MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
JUNE 27, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS PRESENT
Jaredu Durrett	Maggie Bowers	Stephen Sandy
Logan Coykendall	Brad Justice	Brother Zank
Randy Watson	Kevin Tierney	
Ken Webster		

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. Jared Durrett made a motion to approve the previous minutes from the June 13, 2024, meeting. Mr. Logan Coykendall provided a second with all members voting, "aye."

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration for replacement signage for "Ripley's Super Fun Zone," located at 542 Parkway, requested by S & S Sign Tech, LLC.

Staff presented the review for replacement signage for "Ripley's Super Fun Zone," located at 542 Parkway. Ripley's is currently refreshing their corporate signage updating the font of "Ripley's". This update will affect most of the signage on their various businesses located downtown. The first in this package is a channel letter set that will be replaced with a new "Ripley's" logo channel letter set. The second in this package is for the main entrance of the attraction; this will consist of removing the two existing "Ripley's" faces and replacing with aluminum panel with first surface vinyl. There are two additional signs located on the eastern and western side of the business-those will be removed and replaced with a new banner face with a slightly varied color scheme, adding yellow into the red and white palette. The Board expressed concern about the color palette presented for this request. Discouraging the use of color red, since it is not in keeping with the Architectural Guidelines preferred color palette for the City of Gatlinburg.

Following a brief discussion, Mr. Randy Watson made a motion to approve the request as presented. Mr. Ken Webster provided a second with all members voting, "aye." Mr. Logan Coykendall opposed the request as presented. Mr. Jared Durrett abstained from the vote.

Review and consideration for replacement signage for "Ripley's Mini Golf," located at 188 Parkway, requested by S & S Sign Tech, LLC.

Staff presented the request for replacement signage for "Ripley's Mini Golf," located at 188 Parkway. As previously discussed in the previous item, Ripley's is updating their corporate signage for all attractions downtown. The sign replacement request is mostly for the change in font of the word, Ripley's, moving away from the signature script to a modern block letter script. The aesthetic of the sign replacements is very similar to the original signs that are currently displayed. The Board echoed the same sentiments regarding color choice much like the previously presented item.

Following a brief discussion, Mr. Randy Watson made a motion to approve the request as presented. Mr. Ken Webster provided a second with all members voting, "aye." Mr. Logan Coykendall opposed the request as presented. Mr. Jared Durrett abstained from the vote.

Review and consideration for replacement signage for "Gatlinburg Parking," located 220 Reagan Drive, requested by S & S Sign Tech, LLC.

Staff presented the request for replacement signage for "Gatlinburg Parking," located at 220 Reagan Drive. There are two signs that will be replaced, one being at the Airport Road entrance and one being at the Reagan Drive entrance. Due to the parking lot having access on two city streets this allows the requestor to double the sign square footage allotment per Section 411. Sign #1 (Reagan Dr. entrance) will be a double-sided internally illuminated cabinet. The background of the upper half of the sign is red with white lettering and the bottom will have a changeable letter track attached to front of face- the letter track will consist of two rows of 4" on 5" changeable lettering. This sign will be placed on the already existing base. Sign #2 (Airport Road entrance) will be a double-sided LED internally illuminated cabinet 3/16" flat plex faces with vinyl applied to first surface. The size of the sign is 120" x 60" same color scheme and style as Sign #1. Sign #2 does include a double-sided LED internally illuminated cabinet 3/16" flat plex faces with changeable letter tracking.

Following a brief discussion, Mr. Jared Durrett made a motion to approve the sign replacement request as presented. Mr. Randy Watson provided a second with all members voting, "aye." Mr. Logan Coykendall opposed the request as presented.

Review and consideration for one (1) proposed wall sign and one (1) proposed projecting sign for "Tennessee Hemp Care," located at 738 Parkway, shop 4, requested by Custom Craft Signs.

Staff presented the request for (1) one proposed wall sign and (1) one proposed projecting sign for "Tennessee Hemp Care," located at 738 Parkway, Shop 4. The projecting sign presented is 23"x23" face lit aluminum and acrylic (medical) cross on a textured aluminum panel. The acrylic cross will be in a 44"x38" (12 square feet) barn wood hex frame with a hemp rope boarder. The wall sign presented is 36"x62" (15.5 square feet) sign with the store name, Tennessee Hemp Care, printed ACM wall sign. There will be a light underneath the sign projecting some illumination on the wall sign.

Following a brief discussion, Mr. Logan Coykendall made a motion to approve both signs as presented. Mr. Jared Durrett provided a second with all members voting, "aye."

Review and consideration for one (1) free-standing sign for "Lainey's Vintage," located at 629 Glades Road, requested by Amber Bohanan.

Staff presented the request for one (1) free-standing sign for "Lainey's Vintage," located at 629 Glades Road. The sign presented is an 8 square feet sign made of composite with metal material. The sign is double sided and full color. The sign is for a vintage retail space located in the Glades. The store sign displays the name, "Lainey's Vintage," along with a floral design throughout the sign.

Following a brief discussion, Mr. Jared Durrett made a motion to approve the sign as presented. Mr. Logan Coykendall provided a second with all members voting, "aye."

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 1:54 p.m. following a motion made by Mr. Jared Durrett and a second provided by Mr. Randy Watson.