

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
AUGUST 8, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Brad Justice
Logan Coykendall
Randy Watson
Ken Webster
Maggie Bowers

MEMBERS ABSENT

Jared Durrett
Kevin Tierney

OTHERS PRESENT

Patricia Compton
Chad Kennedy

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. Randy Watson made a motion to approve the previous minutes of the July 22, 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 two (2) proposed wall signs for “Toy Chest,” located at 745 Parkway, #13,” requested by Signworks.

Staff presented the request for two (2) proposed wall signs for “Toy Chest,” located at 745 Parkway, Suite 13. Wall sign number one measures out to 46 square feet (2’x23’); this sign will be facing the parking lot driveway. Wall sign number two measures out to be 20 square feet (2’x10’) and will be located on the Parkway side of the retail space. The proposed sign is LED channel letters with a dimensional toy box and toys on an aluminum frame. Staff mentioned the applicable regulations pertaining to this request: Article IV, Section 411, being Sign Regulations and Gatlinburg’s Architectural Guidelines. The Board expressed concern about the color palette chosen for the submittal and suggested that the requestor entertain using only one color versus a different color for each letter of the business name. Unfortunately, there was not a representative presented to provide insight to the Board’s inquiries.

Following a brief discussion, Mr. Logan Coykendall made a motion to request an additional review of the sign package, specifically, sign measurements, dimensions, and a singular color being used throughout the business signage. Mr. Brad Justice provided a second with all members voting, “aye.”

Review and consideration for two (2) proposed wall signs for “Tennessee Sock Company,” located at 745 Parkway, #13,” requested by Signworks.

Staff presented the request for two (2) proposed wall signs for “Tennessee Sock Company,” located at 745 Parkway, Suite 13. Wall sign number one measures out to be 69 square feet (3’x23’) and the second wall sign measures out to be 21 square feet (3’x7’). “Sock” is LED channel letters; TN and Company plus socks are LED light boxes on an aluminum frame. Staff did note that there are discrepancies between the submittal and the sign application requests, sign measurements do not match. Staff also mentioned that the proposal, as presented, is over the square footage allotment for this location. The sign square footage allowed for this location is 70 square feet per Article IV, Section 411 being Sign Regulations. The current proposal includes 80 square feet. Applicable Regulations-Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Logan Coykendall made a motion to request an additional review of the sign package, specifically, clarification on sign measurements, questions about dimensions on the sign, and colors. Mr. Brad Justice provided a second with all members voting, “aye.”

Review and consideration for two (2) proposed wall signs for “Trump Superstore,” located at 702 Parkway, # 3, requested by Bill Hays.

Staff presented the request for two (2) proposed wall signs for “Trump Superstore,” located at 702 Parkway, Suite 3. The proposed signage consists of one (1) wall sign measuring out to be just a little over 20 square feet (36”x80”), and the second wall sign measures out to be a little under 17 square feet (36”x67”). Both proposed signs are made of poly-aluminum. Staff was informed by Mr. Bill Hays that the “Family, Friendly Axe Throwing,” sign will be removed as soon as possible. Staff was able to confirm that Mr. Bill Hays is well within the square footage allotment for this location. Staff also mentioned the applicable regulations pertaining to this request: Article IV, Section 411 being Sign Regulations and Gatlinburg’s Architectural Guidelines. The Board requests that the proposed wall sign located on the front of the retail space be moved up further to help create separation from the other tenants in the multi-retail space. The Board even suggested making the wall sign (36”x80”, 20.1 square feet) larger since the applicant well under their square footage allotment for the location.

Following a brief discussion, Ms. Maggie Bowers a made a motion to disapprove the item as presented with the suggestion that Mr. Bill Hays move the sign up into a different location to help break up all the signage that is displayed on the storefront. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Aesthetic review and consideration for “The Wood Whittlers,” located at 1402 East Parkway, requested by Patricia Compton.

Staff presented the aesthetic request for “The Wood Whittlers,” located at 1402 East Parkway. The proposed colors for the exterior paint are Sherwin Williams Hammered Silver, the trim being SW Sealskin, and the accent color being SW Spicy Hue. Ms. Patricia Compton was presented to answer any questions from the Board. Applicable Regulations- Gatlinburg’s Architectural Guidelines.

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

Review and consideration for three (3) proposed ornate objects for “Sugar Baby,” located at 727 Parkway, requested by Chad Kennedy.

Staff presented the request for three (3) proposed ornate objects for “Sugar Baby,” located at 727 Parkway. This request was initially presented to the Board at the April 11, 2024, Environmental Design Review Board meeting, and it was agreed upon between Mr. Kennedy and the Board that the removal of the additional ornate objects (milkshake, unicorn and rainbow cotton candy) would be necessary to secure the approval of the largest ornate object in the proposal (waffle cone located behind store sign). Those ornate objects were deleted from the April 22, 2024, submission, appeasing the request of the Board and further gained approval. Mr. Chad Kennedy retracted his stance and went ahead and placed these ornate objects on the exterior of the building prior to receiving approval. Hence why he is currently requesting these additional ornate objects. Applicable Regulations-Article IV, Section 411 being the Sign Regulations and Gatlinburg’s Architectural Guidelines.

Following a brief discussion, Mr. Logan Coykendall made a motion to disapprove the ornate objects as presented. Mr. Brad Justice 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 Ms. Maggie Bowers and a second provided by Mr. Randy Watson.