

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
APRIL 28, 2022, Meeting,
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Maggie Bowers
Suzanne DeSear
Scott Holman
Randy Watson

MEMBERS ABSENT

Ken Webster
Brad Justice
Kevin Tierney

OTHERS PRESENT

Clay Leatherwood

Staff Representative: David Ball, Building & Planning Director
Gary Brackins, Assistant City Planner

Mr. Randy Watson called the meeting to order at 1:30 p.m. Mrs. Suzanne DeSear made a motion to approve the previous minutes from the April 14, 2022, meeting with the noted corrections. Mr. Scott Holman 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 “Tennessee Stud Cider House,” located at 716 Parkway, requested by Chuck Edwards.

Staff presented the request for proposed signage for “Tennessee Stud Cider House,” located at 716 Parkway. Staff stated that the sign package was briefly reviewed during the aesthetic review at the April 14, 2022, meeting. Mr. Clay Leatherwood was present to discuss specifics regarding size, coloring, and materials being used for the sign. The submittal consists of three signs consisting of two (2) wall signs being 1’ x 10’ flat painted letter signs that will be located above the entrance to the Cider House and a third projection sign measuring 4’ x 5’, consisting of a sign blasted foam and hand painted. The projecting sign will have an aluminum frame and steel cord hanger with black powdercoat. The sign will also be coated in the black powdercoat with gold lettering to match embellishments on the exterior of the building. Mr. Leatherwood explained that the brown and red will be used minimally on the projection sign to help contrast the horse, horseshoe, and stars displayed.

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

Review and consideration of proposed signage for “Smoky Mountain Organics,” located at 646 Parkway requested by Shannon Patterson.

Staff presented the request for proposed signage for “Smoky Mountain Organics,” located at 646 Parkway. The sign submitted for review is a 41” x 41” (12 square feet) sign box with a 36” circular

plastic face. The sign will be backlit, which will create the illusion of dimension. The circular face will have the company's name and logo, which resembles a lotus flower outline with a mountain scape filling in the floral outline. The back of the sign box will be polycarbonate and standoffs. The back LED color is called "Halo Purple".

After a brief discussion, Mrs. Maggie Bowers made a motion to approve the sign request as presented. Mrs. Suzanne DeSear provided a second with all members voting, "aye."

Review and consideration of proposed signage for "Gatlinburg Scooter Rentals, LLC," located at 963 Parkway, requested by Ramchandra Bulchandani.

Staff presented a request for proposed signage for "Gatlinburg Scooter Rentals, LLC," located at 963 Parkway. Staff explained that the request consist of two (2) signs, a freestanding and window sign that share the same graphic. The graphics on the signs are a basic graphic of a mobility scooter along with the business name and where to rent the scooter. Staff further noted that the window sign appeared to exceed the allowable area of 30% and would most likely not be permitted unless reduced. Staff added that the signs are made of a heavy-duty vinyl. The Board did have some additional questions regarding the signs related to the design and location, but no one was present on behalf of the business to provide specifics.

After a brief discussion, Mrs. Suzanne DeSear made a motion to table the item until more details could be provided and the applicant could be present to discuss the signage. Mr. Scott Holman provided a second with all members voting, "aye."

Review and consideration of proposed signage for "Liquor & Wine of the Smokies," located at 115 North Mountain Trail Ste. 1, requested by Hunter McIntosh.

Staff presented a request for proposed signage for "Liquor & Wine of the Smokies," located at 115 North Mountain Trail, Ste. 1. Staff stated that the sign submitted is a simple black and white sign. Staff added that the existing freestanding sign will be removed and replaced with the new freestanding sign. The Board did ask for a modification to the Bear's nose on the graphic. Staff explained that the proposed size of the sign is 32 square feet.

After a brief discussion, Mrs. Maggie Bowers made a motion to approve the item with the suggestion of coloring in the nose of the bear used in graphic. Mr. Randy Watson provided a second with all members voting, "aye."

Review and consideration for proposed use of supergraphics for "Ben and Jerry's," located at 638 Parkway, requested by Matt Gromet.

Staff presented a request for proposed use of supergraphics for "Ben and Jerry's," located 638 Parkway. Staff stated that the super graphic presented is on the side wall of the second story of the store. Staff further noted that the super graphic consists of a "Ben and Jerry's" cow with an ice cream cone. Staff explained that the graphic will be printed on vinyl affixed to a flat metal back plate and attach to the wall on the side of the second story of the building. The application indicates that the graphic is expected to be between 9 and 10 feet.

After a brief discussion, Mrs. Maggie Bowers made a motion to table the item until a representative of the company could be present further review and discussion. Mrs. Suzanne DeSear provided a second with all members voting, "aye."

Review and consideration for proposed signage for “Trump Store and More,” located at 461 Parkway Suite 2, requested by David Whaley.

Staff presented the request for proposed signage for “Trump Store and More,” located at 461 Parkway Suite 2. Staff noted that the request was originally presented to the Board on January 27, 2022, but the Board requested more specific and permanent sign as opposed to the banner replica that was presented in January. Staff added that the request consists of a 24” x 96” LED channel letters placed on a raceway. Staff further noted that the wall sign consists of white acrylic letters with red trim and returns, translucent vinyl sign faces, aluminum backer for stability, and a raceway painted to match building façade. The sign will be installed in the center of the wall above the business entrance.

After 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 “Dracula’s Great Smoky Mountain Gift Shop,” located at 461 Parkway Suite 1, requested by David Whaley.

Staff presented the request for proposed signage for “Dracula’s Great Smoky Mountain Gift Shop,” located at 461 Parkway Suite 1. This request was originally presented to the Board on January 27, 2022, but the Board expressed some concerns in the color palette used in the sign proposal package. The sign review submitted is a 24” x 93” LED channel letters on raceway. Staff explained that the sign is consists of white acrylic lettering with black trim and returns, translucent vinyl applied to the letter faces, and a raceway painted to match the building façade.

Following a brief discussion, Mrs. Suzanne DeSear made a motion to approve the request as presented. Mrs. Maggie Bowers 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 Mrs. Suzanne DeSear, and Mr. Scott Holman provided a second.