

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
MAY 12, 2022, Meeting,
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Maggie Bowers
Suzanne DeSear
Brad Justice
Randy Watson
Kevin Tierney
Ken Webster

MEMBERS ABSENT

Scott Holman

OTHERS PRESENT

Oliver Morton
Gabby Taylor

Staff Representative: David Ball, Building & Planning Director
Gary Brackins, Assistant City Planner
Jodi Bible, Executive Secretary

Chairman Ken Webster called the meeting to order at 1:30 p.m. Mr. Kevin Tierney made a motion to approve the previous minutes from the April 14, 2022, meeting. Mr. Brad Justice 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 "Gatlinburg Brewing Company," located at 458 Parkway, requested by Steve Wilson.

Staff presented the request for proposed signage for "Gatlinburg Brewing Company," located at 458 Parkway. The sign package submitted for review contains proposals for two different styles of signs to be used on the business. The first sign is a surface-lit, double faced, hanging sign. The overall dimensions are 36" w x 84"h x 12" d. The ribbons and round logo are 1.5" bands between the two pieces. The pipes running down the sides are galvanized steel. The sign body is black iron and angle steel, rusted and painted. "BREWING" and the thin strips down the sides of the faces are polished stainless steel. The sign will be hung under the concrete eave using appropriate anchors and epoxy. Two LED lights to be installed, by others, under the eave on both sides to illuminate the faces.

The second sign presented in the submittal is two (2) sets of 12" white injection-molded acrylic letters to read, "GATLINBURG BREWING CO." The signs are to be installed on the concrete wall above the windows (under the eave on the Parkway side). No lighting will be used for this sign.

After a brief discussion, Mrs. Maggie Bowers made a motion to approve the request as presented, and Mrs. Suzanne DeSear provided a second with all members voting, "aye."

Aesthetic review and consideration for “Ripley’s Aquarium of the Smokies,” located at 88 River Rd., requested by Ryan DeSear.

Staff presented the request for an aesthetic review and consideration for “Ripley’s Aquarium of the Smokies,” located at 88 River Road. The proposal consists of a new color aesthetic for the attraction. The proposed colors are dynamic blue, liquid blue, and positive red. The dynamic and liquid blue will be used predominately on the structure with the positive red being more of an accent/trim color. The color choices create a very cohesive look that complements the original signage.

After a brief discussion, Mrs. Suzanne DeSear abstained from the vote. Mr. Randy Watson made a motion to approve the request. Mrs. Maggie Bowers provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Bakery in Stone Village,” located at 147 Baskins Creek Bypass, requested by Silverbell Investments, LLC.

Staff presented an aesthetic review for “Bakery in Stone Village,” located at 147 Baskins Creek Bypass. The request includes Victorian style buildings with Great Smoky Mountain accents, such as the bear themed corbel being used. The building is a slate tile roof with a stone chimney. The exterior will have rustic wood shutters and rustic wood trim to complement the stone storefront. The accents will include copper gutters and downspouts, aged copper finial, and an illuminated rose window. The structure will also have a dining deck. Additional aesthetic touches include hops vines located on the front exterior of the structure along with aged copper lanterns.

After a brief discussion, Mr. Kevin Tierney made a motion to approve the request. Mr. Randy Watson provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Coaster/Retail Building,” located at 147 Baskins Creek Bypass, requested by Silverbell Investments, LLC.

Staff presented an aesthetic review for “Coaster/Retail Building,” located 147 Baskins Creek Bypass. The request entails descriptions of the exterior building that includes slate tile roof, aged copper finial, copper gutters and downspouts. The building has a cohesive aesthetic to the Bakery in Stone Village depicted above. The Coaster/Retail building also includes Willow’s Tower Photo-Op that is included in the building but separate from the retail space itself. There is an entry way arch between the retail space and photo-op tower with hops vines.

After a brief discussion, Mrs. Maggie Bowers made a motion to approve the request. Mr. Brad Justice provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Ticket Kiosk for Lumina Trail,” located at 147 Baskins Creek Bypass, requested by Silverbell Investments, LLC.

Staff presented an aesthetic review for “Ticket Kiosk for Lumina Trail,” located at 147 Baskins Creek Bypass. The Kiosk is made of poplar bark with a galvanized roof. The base of the kiosk is a fieldstone. The exterior will have stained heavy timbers and black nanawall windows.

Following a brief discussion, Mr. Randy Watson made a motion to approve the request as presented. Mrs. Maggie Bowers provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Birdventure,” located at 147 Baskins Creek Bypass, requested by Silverbell Investments, LLC.

Staff presented an aesthetic review for “Birdventure,” located at 147 Baskins Creek Bypass. The request is for a children’s playground located at Anakeesta. Staff did express some concerns about the

color scheme depicted in the submittal. The color scheme will not be a problem if it is not visible due to our Hillside Overlay District (HOD). The colors provided are vibrant and consists of blue, red, orange, and green. Staff did mention that they feel strongly that it will not be visible from the specified locations in our Ordinances, but Staff suggested to the Board to approve subject to confirmation of the attraction not being visible. Aside from the color scheme, the Birdventure is Bird house themed play area that includes three birdhouses that are connected to one another via bridges and ropes, the playground includes various slides and activities for children.

Following a brief discussion, Mr. Randy Watson made a motion to approve the request subject to confirmation of visibility to our Hillside Overlay District. Mrs. Maggie Bowers provided a second with all members voting, "aye."

Review and consideration for proposed signage and super graphics for "Speedworkx: Exotic Car Experience," located 467 Parkway, requested by Oliver Morton.

Staff presented the request for proposed signage and use of super graphics for "Speedworkx: Exotic Car Experience," located at 467 Parkway. Mr. Oliver Morton was present to discuss the specifics pertaining to the request. The signs presented breaks down as follows: façade sign that measures 31 square feet, this is the largest sign in the proposal. The façade sign is the largest (31 sq. ft.) and is single letter sign that displays, "Speedworkx: Exotic Car Experience." A pole sign that is located at the front entrance will be 21 square feet with "Speedworkx." Two (2) projecting signs measuring out to be 4 square feet total. Total used signage for this business is 58 square feet. Mr. Oliver Morton also proposed the use of super graphics on projecting signs that total out to 44 square feet and a flat car sign that is 18 square feet. Based on the Ordinance, Mr. Oliver Morton is allotted the same amount of super graphic square feet as signage, in this case, 63 square feet is allotted for signs and super graphics. Mr. Oliver Morton also inquired to the Board for how he would be able to increase his allotment for additional super graphics. The Board and Staff recommended that Mr. Morton submit for a variance with our Municipal Board of Zoning Appeals.

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

Review and consideration of proposed signage for "Shamrock Western Saloon," located at 105 Reagan Dr., requested by the Sign Shop.

Staff presented the request for proposed signage for "Shamrock Western Saloon," located at 105 Reagan Drive. Mrs. Gabby Taylor was present on behalf of the Sign Shop to discuss details pertaining to the request submitted. The sign is a 12'x12' marquee sign located at the entrance of the building, not the actual business, which was a question brought up by the Staff. Staff stated there could be placement issues since there are multiple businesses located in the building. Typically, the sign of a specific business needs to be located at the same location as the business the sign is advertising for. Staff stated the need to verify the location and proposed changing the wording on the sign due to its location and potential square footage issues.

After a brief discussion, Mr. Brad Justice made a motion to approve the aesthetic of the sign but not the signage due to concerns noted by Staff. Mrs. Maggie Bowers provided a second with all members voting, "aye."

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:06 p.m. following a motion made by Mr. Randy Watson, and Mr. Kevin Tierney provided a second.