

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
MARCH 14, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Jared Durrett
Ken Webster
Kevin Tierney
Maggie Bowers
Logan Coykendall
Brad Justice

MEMBERS ABSENT

Randy Watson

OTHERS PRESENT

Gabby Taylor
Zank

Staff Representative: Jeff Ownby, Building and 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. Logan Coykendall made a motion to approve the previous minutes from the February 22, 2024, meeting. Mrs. Maggie Bowers provided a second with all members voting, “aye.”

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration of one (1) proposed free-standing sign for “SMARTCO (Smoky Mountain Art Company),” located at 170 Glades Road, Suite 13, requested by Steven Zellers. Staff presented the request for one (1) proposed free-standing sign for “SMARTCO” located 648 Parkway. The proposed sign measures out to six square feet (2’x 3’). The sign presented is a handmade wooden sign with a white background with the name of business displayed along with accents- cardinals, greenery, and wood pieces to create a natural and artistic sign. The accents previously mentioned are dimensional. The Board did have some suggestions for the proposed sign for the requestor to consider- additional landscaping underneath/surround the sign location, an addition of a boarder (dark/hunter green was mentioned) to the proposed sign to help with visibility, and a suggestion to change the white background of the sign- either a beige or more neutral color, not a stark white that creates a juxtaposition within the sign. Staff advised the Board based on these applicable regulations: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Brad Justice made a motion to approve the proposed free-standing sign with the suggestion of adding the border, landscaping, and potential background color change on the sign. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Review and consideration of one (1) replacement free-standing sign for “Roaring Fork Baptist Church,” located at 105 Roaring Fork Road, requested by Southern Signs, Inc.

Staff presented the request for one (1) replacement free-standing sign for “Roaring Fork Baptist Church,” located at 105 Roaring Fork Road. The proposed replacement sign measures out to 14’x8’. The exact measurements of the previous free-standing sign that was destroyed during a storm in January 2024. The main difference between the previous and current sign is the color scheme, which is a neutral coloring that compliments the exterior of the church, as opposed to the blue variations used from the previous sign. Staff advised the Board based on these applicable regulations: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Jared Durrett made a motion to approve the replacement sign as requested. Mrs. Maggie Bowers provided a second with all members voting, “aye.”

Review and consideration of one (1) proposed wall sign for “Gatlinburg Elks Lodge, #1925,” located at 968 Parkway, requested by Custom Craft Signs.

Staff presented the request for one (1) proposed wall sign for “Gatlinburg Elks Lodge, #1925,” located at 968 Parkway. The request is for a new additional wall sign measuring out to 20.5 square feet. The sign will be carved, this will give the sign some dimension. The proposal included the “Gatlinburg Elks Lodge” logo and color scheme. The location of the sign will be facing the Parkway. The location does have one sign already permitted, but this proposal provides Elks Lodge with a more visible sign on the Parkway as opposed to the already established one back further in Elks Plaza. The existing sign measures out to 6 square feet and brings their total square footage to close to 27 square feet which is well within their allowable business signage allotment (70 square feet). Staff advised the Board based on these applicable regulations: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Brad Justice made a motion to approve the proposed wall sign. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Review and consideration of one (1) proposed free-standing sign for “The Baht,” located at 122 Spruce Lane, requested by The Sign Shop.

Staff presented the request for one (1) proposed free-standing sign for “The Baht,” located at 122 Spruce Lane. This is the third reiteration of the proposed sign for “The Baht.” The proposed sign measures out to 33 square feet with channel lettering on a monument. The monument will have the same river rock used on the restaurant’s exterior structure. The channel lettering red with clear (white) bulbs illuminating the name of the restaurant. The Board mentioned that the red and white color combo is very harsh and distinct and suggested that the owner considers a more muted variation of red, burgundy, for example was suggested. Staff advised the Board based on these applicable regulations: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Logan Coykendall made a motion to disapprove of the one (1) proposed free-standing sign with the suggestion of removing the red from the lettering and replacing it with burgundy lettering. Ms. Maggie Bowers provided a second with all members voting, “aye.”

Review and consideration of two (2) proposed wall signs for “White Oak Creamery,” located at 968 Parkway, Suite 14, requested by Sledge Creations and Wood Signs.

Staff presented the request for two (2) proposed wall signs for “White Oak Creamery,” located at 968 Parkway, Suite 14. The two proposed wall signs- one measuring out to be 7 square feet and the second measuring out to be 9 square feet with a total square footage of 16 square feet for their new business signage. The signs are made of arcadia wood. The letters displayed on the sign are made of regular pine wood and stained black. Both signs will look similar in style-one sign will have the business name on it, and the other will offerings available inside the establishment, i.e.-fudge, lemonade, sweet treats. Staff advised the Board based on these applicable regulations: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Jared Durrett made a motion to approve the two (2) proposed wall signs. Mr. Brad Justice provided a second with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:08 p.m. following a motion made by Mrs. Maggie Bowers and a second provided by Mr. Logan Coykendall.