

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
APRIL 25, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Randy Watson
Ken Webster
Maggie Bowers
Logan Coykendall
Brad Justice
Jared Durrett
Kevin Tierney

MEMBERS ABSENT

OTHERS PRESENT

Clay Scruggs
Chad Kennedy

Staff Representative: Jeff Ownby, Building and Planning Director
 Dalton York, Assistant City Planner
 Jodi Bible, Executive Secretary

Chairman Ken Webster called the meeting to order at 1:30 p.m. Mr. Jared Durrett made a motion to approve the previous minutes from the April 11, 2024, meeting Mr. Brad Justice provided a second with all members voting, “aye.”

Staff Report

Petitions and Communications from the Public

Old Business

Prior to the presentations of Old Business, Mr. Jared Durrett made a motion to remove all old business items from the table for review and consideration. Mr. Randy Watson provided a second with all members voting, “aye.”

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. Mr. Clay Scruggs was present to further discuss the request with the Board. The biggest concern for the Board, relating to the aesthetic request, is the proposed black brick veneer as it appears in the presented rendering. The rendering submitted displays a black exterior, Mr. Clay Scruggs explained to the Board that the brick will be closer to a dark gray than the black displayed in the rendering considering masonry varies from brick to brick, no two bricks are the same. The Board inquired about ways to integrate more natural elements that are in keeping with our Architectural Guidelines. The requestor provided more images for elevations to show how the use of wood-like elements and/or coloring would be used throughout the hotel. Mr. Clay Scruggs also explained the premise behind a lifestyle hotel brand detailing the complex as an ode to early female moonshiners from this area and provided the rationale for the dark exterior. Applicable Regulations: Gatlinburg Architectural Guidelines.

Following a lengthy discussion amongst Mr. Clay Scruggs and the Board, Mr. Kevin Tierney made a motion to approve the request subject to the integration of additional wooden elements (real or faux) to

create a more natural façade that will better align with the City of Gatlinburg Architectural Guidelines. Mr. Brad Justice provided a second with all members voting, “aye.” Mr. Logan Coykendall abstained from the vote.

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 and will be located directly in front of an ornate object (item will be discussed in the next item). Applicable Regulations: 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 wall-sign as presented. Ms. Maggie Bowers 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.

The resubmission included the deletion of all ornate objects, per the Board’s recommendation, except for the ornate object that will be located directly behind the previously discussed wall sign (above). The waffle cone ornate object measures out to 70 square feet and will be located above the entrance of the candy store. The Board requested that the ornate object stay within the parameters of the storefront and not extend into the brown border of the retail space located above the shop. Applicable regulations Gatlinburg Architectural Guidelines: 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 one (1) ornate object subject to that ornate object staying within the defined parameters the Board provided. Ms. Maggie Bowers 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 took the Board’s concerns into account and brought back three (3) different exterior paint colors to appease their previous request. Mr. Chad Kennedy took the Board’s concerns and provided a variety of options that appeasing the Board’s request. The Board appreciated the cooperation and the attention to detail as option number 2 perfectly matches the blue paint already existing on the exterior of the building. This allows the business to appear as a standalone retail space that also is cohesive with other retail spaces within the complex. Applicable Regulations: Gatlinburg Architectural Guidelines

Following a brief discussion, Mr. Logan Coykendall made a motion to approve option number two (2) stating that the presented rendering is an exact to colors already used on the business façade. Mr. Jared Durrett provided a second with all members voting, “aye.”

New Business

Aesthetic review and consideration for “Pizza Rio,” located at 373 Parkway, requested by Oysk3 Architects.

Staff presented the aesthetic review for “Pizza Rio,” located at 373 Parkway. The exterior renovation is for the old “American Sideshow,” business on the Parkway. The proposal includes refurbishing many of the existing elements along with adding a few modern elements such as new windows with black accents that tie in with the renovated entry way that will also incorporate the existing exterior elements along with tying in the newer element (black iron) into the external aesthetic. Applicable Regulations: Gatlinburg Architectural Guidelines.

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

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:10 p.m. following a motion made by Mr. Logan Coykendall and a second provided by Mr. Jared Durrett.