

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
AUGUST 19, 2025
TUESDAY, 10:00 A.M., CITY HALL

MEMBERS PRESENT

Kevin Tierney
Gus Floodquist
Ken Webster
Randy Watson
Brad Justice
Logan Coykendall

MEMBERS ABSENT

Jared Durrett

OTHERS PRESENT

Kiley Healon
Herschel Earls
Kelly Janis

Staff Representative: Dalton York, Planning Director
Jodi Bible, Deputy City Planner

Chairman Ken Webster called the meeting to order at 10:00 a.m. Mr. Brad Justice made a motion to approve the previous minutes of the July 1, 2025, meeting. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration for proposed signage for “Tigerblooms,” located at 1360 East Parkway, Suite 1, requested by Erika Ball.

Staff presented the request for proposed signage for “Tigerblooms,” located at 1360 East Parkway, Suite 1. The request encompasses two sign proposals. The first being a wall sign that will be located above the entrance of the retail storefront. The wall sign measures out to 16 square feet. The sign is flat with no dimension. The wall sign will simply have the business name, “Tigerblooms,” written in brown over a retro wave (orange, yellow, pink, and blue,). The second sign is for a window decal that is placed on the front entry door. The window sign measures out to be 2 square feet and is comprised of the same design elements as the previously discussed wall sign. Applicable regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Brad Justice made a motion to recommend the proposed signage to the Planning Commission for their review and consideration, recommending that the applicant consider beige or cream instead of the stark white proposed. Mr. Logan Coykendall provided a second with all members voting, “aye.”

Review and consideration for proposed pennant flags for “Town Center Parking,” located at 407 River Road, requested by Chad Kennedy.

Staff presented the request for proposed pennant flags for “Town Center Parking,” located at 407 River Road. The proposal encompasses eight (8) pennant flags measuring out to be five (5) square feet totaling out to be 40 square feet. The proposed pennant flags are black vinyl and will display the logos

of all the restaurants located at 745 Parkway. Staff allowed Mr. Kennedy to utilize his left-over signage from each business to ensure the pennant flags are compliant with square footage allotment for the location. All businesses provided on advertisement reside within the 745 Parkway complex aside from Myron Mixon. Staff stated that "Myron Mixon," would have to be removed from the pennant flags due to the business not being located at 745 Parkway, and that would be considered an Off-Premise Sign, Section 411.5.3. Applicable regulations-Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Gus Floodquist made a motion to recommend the proposed pennant flags to Planning Commission for their review and consideration pending the removal of Myron Mixon and conformity of the number of business signs as set forth in Section 411. Mr. Kevin Tierney provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Gatlinburg Adventure Rentals," located at 379 East Parkway, requested by Laurentiu Cirstea.

Staff presented the request for proposed signage for "Gatlinburg Adventure Rentals," located at 379 East Parkway. The request is to utilize the pre-existing sign structure left from the previous business. The applicant is seeking to replace the sign face insert with a sign that displays the adventure rental logo and business name. The proposed sign measures out to be 48 square feet. The sign will be flat with no dimensions and no lighting provided. Staff explained that only the image with a brief description were provided to our office. No further information regarding colors, lighting, or additional signage were provided. Applicable regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Brad Justice made a motion to table the request until more information could be provided to Staff. Mr. Randy Watson provided a second with all members voting, "aye."

Review and consideration for proposed signage for "Wears Valley Forge," located at 449 Parkway, requested by Tennessee Sign Co.

Staff presented the request for proposed signage for "Wears Valley Forge," located at 449 Parkway. The proposed signage measures 50 square feet. The proposed sign materials are 4C vinyl with UV resistant lam on 3M ACM rigid sign. The sign is not illuminated and will be flush mounted to the exterior of the building. The Board did ask if the applicant would consider framing the sign to give it a little more contrast and character. Applicable Regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Brad Justice made a motion to recommend the proposed signage to the Planning Commission suggesting the applicant frame the sign. Mr. Gus Floodquist provided a second with all members voting, "aye."

Review and consideration for proposed a marquee sign for "Smoky Mountain Tattoo Company," located at 305 East Parkway, requested by Kiley Healon.

Staff presented the request for a proposed marquee sign for "Smoky Mountain Tattoo Company," located at 305 East Parkway. The proposed marquee to be added in addition to the signage approved on April 1, 2025 (EDRB) and April 24, 2025 (Planning Commission). Proposed marquee sign is 24 square feet and will be placed below the free-standing sign previously approved. The proposed marquee sign is compliant with Section 411.9 Changeable Copy (Marquee) Signs, 24' does not exceed 50 percent of the maximum permitted by Section 411.3.6.1. Applicable Regulations: Section 411, being Sign Regulations and Section 411.9 Changeable Copy.

Following a brief discussion, Mr. Gus Floodquist made a motion to recommend the proposed marquee sign to Planning Commission for their review and consideration. Mr. Kevin Tierney provided a second with all members voting, “aye.”

Review and consideration for proposed seasonal signage for “Anakeesta,” located at 576 Parkway, requested by Anakeesta.

Staff presented the request for proposed seasonal signage for “Anakeesta,” located at 576 Parkway. The seasonal signage was originally presented and approved on August 22, 2024, and as discussed in the previous meeting, the applicant intends to bring these items forward for review and consideration as they continue to have their seasonal events. The request is to change signage for the fall event, Bear-Varian Festival. The request encompasses two sign proposals-one being a 20 square foot banner that will be located above their gondola loading station and the second being a 32 square foot free-standing sign located in their ticket plaza. The proposed signage is 30’ off the property line. Applicable regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Randy Watson made a motion to recommend the proposed seasonal signage to the Planning Commission for their review and consideration. Mr. Gus Floodquist provided a second with all members voting, “aye.”

Review and consideration for proposed seasonal ornate objects for “Anakeesta,” located at 576 Parkway, requested by Anakeesta.

Staff presented the request for proposed seasonal ornate objects for “Anakeesta,” located at 576 Parkway. Much like the previous item, this item was originally presented and approved on August 22, 2024, by the Environmental Design Review Board. The request is for a pretzel and beers stein that will be placed on the plaza as you enter the loading zone for Anakeesta. The ornate objects are located 31’ off the property line. The proposed ornate objects take up close 4.5 square feet of surface space, and the beer stein is close to 8’ tall-being large enough for patrons to walk into for a photo. There was some discussion from the Board about the pretzel. The Board would like to see the same design elements carried out through the entirety of the pretzel, not simply limited to the front. Applicable regulations: Section 412.3, Super Graphics & Other Ornate/Foreign Objects.

Following a brief discussion, Mr. Logan Coykendall made a motion to recommend the ornate object to the Planning Commission for their review and consideration, recommending the applicant carry out the same design elements through the entirety of the pretzel, not limited to the front. Mr. Brad Justice provided a second with all members voting, “aye.”

Review and consideration for proposed signage for “Mountain Breakfast,” located at 544 East Parkway, requested by The Sign Shop.

Staff presented the request for proposed signage for “Mountain Breakfast,” located at 544 East Parkway. The request is for a new breakfast restaurant that will be occupying the old UTV rental. The applicant is requesting to utilize the existing sign structure. The structure is a free-standing sign located right at the setback line. The request is to keep the same color scheme (unfortunately exact colors and materials were not provided to our office), removing “Adventure Rentals,” and “Rocky Top,” and adding the name of the restaurant “Mountain Breakfast,” to sign face. The sign measures out to be 48 square feet. Applicable Regulations: Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Logan Coykendall made a motion to table the request until more information could be provided. Mr. Brad Justice provided a second with all members voting, “aye.”

Unscheduled Items

Adjournment

There being no further business, the meeting was adjourned at 10:23 a.m. following a motion made by Mr. Kevin Tierney and a second provided by Mr. Randy Watson.