

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
FEBRUARY 13, 2025
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Jared Durrett
Gus Floodquist
Randy Watson
Ken Webster
Kevin Tierney
Logan Coykendall
Brad Justice

MEMBERS ABSENT

OTHERS PRESENT

Dustyn Ivey
Baker Jones
Gabby Taylor
Gerald Wolaver

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

Chairman Ken Webster called the meeting to order at 1:30 p.m. Mr. Randy Watson made a motion to approve the previous minutes of the January 23, 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) proposed free-standing sign for “Mountain Cove UTV Rentals,” located at 1420 East Parkway, requested by Brandy Hensley.

Staff presented the request for one (1) one 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 is in keeping with the City’s Architectural Guidelines for the commercial corridor, and the proposed signage is in compliance with Section 411, being the Sign Regulations from the Gatlinburg Zoning Ordinance. The Board did provide some suggestions for the proposed sign; one being making the mountains in the graphic resemble the Smokies as opposed to the Rocky Mountain range provided in the sign, remove the tire marks, as they are distracting to the viewer, and simply add a border to separate the sign from the structure to give it a more elevated appearance.

Following a brief discussion, Mr. Brad Justice made a motion to table the request until a representative was available to be present to discuss the Board’s suggestions. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Review and consideration for one (1) proposed wall sign and one (1) proposed roof sign for, “Pizza Rio,” located at 373 Parkway, requested by Sign Co., Inc.

Staff presented the request for one (1) proposed wall sign and one (1) proposed roof sign for, “Pizza Rio,” located at 373 Parkway. The proposed wall sign measures 23’2”, and the location will be the front face of the business facing the parkway. The materials used on the wall sign include painted aluminum cabinet (black) with push through acrylic letters (golden-yellow)-internally illuminated with LEDs. The roof sign presented in this submittal received approval from the Board of Zoning Appeals on October 28, 2024. Per the City’s Zoning Ordinance (Section 411.8.2), roof signs shall be allowed only where pre-existing conditions of the land or structure which make the use of other sign locations impractical and impose a physical hardship. The applicant presented their case, and the Municipal Board of Zoning Appeals found that the item met requirements set forth in Section 411.8.2; resulting in the applicant receiving the approval for a roof sign not to exceed 6.7 (the sign in this submittal is 6.6 square feet). Roof sign materials include an aluminum sign cabinet with painted plastic face and digitally printed graphics; internally illuminated with LEDs. Total square footage proposed in this request is 29.9 square feet, this approval will bring their business signage to a total of 41.8 square feet, to a total of three business signs-grandfathered free-standing sign, approved by EDRB February 22, 2024, same materials and color scheme as what is currently presented. The proposal is compliant with 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 with the recommendation to add the red gradient to the wall sign, so the proposed signage is uniform. Mr. Jared Durrett provided a second with all members voting, “aye.”

Review and consideration for sign-face replacements for “Ripley’s Believe It or Not,” located at 800 Parkway, requested by S & S Sign Tech, LLC.

Staff presented the request for proposed sign-face replacements for “Ripley’s Believe It or Not,” located at 800 Parkway. Ripley’s has recently undergone some branding updates, and this request is specifically for the font change on “Ripley’s”. Most Ripley attractions have received approval for the style change. Specifically, this request refers to “Ripley’s Believe It or Not,” signs located on Reagan Drive, Parkway, and the sign facing the corner of Parkway and Reagan. The previously approved colors will be used on the sign-face. The change in branding does minimize the square footage of the signage by one foot. The proposed sign-face replacements are compliant with Section 411, being the Sign Regulations of 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.” Mr. Jared Durrett abstained.

Review and consideration for two (2) proposed wall signs and one (1) mall sign for “Jimmy’s Smokehouse and Pizza Joint,” located at 1359 East Parkway, requested by Morristown Signs, Inc.

Staff presented the request for two (2) proposed wall signs and one (1) mall sign for “Jimmy’s Smokehouse and Pizza Joint,” located at 1359 East Parkway. Wall sign #1 (BBQ, Pizza, Wings) measures out to be 48 square feet. The sign will be a flat, cabinet, backlit; colors used: black background with red outline and white lettering, this color scheme remains consistent throughout the request. The signage will be visible from Glades Road and East Parkway. Wall sign #2 (logo) measures out to be 16’2”, specifics regarding the aesthetics were not provided, i.e. dimensional or not. The color scheme is the same as previously discussed with the addition of a muted orange and yellow. Mall sign,

3, measures 18 square feet, flat cabinet, backlit; colors-black background with red outline and white lettering. Total square footage proposed 82.2 square feet. The sign location from the setback is 45 feet, giving the applicant the maximum square footage allotment, 150 square feet, if needed. The proposal is compliant with Section 411, being the Sign Regulations of the Gatlinburg Zoning Ordinance. The Board provided some suggestions regarding the proposed signage. The Board would like to see the proposed colors be toned down, as black, white, and red can appear harsh when placed together. The Board suggested browns, grays, beige, or cream as alternatives. The Board would also prefer to have more details on wall sign #2, the image provided was not close enough for the Board to review the details in the sign.

Following a brief discussion, Mr. Kevin Tierney made a motion to table the request, asking for the requestor to revisit the colors presented and to provide a better rendering of the logo sign (wall sign #2). Mr. Logan Coykendall provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Cambria," located at 229 East Parkway, requested by Sign Co., Inc.

Staff presented the request for proposed signage for "Cambria," located at 229 East Parkway. Staff also mentioned that the two large channel letter signs provided in the submittal will not be a part of the review for today, as the item is required to be reviewed by another Board due to the special exception request regarding the item. The monument sign is located on East Parkway; sign measurements are as follows, 28 square feet, Cambria boxed area, Altitude (restaurant) boxed area is 32 square feet (total 60 square feet). The grandfathered free-standing sign located on the Parkway measures out to be 80.75 square feet, it is compliant with the grandfathering status of the previous sign which measured 81 square feet. The sign height was provided by applicant for this review, and it is confirmed by Staff that the height allowance provided is 12' which is compliant with Section 411.3.4, Sign Height (9' is the requirement for overhead). The monument's sign location from the setback allots for 80 square feet of signage to be distributed amongst four permanent business signs, in addition to the grandfathering signage located on the Parkway. With another business being associated with the development, this also provided additional signage allotment. Following the review by Staff, Staff found that the submission is compliant with Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Logan Coykendall made a motion to recommend the proposed signage to the Planning Commission for their review and consideration, suggesting that the applicant add stone to the base of each sign in this submittal. Mr. Brad Justice provided a second with all members voting, "aye."

Review and consideration for a proposed free-standing sign face replacement for "Bodies Human," located at 219 Airport Road, requested by The Sign Shop.

Staff presented the request for proposed signage for "Bodies Human," located at 219 Airport Road. The requestor is utilizing an already established free-standing sign structure. The proposed sign measures 48 square feet and is double sided. Currently a fluorescent light box but would need to convert to house neon for icon (logo) and LED channel lettering (for text). The proposed colors are red (more of a scarlet), white (outline, minimal usage), and blue (muted navy). Staff did mention that the submittal included the usage of the term "sequence" and *noted that no portion of the sign shall change and must always remain static per Section 411.5.7, Flashing/Blinking Signs.* The current proposal is compliant with Section 411, being the Sign Regulations of the Gatlinburg Zoning Ordinance. The business owner and sign maker were present to confirm that the sign will remain static. There is no dimension associated with the proposed signage.

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. Jared Durrett provided a second with all members voting, “aye.”

Review and consideration for proposed signage for “Myron Mixon,” located at 762 Parkway, Suite 5, requested by Sign Co., Inc.

Staff presented the request for proposed signage for “Myron Mixon,” located at 762 Parkway, Suite 5. The newly proposed BBQ restaurant will replace Crawdaddy’s on the Parkway. The proposal includes (3) business signs- 1 projecting blade sign, 1 fascia sign, and a wall sign located above the entry of the new restaurant. The main entrance sign measures 25.2’, sign design is backlit channel letters, marquee style globe bulbs, flat bronze metal background with die cut filigree, backlit channel style icon in tarnished metal look. The projecting blade sign (sign #2) included three variations- option #3 is the most aligned with the preferred color wheel and Architectural Guidelines. Option three projecting sign included channel style icon tarnished metal look, LED neon pig with flapping wings to remain static-the application states flapping, and Staff confirmed that the sign will remain static. Sign #2 measures 4.6’. Staff also noted that the building is located within the 5-foot setback area, wall signage shall not project more than 12 inches from the building wall or structural members. Sign #3, fascia sign, measures 37’. Sign design: backlit channel letters, backlit channel icon, marquee style globe bulbs, flat bronze, metal background with die cut filigree, channel style icons in tarnished metal look. No color swatches were provided, or color codes but it does appear that the proposed sign will utilize variations of brown, bronze, and metal colors. Another important note provided by Staff, the building’s proximity to the setback is 5 feet, per Section 411.3.6.1 the proposed restaurant is allotted 60 square feet for their business signs, the total for this submittal is 66.8’, the requestor will need to minimize the proposed signage down to 60’ to be compliant with Section 411.3.6.1.

Following a brief discussion, Mr. Brad Justice made a motion to recommend the proposed signage to the Planning Commission for their review and consideration subject to the minimization of the sign proposal to be compliant with Section 411.3.6.1. Mr. Jared Durrett provided a second with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:25 p.m. following a motion made by Mr. Jared Durrett and a second provided by Mr. Kevin Tierney.