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

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS PRESENT
Gus Floodquist	Jared Durrett	Kiley Healon
Kevin Tierney	Brad Justice	Fred Frische
Randy Watson		
Ken Webster		
Logan Coykendall		

Staff Representative: Dalton York, Interim City Planner
Jodi Bible, Executive Secretary

Chairman Ken Webster called the meeting to order at 10:00 a.m. Mr. Gus Floodquist made a motion to approve the previous minutes of the March 4, 2025, meeting. Mr. Kevin Tierney 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) free-standing sign for "Mountain Cove UTV Rentals," located at 1420 East Parkway, requested by Brandy Hensley.
Staff presented the request for one (1) proposed free-standing sign for "Mountain Cove UTV Rentals," located at 1420 East Parkway. The proposed free-standing sign is double-sided and measures 21 square feet. The sign will be placed upon already existing 4x4 posts. The aesthetic of the proposed sign includes the business name, address, and UTV visuals. The proposed sign will also have ground lighting. The proposed sign is in keeping with the City's Architectural Guidelines for the commercial corridor, and the proposed signage is compliant with Section 411, being the Sign Regulations from the Gatlinburg Zoning Ordinance.

Following a brief discussion, Mr. Logan Coykendall 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 two (2) proposed signs (1 projecting and 1 wall sign) for "Tiebreakers," located at 125 Airport Road, requested by Derek Shropshire.
Staff presented the request for two (2) proposed signs (1 projecting and 1 wall sign) for "Tiebreakers," located at 125 Airport Road. The projecting sign measures 34 square feet, and the sign is back lit with channel bulbs and a changeable copy marquee. The wall sign measures 16 square feet and is also back lit. The wall sign is a circular sign with the business name/branding incorporated. The colors used in

both signs are black, white, and blue. The total square footage included in this proposal is 54 square feet, well within their allotment for this location. Staff also confirmed that the proposed projecting sign does not extend over the public sidewalk. The proposed signage is compliant with Section 411, being the Sign Regulations from the Gatlinburg Zoning Ordinance.

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

Review and consideration for two (2) window signs and two (2) wall signs for "Smoky Mountain Tattoo Company," located at 305 East Parkway, requested by Kiley Healon.
Staff presented the request for one free-standing sign face replacement and two (2) wall signs, a total of three (3) business signs. The request was initially written erroneously. The sign submittal in its current state is over the allowable square footage for the location by 13 square feet (allowable square footage is 80 square feet, the proposal includes 93 square feet). Staff reached out to the requestor and the applicant was able to make modifications to the sizes prior to the meeting. Staff requested that the applicant minimize the window decals in the window to be no larger than 4 square feet, so the decals would be permitted as incidental signage. Incidental signage is not reviewed by the Board but approved administratively by Staff based on compliance to Section 411.

The pre-existing free-standing sign base will be utilized with an updated sign face. The square footage comes to 24 square feet, double-sided. The materials for the free-standing signs are plexiglass with paint or vinyl (white background with black letters). The wall sign located above the entrance measures out to be 44 square feet; the requestor minimized the size of the wall sign to remain compliant with Section 411, being the Sign Regulations. The materials used are wood with paint or vinyl (white background with black lettering). The third sign is a backlit "Tattoo" sign that will be place on the side of the building facing Willow Lane. The third sign measures out to be 12 square feet, channel letter with plexiglass. During the discussion, the Board suggested that the colors be a cream or beige instead of white and to use a brown instead of the black. The Board also pointed out that the color change would be more aesthetically pleasing due to the natural nature of the exterior of the building, being stonework. Ms. Kiley Healon was present at the meeting and agreed with the Board suggestions and plans to update Staff on the changes once they are made.

Following a brief discussion, Mr. Randy Watson made a motion to recommend the proposed signage once the requested colors were changed to the Planning Commission for their review and consideration. Mr. Ken Webster provided a second with all members voting, "aye."

Review and consideration for one (1) proposed sign for "Black Bear Crafts," located at 849 Glades Road, requested by Fast Signs, Inc.
Staff presented the request for one (1) proposed sign for "Black Bear Crafts," located at 849 Glades Road. The location of the proposed sign will be on the mall sign that is located at the Covered Bridge entry. The proposed sign is a wood burned sign (creating dimension) and the name of the business places upon the sign (Black Bear Crafts). The colors used are scarlet, black, and white. The design and style are very similar to the Split Rail Eats sign located at the entrance of the complex. The sign adheres to all applicable regulations of Section 411, the Sign Regulations from the Gatlinburg Zoning Ordinance.

Following a brief discussion, Mr. Gus Floodquist 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."

Aesthetic review and consideration for "The Reserve at Powdermill," located at 827 Powdermill Road, requested by Dustin Cole.
Staff presented the aesthetic review for "The Reserve at Powdermill," located at 827 Powdermill Road. The aesthetic request is for a new townhome development. The materials provided to be used are masonry stone veneer, hardi board and batten, hard vertical lap siding, hardi trim boards, rough sawn timber beams and columns, architectural asphalt shingles. The colors provided that will be used are SW-canvas tan, SW-windsor greige, SW-accolade, SW-cobble brown, SW-chestnut, and weathered wood. All colors and materials in keeping with the suggested Architectural Guidelines.

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

Review and consideration for proposed signage for "The Reserve at Powdermill," located at 827 Powdermill Road, requested by Dustin Cole.
Staff presented the request for proposed signage for "The Reserve at Powdermill," located at 827 Powdermill Road. The proposed sign will be located at the entrance of the residential development. The proposed sign measures 100 square feet. The sign materials provided are a stucco finish with knock down texture paint with SW-windsor griege. The sign base structure is made of beuchal stone-midnight castle rock stone. There is proposed landscaping to be place around the sign base. The sign adheres to all applicable regulations of Section 411, being the Sign Regulations of the Gatlinburg Zoning Ordinance.

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

Unscheduled Items

Adjournment
There being no further business, the meeting was adjourned at 10:22 a.m. following a motion made by Mr. Randy Watson and a second provided by Mr. Kevin Tierney.