

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
FEBRUARY 17, 2026
TUESDAY, 10:00 A.M., CITY HALL

MEMBERS PRESENT

Ken Webster
Gus Floodquist
Logan Coykendall
Kevin Tierney
Randy Watson
Brent Whaley

MEMBERS ABSENT

Brad Justice

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. Gus Floodquist made a motion to approve the previous minutes of the January 6, 2026, meeting. Mr. Kevin Tierney provided a second with all members voting, "aye."

Staff Report

Staff welcomed the newest member of the Board, Brent Whaley.

Petitions and Communications from the Public

Old Business

Review and consideration for proposed signage for "Timber Ridge at Mills Park," located at 130 Mills Park Road, requested by Charles Ottolini.

This request was tabled at the December 16, 2025, meeting due to the proposed sign's location proximity to the residential neighborhood and some questions regarding the proposed stone structure at the base of the sign. The applicant provided staff with a new site layout plan noting the changed location of the proposed monument sign. The sign will now be located at the eastern entrance so as patrons exit Highway 321 the sign will be visible as they descend the hill on Mills Park Road. The monument sign measures 89 square feet. The proposed placement is between 25'-30' off the roadway. The proposed materials listed are concrete block structures on the footer, stone, stucco, and hardi plank. The letters and logo are urethane painted 3/8" acrylic and solar lighting will be utilized. The colors used are SW6062, rugged brown on lettering and SW 6418 rural green accent on the logo.

Following that statement, Mr. Randy Watson made a motion to approve the request as presented. Mr. Logan Coykendall provided a second with all members voting, "aye."

New Business

Review and consideration of proposed signage for “Baskin Robbins,” located at 815 Parkway, requested by Valley Signs Knoxville.

Staff presented the request for a proposed sign face replacement. The request is for one (1) wall sign that will be located above the entrance to “Baskin Robbins.” The wall sign measures out to 24 square feet. The letters are 3/16” thick translucent white acrylic face; the logo is 3/16” thick translucent white acrylic faces with translucent vinyl to match. The sign submission includes sign application, colors, materials, and lighting specifications. Staff did mention that this is a corporate re-brand for the downtown area. The request adheres to Section 411, being the Sign Regulations.

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. Kevin Tierney provided a second with all members voting, “aye.”

Aesthetic review and consideration for the “The Cliffs at Downtown Gatlinburg,” located at 335 East Holly Ridge Road, requested by Chris Kirkland.

Staff presented the request for proposed aesthetic review for “The Cliff at Downtown Gatlinburg,” located at 335 East Holly Ridge Road. The request is for proposed planned unit development. The applicant provided exterior rendering of the commercial building that will be located within the planned unit development, a four-story structure that will serve as an amenity building for the patrons and public. The applicant also provided some of the landscaping plan that will be utilized around the commercial building and some of the units throughout the planned unit development. The development is utilizing option number 2 of the Hillside Overlay District which states, “the applicant shall plant new vegetation that will achieve 75% screening within a two (2) year growth cycle of the initial planting. Note, all planting must be native species matching the kinds of density of vegetation that is indigenous to the area and acceptable under the “Firewise” standards. The applicant shall submit a stamped and certified landscape plan by a Tennessee Licensed Landscape Architect showing the proposed location, type, and size of replanting materials accompanied with visual documentation depicting how the 75% screening will be achieved,” Section 715.3.1 of the Gatlinburg Zoning Ordinance.

Included in the submission is a material list: wood, wood-like siding, cypress, white oak, wood beams, stone, standing seam metal roofing, slate cedar shake, and other like-kind materials. Colors listed are natural mountain like colors that blend with the landscape, earth tones, and other like-kind colors. The Board expressed interest in seeing the lighting plan for the development citing concerns about the excessive illumination. Staff will present the landscaping plan once received for their review and consideration. Applicable Regulations: Architectural Guidelines for the Commercial Corridor, Section 715, Hillside Overlay District.

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. Gus Floodquist provided a second with all members voting, “aye.” Mr. Brent Whaley abstained from the vote.

Review and consideration of proposed signage for “Gatlinburg Winery,” located at 702 Parkway, Suite 2, requested by Alyson Grant.

Staff presented the request for proposed signage for “Gatlinburg Winery,” located at 702 Parkway Suite 2. The request is for the additional window graphics that were recently added to the business prior to permitting. Following an initial review by Staff, our office informed the applicant that one of the window graphics would need to be removed to remain compliant Section 411, being the Sign Regulations, regarding the maximum business signs allowed for each business. The previously approved wall sign measures out to 37 square feet leaving 43 square feet for additional signage. The request is for two large window clings that measure 20 square feet and for one small door decal to be left on the front door. Pending this approval, the business will be at their maximum permanent business signs with four. Applicable Regulations: Section 411, being the Sign Regulations.

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.” Mr. Kevin Tierney was opposed to the request.

Review and consideration of proposed signage for “Gatlinburg Winery 2,” located at 531 Parkway, requested by Alyson Grant.

Staff presented the request for proposed signage for “Gatlinburg Winery 2,” located at 531 Parkway. This request is also for window graphics that were also added to the business prior to approval. The allowable allotment for this location is 40’ per Section 411. The business currently utilizes 6 square feet of signage for their wall sign located above the entrance. The request is for two large decals (6.81 square feet each) equaling 13.6 and the small decal located on the door (3.4 square feet). The business will also be at their maximum permanent business signs with four. The request adheres to Section 411, being the Sign Regulations pending the removal of two large decals.

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. Gus Floodquist provided a second with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 10:26 a.m. following a motion made by Mr. Randy Watson and a second provided by Mr. Kevin Tierney.