MINUTES OF THE
GATLINBURG MUNICIPAL PLANNING COMMISSION
JULY 24, 2025
THURSDAY, 4:00 P.M., CITY HALL

MEMBERS PRESENT	MEMBERS ABSENT	OTHER PRESENT
Kirby Smith		Mahavir Patel
Larry Claiborne		Logan Coykendall
Cam Caton		Timothy Gay
Jay Horner		Donna Patrick
Jackie Leatherwood		Eric Horner
Candace Ogle Morton		Kyle Horner
Chad Reagan		Kelly Janis

Staff Representatives: Dalton York, Planning Director
Jodi Bible, Deputy City Planner

CALL TO ORDER AND APPROVAL OF MINUTES

Planning Commission Chairman, Mr. Kirby Smith, called the meeting to order at 4:00 P.M. The minutes of the June 19, 2025, meeting were unanimously approved following a motion by Mr. Larry Claiborne and a second provided by Mr. Cam Caton.

STAFF REPORT

PETITIONS AND COMMUNICATIONS FROM THE PUBLIC

OLD BUSINESS

Review and consideration for one (1) free-standing sign for "Tennessee State Bank," located at 414 East Parkway, requested by Southern Signs, Inc. (approved EDRB 5.20.2025)

Staff presented the request for one (1) free-standing sign for "Tennessee State Bank," located at 414 East Parkway. The request is for a replacement free-standing sign. The applicant wants to update the sign with a newer face. The proposed free-standing sign measures out to 56.29 square feet. The sign is a double-face internally illuminated ID sign with panned and embossed faces painted with 19mm double face twin-pak watchfire RGB full color LED electronic message reader. Illumination on the Tennessee State Bank portion is white and illumination on the reader board is RGB. The applicant will also be removing the sign base structure and replacing it with a new one. Staff mentioned that the reader board will remain static as per discussions with the applicant and the sign maker via email. Applicable Regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Chad Reagan made a motion to approve the request as presented, stating that the electronic reader board remains static to be compliant with Section 411. Mr. Jay Horner provided a second with all members voting, "aye."

NEW BUSINESS

Review and consideration of a proposed rezoning being Tax Map 126I, Group E, Parcel 7, from R1-A (Low-Density Residential) District to R-1 (Low Density Residential) District located at 1456 Laurel Road, requested by Timothy Gay.

Staff presented the request for a proposed rezoning being Tax Map 126I, Group E, Parcel 7 from R1-A (Low Density Residential) District to R-1 (Low Density Residential) District located at 1456 Laurel Road. This request seeks a rezoning of the subject parcel from R-1A to R-1 to permit its use as an overnight rental. The parcel is approximately 4.01 acres and currently contains one single-family dwelling. Staff mentioned only two of the property owners within the R1-A zone provided any correspondence (one in favor and one opposed). The current R1-A zone encompasses a total of 14 parcels. Applicable regulations: Zoning Ordinance Section 702, R-1A Low Density Residential; Zoning Ordinance Section 703, R-1A Low Density Residential

Following a brief discussion, Mr. Chad Reagan made a motion to recommend the rezoning to the Board of Commissioners for their review and consideration. Mr. Cam Caton provided a second with all members voting, "aye."

Review and consideration of a revised Masterplan PUD site plan for "Anakeesta," being Tax Map 126M, Group A, Parcel 33, located at 147 Baskins Creek Bypass, C-1 Zone, requested by Silverbell Investments, LLC.

Staff presented the request for a revised masterplan PUD site plan for "Anakeesta," being Tax Map 126M, Group A, Parcel 33. This request pertains to the update of the overall master plan for the Anakeesta Development. This revised master plan incorporates the proposed addition to their existing "Hellbender" mountain coaster, which includes an additional track designed to allow two riders to race. The proposed addition will utilize a portion of the existing track for the new section of the coaster and feature new revisions to the existing track line. This proposal meets all requirements set forth for a master plan development of this type located within the C-1 Zone. Applicable regulations: Section 406 Planned Unit Development; Section 407 Site Plan Regulations for Commercial Uses; Section 706 C-1 (Tourist Commercial) District; and Article VIII, the Area, Yard, and Height Requirements.

Following a brief discussion, Mr. Chad Reagan made a motion to approve the masterplan revision. Mr. Cam Caton provided a second with all members voting, "aye."

Review and consideration for commercial site plan approval for "Anakeesta Mountain Coaster," being Tax Map 126M, Group A, Parcel 33.03, C-1 Zone, located at 147 Baskins Creek Bypass, requested by Silverbell Investments, LLC.

Staff presented the request for commercial site plan approval for "Anakeesta Mountain Coaster 2," being Tax Map 126M, Group A, Parcel 33.01. This request seeks final site plan approval for a proposed Mountain Coaster addition. This new plan encompasses an addition to their existing "Hellbender" mountain coaster, introducing an additional track to allow two riders to race. The proposed addition will utilize a portion of the existing track for the new section of the coaster and include revisions to the existing track line that are new. The total length of the new coaster track will be 2,683 feet. The applicant provided a tree survey that satisfies the Tree Protection Ordinance. No additional planting will be required, as the area of disturbance is mildly wooded, allowing a sufficient number of remaining trees to be credited to the applicant, thereby negating the requirement for additional tree plantings. All C-1 PUD setbacks have been adhered to. Additionally, the total area of disturbance proposed is 0.56-acres. Appropriate stormwater measures are depicted on the provided plan and a seeding schedule is also enclosed for site stabilization. Applicable regulations: Section 406 Planned Unit Development; Section 407 Site Plan Regulations for Commercial Uses; Section 706 C-1 Tourist Commercial District; and Article VIII, being the Area, Yard, and Height Requirements.

Following a brief discussion, Mr. Jay Horner made a motion to approve the request as presented. Mr. Chad Reagan provided a second with all members voting, "aye."

Review and consideration of a proposed preliminary commercial site plan for a multi-family development for "East Parkway Townhomes," being Tax Map 127H, Group B, Parcel 35.01, C-2 Zone, located at 1024 East Parkway, requested by Inti Montoya.
Staff presented the request for a proposed preliminary commercial site plan for a multi-family development for "East Parkway Townhomes," to be constructed at 1024 East Parkway. The proposed development comprises five district buildings, housing a total of 18 residential units. The unit breakdown includes eight, two-bedroom units and ten, three-bedroom units, with all units proposed as two-story town homes. Parking for the development will be provided via individual driveways for each unit, sufficient to accommodate two vehicles per unit. This configuration meets the minimum requirement of 36 spaces for the unit sizes offered.

Staff explained that a floodplain is present on the subject property; however, this development does not propose any modification to any portion of the 100-year Special Flood Hazard Area. Therefore, the development is not anticipated to trigger specific adherence requirements under the City's Flood Damage Prevention Ordinance related to direct impacts within the hazard area. The applicant provided a landscaping plan for the Board's consideration, as well as stormwater measures being depicted on the plan to meet City requirements. The items lacking, and needed for final commercial site plan approval, are a Tree Removal Plan, TDOT Driveway Approval/Confirmation, and Utility Verification. Applicable regulations: Article IV, Section 402 Off-Street Automobile Parking; Section 406 Planned Unit Development; Article VII, Section 707 C-2 General Business District.

Following a brief discussion, Mr. Jay Horner made a motion to approve the preliminary commercial site plan as presented. Mr. Larry Claiborne provided a second with all members voting, "aye."

Review and consideration of a proposed commercial site plan revision for "The Scoundrel," being Tax Map 126, Group N, Parcels 8 and 9, C-1 Zone, located at 305 Airport Road and 337 Reagan Drive, requested by Robert G. Campbell and Associates.
Staff presented the request for a proposed commercial site plan revision for "The Scoundrel," located at 305 Airport Road and 337 Reagan Drive. This is the fourth iteration of the hotel project at 305 Airport Road. The project began as the Tribute Hotel, a Marriott brand, in 2020-2021. The initial approval encompassed 124 rooms, including four lock out rooms, and 126 parking spaces. The project subsequently received site plan approval at the June 17, 2021, Planning Commission meeting. The plan underwent revision in 2022 and again secured site plan approval from the Planning Commission in July 2022. The 2022 site plan approval was for 125 rooms with 127

parking spaces. The most recent approval for the development was granted on February 15, 2024, encompassing a design for 111 units and 113 parking spaces. Throughout these iterations, an open space courtyard and enhanced landscaping were consistently incorporated, as presented in the 2021, 2022, and 2024 approvals.

Each review and approval, prior to this current submittal, included a request for additional height allowance from the C-1 height requirements to C-2 height requirements, in accordance with Footnote 5 of Article VIII, the Area, Yard, and Height requirements. Furthermore, each approval stipulated that additional parking would be provided within 400 feet of the hotel property, as permitted by Section 402.19 of the Zoning Ordinance.

The current submittal includes notable design modifications compared to previous approvals. This proposal features a five-story structure, representing the reduction from the previously approved six-story design. While reducing the floor level, the building footprint has been expanded by approximately 18 feet in width. However, the newly proposed hotel will experience a reduction in habitable square footage by approximately 2,688 square feet. The maximum height will be 59 feet and 6 inches, which remains below the 60 feet height permitted within the C-1 Zoning District. Additionally, a three-story parking garage is proposed to be constructed on the land hook, with a maximum height of 36 feet and 8 inches. Current parking provided in current request includes 26 spaces at the 305 Airport Road property with 125 spaces at the Reagan Drive remote parking site. The total proposed parking is 151 spaces, which fully satisfies the minimum parking required for a development of this magnitude (135 spaces for a 133-room hotel). Open space has been labeled for the land hook parcel and is present on the parcel addressed 305 Airport Road in the form of an open courtyard and enhanced landscaping areas as previously included in past approvals. The applicant has provided the measurement between the main entrance of the hotel and parking deck structure as precisely 400 feet apart, or approximately 388 feet from the hotel's main entrance to the closest boundary line of the land hook, thereby satisfies the requirements of Section 412.19.

Following Staff's presentation of the request, a few members of the audience requested to speak regarding the commercial site plan. The consensual concern is public safety and adequate access to the commercial development considering there is no sidewalk or lighting installed on Reagan Drive to accommodate the foot traffic from the parking garage to the hotel. During this discussion the owner advised that they own all but one of the parcels needed to achieve the sidewalk from the parking deck structure located along Reagan Dr. to the Hotel Structure located at 305 Airport Rd.

Following an extensive discussion, Mr. Chad Reagan made a motion to approve the commercial site plan with conditions: 24/7 utilization of *either* a shuttle *or* valet parking and the owner shall pay for the construction of a sidewalk from the parking deck structure located along Reagan Dr. to the Hotel Structure, along with a crosswalk, so that patrons may safely access the property, to be completed prior to receiving a Certificate of Occupancy. If rights to construct a sidewalk across the parcel not owned by the owner cannot be obtained, then the owner is relieved from the obligation to pay for the construction of a sidewalk across that parcel. These conditions are tied to commercial development for the entirety of commercial use and shall run with the land so that, even if title is transferred from the owner, by any means, these conditions are tied to the parcel. Mr. Larry Claiborne provided a second with all members voting, "aye." Mr. Jay Horner abstained from the vote.

Review and consideration of a proposed preliminary commercial site plan for a multi-family development for "The Hollies Townhomes," being Tax Map 126N, Group H, Parcel 6.01, C-2 Zone, located on East Holly Ridge, requested by Dustin Cole.
Staff presented the request for a proposed preliminary commercial site plan for a multi-family development, "The Hollies Townhomes," located on East Holly Ridge. The proposed development comprises a single building containing 11 residential units. These units are all two-story, three-bedroom, townhomes, available in two different configurations. The submitted plan indicates 22 parking spaces, which satisfies the minimum requirements for the proposed unit sizes and incorporates essential interior parking lot planters.

Staff informed the Board that during our internal review of the item the Fire Department stated that access to the development is limited, meaning that fire trucks cannot access the road way the development is being proposed. The only point of access the Fire Department will have is from East Holly Ridge. Due to that the development will be required to have a sprinkler system installed in each unit. The Board expressed concern regarding the road width, asking Staff to confirm the width.

Staff also mentioned the items lacking and needed for final commercial site plan approval are a Landscaping Plan; a Tree Removal Plan; total area of disturbance, dumpster location, and specifications for dumpster screening materials. Applicable regulations: Article IV, Section 402 Off-Street Automobile Parking; Section 406 Planned Unit Development; Article VII, Section 707 C-2 General Business District.

Following a brief discussion, Mr. Chad Reagan made a motion to table the request citing the need for documentation provided from the Fire Department to report their position on the development further reiterating the fundamental need of access in case of an emergency. Mr. Cam Caton provided a second with all members voting, "aye."

Review and consideration for a proposed ornate object for "Old Mountain Wine Company," located at 1133 Parkway, requested by Brady Maples. (approved by EDRB 6.17.2025)
Staff presented the request for a proposed ornate object to be placed within a front patio for "Old Mountain Wine Company," located at 1133 Parkway. The request is for 4.5 feet by 2 feet, black bear with green overalls carrying a small logo box. The proposed location is outside of the front setback, so compliant with regulations pertaining to ornate objects. The Board and Staff did mention that if the ornate object does move in the future the item would need to come back for review and consideration to verify location compliance. The request adheres to applicable regulations, specifically Ornate Objects, Section 412.3 of the Zoning Ordinance

Following a brief discussion, Mr. Larry Claiborne made a motion to approve the request as presented. Mr. Cam Caton provided a second with all members voting, "aye."

Review and consideration for one (1) monument sign for "Franklin Ridge at the Glades," located at 811 Franklin Road, requested by Dustin Cole. (approved by EDRB 6.17.2025)

Staff presented the request for one (1) monument sign for "Franklin Ridge at the Glades," located at 811 Franklin Road. The proposed monument sign measures 99.6 square feet. The maximum allotment for this location due to proximity to the setback is 110 square feet, due to the applicant utilizing natural materials this will grant the requestor an additional 25% in the surface display area bringing their maximum allotment to 137.5 square feet. Sign materials being used include-beuchal stone that is castle rock; stucco with finish with knock down texture paint with SW-windsor griege; custom lettering will be painted SW-wickerwork. The proposed sign does have landscaping included in the submittal. Applicable regulations: Section 411, being the Sign Regulations, specifically, Section 411.3.6.1, Permanent Signage.

Following a brief discussion, Ms. Jackie Leatherwood made a motion to approve the sign as presented. Mr. Chad Reagan provided a second with all members voting, "aye."

Aesthetic review and consideration for "Franklin Ridge at the Glades," located at 811 Franklin Road, requested by Dustin Cole. (approved by EDRB 6.17.2025)

Staff presented the request for aesthetic review and consideration for "Franklin Ridge at the Glades," located at 811 Franklin Road. The material list for the proposed multi-family development goes as follows: masonry stone veneer that is beuchal stone colored midnight castle rock; hardi board and patten that is colored SW-canvas tan; hardi vertical lap siding colored SW-accolade; hard trim board colored SW-cobble brown; rough sawn timber beams colored SW-chestnut; and architectural shingles that are weathered wood. All exterior aesthetics are in keeping with the City's Architectural Guidelines for the Commercial Corridor.

Following a brief discussion, Mr. Jay Horner made a motion to approve the request as presented. Mr. Chad Reagan provided a second with all members voting, "aye."

Review and consideration for one (1) replacement monument sign for "Mountain Loft Hilton Vacation Club," located at 110 Mountain Loft Drive, requested by Sign Co. (approved EDRB 7.1.2025)

Staff presented the request for one replacement monument sign for "Mountain Loft Hilton Vacation Club," located at 110 Mountain Loft Drive. The entire request encompasses eight proposed sign replacements but for the purposes of this review, the Board will only review the monument sign located off East Parkway due to all other signs not being viewable from the right-of-way (Section 411). The sign face measures out to be 24 square feet. The sign cabinet has a black background with white lettering and white trim. The sign will simply display the name of the development in plain text. The existing stone base will be utilized, and previously approved external illumination will also be used. The request adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Jay Horner made a motion to approve the sign request as presented. Ms. Jackie Leatherwood provided a second with all members voting, "aye."

Review and consideration for sign replacements for "Ole Red Gatlinburg," located at 511 Parkway, requested by Joslin and Son Signs. (approved by EDRB 7.1.2025)

Staff presented the request for sign replacements for "Ole Red Gatlinburg," located at 511 Parkway. The request is for the removal of the previously approved projecting signs located on the north and south of the building and to replace them with newer and larger projecting signs. The newly proposed sign measures out to 45.32 square feet (90.64 square feet in total) bringing their new allotment to 119.83 square feet. The new projecting signs are double-sided with neon illumination and an illuminated cabinet. The proposed sign does have a mechanism in it that would allow for it to rotate, but the applicant was informed that the sign is to remain static, and Staff has confirmation of that acknowledgement. The proposed signs design goes as follows: 14" deep main sign cabinet painted black with white accent neon illumination, letter interior and returned painted red with flat/matte finish. Double sided illuminated center cabinet to be 18" deep (TBV) with white acrylic faces decorated with black vinyl and internal white illumination. The center cabinet to have 2" D x 2" W open border channel with white neon; 2" DIA support tube for center cabinet mounted into top and bottom cabinet; 4" square steel tube mounting arms and mounting plates painted pure satin black.

Following a brief discussion, Mr. Chad Reagan made a motion to approve the sign request as presented. Ms. Candace Ogle Morton provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Goo Goo Clusters," located at 716 Parkway, Unit 116, requested by Laurie Spradley. (approved by EDRB 7.1.2025)
Staff presented the request for proposed signage for "Goo Goo Clusters," located at 716 Parkway, Unit 116. The request includes signages for the gift shop and the fudge shop. The fudge shop (structure closer to Parkway) will have a long, backlit, pin-mounted letter displaying the name of the business, "Goo Goo Chocolate Co.," "Goo Goo" is 1.7' x 20' and "Chocolate Co.," is 0.5' x 6'.6", this sign will also be a long backlit pin- mounted letter sign. The proposed sign in total measures out to 23 square feet. The glass doors will have window clings with the business name listed in white, each window cling measures out to be three square feet each (total six square feet). The gift shop facade will have another long backlit, pin-mounted letter displaying the name of the business measuring out to be 28 square feet. The total signage presented in this review is 58 square feet well within their 60 square foot signage allotment. The other signage presented is considered incidental signage and is not required to be reviewed by this Board per Section 411.13.2, Approvals. The proposal adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Jay Horner made a motion to approve the request as presented. Mr. Larry Claiborne provided a second with all members voting, "aye."

Aesthetic review and consideration for "Goo Goo Clusters," located at 716 Parkway, Unit 116, requested by Laurie Spradley. (approved by EDRB 7.1.2025)
Staff presented the aesthetic review for "Goo Goo Clusters," located at 716 Parkway, Unit 116. The materials being used on the exterior are painted siding, stone left unpainted, and vinyl window clings. Paint colors to be used on exterior: Red (SW6869 Stop); Blue (SW6809 Lobelia); White (SW 7636 Origami White); Black (SW6258 Tricorn Black). A new glass store front to be added to the preexisting building. Applicable regulations: Architectural Guidelines for the Commercial Corridor.

Following a brief discussion, Ms. Jackie Leatherwood made a motion to approve the aesthetic request as presented. Mr. Chad Reagan provided a second with all members voting, "aye."

Review and consideration for proposed replacement signage for "Howie's Hemp Hut," located at 968 Parkway, requested by Robert Rarden. (approved by EDRB 7.1.2025)
Staff presented a proposed signage face replacement for "Howie's Hemp Hut," located at 928 Parkway, in Elk's Plaza. The request includes the request to replace the mall directory sign that is close to Parkway. The applicant provided two renderings for the Board to review. The Board went will option 2 which is a wooden sign with white background, green border, black lettering, discreet LED lighting, and green first aid crosses as opposed to the leave provided in option 1. The proposed mall sign is 7 square feet.

Following a brief discussion, Mr. Jay Horner made a motion to approve the request as presented. Mr. Larry Claiborne provided a second with all members voting, "aye."

Adjournment
The meeting was adjourned at 4:41 p.m. upon a motion by Mr. Cam Caton and a second motion provided by Ms. Jackie Leatherwood.

Approved:
Jackie Leatherwood
Planning Commission Secretary

9.16.25
Date