

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
JANUARY 9, 2025
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Kevin Tierney
Logan Coykendall
Randy Watson
Ken Webster

MEMBERS ABSENT

Jared Durrett
Brad Justice

OTHERS PRESENT

Staff Representative: Gary Carver, 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 of the December 12, 2024, meeting. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Staff Report

As mentioned at the December 12, 2024, meeting, Staff drafted an ordinance to amend the Gatlinburg Zoning Ordinance, requiring the application of super graphics, murals, and any artistic displays to be limited to the Commercial Zoning Districts.

Petitions and Communications from the Public

Old Business

New Business

Review and consideration for proposed signage for “Dahl’s Chainsaw,” located at 453 Brookside Village Way, requested by Katie Konold.

Staff presented the request for proposed signage for “Dahl’s Chainsaw,” located at 453 Brookside Village Way. The proposal includes the request of two (2) business signs that will be viewable from the right-of-way. Both proposed signs are made of wood and display the retail business name. The first one is a grandfathered roof sign located near the entrance that faces Brookside Village Way; the proposed sign measures sixteen square feet and will be mounted on the preexisting structure. The second business sign is in the front greenspace facing East Parkway. The free-standing sign measures out to be 64 square feet. The design is the same as the previously mentioned roof sign. The total proposed signage for the retail space equates to 80 square feet, but due to the materials used the applicant can utilize an additional 25% due to the natural material of the proposed signs. The Board did state the sign design proposed is good and in keeping with the Architectural Guidelines. The Board did have questions regarding the sign structure located near the East Parkway signage. The Board did state that if the applicant could paint or stain the sign foundation it would look much more presentable than leaving the raw wood exposed. 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 deny the request until the applicant could discuss options for the sign base structure. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Cambria Hotel,” located at 229 East Parkway, requested by Victor Patel.

Staff presented the aesthetic review for “Cambria Hotel,” located at 229 East Parkway. “Cambria Hotel,” is a Choice Hotel product, which comes with corporate branding and color scheming. This review is for the exterior color scheme and materials list. The color proposed to be used throughout the exterior development are Arcade White (SW-7100), Amazing Gray (SW-7044), Urbane Bronze (SW-7048), Navel (SW-6887), Felted Wool (SW-9171). The proposed colors will be used throughout the exterior, the accent colors to be used will be the Navel color that will be used like a border near their proposed signage and the entrance. The Felted Wood color will also be used near the entrance/lobby area of the hotel. A conceptual mural was provided in the submission, but it is not in compliance with our super graphic allotment per Article IV, Section 411.3.6 for permanent signage. ***Staff reiterated that the mural was not to be reviewed*** only the exterior aesthetic as presented. The Board engaged in discussion expressing how imperative it was that sign requests and aesthetic requests provide some type of color sample to due Board since media was distort and change perception. The Board also inquired about lighting that made be used on the exterior and inquired about the ordinance relating the exterior lighting. Applicable regulations: Gatlinburg’s Architectural Guidelines for the Commercial Corridor.

Following a brief discussion, Mr. Randy Watson made a motion to table the request until color samples and inquiries around lighting could be addressed/provided to the Board. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Review and considering for proposed signage for “Days Inn and Suites: Paid Parking,” located at 1109 Parkway, requested by Ratan Ram Corp.

Staff informed the Board that the applicant requested that this item be removed from their consideration.

Mr. Randy Watson made a motion to deny the request as presented. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Unscheduled Items

Staff presented another request that was submitted following the noon deadline on Friday, January 3, 2025, for Escobar’s Latino Market, located at 849 Glades Road Suite 1C1. The proposal was initially presented at the November 14, 2024, meeting, but was denied due to design elements presented originally. The requestor took the notes from the Board and Staff and provided a more aligned submittal. The proposal includes one (1) free-standing sign and two (2) hanging signs that measure out to be 8’ square feet each, total signage proposed 24’. Signs material is a ½ inch thick metal, rectangular shaped sign. The free-standing sign will be placed upon two wooden 4x4 poles that will be placed 2’ ½ in the ground. The requestor provided two color options for the Board to pick from, one being a hunter green backing with white lettering and the other being a brown backing with white lettering. Applicable regulations: Article IV, Section 411, being Sign Regulations and Gatlinburg’s Architectural Guidelines

Following a brief discussion, Mr. Kevin Tierney made a motion to approve the request, specifically, the brown option for the signage. Mr. Randy Watson provided a second with all members voting,

“aye.”

Adjournment

There being no further business, the meeting was adjourned at 2:11 p.m. following a motion made by Mr. Kevin Tierney and a second provided by Mr. Randy Watson.