

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
AUGUST 22, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

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

MEMBERS ABSENT

Brad Justice

OTHERS PRESENT

Allan VanDenBosch
Dustin Ivey
Baker Jones
Steve Brauch
Amanda Bennett
Amanda Caton

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. Mr. Randy Watson made a motion to approve the previous minutes of the August 8, 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 one (1) mall sign for “Town Center Plaza,” located at 745 Parkway, requested by Sign Co.

Staff presented the request for one (1) mall sign for “Town Center Plaza,” located at 745 Parkway. The proposed mall sign will serve as additional signage for the tenants located on the second floor of the new retail space. The proposed mall sign measures out to be close to 11 square feet (32”x48”). The sign is a LED lighted cabinet with I.D. portion on the top of sign and tenant panels. The lettering on the proposed sign are routed letters and the cabinet will be a dark bronze color. Applicable Regulations- Article IV, Section 411 being the Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Ms. Maggie Bowers made motion to approve the request as presented, pending the additional review of the tenant signage proposed for the two spaces on the mall sign. Mr. Jared Durrett provided a second with all members voting, “aye.”

Review and consideration for one (1) projecting sign for “Smokin’ Banjo Wine Company,” located at 631 Parkway, Suite 1, requested by Aaron Maples.

Staff presented the request for one (1) projecting sign for “Smokin’ Banjo Wine Company,” located at 631 Parkway, Suite 1. The request is for an additional sign for the “Smokin’ Banjo” location on the

Parkway. The sign measures out to 18 square feet (44.5" x 35.5"). The sign details provided include double-sided, flag mounted cabinet with LED internally illuminated with a flat, acrylic sign face. This sign was initially presented to the Board back in June 2024 but was removed for consideration per the requestor. Staff stated that this proposed sign is within their allowable square footage allotment. Applicable Regulations-Article IV, Section 411 being the Sign Regulations and Gatlinburg's Architectural Guidelines.

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

Aesthetic review and consideration for "Gatlinburg Town Square," located at 515 Airport Road, requested by Exploria Resorts.

Staff presented the aesthetic review for "Gatlinburg Town Square," located at 515 Airport Road. The exterior aesthetic request is seeking approval to paint the exterior of the sales and activities building for "Gatlinburg Town Square." The current color on the exterior is khaki color. The proposed color change is for Keystone Gray, which is within the Architectural Guidelines color palette for the commercial corridor. Applicable Regulations- Gatlinburg's Architectural Guidelines.

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

Review and consideration for two (2) proposed wall signs for "Toy Chest," located at 745 Parkway, #13," requested by Signworks.

Staff presented the request for two (2) proposed wall signs for "Toy Chest," located at 745 Parkway, #13. The Board initially reviewed this submittal at the August 8, 2024, Environmental Design Review Board meeting, but the submittal was over the square footage allotment for the location, and the Board requested that the applicant revisit the color wheel used on the proposed signage. The new submission corrected the square footage allotment, bringing it down to 68 square feet (the maximum for this location is 70 square feet.) A representative was not present to discuss the reasoning as to why the color suggestion was not noted in the submission. Applicable Regulations-Article IV, Section 411 being the Sign Regulations and Gatlinburg's Architectural Guidelines.

Following a brief discussion, Mr. Kevin Tierney made a motion to table the request until a representative would be available to discuss the color selection. Mr. Logan Coykendall provided a second with all members voting, "aye."

Review and consideration for two (2) proposed wall signs for "Tennessee Sock Company," located at 745 Parkway, #13," requested by Signworks.

Staff presented the request for two (2) proposed wall signs for "Tennessee Sock Company," located at 745 Parkway, #13. Similar as the previously discussed item, request was initially tabled at the August 8, 2024, Environmental Design Review Board meeting, due to discrepancies in square footage information and the sign being over the square footage allotment for this location, and the Board requested that the applicant revisit the color wheel used on the proposed signage. The submission corrected the square footage concern made by Staff to the Board. The newly proposed sign measures out to be 69 square feet, within their allowable square footage (which is 70 square feet). The color wheel initially presented at the August 8, 2024, meeting did not change. Applicable Regulations-Article IV, Section 411 being the Sign Regulations and Gatlinburg's Architectural Guidelines.

Following a brief discussion, Mr. Jared Durrett made a motion to table the request until a representative would be available to discuss the color selection. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Review and consideration for two (2) proposed signs for “The UPS Store,” located at 813 East Parkway, requested by Allen VanDenBosch.

Staff presented the request for two (2) proposed signs for “The UPS Store,” located at 813 East Parkway. The request is for one wall sign and to replace the cabinet on an already existing sign structure that will be a stand-alone sign. The proposed signage is corporate package provided by UPS, but it does come with variations and options. The wall sign proposed measures out to be 30 square feet. The cabinet is paint white. The sign is dimensional and includes the following colors: shield brown and sunflower yellow, along with the typical UPS logo and script. The stand-alone sign measures out to 40 square feet. The cabinet is painted autumn brown. The sign face is made of vinyl with the following colors: sunflower yellow, shield brown with a second layer of deep mahogany, along with the typical UPS logo and script. Applicable Regulations-Article IV, Section 411 being the 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 one (1) wall sign for “Gifts of Gatlinburg,” located at 745 Parkway, #2, requested by Brainchild Creative, LLC.

Staff presented the request for one (1) proposed wall sign for “Gifts of Gatlinburg,” located at 745 Parkway, #2. The initial submission provided to Staff was over the square footage allotment for this location (75 square feet), but the applicant was able to minimize the sign to fit within the requested parameters (69 square feet). The sign will be mounted to wall above the awning. The sign is made of steel and PVC board and will have a LED lighting strip in the lower channel that will provide backlight to the sign. The sign design includes the business name along with a mountain scene and bears. The Board complimented the sign design and express how much they are looking forward to seeing this sign as a focal point for this new complex. Applicable Regulations: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

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

Review and consideration for one (1) proposed ornate object for “Anakeesta,” located at 576 Parkway, requested by Anakeesta, LLC.

Staff presented the request for one (1) proposed ornate object structure for “Anakeesta,” located at 576 Parkway. Anakeesta is known for their seasonal displays, and this is ornate object proposal is for their “Bear-Varian Festival,” that takes place during the Fall season. The proposed ornate object is a beer stein and pretzel, both of which, are large enough that someone may get inside of the beer stein and sit on the pretzel. Both ornate objects serve as marketing and great photo opportunities for tourist on the Parkway. Ornate objects have open parameters; this proposal adheres to the requirements set forth in Gatlinburg Municipal Zoning Ordinance. The only item that is regulated is the wording used on the exterior of the beer stein. The square footage on that is 37 square feet. It is important to note that Anakeesta removed signage off the ticket booth, the wayfinding arch, and the triangle kiosk to allot the needed square footage to remain in compliance with Section 411. Applicable Regulations: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

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

Review and consideration for one (1) proposed stand-alone sign for “Anakeesta,” located at 576 Parkway, requested by Anakeesta, LLC.

Staff presented the request for one (1) proposed stand-alone sign for “Anakeesta,” located at 576 Parkway. This specific request is for a permanent sign structure that will be changed regularly to help promote the special events going on at Anakeesta. This allows Anakeesta to move away from temporary banners and have structure that will be updated periodically. The structure presented measures out to be 37 square feet, in total. 32 square feet for the structure and 4.5 square feet for the signage that will be interchanged. As previously mentioned, Staff notated that Anakeesta had deleted previously approved signage to provide the appropriate allotment needed to secure compliance with these two submittals. Staff informed the Board that Anakeesta now has 1 square foot of signage allotment left. The stand-alone sign has a stone base with wooden vertical accent planks with horizontal metal bars. Applicable Regulations: 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.”

Aesthetic review and consideration for “Ripley’s Moving Theatre,” located at 904 Parkway, requested by Dustyn Ivey.

Staff presented the aesthetic request for “Ripley’s Moving Theatre,” located at 904 Parkway. Specifically, this request is for the exterior paint change requested by Ripley’s Entertainment. The building façade has four different layers on the front entrance of the attraction, at one point in time, it mimicked a film roll, over time, it has been repainted with various colors. The first (top) layer of the building is proposed to be painted yellow and purple, into a swirl design. The second layer is proposed to be painted a solid orange color; the third layer is proposed to be painted green and yellow and finishing off the bottom layer (near ticketing) with purple and yellow. The Board expressed concern in the color choices, stating that they are too in your face, and that the concept of attracting patrons could be done in a less drastic manner. The Board asked if the applicant would consider toning down the colors on the exterior proposal. Mr. Kevin Tierney even suggested playing on the attractions premise-film and utilizing that within their exterior marketing.

Following a brief discussion, Ms. Maggie Bowers made a motion to table the request, asking for solid colors as opposed to the multi-colors on each layer, and Mr. Kevin Tierney provided a second with all members voting, “aye.” Mr. Jared Durrett abstained from the vote.

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:20 p.m. following a motion made by Ms. Maggie Bowers and a second provided by Mr. Randy Watson.