

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
JULY 11, 2024
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Jared Durrett
Logan Coykendall
Brad Justice
Ken Webster
Kevin Tierney

MEMBERS ABSENT

Maggie Bowers
Randy Watson

OTHERS PRESENT

Brian Davin
Jessica Willis
Meagan Grohol
Andy Proffitt

Staff Representative: Gary Carver, Planning Director
Jodi Bible, Executive Secretary

Chairman Ken Webster called the meeting to order at 1:30 p.m. Mr. Logan Coykendall made a motion to approve the previous minutes of the June 27, 2024, meeting. Mr. Jared Durrett provided a second with all members voting, “aye.”

Staff Report

Petitions and Communications from the Public

Old Business

New Business

Review and consideration for a proposed replacement sign for “Black Bear Inn & Suites,” located at 1100 Parkway, requested by Southern Signs, Inc.

Staff presented the request for replacement signage for “Black Bear Inn & Suites,” located at 1100 Parkway. The sign proposed displays the same design aesthetic as the previous sign. The new sign is larger than the previous, but it is still well within the square footage allotment for the location. The new sign measures out to be about 66’-the hotel logo graphic measuring out to 49 square feet and the reader board underneath measuring out to 16.92 square feet. The hotel logo is a double face internally illuminated I.D. sign with pan-formed faces, digitally printed vinyl graphics and LED lighting. The reader board is a double face 16mm watchfire R.G.B. full color LED electronic message center display. Upon initially receiving this request, Staff reiterated that the reader board is allowable but must remain static due to Section 411.5: Prohibited Signs of the Gatlinburg Zoning Ordinance. The Board did inquire on the capability to control the messaging and the color of the display text. Ms. Jessica Willis, Southern Signs, Inc. representative, explained that the owner will have an array of color options, but the owner will also have control over which colors are displayed.

Following a brief discussion, Mr. Logan Coykendall made motion to approve the request with the caveat of any color used on the reader board should be muted. Mr. Brad Justice provided a second with all members voting, “aye.”

Aesthetic review and consideration for “Pucker’s Sports Bar,” located at 745 Parkway, requested by R2R Studio, LLC.

Staff presented the aesthetic review for “Pucker’s Sports Bar,” located at 745 Parkway. The Board has reviewed a variation of exterior aesthetics for this location. The current aesthetic keeps the same color wheel as previously reviewed. The main changes in this submittal are the addition of the steel guardrail creating a barrier between the sports bar and the public and the deletion of the second story. Most of the materials are staying the same from previous submittals, for example, the use of hardie panel, brick veneer, and aluminum store front. The Board cautioned about the use of the green exterior lighting that will be displayed along the roof line.

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

Review and consideration for a proposed retail display for “WildSide,” located at 576 Parkway, requested by Wild Side, LLC.

Staff presented the request for a proposed retail display for “WildSide,” located at 576 Parkway. WildSide is a new outdoor adventure attraction that will be in Pigeon Forge that consists of mountain biking and UTV trails. The retail display will be located on Anakeesta’s property near where Cherokee Orchard Road meets the Parkway. The request consists of a display that will mimic a UTV trail with a UTV and mountain bike, will be available to rent at the adventure park that is in Pigeon Forge. The retail display, on its own, is what Staff would define as an off-premises sign, which is not allowable according to Section 411.5: Prohibited Signs of the Gatlinburg Zoning Ordinance. The retail exhibit will also display the Wildside logo measuring out to be around 5’ and will also have an information blurb regarding Wildside. Staff mentioned that without some sort of companion kiosk allowing patrons to purchase tickets to Wildside this would be considered an off-premises sign.

Following a brief discussion, Mr. Kevin Tierney made a motion to approve the request contingent on verifying compliance. Mr. Brad Justice provided a second with all member voting, “aye.”

Unscheduled Items**Adjournment**

There being no further business, the meeting was adjourned at 1:50 p.m. following a motion made by Mr. Jared Durrett and a second provided by Mr. Kevin Tierney.