growing tourism market.

LOCATION OVERVIEW

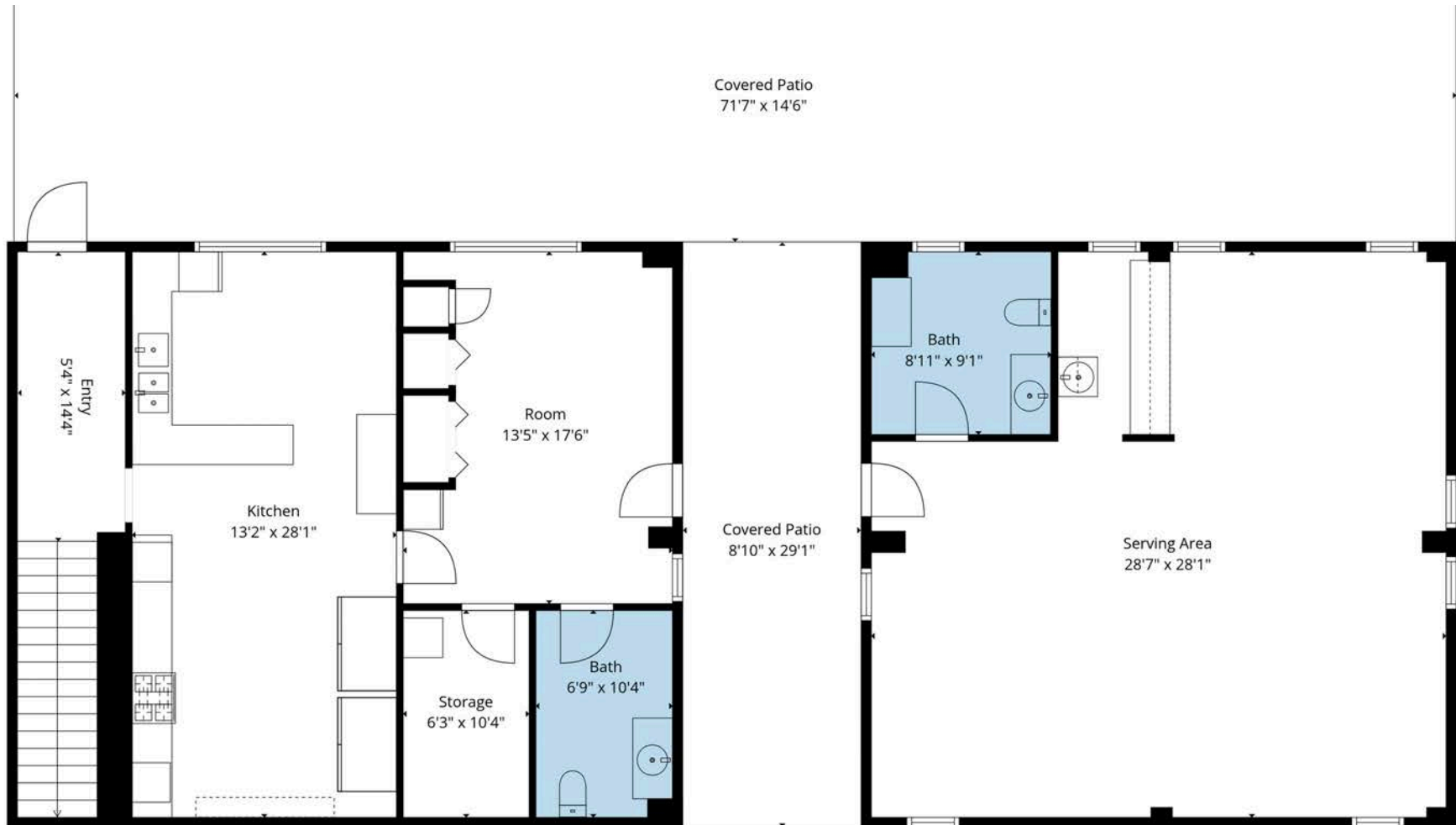
Positioned in Townsend—widely known as the “Peaceful Side of the Smokies”—the property benefits from a highly desirable setting that attracts visitors seeking a quieter, more authentic gateway to the mountains. Located directly on East Lamar Alexander Parkway, one of the primary corridors into Great Smoky Mountains National Park, the site enjoys excellent visibility, accessibility, and consistent traffic flow from both tourists and regional visitors. The park draws 12+ million annual visitors, making this corridor a critical artery for outdoor recreation traffic and tourism-driven commerce. The property sits just 10 minutes from the national park entrance and approximately 25 minutes from McGhee Tyson Airport, offering convenient access for both destination travelers and local patrons. Surrounded by a strong mix of hospitality, outdoor recreation, and tourism-oriented businesses, the location is ideal for an operator looking to capture high seasonal traffic, destination events, and daily visitor flow. The site is adjacent to a planned 50+ unit glamping resort, positioning the property at the center of an emerging destination corridor and further enhancing its long-term upside. Its placement along a key route into the Smokies presents a compelling opportunity to reimagine the asset as a flagship food & beverage destination or experiential concept in one of East Tennessee's most visited regions.



FLOOR PLAN - MAIN FLOOR



FLOOR PLAN - LOWER FLOOR



TOTAL: 5250 sq. ft

1st floor: 1653 sq. ft, 2nd floor: 3597 sq. ft

EXCLUDED AREAS: STORAGE: 472 sq. ft, COVERED PATIO: 1301 sq. ft, ROOM: 176 sq. ft,
PORCH: 159 sq. ft, COVERED DECK: 7 sq. ft, WALLS: 285 sq. ft



REGIONAL MAP



EMPLOYMENT & ECONOMY

BLOUNT COUNTY, TENNESSEE

Blount County is home to several prominent employers that play a crucial role in the local and regional economy. Among the key contributors is Denso Manufacturing, a significant automotive component manufacturing facility employing over 4,000 people. Denso's presence in Maryville underscores the city's strong industrial base and its importance in the automotive supply chain.

McGhee Tyson Airport, located in Blount County, serves as a vital transportation hub for the Knoxville metropolitan area. The airport employs over 2,700 people and significantly contributes to the local economy by facilitating travel and commerce throughout East Tennessee.

In October 2023, Amazon opened a new \$200 million facility in Blount County, creating thousands of jobs and providing a substantial boost to the community's employment opportunities. This development has had a significant positive impact on the local economy, attracting additional businesses and enhancing the area's economic landscape.

Additionally, Smith & Wesson opened its new headquarters and distribution facility in Maryville in October 2023, creating over 600 jobs. The company plans to expand further in 2024 with an additional building that will house a museum and retail space, further contributing to the area's economic growth and diversification.

These major employers, combined with Maryville's strategic location and business-friendly environment, make it an attractive destination for businesses and residents alike, fostering continued economic prosperity and development.



TOURISM & AFFLUENCE

BLOUNT COUNTY, TENNESSEE

Blount County offers a rare blend of natural beauty and refined, high-end experiences that strongly appeal to affluent travelers. In Townsend—known as the peaceful side of the Smokies—visitors enjoy direct access to the millions who travel annually through Great Smoky Mountains National Park, while experiencing a quieter, more curated stay. Iconic destinations such as Cades Cove and the Foothills Parkway offer world-class scenery, private touring opportunities, and outdoor recreation that align with luxury travel expectations.

This market is supported by a growing collection of high-end assets, including globally recognized destinations like Blackberry Farm and Blackberry Mountain, known for their elevated hospitality, culinary excellence, and wellness-driven experiences. Boutique accommodations such as RT Lodge further reinforce the area's ability to host intimate, upscale gatherings and executive retreats.

Accessibility is a key advantage, with convenient proximity to McGhee Tyson Airport and the presence of Cirrus Aircraft bringing private aviation and high-net-worth travelers into the region. Paired with curated outdoor experiences—such as guided fly fishing, private hiking, and exclusive golf access at Maryville Golf & Country Club—Blount County offers a complete lifestyle experience.

The result is a destination that seamlessly combines exclusivity, accessibility, and the natural draw of the Smokies—positioning Townsend, and venues like the Barn Event Center, as an ideal setting for elevated events, weddings, and gatherings tailored to discerning guests.

