

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
MAY 25, 2023
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Jared Durrett
Maggie Bowers
Brad Justice
Kevin Tierney
Randy Watson

MEMBERS ABSENT

Ken Webster
Scott Holman

OTHERS PRESENT

Paul Butler

Staff Representative: Jeff Ownby, Building and Planning Director
 Jodi Bible, Executive Secretary

Mr. Randy Watson called the meeting to order at 1:30 p.m. Mr. Jared Durrett made a motion to approve the previous minutes from the May 11, 2023, meeting. Mr. Kevin Tierney 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 "Cumberland Jack's," located at 1019 Parkway, requested by Sign Co., Inc.

Staff presented the request for proposed signage for "Cumberland Jack's," located at 1019 Parkway. The sign proposed is a new blade sign to replace the wall sign currently on the exterior of the restaurant. The sign measures out to be 36"x 96", and the purpose is to help attract pedestrians walking on the Parkway. The sign is a black metal base with open channel letters with the top having white skeleton neon (Cumberland), red skeleton neon (Jacks), and amber yellow skeleton neon (Kitchen).

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

Review and consideration of proposed signage for "Jason Aldean's and Sunshine Diner," located at 644 Parkway, requested by CCS Construction.

Staff presented the request for proposed signage for "Jason Aldean's" and "Sunshine Diner," located at 644 Parkway. Staff also had images of "The Tin Roof," signage, but the signage is the exact same as what was displayed and approved previously. The main sign for the restaurant is 47.35 square feet in total. The main storefront sign is front lit raceway mounted channel letters with clear acrylic faces, 3" red interior/exterior with aluminum returns with illuminating red faux L.E.D. lighting. Mr. Paul Butler, CCS Construction, was present at the meeting to offer additional remarks. The second sign presented for "Jason Aldean's," is a vertical, blade sign measuring out to 25 square feet. The blade sign is a digital print, vinyl wood backer with routed letters backed with white acrylic and backlit with L.E.D. lighting. The structure of the sign entails 2" L.E.D. marquee bulbs, front lit channel letters with

clear acrylic faces, 3" red interior/exterior aluminum returns with red faux L.E.D lighting. The sign package also included images of their incidental signs that are not approved by the EDRB but verified by Staff. The second portion of the proposal discussed "Sun Diner," which will also be located on the complex. Two signs were proposed for this location-a wall sign and a projecting blade sign. The wall sign is 28 square feet in size. The backing of sign will be a "sunflower" yellow tile with an illuminated single faced cabinet also with illuminated 3" deep red, acrylic, channel letters. The blade sign is 60 square feet with a digital print vinyl wood backing with a logo vinyl graphic. The structure itself will be front lit, channel letter with clear acrylic faces with 3" aluminum returns. The signage will also have faux, yellow L.E.D. lighting.

Following a brief discussion, Mr. Brad Justice made a motion to approve the "Jason Aldean's" signage as presented. Mr. Kevin Tierney provided a second with all members voting, "aye." Mr. Jared Durrett made a motion to approve "Sunshine Diner's" proposed signage with the suggestion that the yellow tile being used behind the channel letters is toned down from the initial proposal. Suggesting the applicant to use same shade displayed on their Nashville storefront. Mrs. Maggie Bowers provided a second with all members voting, "aye."

Review and consideration of a proposed mall sign for 461 Parkway, requested by Oliver Morton. Staff presented the request for a proposed mall sign located at 461 Parkway. The mall sign for three stores located in the old Sweet Fanny Adams theatre-Savannah Bee Company, The Trump Store, and One Nation. The mall is simply a 2x2" sign with each stores sign placed on it to inform pedestrians as they are walking along the Parkway that the store is located here, and the only other signs each of these businesses have are wall signs that are not visible to pedestrians on the Parkway, just motorist coming from the Parkway and East Parkway. The location of the mall sign will be between a small breeze way and the placement of the sign helps alleviate foot traffic in that area. The Board suggested adding a decorative landscaping element to help completely shut off that area from pedestrian foot traffic.

Following a brief discussion, Mr. Brad Justice made a motion to approve the request with the suggestion of adding a landscaping element underneath the mall sign. Mr. Kevin Tierney provided a second with all members voting, "aye."

Aesthetic review and consideration for "Pucker's Sports Bar," located at 745 Parkway, requested by R2R Studios, LLC.

Staff presented the aesthetic request for "Pucker's Sports Bar," located at 745 Parkway. The new location will be where the old McDonald's on the Parkway was located, the property owners will be adding an additional level to the original structure. The external aesthetic consists of wood textured EIFS, hardy siding, metal roof, brick textured EIFS veneer, and cable railing. All exterior aesthetics are made from natural materials made to resemble wood and other natural materials. The Board did not seem so happy about the color choices presented, being red and browns with the addition of a green LED rope light fixture that outlines the building. According to the City of Gatlinburg's Architectural Guidelines for the Commercial Corridor, the City prefers muted, neutral tones that allow our commercial district to be absorbed within our surrounding natural environment. The Board strongly recommends the applicant to try and find a more muted variation of red, as opposed to the fire engine red proposed. Representatives from R2R Studios, LLC were present to provide material and color samples.

Following a brief discussion, Mr. Brad Justice made a motion to approve the aesthetic approval subject to the modification of the red color proposed, Board suggested burgundy or cranberry, as an alternative. Mrs. Maggie Bowers provided a second with all members voting, "aye."

Unscheduled Items

The Board did engage in a discussion with the Staff about their incapability to pursue authority in their motions pertaining to items presented to the Environmental Design Review Board. The Board inquired from Staff what would be the correct steps to rectify this position so that, going forward, the Board is better able to protect the integrity of our commercial corridor.

Adjournment

There being no further business, the meeting was adjourned at 2:15 p.m. following a motion made by Mr. Jared Durrett and a second provided by Mrs. Maggie Bowers.