

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
JANUARY 26, 2023, MEETING
THURSDAY, 1:30 P.M., ROCKY TOP SPORTS WORLD

MEMBERS PRESENT

Ken Webster
Maggie Bowers
Suzanne DeSear
Scott Holman
Kevin Tierney

MEMBERS ABSENT

Randy Watson
Brad Justice

OTHERS PRESENT

Zane Grissom
Maricruz Herrera

Staff Representative:

Jeff Ownby, Building and Planning Director
Jodi Bible, Executive Secretary
Gary Brackins, Assistant City Planner

Chairman Ken Webster called the meeting to order at 1:30 p.m. Mrs. Maggie Bowers made a motion to approve the previous minutes from the January 12, 2023, meeting. Mrs. Suzanne DeSear provided a second with all members voting "aye."

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration of proposed signage for "El Azteca Mexican Store," located at 815 East Parkway, requested by Maricruz Herrera.

Staff presented the request for review and consideration of proposed signage for "El Azteca Mexican Store," located at 815 East Parkway. The sign proposed is an 8' x 4' banner style sign that displays the name of the store and some images of the products available. The Board did mention that the initial proposal seemed busy and took away from marketing the store to car traffic on Highway 321. The Board mentioned that the sign proposed would not be legible from the road as people would drive by the store. Mrs. Maricruz Herrera was present to provide the Board with an additional sign they were interested in displaying in the future. The Board liked the second proposal Mrs. Maricruz Herrera presented, as opposed to the sign initially presented. The second sign proposal has less graphics and focuses more on the business logo and name, making it legible from a distance, something the Board felt that the initial sign did not do. The Board did inquire about where the sign would be located and how it would be mounted to the railing above the entrance. The Board wanted to ensure that the sign was going to be displayed high enough for walking clearance. After the discussion between the Board, Mrs. Maricruz Herrera, and the Staff. The Board suggested that Mrs. Herrera display the second sign proposal as the main sign for the business and to use the initial sign proposal as additional signage on the exterior side of the building to face toward oncoming traffic. The Board also suggested that the sign be mounted or outlined in wood to create a structure for the sign. The Board stressed the

importance of being able to read the sign from the road, and strongly suggested going with the second rendering.

Following the discussion, Mrs. Maggie Bowers made a motion to approve the second rendering as the business signage, the approval also goes for the location of business sign as long as it is placed up at a safe distance, the initial proposed signage is approved to be placed on the side of business once it has been minimized. Mr. Kevin Tierney provided a second with all members voting, "aye."

Review and consideration of proposed signage for "Comfort Suites," located at 321 Reagan Drive, requested by Persona.

Staff informed the Board that this item was removed for their review and consideration.

Review and consideration of proposed signage for "Hickman & Weir, CPAS," located at 1328 East Parkway, requested by Zane Grissom.

Staff presented the request for proposed signage for "Hickman & Weir, CPAS," located at 1328 East Parkway. The sign proposed is a simple 32"x 8" made from 6mm bronze aluminum with high performance light ivory with vinyl lettering. The sign is brown with a beige border outlining the sign and that same beige color being used for the letters displayed on the proposed sign. No lighting is being proposed for this signage. Mr. Zane Grissom was present at the meeting to answer and questions or provide any clarification for the Board.

Following a brief discussion, Mrs. Maggie Bowers made a motion to approve the request as presented. Mr. Kevin Tierney provided a second with all members voting, "aye."

Review and consideration of proposed signage for "The Escape Game," located at 105 Reagan Drive, requested by Tennessee Sign Company.

Staff presented the request for proposed signage and use of supergraphics for "The Escape Game," located at 105 Reagan Drive. The sign proposal includes three (3) separate signs. The first one is an illuminated, double-sided blade sign measuring out to 56'. The blade sign will be black with white, backlit 18" tall lettering. The two (2) additional signs presented measure out to 77' each. Both signs are both face-lit, channel lettering. The lettering is also 18". Those previously mentioned signs are the logo signs for The Escape Game. One sign will face Reagan Drive and the other will face the Parkway. The Board also reviewed proposed aesthetic renovation proposed. The proposal includes exterior paint changes to the building, which includes painting the existing store front, awning, and existing columns tricorn black. The second floor, where the game is located, is proposed to be painted feverish pink. The last proposal in the package was for the use of supergraphics. The package included close to 1,462 square feet of supergraphics to be utilized throughout the game.

Staff informed the Board that approval of the supergraphics would need to be taken before the Municipal Board of Zoning Appeals for their review and consideration due the super graphic proposal being over the allotment. The Board did have a few questions regarding the proposal, but no representative was present to discuss or answer any of the Board's questions.

Following a brief discussion, Mrs. Maggie Bowers made motion to table the request until a representative would be available to be present to discuss the proposal. Mrs. Suzanne DeSear provided a second with all members voting, "aye."

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:00 p.m. following a motion made by Mr. Kevin Tierney and a second provided by Mr. Scott Holman.