

MINUTES OF THE  
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD  
APRIL 11, 2024  
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Randy Watson  
Ken Webster  
Maggie Bowers  
Logan Coykendall

MEMBERS ABSENT

Kevin Tierney  
Jared Durrett  
Brad Justice

OTHERS PRESENT

Fred Frische  
Clay Leatherwood  
Chad Kennedy

Staff Representative:      Jeff Ownby, Building and Planning Director  
                                         Dalton York, Assistant City Planner

Chairman Ken Webster called the meeting to order at 1:30 p.m. Ms. Maggie Bowers made a motion to approve the previous minutes from the March 28, 2024, meeting Mr. Randy Watson provided a second with all members voting, “aye.”

**Staff Report**

**Petitions and Communications from the Public**

**Old Business**

**New Business**

**Aesthetic review and consideration for “The Scoundrel,” located at 305 Airport Road, requested by Mahavir Patel.**

Staff presented the aesthetic review for “The Scoundrel,” located at 305 Airport Road. The review is for the exterior of the proposed hotel development. Staff also mentioned that “The Scoundrel,” is a boutique Marriot brand hotel so there are some corporate elements that are required to be included due to corporate branding. The listed materials provided are- brick veneer with two color variations: black onyx and cobalt black; faux brick with graphite grout; metal panel colored black and weathering steel; and wood siding that is white oak. The Board mentioned that the aesthetic of the hotel is very urban and discussed how more natural elements could be incorporated to maintain the corporate aesthetic while adhering to Gatlinburg’s Architectural Guidelines for the commercial corridor. Without a representative present to engage in conversation regarding these modifications, the Board decided to table the item.

Following a brief discussion, Mr. Logan Coykendall made a motion to table the request due to lack of discussion and representation. Mr. Randy Watson provided a second with all members voting, “aye.”

**Review and consideration of one (1) free-standing sign for “Elev8d Cannabis Dispensary,” located at 201 Parkway, requested Chris McMahon.**

Staff presented the request for one (1) free-standing sign for “Elev8d Cannabis Dispensary,” located at 201 Parkway. The proposed free-standing sign measures out to forty-four (44) square feet. The

proposed sign will be placed within the existing sign structure. Elevated will be green color acrylic neon sign face is 15mm with 20mm depth metal channel painted green inside with RGB color LED, with separate LED controller and remote. Cannabis Dispensary will be a light box; the face aluminum: RGB color LED module. Any lighting associated with the proposed sign will remain static. Staff mentioned the applicable regulations regarding this request: Title 2, Chapter 3 of the Municipal Code: Environmental Design Review Board & Section 411 of the Zoning Ordinance: Sign Regulations.

Following a brief discussion, Mr. Logan Coykendall made a motion to disapprove the sign request, suggesting that the requestor remove the word Cannabis from the sign. Mr. Randy Watson provided a second with all members voting, "aye."

**Review and consideration of one (1) free-standing sign for "Gatlinburg Parkway, LLC," located at 715 Parkway requested by Snyder Signs, Inc.**

Staff presented the request for one (1) free-standing sign for "Gatlinburg Parkway, LLC," located at 715 Parkway. The proposed sign is to replace the grandfathered sign. The proposed sign will be hunter green, which coordinates with the other parking signage on the property. The previous sign color was "highlighter green," the hunter green is more in keeping with the aesthetic requirements of the commercial corridor. Staff mentioned the applicable regulations regarding this request: Title 2, Chapter 3 of the Municipal Code: Environmental Design Review Board & Section 411 of the Zoning Ordinance: Sign Regulations.

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

**Review and consideration of one (1) free-standing sign for "Gatlinburg Parkway, LLC," located at 329 River Road, requested by Snyder Signs, Inc.**

Staff presented the request for one (1) free-standing sign for "Gatlinburg Parkway, LLC," located at 329 River Road. The proposed sign will be placed on an existing stone structure. The measurements of the proposed sign come out to 4' x 7'. The parking sign design is standard-green background with white writing. During discussion, the Board did suggest that the requestor paint the poles that attach the sign to the stone base. Staff mentioned the applicable regulations regarding this request: Title 2, Chapter 3 of the Municipal Code: Environmental Design Review Board & Section 411 of the Zoning Ordinance: Sign Regulations.

Following a brief discussion, Ms. Maggie Bowers made a motion to approve the proposed sign with the suggestion of painting the frame and support bars that attach to the stone base. Mr. Logan Coykendall provided a second with all members voting, "aye."

**Aesthetic review and consideration for "Sugarland Cellars," located at 1133 Parkway, requested by Johnson Architecture.**

Staff presented the aesthetic request for "Sugarland Cellars," located at 1133 Parkway. The aesthetic request is for the addition of Nano doors and exterior paint color change. The Nano doors will open from the tasting room and will allow patrons to walk from the tasting room to an outdoor patio. The exterior paint color presented is a darker green that will accentuate the stonework already on the exterior. Staff mentioned the applicable regulations for this request: Gatlinburg Architectural Guidelines.

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

**Review and consideration of one (1) mall sign for “Split Rail Eats,” located at 849 Glades Road requested by Fast Signs.**

Staff presented the request for one (1) mall sign for “Split Rail Eats,” located 849 Glades Road. The proposed signage is a replacement sign for the existing mall sign already in place at 849 Glades Road. The new sign incorporates more color and dimension than the original sign. The replacement sign measures out to be 42”x96”and will be dimensional routed HDU. The Board did mention that the addition of an outline around the wording would help with better legibility. Staff mentioned the applicable regulations regarding this request: Title 2, Chapter 3 of the Municipal Code: Environmental Design Review Board & Section 411 of the Zoning Ordinance: Sign Regulations.

Following a brief discussion, Mr. Randy Watson made a motion to approve the replacement signage as presented. Mr. Logan Coykendall provided a second with all members voting, “aye.”

**Review and consideration of one (1) mall sign for “Cuppa Gatlin,” located at 458 Parkway, requested by Fast Signs.**

Staff presented the request for one (1) mall sign for “Cuppa Gatlin,” located at 458 Parkway. The proposed mall sign is located on Highway 321 side of the Carousel Mall. The physical location of the coffee shop is on the Parkway, but according to Section 411 of the Municipal Zoning Ordinance allows a business that fronts on two main throughways to display signage on both access points. The proposed sign will measure out to be 11.5 square feet and will be channel letters that are applied to the stucco wall on the already established sign base. No backlighting will be included in the proposed sign. The Board did remark on the color chosen to be a background around the lettering, stating that the color used distorts the legibility of the coffee shop. Staff mentioned the applicable regulations regarding this request: Title 2, Chapter 3 of the Municipal Code: Environmental Design Review Board & Section 411 of the Zoning Ordinance: Sign Regulations.

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

**Review and consideration of one (1) wall-sign for “Sugar Baby,” located at 727 Parkway, requested by Sign Co, Inc.**

Staff presented the request for one (1) wall sign for “Sugar Baby,” located at 727 Parkway. This proposal is solely for the proposed signage for “Sugar Baby.” The proposed signage measures out to 28 square feet and is a channel letter sign with clear plexiglass panel. The sign color is pink neon skeleton and will display the name of the business along with gummy bear image in between “Sugar” and “Baby”. The proposed location of the sign will be above the main entrance of the retail space directly in front of the proposed ornate object, being the dessert waffle cone (discussed in the next item). The Board expressed some concern regarding the proposed color for the wall sign, pink neon skeleton.

Following a discussion, Ms. Maggie Bowers made a motion to table the item until the applicant could provide a clearer rendering of the proposed signage. Mr. Logan Coykendall provided a second with all members voting, “aye.”

**Review and consideration of proposed ornate objects for “Sugar Baby,” located at 727 Parkway, requested by Chad Kennedy.**

Staff presented the request for ornate objects for “Sugar Baby,” located at 727 Parkway. Mr. Chad Kennedy, business owner, was present to discuss and provide additional insight to the proposal. Mr.

Chad Kennedy began by explaining the concept of “Sugar Baby,” and the primary focus of the candy retail space. The ornate objects proposed are the waffle ice cream cone that will be located above the entrance of the shop. The proposed ornate objects go as follows: waffle ice cream cone (location above entrance measuring out to be 36’ square feet); milkshake (location to the right of main entrance, from street view, measuring out to be 8’6”); unicorn (also located to the right of the main entrance, from street view, measuring out to be 4’6”); rainbow cotton candy art (location to the left of the main entrance, from street view, measuring out to be 5’). All proposed ornate objects are made of Styrofoam and fiber glass and will be sanded with the addition of paint the dimensional objects. The Board did express concern regarding the number of proposed ornate objects, and questioned rather or not this was excessive. The applicant expressed concern about the lack of storefront square footage as his rational for maximizing forms of advertising modes.

Following an extensive discussion, Ms. Maggie Bowers made a motion to table to request suggesting the requestor to remove lower ornate objects and wraps. Mr. Logan Coykendall provided a second with all members voting, “aye.”

**Aesthetic Review and consideration for “Sugar Baby,” located at 727 Parkway, requested by Chad Kennedy.**

Staff presented the aesthetic review for “Sugar Baby,” located at 727 Parkway. Mr. Chad Kennedy has requested Staff to present each item for the proposed new retail space separately. Staff presented the exterior aesthetic to the Board, which included proposed ornate objects, one (1) wall-sign and the over-all design concept for “Sugar Baby.” This specific request focuses on the proposed exterior paint color, which is lighthearted pink. The Board voiced concerns about the color choice, and how that color will clash with the other array of colors used on the existing commercial front.

Following a discussion, Ms. Maggie Bowers made a motion to table the request, suggesting that the requestor revisit the exterior paint color proposed. Mr. Logan Coykendall provided a second with all members voting, “aye.”

**Unscheduled Items**

**Adjournment**

There being no further business, the meeting was adjourned at 2:50 p.m. following a motion made by Mr. Randy Watson and a second provided by Mr. Logan Coykendall.