

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
JULY 1, 2025
TUESDAY, 10:00 A.M., CITY HALL

MEMBERS PRESENT

Kevin Tierney
Gus Floodquist
Ken Webster
Logan Coykendall
Jared Durrett

MEMBERS ABSENT

Brad Justice
Randy Watson

OTHERS PRESENT

Baker Jones
Daniel Herron
Kelly Janis

Staff Representative: Dalton York, Planning Director
Jodi Bible, Deputy City Planner

Chairman Ken Webster called the meeting to order at 10:00 a.m. Mr. Jared Durrett made a motion to approve the previous minutes of the June 17, 2025, 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) replacement monument sign for “Mountain Loft Hilton Vacation Club,” located at 110 Mountain Loft Drive, requested by the Sign Co.

Staff presented the request for one replacement monument sign for “Mountain Loft Hilton Vacation Club,” located at 110 Mountain Loft Drive. The entire request encompasses eight proposed sign replacements but for the purposes of this review, the Board will only review the monument sign located off East Parkway due to all other signs not being viewable from the right-of-way (Section 411). The sign face measures out to be 24 square feet. The sign cabinet has a black background with white lettering and white trim. The sign will simply display the name of the development in plain text. The existing stone base will be utilized, and previously approved external illumination will also be used. The request adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Gus Floodquist made a motion to recommend the proposed sign face replacement to the Planning Commission for their review and consideration. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Review and consideration for sign replacements for “Ole Red Gatlinburg,” located at 511 Parkway, requested by Joslin and Son Signs.

Staff presented the request for two sign replacements for “Ole Red Gatlinburg,” located at 511 Parkway. The request is for the removal of the previously approved projecting signs located on the north and south of the building and to replace them with newer and larger projecting signs. The newly proposed

sign measures out to 55.2 square feet (110.4 square feet in total) bringing their new allotment to 137.57 square feet. Staff did note that the allowable square footage for the restaurant and gift shop is 120 square feet so the proposed projecting signs will need to be minimized to be compliant. The new projecting signs are double sided with neon illumination and illuminated cabinet. The proposed sign does have a mechanism in it that would allow for it to rotate, but the applicant was informed that the sign is to remain static, and Staff has confirmation of that acknowledgement. The proposed signs design goes as follows: 14" deep main sign cabinet painted black with white accent neon around the cabinet parameter; 2" deep open faced aluminum channel letters with red neon illumination, letter interior and returned painted red with flat/matte finish. Double sided illuminated center cabinet to be 18" deep (TBV) with white acrylic faces decorated with black vinyl and internal white illumination. The center cabinet to have a 2"D x 2"W open face border channel with white neon; 2" DIA support tube for center cabinet mounted into top and bottom cabinet; 4" square steel tube mounting arms and mounting plates painted satin black.

Following a brief discussion, Mr. Jared Durrett made a motion to recommend the sign replacements to the Planning Commission for their review and consideration pending the projecting signs are minimized and that the signs will remain static and not rotate, move, or otherwise draw attention. Mr. Logan Coykendall provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Goo Goo Clusters," located at 716 Parkway, Unit 116, requested by Laurie Spradley.

Staff presented the request for proposed signage for "Goo Goo Clusters," located at 716 Parkway, Unit 116. The request includes signages for the gift shop and the fudge shop. The fudge shop (structure closer to Parkway) will have a long, backlit, pin-mounted letter displaying the name of the business, "Goo Goo Chocolate Co.," "Goo Goo" is 1.7' x 20' and "Chocolate Co.," is 0.5' x 6'.6", this sign will also be a long backlit pin-mounted letter sign. The proposed sign in total measures out to 23 square feet. The glass doors will have window clings with the business name listed in white, each window cling measures out to be three square feet each (total six square feet). The gift shop facade will have another long backlit, pin-mounted letter displaying the name of the business measuring out to be 28 square feet. The total signage presented in this review is 58 square feet well within their 60 square foot signage allotment. The other signage presented is considered incidental signage and is not required to be reviewed by this Board per Section 411.13.2, Approvals. The proposal adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Logan Coykendall made a motion to recommend the sign request to the Planning Commission for their review and consideration. Mr. Gus Floodquist provided a second with all members voting, "aye."

Aesthetic review and consideration for "Goo Goo Clusters," located at 716 Parkway, Unit 116, requested by Laurie Spradley.

Staff presented the aesthetic review for "Goo Goo Clusters," located at 716 Parkway, Unit 116. The materials being used on the exterior are painted siding, stone left unpainted, and vinyl window clings. Paint colors to be used on exterior: Red (SW6869 Stop); Blue (SW6809 Lobelia); White (SW 7636 Origami White); Black (SW6258 Tricorn Black). A new glass store front to be added to the preexisting building. Applicable regulations: Architectural Guidelines for the Commercial Corridor.

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

Review and consideration for a proposed super graphic for “Ripley’s Aquarium of the Smokies,” located at 88 River Road, requested by Alison Looney.

Staff informed the Board that this item has been removed per applicant for review and consideration.

Unscheduled Items

Staff presented a proposed signage face replacement for “Howie’s Hemp Hut,” located at 928 Parkway, in Elk’s Plaza. The request includes the request to replace the mall directory sign that is close to Parkway. The applicant provided two renderings for the Board to review. The Board went with option 2 which is a wooden sign with white background, green border, black lettering, discreet LED lighting, and green first aid crosses as opposed to the leave provided in option 1. The proposed mall sign is 7 square feet.

Following a brief discussion, Mr. Jared Durrett made a motion to recommend option number 2 to the Planning Commission for their review and consideration. The Board requested that the applicant straighten the placement of the medical crosses on the sign to make it more symmetrical. Mr. Gus Floodquist 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. Kevin Tierney and a second provided by Mr. Logan Coykendall.