

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
SEPTEMBER 2, 2025
TUESDAY, 10:00 A.M., CITY HALL

MEMBERS PRESENT

Jared Durrett
Gus Floodquist
Ken Webster
Randy Watson
Brad Justice
Logan Coykendall

MEMBERS ABSENT

Kevin Tierney

OTHERS PRESENT

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. Brad Justice made a motion to approve the previous minutes of the August 19, 2025, meeting. Mr. Jared Durrett provided a second with all members voting, "aye."

Staff Report

Petitions and Communications from the Public

Old Business

Review and consideration for proposed signage for "Gatlinburg Adventure Rentals," located at 379 East Parkway, requested by Laurentiu Cirstea.

Staff presented the request for one free-standing sign face replacement for "Gatlinburg Adventure Rentals," located at 379 East Parkway. The free-standing sign-face replacement will include the cabinet with the new business sign. The sign measures out to be 48 square feet. The sign will be flat with no dimension and no lighting. The applicant is also adding new landscaping to the base of the sign. The sign is white, black and yellow. Applicable Regulations-Section 411, being the Sign Regulations.

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

Review and consideration for proposed signage for "Mountain Breakfast," located at 544 East Parkway, requested by The Sign Shop.

The item was tabled at the August 19, 2025, meeting. The applicant did not provide any further details regarding the sign.

Following a brief discussion, Mr. Jared Durrett made a motion to table the request. Mr. Brad Justice provided a second with all members voting, "aye."

New Business

Review and consideration for proposed signage for “Quick Fix,” located at 762 Parkway, requested by Michael Dunlow.

Staff presented a request for one (1) proposed wall sign. The sign measures 13.2 square feet, is flat with no dimensional features, and will be placed above the kiosk window on the Parkway. The proposed color palette includes pink, blue, yellow, and orange.

During review, the Board raised questions regarding whether the applicant intends to paint the shutters to match the sign, noting that doing so may provide a more cohesive and visually appealing appearance. Additionally, the Board requested clarification on the proposed color palette, as the submittal copies and the rendering displayed two different sets of colors. The Board asked that the applicant provide the specific colors codes for the sign design. Applicable Regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Brad Justice made a motion to table the request as presented until a representative could be present to discuss. Mr. Randy Watson provided a second with all members voting, “aye.”

Review and consideration for proposed signage for “Sips and Sweets,” located at 450 Parkway, requested by Michael Dunlow.

Staff presented the request for one (1) wall sign. The sign measures 50 square feet, is flat with no dimensional features, and will be placed above the retail space entryway. The proposed color palette includes pink, purple, teal, and yellow. Applicable Regulations: Section 411, being the Sign Regulations.

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

Review and consideration for proposed signage for “Capital Vacations,” located at 414 Airport Road, requested by Capital Vacations.

Staff presented the request for proposed signage for “Capital Vacations,” located at 414 and 515 Airport Road. Submission includes requests for both address points. 515 Airport Road request is for a sign face replacement on the previously established monument sign. The applicant will be adding their name and logo to the sign face using light and dark blue. The sign measures 40 square feet. 414 Airport Road request includes four (4) permanent business signs. Sign #1 is a monument sign. The sign face replacement measures out to be 18 square feet, adding business name, logo, and changing the colors to light blue, dark blue, white, and bronze. Sign # 2 is a wall sign that measures 79 square feet, same colors used with stud mounted with plastic letters. The applicant also requested supergraphics in the windows below the proposed wall sign, but Staff informed that applicant that according to Ordinance 2609, marketing materials may not cover more than 50% of interior windows. Additionally, any words, numbers, or symbols must be removed to not count towards allowable signage square footage. Sign #3 is a new wall sign. Sign #3 measures out to 9.6 square feet, same colors as previously mentioned and will be stud mounted with plastic letters. Total proposed signage for 414 Airport Road is 136 square feet (not including the super graphics submitted, not measures provided on window covering); the allowable square footage is 70’ for this address point. Staff notified the applicant that the submittal was not compliant with Section 411, being the Sign Regulations on August 26, 2025.

Following a brief discussion, Mr. Jared Durrett made a motion to recommend the sign proposal to the Planning Commission contingent upon the request coming into conformity with Section 411, being the Sign Regulations. Mr. Logan Coykendall provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Mountain Treasures," located at 735 Parkway, requested by BrainChild Creative, LLC.

Staff presented the request for one (1) proposed wall sign for "Mountain Treasures," located at 735 Parkway. The proposed wall sign measures 15 square feet. The sign is made of PVC and fiberglass with acrylic with halo lit standoff letters. The sign will have dimensional features. Applicable Regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Randy Watson 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 "Mountain Treasures," located at 735 Parkway, requested by BrainChild Creative, LLC.

Staff presented the aesthetic review for "Mountain Treasures," located at 735 Parkway. The storefront façade will be fabricated of fiberglass and painted with automotive grade paint. The rockwork will have small fiber optic lights throughout the façade to add accent lighting. Staff did inform the Board that the applicant is aware that the lights are to remain static, not twinkle, and must not line the doorway. The rockwork will not exceed 18" from building face. 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 proposed signage for "Over Easy Al's," located at 1019 Parkway, requested by Kirby Smith.

Staff presented the request for proposed signage for "Over Easy Al's," located at 1019 Parkway. The request encompasses two (2) proposed signs. Sign #1 is a blade sign measuring 38 square feet. The colors used in the proposed sign are red, black, cream, and yellow. The sign graphic includes the business name and a rooster with sunglasses. Sign #2 is a 25 square foot blade sign that will be located at the corner of Parkway and M&O Street. There will be a small spotlight located above Sign #2. Total signage request is 63 square feet well within their allowable 70 square feet. Applicable Regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Brad Justice made a motion to recommend the proposed signage to the Planning Commission for their review and consideration. Mr. Randy Watson provided a second with all members voting, "aye."

Review and consideration for proposed ornate objects for "Over Easy Al's," located at 1019 Parkway, requested by Kirby Smith.

Staff presented the request for proposed ornate objects for "Over Easy Al's," located at 1019 Parkway. Two ornate objects are included in this request. Two baskets to be placed upon the awning roof with eggs in them. The measurement of each ornate object is 32 square feet each. No wording or images to place upon the crates. Applicable Regulations: Section 412 Super Graphics & Other Ornate/Foreign Objects.

Following a brief discussion, Mr. Gus Floodquist made a motion to recommend the request to the Planning Commission for their review and consideration. Mr. Jared Durrett provided a second with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 10:23 a.m. following a motion made by Mr. Gus Floodquist and a second provided by Mr. Brad Justice.