

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
DECEMBER 12, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Kevin Tierney
Logan Coykendall
Maggie Bowers
Ken Webster

MEMBERS ABSENT

Randy Watson
Jared Durrett
Brad Justice

OTHERS PRESENT

Baker Jones
Fred Frische

Staff Representative: Gary Carver, Planning Director
Dalton York, Assistant City Planner
Jodi Bible, Executive Secretary

Chairman Ken Webster called the meeting to order at 1:30 p.m. Ms. Maggie Bowers made a motion to approve the previous minutes of the November 14, 2024, meeting. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration for proposed signage for “Cambria Hotel,” located at 229 East Parkway, requested by Sign Co., Inc.

Staff presented the request for proposed signage for “Cambria Hotel,” located at 229 East Parkway. The proposal submitted notates five (5) signs that will be distributed throughout the commercial development. Cambria Hotel fronts on both East Parkway and the Parkway providing an additional square footage allotment not to exceed 150 square feet per Section 411. Following the review of the submittal, Staff did notate that the request was not compliant with Section 411 based off a few items. First, the proposed vertical channel letter sign (measuring out roughly to 77.14’ for each channel letter sign, totaling 154.28’, which as it stands is over the sign allotment for this location). The other issue with the channel letter proposal is the height of the proposed application of the two-channel letter signs the height maximum for signage is 25 feet above average (Section 411.3.4). The proposed placement has the lowest point being roughly 34’ above average grade and roughly 66’ at its highest point above average grade. The second sign provided in the proposal is a monument sign, double-sided, that will be located at the East Parkway entrance of the hotel. The measurement for the proposed monument sign comes out to 64 square feet. Unfortunately, Staff did note that since a survey was not provided to scale that we cannot verify that it is the required 5’ of the setback line. The final sign presented in the submittal is a sign that will be placed on a grandfathered sign structure. The grandfathered sign is 81 square feet, the proposed sign face is within the 81 square feet, but the applicant added a small 8x1 horizontal bar with, “Largest Rooftop Bar in Gatlinburg,” but did not provide the height of the sign above the sidewalk. Although, it is a grandfathered sign structure; the applicant will not be able to push

the sign into further nonconformity. Staff mentioned the applicable regulations pertaining to this request: Article IV, Section 411, being Sign Regulations and Gatlinburg's Architectural Guidelines.

Following a brief discussion, Mr. Logan Coykendall made a motion to table the request until the applicant can provide a submittal that addresses the concerns brought forth by Staff. Ms. Maggie Bowers provided a second with all members voting, "aye."

Review and consideration for two (2) proposed signs for "Presio Justo: Latin Market," located at 951 East Parkway, requested by Margen Banegas.

Staff presented the review for proposed signage for "Presio Justo: Latin Market," located at 951 East Parkway. The proposal includes two signs, one being a wall sign that measures out to be 15 square feet and the directory sign proposed measures out to 2 square feet. The proposed sign is flat, metal with the business name placed on it. The sign face is white with no backlight or illumination. The proposed sign was tabled at the November 14, 2024, meeting due to the Board requesting a different color palette. The requestor took those notes and brought back a proposal that aligns with the requests of the Board. The newly proposed sign colors include taupe for the background, a military green for the business and a brick color for the "Latin Market." Staff mentioned the applicable regulations pertaining to this request: Article IV, Section 411, being Sign Regulations and Gatlinburg's Architectural Guidelines.

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

Review and consideration for a proposed super graphic for an overnight rental located at 1843 Zurich Court, requested by Jennifer Branson.

Staff presented the request for a proposed super graphic for an overnight rental located at 1843 Zurich. Staff stated that this request is unique in the sense that this Board typically oversees exterior aesthetics for commercial projects. Given this is an overnight rental, which by our building standards is typically viewed as a commercial project due to the rental being considered a business by our city's standards. The request is for a 150' painted mural that is located on the side of a Tourist Residency rental located on Zurich Court. Staff did mention that the words "Smoky Mountains," would need to be eliminated to be considered a super graphic per our definition found in Section 412.1. The proposed super graphic is over the maximum allotment, 150 square feet, set forth in 411.3.6.1, measuring 200 square feet. The overnight rental is also located in our Hillside Overlay District (HOD), which requires housing units that are not screened by landscape and trees to have building exterior limited to muted, dark earth tones, as laid forth in Section 715 of the Gatlinburg Zoning Ordinance. A few Board members expressed that approval of such an item would set forth a precedent that is not viewed as favorable per the task set forth for all intents and purposes of this Board.

Following a brief discussion, Ms. Maggie Bowers made a motion to defer action until the super graphic definition and ordinance is revisited by Staff. Mr. Logan Coykendall provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Breakout Escape Rooms," located at 631 Parkway, requested by Fast Signs, Inc.

Staff presented the request for one (1) proposed wall sign for "Breakout Escape Rooms," located at 631 Parkway. Activate/Breakout was the original name of the business. Unfortunately, due to flooding, Activate is no longer part of the amusement, hence the reason for the request. The requestor is asking to remove "Activate" and replace with "Escape Rooms." The additional sign measures out to 22.9

square feet. The requestor provided a rendering to the Board that wasn't exactly accurate in terms of the front façade design. The actual front façade is painted a stark white, not the ivory color provided in the submittal. The variation of red proposed the sign was also part of the discussion. The Board in was insistent on ensuring that the reds match and not be two varying shades. There was also discussion around cleaning and repainting the front façade. The Board suggested the owner paint the front exterior an ivory or beige color so help minimize wear and grime from the elements. Staff also stated that with the proposal provided, the applicant will be at their maximum signage allotment, which is 70 square feet. The signage in this package equates to 69.9 square feet. Staff also mentioned that the third sign facing Baskins Square would also be removed to keep the request in compliance.

Following a brief discussion, Mr. Kevin Tierney made a motion to deny the request, requesting the applicant paint the façade an ivory color, both signs match in color, specifically the pantone 201 color that was presented to the Board during discussion. Ms. Maggie Bowers provided a second with members voting, "aye."

Aesthetic review and consideration for "Lumina Trail Retail," located at 147 Baskins Creek Bypass, requested by Anakeesta, LLC.

Staff presented an aesthetic request for "Lumina Trail Retail," located at 147 Baskins Creek Bypass. The request is for a new retail building that will be included within the Lumina Trail section of Anakeesta. The location of the retail space is up on the mountain, technically, out of sight from the Parkway. The submittal included the site plan, renderings and elevation of the proposed building. The exterior of the building starts with Davinci shingle roof, Douglas Fir heavy timber truss, Cypress T&G siding, alumna clad picture windows, new brick pavers will be laid out, and the addition of new ADA ramp.

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

Review and consideration for proposed signage for "China Bazaar," located at 745 Parkway, requested by Fast Signs, Inc.

Staff presented the request for proposed signage for "China Bazaar," located at 745 Parkway. The sign presented measures out to be 64 square feet. The sign is reminiscent to the retail business's first sign that unfortunately perished in a commercial fire in October 2022. China Bazaar is an eclectic array of consumer goods that has been a part of the local community for 30 plus years. The requestor used the original color scheme, which is yellow, red and green. The lettering is yellow with a red outline and a green LED strip. The proposed signage consists of two business signs one will face the Parkway and the other will the side of the Town Center Plaza. The Parkway signage measures out to be 42 square feet and the side facing sign measures out to be 24 square feet. The sign itself is a channel letter raceway that is mounted with illumination. The original proposal was tabled at the November 14, 2024, meeting. The requestor provided color swatches, as requested, for the Board to view and help decide on the appropriate shade of yellow to be used on the sign. The Board stated that pantone color #7409. Staff mentioned the applicable regulations pertaining to this request are Article IV, Section 411, being Sign Regulations and Gatlinburg's Architectural Guidelines. The Board did mention that they would like for Staff to confirm that the proposed sign height location is compliant with Section 411. Staff confirmed that the proposed location height is compliant with Section 411.3.4, which states, "no sign shall have a height of more than twenty-five (25) feet above average grade, but in case of unique topography or congestion, the height may be extended to a maximum of thirty (30) above any point of grade..."

Following a brief discussion, Ms. Maggie Bowers made a motion to approve the contingent upon use of preferred color and heights compliance, specifically using pantone #7409, which was verified by Staff. Mr. Logan Coykendall provided a second with all members voting, "aye."

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:30 p.m. following a motion made by Mr. Logan Coykendall and a second provided by Mr. Kevin Tierney.