

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
March 10, 2022, Meeting,
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Ken Webster
Suzanne DeSear
Kevin Tierney
Maggie Bowers
Brad Justice

MEMBERS ABSENT

Randy Watson
Scott Holman

OTHERS PRESENT

Bobby Enchev
Oliver Morton
Alex Davis
Bob Mcmanus

Staff Representative: David Ball, Building & Planning Director
Jodi Bible, Executive Assistant

Mr. Ken Webster called the meeting to order at 1:36 p.m. Mrs. Maggie Bowers made a motion to approve the previous minutes from the January 27, 2022, meeting. Mr. Brad Justice provided the 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 “Smoky’s Cigar Shop,” located at 525 Parkway, requested by Pat Boles.

Staff presented the request for proposed signage for “Smoky’s Cigar Shop,” located at 525 Parkway. Staff provided details about the sign and noted that the sign dimensions are 3’x10’ and that the vendor will be installing the proposed sign to the existing canopy. Staff noted that the aluminum panel will be painted with applied vinyl lettering. Staff also noted that the sign will not be bracketed onto the awning but will lie with the angle of the awning. The board did express concerns about the colors used in the sign and on the awning noting that the colors contrast with the building colors and that the color aesthetics are not in keeping with the Architectural Design Guidelines. The Board also noted that the awning color was never presented to the Environmental Design Review Board initially.

Upon discussion, the Board decided to table the item in hopes of being able to discuss the color scheme selected. Mrs. Maggie Bowers made a motion to table the item, and Mrs. Suzanne DeSear provided a second, which passed unanimously.

Aesthetic review and consideration for “Gatlinburg Booth,” located at 105 Reagan Drive, requested by Bobby Enchev.

Staff presented the request for an aesthetic review and consideration for “Gatlinburg Booth,” located at 105 Reagan Drive. Mr. Enchev stated that the aesthetic review is limited to the awning and the color choices proposed are like Ruby Sunshine’s sign to help create a cohesive feel for building. Mr. Enchev

also mentioned that the color would be more muted than what is displayed in the visual provided to staff.

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

Aesthetic review and consideration for “Speedwerkx: Exotic Car Experience,” located at 467 Parkway, requested by Oliver Morton.

Staff presented a requested for an aesthetic review and consideration for “Speedwerkx: Exotic Car Experience,” located at 467 Parkway. Mr. Oliver Morton was present to provide the details concerning the design and the request which included a 3-dimensional ornate object as part of his business’s sign proposal. Mr. Morton noted that the initial presentation was primarily for the building aesthetics but stressed the importance of the car being a part of the advertisement to help attract business from the entrance of the downtown strip. Staff added that the request includes the ornate object (car) and the building aesthetic. The Staff noted that 3-dimensional items are viewed under the separate provisions governing ornate, foreign objects which allows object to project from the building and/or property provided those objects are approved by the Board and that the Board believes the objects are in keeping with the aesthetics of the business and surrounding properties. Mr. Morton did say that they would be bringing in more definitive plans on signage at a later date for the Board’s review but at this juncture, he and his investors were more concerned with making sure the car displayed out front would be approved since it is vital to their marketing efforts.

After a discussion, Mr. Kevin Tierney made a motion to approve the request, being the aesthetic and 3-D ornate object- car, and Mrs. Maggie Bowers provided a second with all members voting, “aye.”

Review and consideration of proposed signage for “Moonshine Coaster,” located at 306 Parkway, requested by Gabby Taylor.

Staff presented the request for proposed signage for “Moonshine Coaster,” located at 306 Parkway. A representative from the Sign Company was present to offer a revised image of the proposed sign. The representative also informed the Board that the placement of the sign is likely to change granted the sign’s foundation adheres to the setbacks for this property. The sign is fifty-five (55) square feet and made of high-density urethane (HUD) foam. The letters on the sign (Moonshine Mountain Coaster) will all be three dimensional and carved or routed into the sign panel. The images of the man and the coaster will be pin mounted on the sign foam to create additional dimension to the sign. The aesthetic background of the sign will be a natural wood façade. The sign will also be wrapped in a shiny metal boarder to add additional support and protection from the elements.

After a discussion, Mr. Brad Justice made a motion to approve the item as presented, and Mrs. Suzanne DeSear provided a second with all members voting, “aye.”

Unscheduled Items

Mr. Jay De Foe from Trotter & Associates Architects, LLC presented an aesthetic review for Hampton Inn located at 957 Parkway. Mr. Jay De Foe explained that every few years the brand will do renovations to update the building aesthetics and to ensure that all locations are cohesive. Mr. Jay De Foe presented the colors intended for renovations, along with the designs to ensure that the vision presented from the Corporation was aligned with the ordinances of the City.

Adjournment

There being no further business, the meeting was adjourned at 2:11 p.m. following a motion made by Mr. Brad Justice and a second provided by Mrs. Suzanne DeSear.