

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
JANUARY 12, 2023, MEETING
THURSDAY, 1:30 P.M., ROCKY TOP SPORTS WORLD

MEMBERS PRESENT

Ken Webster
Maggie Bowers
Randy Watson
Scott Holman
Kevin Tierney

MEMBERS ABSENT

Suzanne DeSear
Brad Justice

OTHERS PRESENT

Jason Atkins
Alfredo Varela
Fritz Thumler

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. Maggie Bowers made a motion to approve the previous minutes from the December 8, 2022, meeting. Mr. Randy Watson 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 "One Nation: The American Patriot HQ," located at 461 Parkway, requested by David Whaley.

Staff presented the request for review and consideration of proposed signage for "One Nation: American Patriot HQ," located at 461 Parkway. The sign proposed is 86" x 17.5" in size. The sign is constructed of Halo illuminated PVC letters on stand-offs, pill with acrylic face black trim and return, and then cut vinyl applied to sign face. The sign colors are red, white, and blue. Although the Board did mention that white is typically requested to stay away from, but in this case, it does create fluidity in the business storefront especially with the two other businesses that are located in the building. There were two different sign proposals provided, without a representative present to distinguish which is the preferred signage. The Board made the decision to provide approval to the second rendering. The second rendering has the name of the business, One Nation, and does not have the ribbon underneath with the additional text.

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

Review and consideration of proposed signage for “Timber Ridge Lodge,” located at 315 East Parkway, requested by Southern Signs, Inc.

Staff presented the request for the review and consideration of proposed signage for “Timber Ridge Lodge,” located at 315 East Parkway. The new motel is located where the former East Side Motel was. The proposal is for the main street signage, facing East Parkway. The sign proposed is a 96” x 72” white background with an outline of a steer head in black and the name of the lodge, “Timber Ridge Lodge,” listed in red. The lower portion of the sign is 96” x 48” white background with three rows of 6” on 7” letters. The Board was quick to note the stark white background on the signs and provided suggestions to the applicant that are more align with the color aesthetic the City suggests. The Board suggested that the owner tone down the colors in the sign. The Board mentioned using an off-white/beige background as opposed to the white, and using a burgundy/maroon in place of the bright red. Chairman Ken Webster mentioned that if the owner decided to alter the colors to the suggested colors, then the Board would not need to review the proposal for a second time.

Following a brief discussion, Mrs. Maggie Bowers made a motion to disapprove the request suggesting the colors be altered to comply with our Architectural Guidelines. Mr. Randy Watson provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Towne Center Plaza,” located at 745 Parkway, requested by R2R Studios, LLC.

Staff presented the request for aesthetic review and consideration for “Towne Center Plaza,” located at 745 Parkway. The new commercial building proposal is three-story retail space. The space will accommodate at minimum six (6) new retail spaces. The exterior of the building has metal roof with heavy timber brackets. The siding being used mimics tree bark with stone veneer and wood siding, all of these elements being incorporated to create a natural aesthetic. The colors being used are neutral beiges, browns, and variations of taupe. The Board reviewed the aesthetics of the commercial development at their December 8, 2022, meeting. This portion of the site plan was the only item lacking from the previous proposal to be reviewed.

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

Review and consideration of proposed signage for “LeConte Tapas & Grill,” located at 805 East Parkway.

Staff presented the request for review and consideration of proposed signage for “LeConte Tapas & Grill,” located at 805 East Parkway. Two signs were proposed for the new Mexican restaurant across from Little House of Pancakes. The first a painted 80”x 77” that will be visible from East Parkway, and a second sign proposed to be located on the front entrance of the restaurant. Mr. Alfredo Varela, the restaurant owner, was present to provide additional remarks. Mr. Varela mentioned that lighting will be added to the front entrance signage. The Board suggested mounting the “LeConte” part of the sign to create some dimension, and Mr. Varela agreed with the Board’s suggestion.

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

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 1: 54 p.m. following a motion made by Mr. Randy Watson and a second provided by Mr. Scott Holman.