

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
DECEMBER 8, 2022, Meeting
THURSDAY, 1:30 P.M., ROCKY TOP SPORTS WORLD

MEMBERS PRESENT

Ken Webster
Maggie Bowers
Brad Justice
Suzanne DeSear
Kevin Tierney

MEMBERS ABSENT

Randy Watson
Scott Holman

OTHERS PRESENT

Cam Caton

Staff Representative: Jodi Bible, Executive Secretary
Gary Brackins, Assistant City Planner

Chairman Ken Webster called the meeting to order at 1:30 p.m. Mrs. Suzanne DeSear made a motion to approve the previous minutes from the November 10, 2022, meeting. Mrs. Maggie Bowers provided a second with all members voting “aye.”

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration of proposed replacement signage for “Hollywood Star Cars Museum,” located at 914 Parkway, requested by Celebrity Entertainment, LLC.

Staff presented the request for review and consideration of proposed replacement signage for “Hollywood Star Car Museum,” located at 914 Parkway. The proposal includes replacing two (2) existing neon signs with new dimensional, internally illuminated LED signs. Two (2) identical signs were proposed totaling out to 250 square feet (125 square feet for each sign). The design is a modern take on the Hollywood Star Cars logo from the original that was presented and approved when the attraction opened in 1996. The new sign displays the business name clearly and eliminates the extra accents that were present in the previous sign. The proposed sign will still carry the same color palette as the original with the addition of red as a background color and focal point. The addition of the red creates a contrast that will help with visibility.

Following the discussion, Mrs. Maggie Bowers made a motion to approve the request as presented. Mrs. Suzanne DeSear provided a second with all members voting, “aye.”

Review and consideration of proposed replacement signage for “Loco Burro Fresh Tex Mex Cantina,” located at 735 Parkway, requested by Sign Co., Inc.

Staff presented the request for review and consideration of proposed replacement signage and an addition of a small super graphic for “Loco Burro Fresh Tex Cantina,” located at 735 Parkway. The

sign proposed is 14' x 6', which is smaller than the original sign by close to 8'. The design elements are very similar between the two with the newer one displaying a cleaner, more modern logo design for the restaurant. The stand-off mounted channel letters L.E.D. illumination with the colors pantone and ochre yellow being used in the sign- pantone (Loco Burro) and ochre yellow (Tex Mex Kitchen & Tequila Bar). The logo part of the sign will include 2.5" led bulbs that will illuminate, not blink. The super graphic being proposed is 3'x 4' aluminum cabinet with vinyl graphics and L.E.D. illumination. The graphic proposed is the burro (donkey) from their original signage. The burro is consistent with the brand of the restaurant and the same colors used in the proposed replacement signage are used on the super graphic.

Following a brief discussion, Mrs. Maggie Bowers made a motion to approve the request as presented. Mrs. Suzanne DeSear provided a second with all members voting, "aye."

Aesthetic review and consideration for "Miranda Lambert's Casa Rosa," located at 644 Parkway, requested by OX Studio, LLC.

Staff presented the request for aesthetic review and consideration for "Miranda Lambert's Casa Rosa," located at 644 Parkway. The proposal includes all materials, color schemes, and stonework information in the proposal. The building will have a dark brown metal roof, the exterior will be brown wood, plank siding. The color palette being used for this commercial structure is a variation of neutrals-beige, tan, taupe, and dark brown awning and window frames. They will mimic the previous stonework from the original Ogle building with the use of various grays in the stonework. The Board complimented the new tenants for their exterior color choices, keeping the commercial aesthetic that is cohesive with other businesses in the City of Gatlinburg and the Architectural Guidelines.

Following a brief discussion, Mr. Kevin Tierney made motion to approve the aesthetic review. Mrs. Maggie Bowers provided a second with all members voting, "aye."

Aesthetic review and consideration for "Towne Center Parking Lot," located at 745 Parkway, requested by R2R Studios, LLC.

Staff presented the request for aesthetic review and consideration for "Towne Center Parking Lot," located at 745 Parkway. The Board reviewed the landscaping plan and aesthetic for the parking attendant booth that will be located towards the middle of the development. The parking attendant booth has an asphalt shingle roof with operable aluminum clad windows (color being gray or white), hardy siding and trim (painted warm gray). The parking attendant building will not be visible from the Parkway since its location is towards the middle of the proposed parking lot.

Following a brief discussion, Mr. Brad Justice made motion to approve the request. Mrs. Maggie Bowers provided a second with all members voting, "aye."

Aesthetic review and consideration for "Loco Burro Fresh Tex Mex Cantina," located at 735 Parkway, requested by R2R Studios, LLC.

Staff presented the request for an aesthetic review and consideration for "Loco Burro Fresh Tex Mex Cantina," located at 735 Parkway. The renovation is for the outdoor patio area that will include a proposed new roof covering system with operable system by shade FX. When the shade is closed it will provide coverage from the elements while still allowing patrons to enjoy an open-air dining experience. The shade FX fabric will be off-white with the track and gutter being an anodized aluminum. The proposal also includes addition cosmetic renovations to the outdoor patio area cohesively bringing the old in with the new renovations to the space. They are updating the paint on the

patio with a new cedar wood stain, painted turquoise stucco and magenta accent paint. The Board wanted to note that the turquoise and magenta are not visible from the Parkway.

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

Aesthetic review and consideration for “Tennessee Cider Co.,” located at 611 Parkway, requested by Johnson Architecture, Inc.

Staff presented the request for an aesthetic review and consideration for “Tennessee Cider Co.,” located at 611 Parkway. The request is for a renovation of the entrance of the Mountain Mall and the expansion of Tennessee Cider Co. The proposal is to infill existing area and bring the mall entrance forward to make it flesh with the storefronts. The new mall entrance will lead into the main mall. The color and style will match the existing black storefront system. The Tennessee Cider Co. expansion will include additional tasting/retail space with the exterior will have new stone veneer to match existing mall. A new entrance to Tennessee Cider Co. will be included in the renovation. Color and style to match existing black storefront system. All stonework included in renovation will match the stone already present on the commercial structure.

Following a brief discussion, Mr. Brad Justice made a motion to approve the request as presented. Mrs. Suzanne DeSear 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 Mrs. Maggie Bowers and a second provided by Mr. Brad Justice.