

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
SEPTEMBER 14, 2023
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Kevin Tierney
Ken Webster
Maggie Bowers
Brad Justice
Scott Holman

MEMBERS ABSENT

Jared Durrett
Randy Watson

OTHERS PRESENT

Clay Scruggs
Mahavir Patel
Gabrielle Taylor
Dustyn Ivey

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. Kevin Tierney made a motion to approve the previous minutes from the August 24, 2023, 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 proposed signage for “Courtyard by Marriott,” located at 315 Airport Road, requested by Stratus Unlimited.

Staff presented the request for proposed signage for “Courtyard by Marriott,” located at 315 Airport Road. The replacement signage proposed is a corporate update for all their locations. The first sign in the package is a wall sign with the name of the hotel that will be located on the northwest corner of the building facing Airport Road. The proposed wall sign is 42.6 square feet, which is a bit larger than their original footprint of 38.3 square feet, but still within their allowable signage. The wall sign is a very dark gray. The sign face material being used is white acrylic plexiglass with aluminum channel lettering. The illumination used on the sign will be white LEDs. The wall sign will be a dark gray during the day and will be white during the nighttime. The second sign in the proposal is a stand-alone sign located at the entrance of the hotel. The existing faces will be removed and replaced with a more modern design that replicates the wall sign previously described. The size of the stand-alone sign will remain the same as the previous, 9.5 square feet. The colors used on Sign 2 are gray, silver, and aluminum.

Following a brief discussion, Mr. Kevin Tierney made a motion to approve the request as presented. Mr. Scott Holman provided a second with all members voting, “aye.”

Review and consideration of a proposed sign replacement for “Ripley’s Mirror Maze,” located at 800 Parkway, requested by Ripley’s Entertainment.

Staff presented the request for proposed replacement signage for “Ripley’s Mirror Maze,” located at 800 Parkway. The proposed replacement wall signage measures out to 54.1 square feet and is a brand revision. The sign also omits the word “Marvelous” from the original sign. Dustyn Ivey, a representative of Ripley’s, was present to discuss the proposed sign replacement and the name change. The proposed sign is a white letter face with red aluminum channel lettering. The sign will be internally lit using white LEDs.

Following a brief discussion, Mr. Scott Holman made a motion to approve the request as presented. Mrs. Maggie Bowers provided a second with all members voting, “aye.”

Review and consideration of proposed signage for “Rocky Waters Motor Inn,” located at 333 Parkway, requested by LRC 2 Development Group.

Staff presented the request for proposed signage for “Rocky Waters Motor Inn,” located at 333 Parkway. The sign proposal is a mixture of sign replacements and new signage. Two free-standing signs are eliminated under this proposal. The first sign presented is a wall sign located at the north entrance of the development. The dimensions measure 17’x 9’. The sign materials are stainless steel, reverse channel lettering, non-illuminated. The colors used on the wall sign are dark green for the background and the lettering a light tan color. The aesthetic of the signs in this package looks very similar to National Park signage. Sign number 2 is a new sign for their on-site restaurant, The Heirloom Room. The projecting sign measures 6’x3’x1.5’. The sign is made of aluminum steel with single stroke lettering. The lighting treatment being used on Sign #2 is described as neon, but Clay Scruggs, representative of the development, said that color is subtle, to create more of a glow. The colors being used on the sign are dark green background with emerald, green lettering. The projecting sign is a traditional neon cabinet designed and fabricated to emulate classic East Tennessee roadside hotels prevalent in the 1940s-1960s. Sign #3 is a bottom mount projecting sign that will replace one of the preexisting free-standing signs. The dimensions are roughly 5’x6’ with flat cut lettering. Sign #3 will not illuminate and is made of steel. The colors used on Sign #3 are dark green background with light tan lettering. Sign #4 is a replacement wall sign. Sign #4 measures out to around 3’x7’ with flat cut lettering that will not illuminate. The materials of the sign are acrylic with a dark green background and light tan lettering. Sign #4 is a historical replication of the cupola signage above the hotel. Sign #5 is described as the “headliner primary sign,” that measures around 2’x38’, reverse channel letters made of stainless steel with a dark green background and light tan lettering. The wall sign will not be illuminated. Sign #5 is a historical recreation of iconic awning signage about the original hotel lobby. The last sign presented is a directional sign at the exit. The wall sign measures out to about 2’x4’ with reverse channel, stainless steel, lettering, with the same color scheme as the previous signs.

Following a discussion, Mrs. Maggie Bowers made a motion to approve the sign package request as presented. Mr. Brad Justice provided a second with all members voting, “aye.”

Unscheduled Items**Adjournment**

There being no further business, the meeting was adjourned at 2:00 p.m. following a motion made by Mr. Scott Holman and a second provided by Mr. Brad Justice.