

MINUTES OF THE  
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD  
OCTOBER 26, 2023  
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Kevin Tierney  
Randy Watson  
Maggie Bowers  
Brad Justice  
Scott Holman

MEMBERS ABSENT

Jared Durrett  
Ken Webster

OTHERS PRESENT

Clay England  
Gabrielle Taylor  
Clay Leatherwood  
Fred Frische

Staff Representative:      Jeff Ownby, Building and Planning Director  
                                         Dalton York, Assistant City Planner  
                                         Jodi Bible, Executive Secretary

Scott Holman called the meeting to order at 1:30 p.m. Mrs. Maggie Bowers made a motion to approve the previous minutes from the September 28, 2023, meeting. Mr. Brad Justice 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 signage for "The Tin Roof," located at 644 Parkway, requested by Tammy Yaksic.**

Staff presented the request for proposed signage for "The Tin Roof," located at 644 Parkway. "The Tin Roof" will be going back into their previous location in the Ogle Building following the renovation of Jason Aldean's. The request is for a lettered wall sign. The lettering being used is 24" each. The color of the sign appears to be a burnt red. Staff and Board inquired about the structure of the sign itself, unfortunately, no one was present to go over the specifics of the request. The Board decided that since the request was lacking in information, it would be best to table the request until a representative of the business or the sign maker is present.

Following a brief discussion, Mr. Scott Holman made a motion to table the request until more information is provided or a representative is present to discuss the specifics. Mr. Randy Watson provided a second with all members voting, "aye."

**Review and consideration of proposed signage for "Best Italian," located at 968 Parkway, requested by Clay England.**

Staff presented the request for proposed signage for "Best Italian," located at 968 Parkway. The request is for 60 square foot sign (in total), the sign itself is a two-part sign-the top portion measuring out to 20" is the "Best Italian" logo with a marquee letter board underneath with an arrow pointing towards

the restaurant. The bottom portion of the sign measures out to 40 square feet. Mr. Clay England, the business owner, was present to discuss the sign location and design. Mr. Clay England also informed the Board that he recently acquired the building where the proposed signage would be located. Allowing the sign to be conforming due to it being considered an “on premise” sign.

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

**Review and consideration of proposed signage for “Lung Yai on the River,” located at 122 Spruce Lane, requested by The Sign Shop.**

Staff presented the request for proposed signage for “Lung Yai on the River,” located at 122 Spruce Lane. Initially, Staff brought the proposal to the requestor’s attention that their initial submittal of a roof sign is not allowed within our jurisdiction. Upon some discussion, the requestor said that the owner is open to the location of the sign. Staff mentioned creating a stand-alone sign closer to the road would work to help create visibility for the restaurant since it is located off the Parkway. Staff also mentioned that the sign would be placed on the side of the building under the roof line facing the road to also help with marketing patrons. The proposed sign is forty-eight (48) feet. The sign is led light bulbs with an open white face with white light. The outline of the lettering will match the exterior of the building.

Following a brief discussion, Mr. Brad Justice made a motion to approve the design of the sign subject to verification of placement on the restaurant. Mr. Scott Holman provided a second with all members voting, “aye.”

**Review and consideration of proposed signage for “Howard’s Steakhouse,” located at 710 Parkway, requested by Morristown Signs.**

Staff presented the request for proposed signage for “Howard’s Steakhouse,” located at 710 Parkway. The proposal also includes an aesthetic review of the exterior renovation. The aesthetic change will be new horizontal wooden siding, the addition of more windows, along with replacing all the windows in the front of the restaurant. Howard’s Steakhouse is also wanting to clean up their entrance patio to the restaurant by adding some plants and an additional sitting area. The proposed signage is replacing the wall sign and projecting sign already in place. The sign change will be changing out the yellow lettering and replacing it with white lettering and a modern text.

Following a brief discussion, Mrs. Maggie Bowers made a motion to approve the signage and the aesthetic changes as presented. Mr. Scott Holman provided a second with all members voting, “aye.”

**Review and consideration of proposed signage for “Cuppa Gatlin,” located at 458 Parkway, requested by Fast Signs.**

Staff presented the request for proposed signage for “Cuppa Gatlin,” located at 458 Parkway. The proposal is for the newest location that will be opening in the Carousel mall. The sign is a forty-four (44) square foot metal wall sign with halo lit metal letters. The colors used are black with a faint white outline to create dimension when the sign is not lit. The coffee company’s logo is placed in the center above the name of the coffee shop. The logo is the top of a coffee cup with mountains coming out of it. The outline of the coffee cup is a muted yellow with a faint white outline, as previously mentioned.

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

**Review and consideration of proposed signage for "Real Budz," located at 210 Cartertown Road, requested by The Sign Shop.**

Staff presented the request for proposed signage for "Real Budz," located at 210 Cartertown Road. The sign proposal is for a wall sign that will be located near the front entrance of the dispensary. The sign will be internally lit and measures out to 40" x 32". The Board did have some suggestions pertaining to the imagery being used on the wall sign. The wall sign displays a mountain range in the background that is a replica of the Rocky Mountains, not the Smoky Mountains. The Board did ask the sign maker to note the requested change. The Board mentioned that the graphics in the sign needed to reflect the Smoky Mountains as opposed to Western National Parks. The Board also mentioned that the bear being used in the image needs to look more like a black bear than a brown grizzly bear.

Following a brief discussion, Mrs. Maggie Bowers made a motion to approve the request subject to the changes to the mountain range and the bear. Mr. Scott Holman provided a second with all members voting, "aye."

**Review and consideration of a proposed ornate object for "Ole Red's," located at 511 Parkway, requested by Tiffany Bush**

Staff presented the request for a proposed ornate object for "Ole Red's," located at 511 Parkway. The ornate object presented for review is a metal, four (4) foot by nine (9) foot red truck to be placed on top of the awning at the entrance to the country music restaurant. The common thread of discussion circulated around the necessity of the ornate object. With the description of the request lacking, and the images provided insufficient, the Board explained that they felt more comfortable providing approval if a representative were present to clarify the request.

Following a brief discussion, Mr. Brad Justice made a motion to table the item requesting a representative be present to further elaborate on the request. Mr. Randy Watson provided a second and all members voting, "aye," to table the request.

**Review and consideration of proposed signage for "Gatlinburg Parkway," located at 1009 Parkway, request by Gatlinburg Parkway, LLC.**

Staff presented the request for proposed signage for "Gatlinburg Parkway," located at 1009 Parkway. The sign proposed measures out to sixty (60) square feet. The sign is double-faced with led illumination. The top cabinet is black with the sign face being green with white copy. The reader board located underneath the previously mentioned cabinet is also led illuminated, flat acrylic. The reader board includes four (4) rows of six (6) inch on seven (7) inch copy. The base of the sign is dual square steel posts, painted black. Mr. Clay Leatherwood, representative of "Gatlinburg Parkway, LLC," was present to answer any questions from the Board.

Following a brief discussion, Mr. Randy Watson made a motion to approve the request as presented. Mr. Kevin Tierney provided a second with all members voting, "aye."

### **Unscheduled**

During unscheduled items, a gentleman representing, “Green Eye Hemp Café,” approached the Board with a new sign proposal for their location at 1359 East Parkway. The Board decided to go ahead and hear the unscheduled item. The proposal is for a forty-eight (48) square foot, rectangular, metal sign. The sign is pea green color with the name of the business listed in a forest green writing with the hemp store’s logo in the center of the proposed sign.

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

### **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.

