

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
March 25, 2021 Meeting,
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Ken Webster
Suzanne DeSear
Maggie Bowers
Brad Justice

MEMBERS ABSENT

Kevin Tierney
Randy Watson
Scott Holman

OTHERS PRESENT

Bucky Mabe
Savannah Wexler
Kevin Vozar
Mark Larkey
Steve Tipton
Damian Ponce
Kyle Horner

Staff Representative: David Ball, Building & Planning Director

Mr. Ken Webster called the meeting to order at 1:30 p.m. Mr. Brad Justice made a motion to approve the previous minutes for the March 11, 2021, Meeting. Mrs. Maggie Bowers provided the 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 "Lamon Jewelers," located at 329 Historic Nature Trail, requested by Steve Tipton, DBA Tip Signs. Staff presented the request for three (3) signs consisting of a freestanding sign and two wall signs. Staff explained that the freestanding sign would be a 24"x 42," two-sided sign placed on the existing freestanding sign structure beside the "Log Cabin Pancake House." Staff noted that the second sign would be a 40.5" x 93.75" wall sign placed in the gable end of the existing building, and the third sign would be a 14"x 22" projecting wall sign. Mr. Tipton was present and stated that the gable sign would be a HDU sign material that would be chiseled and routed sign with raised lettering. Mr. Tipton further explained that there would be incidental signs placed on the property related to the shared parking areas.

After a brief discussion Mrs. Maggie Bowers made a motion to approve the request as presented and Mrs. Suzanne DeSear seconded the motion, which passed unanimously.

Aesthetic review and consideration for "Cabins for You, Inc.," located at 1441 Wiley Oakley Drive, requested by Matthew Shadle. Staff presented the request and noted that the proposal consists of reroofing the existing building with a metal roof and adding a stone veneer to the entrance of the office building. Mr. Kevin Vozar was present and stated that the roof would be a dark grey color. Mr. Vozar also explained that the building color would not change. After a brief discussion Mr. Brad Justice made a motion to approve the request as presented and Mrs. Suzanne DeSear seconded the motion, which passed unanimously.

Review and consideration for a proposed sign for “Chicken Guy Gatlinburg,” located at 727 Parkway, requested by Bucky Mabe. Staff presented the request for a wall sign for “Chicken Guy Gatlinburg.” Ms. Savannah Wexler was present and gave a brief overview of the sign and stated that the sign consists of a “vacuformed” Lexan sign face for the corporate logo and the letters would be open-faced channel lettering with LED tube lighting.

After a brief discussion Mrs. Suzanne DeSear made a motion to approve the request as presented and Mrs. Maggie Bowers seconded the motion, which passed unanimously.

Review and consideration for a proposed signage for “Arcade City,” located at 727 Parkway, requested by Bucky Mabe. Staff presented the request for two (2) wall signs and a marquee “reader board” sign. Ms. Savannah Wexler and Mr. Bucky Mabe were present to explain the sign request noting that the sign would consist of individual channel lettering and a “yellow chaser border.” Ms. Wexler noted that the lights would be stationary and not chasing as the name implies. Ms. Wexler also noted that the yellow was a darker shade of yellow than depicted in the drawings.

After a brief discussion Mr. Brad Justice made a motion to approve the request as presented and Mrs. Maggie Bowers seconded the motion, which passed unanimously.

Review and consideration for proposed mall signage for “Arcade City Gatlinburg,” located at 727 Parkway, requested by Bucky Mabe. Staff presented the request and explained that because the building consisted of multi-tenants the property was allowed signage allotments according to the “mall” or “multi-tenant” allotments in the sign ordinance provisions. Staff explained that the “mall” would be permitted the total allowable sign square footage as a business, separate from the tenants located in the building. Ms. Wexler then explained that the mall sign consisted of a vertical sign cabinet with led strip lighting. Ms. Wexler also explained that the second changeable copy reader board would be utilized by the mall business.

After a brief discussion Mrs. Maggie Bowers made a motion to approve the request as presented and Mrs. Suzanne DeSear seconded the motion, which passed unanimously.

Review and consideration for proposed signage for “Lit’l Donut Shop,” located at 449 Parkway, Suite A, requested by Damian Ponce. Staff presented the request for three (3) wall signs. Staff noted that one of the wall signs located on the south end of the building would not be permitted because it would be considered off-premises to the business. Staff also noted that the size would be limited based on the allowable square footage permitted under the multi-tenant application with an internal shop location. Staff explained that the sign aesthetics could be reviewed and that a zoning compliance review will still have to occur prior to the issuance of any permits. The Board discussed the design of the signage and recommended that the “Lit’l Donut Shop” portion of the sign be larger to identify the business and that a border be placed around the perimeter of the sign. The Board also noted that the smaller items be bolder to stand out against the background of the sign.

After a brief discussion Mrs. Maggie Bowers made a motion to disapprove the request as presented with the recommendation that the circular portion of the sign with the business name be larger and that a border and Mr. Brad Justice seconded the motion, which passed unanimously.

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 2:05 pm following a motion by Mrs. Suzanne DeSear a second by Mrs. Maggie Bowers.