

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
MARCH 4, 2025
TUESDAY, 10:00 A.M., CITY HALL

MEMBERS PRESENT

Jared Durrett
Kevin Tierney
Randy Watson
Ken Webster

MEMBERS ABSENT

Gus Floodquist
Brad Justice
Logan Coykendall

OTHERS PRESENT

Dustyn Ivey
Baker Jones
Gabby Taylor
Gerald Wolaver

Staff Representative: Dalton York, Assistant City Planner
Jodi Bible, Executive Secretary

Chairman Ken Webster called the meeting to order at 10:00 a.m. Mr. Randy Watson made a motion to approve the previous minutes of the February 13, 2025, meeting. Mr. Kevin Tierney provided a second with all members voting, "aye."

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration for one (1) proposed sign for "Hollywood Star Cars Museum Gift Shop," located at 914 Parkway, requested by Cam Caton.

Staff presented the request for one (1) proposed sign for "Hollywood Star Cars Museum Gift Shop," located at 914 Parkway. The proposed sign measures out to be 24 square feet and will be located above the main entrance to the museum gift shop entrance. The sign is made of 1.5" HUD foam, background is recessed 3/8" leaving border, lettering and logo, 23K gold leaf to be applied to yellow border around logo which will be raised 1/4" and Star Cars. All color to be per the provided drawing except with background having an applied black smaltz finish. The proposed sign adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Randy Watson made a motion to recommend the proposed signage to the Planning Commission for their review and consideration. Mr. Jared Durrett provided a second with all members voting, "aye."

Aesthetic review and consideration for "Blue Moose," located at 515 Parkway, requested by Margaritaburg Sharks.

Staff presented the aesthetic review for "Blue Moose," located at 515 Parkway. The exterior renovation for rebranding the new restaurant. The applicant will remove all ornate objects from the existing façade. The exterior will receive a fresh paint update, with the colors red and blue (SW 3572 New Barn Red and SW 2739 Charcoal Blue), where all the white/beige is currently displayed. The awning will be

painted red to match the exterior paint color. This is also that same colors and branding used throughout the other four corporate locations of Blue Moose.

Following a brief discussion, Mr. Jared Durrett made a motion to recommend the aesthetic review to the Planning Commission for their review and consideration. Mr. Kevin Tierney provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Blue Moose," located at 515 Parkway, requested by Margaritaburg Sharks.

Staff presented the request for proposed signage for "Blue Moose," located at 515 Parkway. The request is for signage that will take the place of the preexisting signage from Landshark Bar and Grill. Three (3) signs are included in this request; the first one being an illuminated blade sign located above the entrance of the restaurant. The blade sign measures 50.26 square feet. The sign is fabricated aluminum with painted red finish and black vinyl shadows for letters. The moose logo on sign fab'd 5" deep aluminum channel logos with painted black finish; panned clear acrylic face with second surface digitally printed moose graphics and painted black background logo edge; white LED internal illumination, flush mount to face of top half-rounded cabinet section.

Sign #2 is a logo and letters on raceway measuring out to be 23.91 square feet; moose logo fabricated 3" deep aluminum channel logo with painted finish, white LED internal illumination. Sign #3 is a replacement face for the bottom cabinet for the entrance sign to Margaritaville, routed aluminum faces with push through acrylics, measuring out to be 34.4 square feet. All proposed signage will replace the preexisting signage from Landshark Bar and Grill. The total signage proposed in this request is 143' down from what was originally displayed that came out to 155'. The sign proposal adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Kevin Tierney made a motion to recommend the proposed signage to the Planning Commission for their review and consideration. Mr. Jared Durrett provided a second with all members voting, "aye."

Review and consideration for sign face replacement for "X-Faded Cannabis Dispensary," located at 201 Parkway, requested by Casey Treat.

Staff presented the request for sign face replacement for "X-Faded Cannabis Dispensary," located at 201 Parkway. The request comes as the dispensary has been purchased by a new owner and rebranding. The proposed replacement sign measures 44 square feet. The proposed sign is similar to existing in design and color scheme. Sign specs include 8cm depth aluminum box painted dark gray; purple color acrylic neon, stick out 15mm white acrylic, top with 1mm thickness green color sticker face with no light just the side of acrylic with RGB light (as the previously approved sign on May 16, 2024, by Planning Commission. The proposed sign does adhere to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Kevin Tierney made a motion to recommend the proposed signage to the Planning Commission. Mr. Jared Durrett provided a second with all members voting, "aye."

Aesthetic review and consideration for "Westgate Phase 14RF," located 669 Kristi's Place, requested by Westgate Resorts.

Staff presented the request for aesthetic review for "Westgate Phase 14RF," located at 669 Kristi's Place. The proposal is for a new multi-family unit that will be located within the planned unit development. The phase presented will look exactly like the other multi-family units. The design narrative provided by the applicant reads: "Westgate Resorts is proposed construction of (2) sets of (2) cabins similar to what has been constructed multiple times on site and additional amenities in the way

of a pool and support structures (this is discussed in the next item). The T-cabins are of the exact design aesthetic as the previous T-cabins. The look and feel of the structures are to be of cabin vernacular and will be accomplished by utilizing stained D-log siding, stained timber, engineered stone, and green asphalt shingles.”

Following a brief discussion, Mr. Jared Durrett made a motion to recommend the aesthetic review to the Planning Commission for their review and consideration. Mr. Randy Watson provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Westgate Phase 14RF: Amenities Building,” located at 669 Kristi’s Place, requested by Westgate Resorts.

Staff presented the aesthetic review for “Westgate Phase 14RF: Amenities Building,” located at 669 Kristi’s Place. The proposal is for the new amenities building that will be located near the previously described multi-family residence. The design narrative provide to Staff reads: “The amenities pool is to serve guests of the resort and will capitalize on the stunning views while having guests use the pool, spa, or lounge on the deck. The pool will have a sun shelf, lounge shelves, and an infinity edge. Support the activities of the guests, the vertical elements will consist of three smaller structures that include a restroom, open air bar, and slight larger build that will house the pool pump equipment and a small grab and go kitchen to serve the guests. Materially all the amenities will consist of neutral colors that speak to the natural tones in the surrounding environment. This is to be accomplished through the use of stained wood to match adjacent built structures, complimentary engineered stones and tiles, and muted dark metals.”

Following a brief discussion, Mr. Jared Durrett made a motion to recommend the aesthetic review to the Planning Commission for their review and consideration. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Unscheduled Items

Mr. Gerald Wolaver, representative of Jimmy’s Smokehouse and Pizza Joint, was present to present their sign proposal with the Board’s requested modifications. Jimmy’s Smokehouse and Pizza Joint was initially presented at the February 13, 2025, meeting. The item was tabled and the Board provided suggestions for Mr. Wolaver to take back to their sign designer. Mr. Wolaver was able to provide a sign submittal that took all the Board’s recommendations into consideration. The signage will be visible from Glades Road and East Parkway. Wall sign #2 (logo) measures out to be 16’ .2”, specifics regarding the aesthetics were not provided, i.e. dimensional or not. Mall sign, 3, measures 18 square feet, flat cabinet, backlit. Total square footage proposed 82.2 square feet. The sign location from the setback is 45 feet, giving the applicant the maximum square footage allotment, 150 square feet, if needed.

Following a brief discussion, the Board decided to take action on the unscheduled items to allow the requestor to move forward through the proper channel to receive the appropriate approval prior to issuance of the sign permit. Mr. Randy Watson made a motion to recommend the sign proposal to the Planning Commission for their review and consideration. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Adjournment

There being no further business, the meeting was adjourned at 10:20 a.m. following a motion made by Mr. Jared Durrett and a second provided by Mr. Randy Watson.