

**MINUTES OF THE
GATLINBURG MUNICIPAL PLANNING COMMISSION
JUNE 19, 2025
THURSDAY, 4:00 P.M., CITY HALL**

MEMBERS PRESENT

Kirby Smith
Larry Claiborne
Cam Caton
Jay Horner
Jackie Leatherwood

MEMBERS ABSENT

Candance Ogle Morton
Chad Reagan

OTHER PRESENT

Keith Flannery
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 May 22, 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

NEW BUSINESS

Aesthetic review and consideration for "Myron Mixon," located at 762 Parkway, requested by Chad Kennedy. (approved EDRB 5.20.2025)

Staff presented the aesthetic review for "Myron Mixon" located at 762 Parkway. The aesthetic request involves the paint colors used on the exterior of the new BBQ restaurant. Faux distressed wood paint finishes on existing Hardie board, Sherwin-Williams paint called black magic, which is used for accents and roofing. A turquoise powder coat is used on the gooseneck light fixtures. Applicable regulations Gatlinburg's Architectural Guidelines for the commercial corridor.

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

Review and consideration for a proposed ornate object for "Myron Mixon," located at 762 Parkway, requested by Chad Kennedy. (approved EDRB 5.20.2025)

Staff presented the request for a proposed ornate object for "Myron Mixon," located at 762 Parkway. The ornate object is a replica smoker that will be placed upon the awning/entrance of the new BBQ restaurant. The smoker is black powder coat metal and will include a temperature gauge, dampers and visible welds and handle. Staff informed the Board that the smoker will not

emit smoke in any way as that is not allowable under Section 411. The smoker will also be reviewed by the Building Department and will require a building permit and inspections prior to application. Applicable regulations Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Larry Claiborne made a motion to approve the ornate object as presented with no smoke emission and verified building plans for application. Mr. Cam Caton provided a second with all members voting, “aye.”

Review and consideration for one (1) proposed wall sign for “The Glass House,” located at 716 Parkway, Suite 200, requested by Jeremy Terrazzino. (approved EDRB 5.20.2025)

Staff presented the request for one (1) proposed wall sign for “The Glass House,” located at 716 Parkway, Suite 200. The request is for an eleven (11) square foot basic black and white sign. The black sign face will have acrylic channel lettering with a black background. The lettering will be white. The lighting provided for the sign is optional, per applicant, shows a spotlight shining down on the sign. Staff also mentioned that the request will require a building permit and will be inspected and reviewed by the Building Code. The proposal adheres to Section 411, being the Sign Regulations.

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

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 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. There was also some discussion amongst the Board regarding lighting and lumen count on electronic signage. The Board discussed precedence on approving such a sign explaining that this type of signage is what Gatlinburg has long been against stating that the need for such vibrant signage is not necessary due to foot traffic in town. This ensures compliance of Section 411.5.7 of the Gatlinburg Zoning Ordinance. Applicable Regulation: Section 411, being the Sign Regulations.

Following a lengthy discussion, Mr. Jay Horner made a motion to table the request stating the need for discussion with the applicant is needed. Mr. Cam Caton provided a second with all other members voting, “aye.”

Review and consideration for a change in event signage for “Anakeesta,” located at 576 Parkway, requested by Anakeesta, LLC. (approved EDRB 5.20.2025)

Staff presented the request for a change in permanent event signage for “Anakeesta,” located at 576 Parkway. On August 22, 2024, Anakeesta presented a permanent event sign structure that was approved by Environmental Design Review Board. The current proposal is for their summer

event signage. The proposed sign measures 32 square feet, which is noted on the site plan provided by applicant. The colors presented in this request are red, white, blue, yellow, and light blue. The Board discussed this item in depth, stating that clearer and specific limitations should be used in respect to the Special Event ordinance. The request adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Cam Caton made a motion to approve the special event signage as presented. Ms. Jackie Leatherwood provided a second with all members voting, "aye."

Review and consideration for an ornate object for "Anakeesta," located at 576 Parkway, requested by Anakeesta, LLC. (approved EDRB 5.20.2025)

Staff presented the request for a proposed ornate object for "Anakeesta," located at 576 Parkway. This request, much like the previous request, dates to an earlier approval (August 22, 2024), where Anakeesta submitted a request to change out some of their ornate objects for the seasons and/or special event happenings that are conducted within the PUD. The proposed ornate object is for their summer celebration "Tastes of America," and the design is a statue of liberty esk type bear with a faux stone base. The ornate object will be located 31' off the property line and measures out to be 4.5 square feet in width. The request adheres to Section 411, being the Sign Ordinance, specifically 412.3 Ornate objects.

Following a brief discussion, Mr. Larry Claiborne made a motion to approve the ornate object as presented. Ms. Jackie Leatherwood provided a second with all members voting, "aye."

Review and consideration for one (1) wall sign for "Forever Jewelry," located at 812 Parkway, Suite 12, requested by Fast Signs, Inc. (approved EDRB 5.20.2025)

Staff presented the request for one (1) wall sign for "Forever Jewelry," located at 812 Parkway, Suite 12. The request is for a wall sign that measures out to be 32 square feet. The sign is flat, no dimension, printed sign with the colors being pink and white. No materials were provided in the application and no mention of illumination. The request adheres to Section 411, being the Sign Regulations. The Board did have some suggestions for the requestor, mostly due to the color scheme presented, as it is not in keeping with the City's preferred color wheel. No color changes were provided prior to the Planning Commission review.

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

Review and consideration for proposed signage for "Hotel Indigo," located at 229 East Parkway, requested by Persona Signs. (approved EDRB 5.20.2025)

Staff presented the request for proposed signage for "Hotel Indigo," located at 229 East Parkway. The request includes all proposed signage for the new commercial development. The commercial development went to Planning Commission on February 27, 2025, to request a special exception for their sign height maximum. The approval of that meeting went as follows:

Following a brief discussion, Mr. Chad Reagan made a motion to approve the special exception for sign height, but the applicant must not exceed the maximum signage allotment for a commercial business, being 150 square feet. This allows

the applicant to reconfigure the proposed signage to appease the approval set forth by this Board. The motion also stated that the applicant will have to go back to Environmental Design Review Board to receive their recommendation to the Planning Commission for their review and consideration.

Sign #1 is a channel letter sign that will be located on the side (facing Parkway) of the hotel. The sign will be channel letters with LED illumination to be warm white 3200K LEDs. Sign #1 measures out to be 75 square feet. Sign #2 is a monument sign located on East Parkway, measurements come out to 60 square feet, but Staff does want to note that 28 square feet of the proposed monument sign will be used for the restaurant that will be in the hotel. Hotel Indigo square footage for sign #2 is 32 square feet. The materials provided for the monument sign (Sign #2) sign faces to be aluminum construction with routed push through copy, there will also be illumination, warm white LED.

Sign #3 is the grandfathered, off-premise sign located on the Parkway. Sign #3 measures come out to 70.52 square feet, but similarly as Sign #2, 31.82 square feet will be utilized by the unnamed restaurant, with that said, this brings the Hotel Indigo signage measurement to 38.7 square feet. The total square footage used for this request equals 145.2 square feet, complying with the parameters set forth from the Planning Commission approval from February 27, 2025. Applicable regulations: Section 411, being the Sign Regulations; adheres to Planning Commission approval received for Special Exception on February 27, 2025. Staff also explained that the Environmental Design Review Board voted to reinstate the requestor's grandfathering status for being over the maximum signage allotment but there would be height variance granted. During the present Board's discussion, the Planning Commission felt strongly that there was a hardship and that the height variance would remain and the grandfathering sign allotment be eliminated.

Following a lengthy discussion, Mr. Jay Horner made a motion to approve the three (3) business signs- channel letter sign located on the southern elevation that will measure 75 square feet and along with the height exception approved on February 27, 2025; a monument sign measuring 32 square feet; a grandfathered, off-premise sign that measures 38.7 square feet. Mr. Larry Claiborne provided a second with all members voting, "aye."

Aesthetic review and consideration for "Hotel Indigo," located at 229 East Parkway, requested by VRL Hotels 24, LLC. (approved EDRB 5.20.2025)

Staff presented the aesthetic request for "Hotel Indigo," located at 229 East Parkway. The exterior colors provided are arcade white (SW-6166), amazing gray (SW-6164), urbane bronze (SW-6990), navel (SW-6382), felt wool (SW-7033), faux brick as an exterior siding accent and Nichiha siding as an accent that is a bronze/brown in coloring. The proposed aesthetic request also included a lighting plan, specifically, for the accent rope lighting that will be placed along the bottom and top of the hotel development. The rope lighting will be white.

Following a brief discussion, Mr. Cam Caton made a motion to approve the aesthetic review as presented. Mr. Jay Horner provided a second with all members voting, "aye."

Aesthetic review and consideration for "Moonshine Mountain Coaster," located at 306 Parkway, requested by Robert Raiden. (approved EDRB 5.20.2025)

Staff presented the request for an aesthetic review for "Moonshine Mountain Coaster," located at 306 Parkway. The aesthetic request is for the addition of some proposed ornate objects that will be discussed in the next item presented. The change is in keeping with the overall aesthetic of the mountain coaster. The request entails adding some trees and black bears to the exit of the coaster. The request adheres to Gatlinburg's Architectural Guidelines for the commercial corridor, and adheres to Section 411, being the Sign Regulations, specifically 412.3 Ornate objects.

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

Review and consideration for proposed ornate objects for "Moonshine Mountain Coaster," located at 306 Parkway, requested by Robert Raiden. (approved EDRB 5.20.2025)

Staff presented the request for proposed ornate objects for "Moonshine Mountain Coaster," located at 306 Parkway. The request is for the addition of carved, foam trees and bear carvings that will be located at the exit of the mountain coaster. All objects presented are located outside of setback parameters. The proposed ornate objects are in keeping with the thematic elements already established by the development. Applicable regulations: Section 412.2.3, Ornate and/or objects.

Following a brief discussion, Mr. Cam Caton made a motion to approve the ornate objects 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

7.24.25

Date

