

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
NOVEMBER 14, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

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

MEMBERS ABSENT

Maggie Bowers

OTHERS PRESENT

Fred Frische
Baker Jones
Scott Murphy
Stephen Sandy
Meagan Grohol

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 of the October 10, 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 proposed signage for “Gatlinburg Scooter,” located at 946 Parkway, requested by Fast Signs, Inc.

Staff presented the request for proposed signage for “Gatlinburg Scooter,” located at 946 Parkway. This item was originally brought before the Board on October 10, 2024, but the request was tabled due to some design and color concerns from the Board. The applicant took those critiques and resubmitted the proposal currently presented. The proposed sign is a 32 square foot aluminum sign. The sign will not have any electrical and will be placed above the main entrance of the scooter rental. The applicant changed the background color of the sign and added a hunter green border creating the illusion of dimension. Staff mentioned the applicable regulations pertaining to this request: Article IV, Section 411, being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Jared Durrett made a motion to approve the request as presented. Mr. Randy Watson provided a second with all members voting, “aye.”

Review and consideration for proposed signage for “Taco Trail,” located at 959 Parkway, requested SignCo., Inc.

Staff presented the request for proposed signage for “Taco Trail,” located at 959 Parkway. The request consists of four proposed signs-lettering, projecting, and free-standing. The free-standing sign measuring out to be 16 square feet will be located above the already existing “Melting Pot,” sign located

as you exit the Bear Skin Garage on the Parkway. The free-standing sign is internally illuminated cabinet with the restaurant name placed on it. The colors proposed for the sign are sweet rosy, brown, serving as a boarder, and fall harvest, serving as the background color, and the name being white. The second sign presented is the projecting sign that spells out "T-A-C-O-S". The projecting signs measures out to be 11.25 square feet and is painted aluminum sign boxes with routed ½" push-thru acrylic letters, internally lit with LEDs. The colors used for the projecting sign are dark teal for the lettering and sweet rosy, brown. The final request in this package are two wall signs that will be located above the entrance of the restaurant and over the patio. Both signs are roughly 10 square feet (totaling 20 square feet), and both include a digital print with vinyl graphics attached to a lighted box sign. This proposal will conclude the signage allotment for the location (four business signs per Section 411.5). The total square footage usage being close to 48 which is well within their allowable square footage. Staff mentioned the applicable regulations pertaining to this request: 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 as presented. Mr. Brad Justice provided a second with all members voting, "aye."

Aesthetic review and consideration for an exterior revision for "Taco Trail," located at 959 Parkway, requested by R2R Studios, LLC.

Staff presented the request for an aesthetic review for an exterior revision for "Taco Trail," located at 959 Parkway. The original aesthetic approval was received on February 12, 2024, but there were a few changes that warranted a second review from the Board. The newest aesthetic review includes a change in exterior paint color on the second story of the commercial building. The color originally proposed was a neutral color that was carried throughout the entire commercial building. The newest proposal is black, creating a two-toned look. The black exterior paint will be located on the second story where "The Melting Pot," is located. This helps distinguish the two restaurants located in the commercial building. The aesthetic review also included the deletion of the landscaping that was initially proposed in February as well. Staff mentioned the applicable regulations pertaining to this request: Gatlinburg's Architectural Guidelines.

Following a brief discussion, Mr. Logan Coykendall made a motion to approve the aesthetic request as presented. Mr. Kevin Tierney provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Escobar's Latino Market," located at 849 Glades Road, Suite 1C1, requested by Jessica Escobar.

Staff presented the request for proposed signage for "Escobar's Latino Market," located at 849 Glades Road, Suite 1C1. This request comes before the Board following an observation by Staff during their daily sign audits through town. The requestor, prior to receiving approval, has placed three (3) free-standing, business signs up at the Covered Bridge Apartment complex. The proposed signs are made of sheet metal with the Latino Market's name on it. The requestor also stated that there is no electrical work associated with the request. The Board did request that the sign located on the Covered Bridge's directory match the other establishments located there; the Board even inquired on the validity of the placement, and if they requestor has received the appropriate permissions from the landowners/property managers for their sign placements. Without a representative present, the Board decided to deny the request. Staff mentioned the applicable regulations pertaining to this request: Article IV, Section 411, being Sign Regulations and Gatlinburg's Architectural Guidelines.

Following a brief discussion, Mr. Brad Justice made a motion to deny the request and ask the requestor to bring another design back for the Board to review. Mr. Randy Watson provided a second

with all members voting, “aye.”

Review and consideration for proposed signage for “Tropical Smoothie Café,” located at 745 Parkway, requested by TFA Signs.

Staff presented the request for proposed signage for “Tropical Smoothie Café,” located at 745 Parkway. The proposal is for two (2) corporate logo, wall signs to be placed on Town Center Plaza for the smoothie café. The Parkway facing sign will be placed above the awning. The measurement is 17.82 square feet. The sign is a front-lit, plex-face, channel letter with backerboard and LED. The colors used on the sign are tropical green, sunflower, orange. The backerboard will match existing wall color and will have white LED. The second wall sign measures out to be 19.18 square feet, located on the west side of the Town Center Complex. The sign is internally illuminated with a plastic face with channel letters. The same color combo will be used on this sign as previously mentioned. The total square footage in this sign package request equals 37 square feet well within their 70 square foot allotment. Staff mentioned the applicable regulations pertaining to this request: Article IV, Section 411, being Sign Regulations and Gatlinburg’s Architectural Guidelines.

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

Aesthetic review and consideration for “Baskins Creek Townhomes,” located at 215 Circle Drive, requested by Olson Custom Homes, Inc.

Staff presented the request for an aesthetic review for “Baskins Creek Townhomes,” located at 215 Circle Drive. The proposal is for a 12-unit townhome. The exterior rendering provided details pertaining to materials and colors. The base level of the townhome is dark gray hardie board siding, with black iron accents for the back porch and patio areas. The main living area will have a neutral light beige satin stain on chink log siding. All door frames and windows will be accented with black. Staff mentioned the applicable regulations pertaining to this request: Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Logan Coykendall made a motion to approve the aesthetic review as presented. Mr. Randy Watson provided a second with all members voting, “aye.”

Review and consideration for proposed signage for “Gatlinburg Convention Center,” located at 234 Airport Road, requested by Gatlinburg Convention and Visitors Bureau.

Staff presented the request for proposed signage for “Gatlinburg Convention Center,” located at 234 Airport Road. All panels should come with the following minimum specifications: pixel pitch not to exceed 2.9mm, outdoor direct exposure rating, repairable and replaceable modules, have brightness sensors to adjust to outdoor brightness. The Mills marquee side 1 is a double-sided sign that will consist of two screens back-to-back on an existing structure. Dimensions for this sign are 2500mmx1250mm, mount/bolt to existing structure. Mills marquee side 2, this is also a double-sided sign that will consist of two screens back-to-back on an existing structure, dimensions 2500mmx1250mm, mount/bolt to existing structure. The sign located on Airport Road measures out to be 3000mmx1500mm, mount/bolt to new steel frame. The Parkway Road sign measures out to be 3000mmx1500mm, mount/bolt to existing block. The reader board on all four proposed signs are digital, but the requestor stated that the information provided on the reader board would remain static to remain in compliance with Gatlinburg Zoning Ordinance.

Following a brief discussion, Mr. Kevin Tierney made a motion to approve the request as presented. Mr. Jared Durrett provided a second with all members voting, “aye.”

Review and consideration for proposed signage for “Presio Justo: Latin Market,” located at 951 East Parkway, requested by Margen Banegas.

Staff presented the review for proposed signage for “Presio Justo: Latin Market,” located at 951 East Parkway. The proposal includes two signs, one being a wall sign that measures out to be 15 square feet and the directory sign proposed measures out to 2 square feet. The proposed sign is flat, metal with the business name placed on it. The sign face is white with no backlight or illumination. The business name is written in red with black outlining. The same goes for the proposed directory sign. The Board expressed that the color scheme provided was not in keeping with the Architectural Guidelines, suggesting the requestor revisit the colors. Staff mentioned the applicable regulations pertaining to this request: Article IV, Section 411, being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Logan Coykendall made a motion to table the request, asking for the requestor to revisit the color palette being used and to bring it back for further review. Mr. Brad Justice provided a second with all members voting, “aye.”

Review and consideration for proposed directory signage for “Town Center Plaza,” located at 745 Parkway, requested by Fast Signs, Inc.

Staff presented the request for proposed directory signage for “Town Center Plaza,” located at 745 Parkway. The directory signage was reviewed and approved on August 22, 2024, but the Board did request to review each business sign that would be listed on the directory sign. China Bazaar is the first retail space to bring their directory sign before the Board. The proposed insert measures out to 31”x16.75” and includes the proposed business logo design. The color palette presented does not align with the Architectural Guidelines’ color wheel. The Board requested that the requestor revisit the colors presented and strongly consider changing the colors presented, at the very least, softening the colors up.

Following a brief discussion, Mr. Brad Justice made a motion to table the request suggesting the colors be brought back for further review prior to approval. Mr. Randy Watson provided a second with all members voting, “aye.”

Review and consideration for proposed signage for “Ripley’s Motion Blaster,” located at 904 Parkway, requested by S & S Sign Tech, LLC.

Staff presented the request for proposed signage for “Ripley’s Motion Blaster,” located at 904 Parkway. The two proposed signs are 49 square feet a piece totaling out to 98 square feet which is over their allowable allotment by 18 square feet. It is noted in the proposal that the second sign that is located toward the second story of amusement attraction would be minimized to fit into the allowable square footage. Based on the application, it is unclear which sign will measure out to be exactly what due to the proposal provided being over the allotment. The proposed sign will have the new business name on it along with graphics that tie into the business (bullseye target, for example). The color proposed in the sign request are red, green, and yellow. The Board engaged in a discussion about how imperative it is that Staff can define and create an attraction/amusement code to help differentiate between the marketing needs from retail and amusement.

Following a brief discussion, Mr. Logan Coykendall made a motion to deny the request, asking the requestor to be more in keeping with our Architectural Guidelines. With no other motion provided, the motion died. Mr. Kevin Tierney made a motion to approve the request as presented. Mr. Randy

Watson provided a second with all members voting, “aye.” Mr. Jared Durrett abstained. Mr. Logan Coykendall was not in favor of the request.

Review and consideration for proposed signage for “China Bazaar,” located at 745 Parkway, requested by Fast Signs, Inc.

Staff presented the request for proposed signage for “China Bazaar,” located at 745 Parkway. The sign presented measures out to be 64 square feet. The sign is reminiscent to the retail business’s first sign that unfortunately perished in a commercial fire in October 2022. China Bazaar is an eclectic array of consumer goods that has been a part of the local community for 30 plus years. The requestor used the original color scheme, which is yellow, red and green. The lettering is yellow with a red outline and a green LED strip. The proposed signage consists of two business signs one will face the Parkway and the other will the side of the Town Center Plaza. The Parkway signage measures out to be 42 square feet and the side facing sign measures out to be 24 square feet. The sign itself is a channel letter raceway that is mounted with illumination. Staff mentioned the applicable regulations pertaining to this request are Article IV, Section 411, being Sign Regulations and Gatlinburg’s Architectural Guidelines. The Board engaged in discussion surrounding the color options provided, as they are not in keeping with the Architectural Guidelines. Although the Board did sympathize with the fact the retail business was lost but reiterated the importance of upholding their positions.

Following a brief discussion, Mr. Brad Justice made a motion to table the request, asking if they would bring options of the color variations for the Board to look at. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Presentation of the 2023-2024 Environmental Design Review Board Award winners, presented by Staff.

Staff presented a brief presentation regarding their annual Environmental Design Review Board winners. Staff reported that the categories voted upon were Sign Design Excellence, New Building Design Excellence, Building Addition/Renovation Excellence, and Landscape Excellence. Staff also reported that the Board reviewed over 50 items during the 2023-2024 year. The winners will be announced at the Chamber Banquet on Monday, December 2, 2024.

Following the presentation, Mr. Kevin Tierney made a motion to approve the presentation. Mr. Jared Durrett provided a second with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:07 p.m. following a motion made by Mr. Randy Watson and a second provided by Mr. Jared Durrett.