

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
OCTOBER 10, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Kevin Tierney
Logan Coykendall
Jared Durrett
Ken Webster

MEMBERS ABSENT

Maggie Bowers
Brad Justice
Randy Watson

OTHERS PRESENT

Fred Frische

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 September 12, 2024, meeting. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Staff Report

Staff mentioned to the Board that the Environmental Design Review Board Awards 2023-2024 ballot will be sent out at the beginning of next week, October 14, 2024.

Petitions and Communications from the Public

Old Business

New Business

Review and consideration for two (2) proposed wall signs for “Toy Chest Company,” located at 745 Parkway, requested by Signworks.

Staff presented the request for two (2) proposed wall signs for “Toy Chest Company,” located at 745 Parkway. The two proposed wall signs have been reviewed by the Environmental Design Review Board on two other occasions, first being on August 8, 2024, but was tabled due to the proposal being over the sign allotment. The second review occurred on August 22, 2024, but was again tabled due to lack of representation and general questions regarding their color scheme. The most current review (October 10, 2024) the proposed wall signs are within their allotment and the colors have been toned down to a more pastel color, which is viewed more favorably from the previous reviews. 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. Kevin Tierney provided a second with all members voting, “aye.”

Review and consideration for two (2) proposed wall signs for “Tennessee Sock Shop,” located at 745 Parkway, requested by SignWorks.

Staff presented the request for two (2) proposed wall signs for “Tennessee Sock Shop,” located at 745 Parkway. The two proposed wall signs have been reviewed by the Environmental Design Review Board on two other occasions, first being on August 8, 2024, but was tabled due to the proposal being over the sign allotment. The second review occurred on August 22, 2024, but was again tabled due to lack of representation and general questions regarding their color scheme. The most current review (October 10, 2024) the proposed wall signs are within their allotment and the requestor took away some of the additional graphics on the sign (socks). 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.”

Review and consideration for a proposed free-standing sign for “The Overlook at 738,” located at 535 Sunset Drive, requested by Perry Smith Development.

Staff presented the request for one (1) proposed free-standing sign for “The Overlook at 738,” located at 535 Sunset Drive. The proposed sign is 86 square feet with a vertical, stone column with a brown accent, a horizontal smooth stone face with the name of the townhouse development listed. Unfortunately, a material list was not provided in the submittal, but the measurements provided are within their allowable square footage. The images provided are aligned with our Architectural Guidelines for sign aesthetics. 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 free-standing sign as presented. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Aesthetic review and consideration for the “Allegory Hotel,” located at 937 Parkway, requested by Dollars & Ewers Architecture, Inc.

Staff presented the aesthetic review for the “Allegory Hotel,” located at 937 Parkway. The 66-room hotel was approved by Planning Commission on November 18, 2021. The exterior aesthetic and the sign package submittal are the last items to be reviewed and approved prior to moving forward with the commercial development. Specifically, this request is for the exterior aesthetic which consists of stone veneer, steel, and wooden accents throughout. The Board did express that they would like to see more of the wooden accents placed around the front entrance of the hotel to break up the abundance of glass that is used on the front façade of the hotel; for example, taking the roof line and bringing it up to the front of the development. The sign package submittal will conclude the reviews for this commercial development. Applicable Regulations: Gatlinburg’s Architectural Guidelines.

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

Review and consideration for proposed signage for “Gatlinburg Scooter,” located at 946 Parkway, requested by Fast Signs, Inc.

Staff presented the request for one (1) wall sign for “Gatlinburg Scooter,” located at 946 Parkway. The sign proposed is a 32 square feet sign that is made of aluminum. The sign is flat with no dimension and has an image of a black bear on a scooter with a mountain scape in the background laid on top of a yellow backing. The name of the newly proposed business, “Gatlinburg Downtown Scooter Rentals

and Gift Shop,” is displayed on the sign. The sign will be placed on the awning above the business. The Board countered with some suggestions for the requestor starting with adding a border to the outline of the sign to create the illusion of dimension on the flat aluminum sign. The Board also offered suggestions pertaining to the colors presented. The Board requested that the marigold yellow used in the background be muted to eliminate the contrast between the awning background and the sign background. 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, suggesting the requestor change the background color, add a border, and change the shape of the sign to fit better onto the awning above the retail space. Mr. Jared Durrett provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Country Town & Suites,” located at 523 East Parkway, requested by Dharmesh Patel.

Staff presented the aesthetic review for “Country Town & Suites,” located at 523 East Parkway. The proposal is for a change in exterior paint. The proposed color scheme is skyline steel, coral bells, Cajun red, pink flamingo, and porpoise. The requestor had originally sent the Planning office three options for their aesthetic review. Staff advised to go with one of the two other options presented. Option #1 being network gray, classic French gray, deepest mauve, web gray, tricorn black, shagbark, and sea serpent. Option #2 included repose gray, intellectual gray, porpoise, and urbane bronze. Both option #1 and #2 are within our color wheel of the Architectural Guidelines for the Commercial Corridor, the option selected to be brought before the Board for review is not.

Following a brief discussion, Mr. Logan Coykendall made a motion to table the request, suggesting the requestor submit either option #1 or option #2 for the aesthetic review. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 1:56 p.m. following a motion made by Mr. Jared Durrett and a second provided by Mr. Logan Coykendall.