

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
January 27, 2022, Meeting,
THURSDAY 1:30 P.M. CITY HALL

MEMBERS PRESENT

Ken Webster
Suzanne DeSear
Kevin Tierney
Brad Justice
Scott Holman
Maggie Bowers

MEMBERS ABSENT

Randy Watson

OTHERS PRESENT

David Whaley

Staff Representative: David Ball, Building & Planning Director
Jodi Bible, Executive Secretary

Chairman Mr. Ken Webster called the meeting to order at 1:30 p.m. Mrs. Suzanne made a motion to approve the previous minutes from the January 13, 2022, meeting. Mr. Brad Justice provided the second with all members voting "Aye."

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration of proposed signage for "Gatlinburg Skylift Park," located at 510 River Road, requested by Randy Watson.

Staff presented the request for proposed signage for "Gatlinburg Skylift Park" located at 510 River Road. Staff presented the details of two signs for the existing pay parking lot. Staff noted that one sign is a double sided 48"x105" freestanding sign located at the street entrance of the parking lot and the second sign is a single-sided 96"x18" wall sign. Staff further noted that both signs are made of 3mm ACM (composite aluminum).

After a brief discussion, Mr. Kevin Tierney made a motion to approve the request as presented and Mrs. Suzanne DeSear seconded the motion which passed unanimously.

Review and consideration of proposed signage for "Trump Store and More," located at 461 Parkway, Suite 2, requested by David Whaley.

Staff presented the request for proposed signage for "Trump Store and More" located at 461 Parkway, Suite 2. Staff noted that the sign information depicts a vinyl banner wall sign but added that there was no information related to a permanent sign or sign material. The Board questioned the copyright infringement since the banner/sign does include an image of Donald Trump. Mr. David Whaley was present as a representative of the three (3) businesses located at 461 and stated that no definitive sign design has been decided upon by the owners. Mr. Whaley then asked what would be allowed to be placed on the building. Staff gave a brief overview of the sign allotments permitted by the ordinance and the methodology to determine the allowable square footage permitted for each business. The Board

inquired of Mr. Whaley information of materials and colors related to the request of which Mr. Whaley advised that he would have to discuss options with the business owners to determine a permanent solution. Further discussion ensued between the Board and Mr. Whaley relating to design options to create a comparable sign design approach with colors and materials to other signs, to be located on the building.

Following the discussion, Mrs. Maggie Bowers made a motion to table the item until a permanent sign design is presented for review, Mr. Brad Justice provided a second. The Board voted unanimously to table the item.

Review and Consideration for proposed signage for “Hemp Dispensary,” located at 461 Parkway, Suite 3, requested by David Whaley.

Staff presented the request for proposed signage for “Hemp Dispensary” located at 461 Parkway, Suite 3. Staff explained that the sign is LED illuminated channel letters and “HEMP” and “XR” are LED channel letters. Staff noted that “HEMP” is white acrylic faces with green trim cap and black returns, and “XR” is white acrylic faces with applied green cut vinyl. Mr. Whaley added that the channel letters and raceway will be painted to match building façade. Mr. Whaley also noted that the raceway mounts flush to building façade.

After a brief discussion, Mrs. Maggie Bowers made a motion to approve the request and Mr. Brad Justice provided a second which passed unanimously with all members voting, “aye.”

Review and consideration for proposed signage for “Dracula’s Great Smoky Mountain Gift Shop,” located at 461 Parkway, Suite 1 requested by David Whaley.

Staff presented the request for proposed signage for “Dracula’s Great Smoky Mountain Gift Shop” located at 461 Parkway, Suite 1. Mr. David Whaley present to discuss the proposed sign, however Mr. Whaley was unable to give specifics pertaining to the materials and size. The Board did mention a concern that the color scheme aesthetic did not comply with City’s preferred color scheme.

After a brief discussion, Mrs. Maggie Bowers made a motion to table the item until the specific details surrounding this proposal were identified and brought forth to the Board. Mrs. Suzanne DeSear second the motion, which passed unanimously with all members voting, “aye.” The Board also suggested to revisit the color scheme presented, in hopes of creating a more cohesive store front for the business.

Review and consideration for proposed signage for “The Toy Box,” located at 527 Parkway, requested by David Whaley.

Staff presented the request for proposed signage for “The Toy Box” located at 527 Parkway. Staff noted that the sign is made of high-density urethane (HDU) foam board. Staff also noted that the sign was erected without a permit and currently on display at 537 Parkway.

Following a brief discussion, Mr. Brad Justice made motion to approve the proposed sign. Mr. Scott Holman provided a second to the motion which passed unanimously with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:00 pm following a motion by Mrs. Suzanne DeSear and a second by Mr. Brad Justice