



**PLANNING COMMISSION  
WORKSHOP MINUTES  
MARCH 7, 2019**

A workshop meeting of the Sevierville Regional Planning Commission was held at the Civic Center, 130 Gary Wade Blvd., Sevierville, Tennessee on Thursday, March 7, 2019 at 3:06 PM.

There were present and participating:

**MEMBERS PRESENT**

Lyle Overbay, Chairman  
Jim Arwood, Vice Chairman  
Vincent Snider, Secretary  
Wayne Helton  
Daryl Roberts  
Austin Williams

**MEMBERS ABSENT**

None

**STAFF PRESENT**

Russell G. Treadway, City Administrator  
Pam Caskie, Development Director  
Judi Forkner, Senior Planner  
Dustin Smith, Planner  
David Black, Building Official  
Eric Denton, Code Enforcement Officer  
Brooke Fradd, Recording Secretary

Chairman Overbay declared a quorum present and announced the meeting would proceed.

**DISCUSSION**

**ZONING ORDINANCE – CHAPTER 6, SIGNS**

Ms. Caskie explained that the current sign regulations, as laid out in the Sevierville Zoning Ordinance, need updating due to multiple factors. The Supreme Court case of Reed versus Town of Gilbert, Arizona has deemed portions of the current ordinance unconstitutional. Staff interpretations have been made and should be clarified in the ordinance. Additionally, the changing environment of the City requires similar changes in the guidelines for signage in the community.

Ms. Caskie walked through each section of the chapter, explaining changes being proposed from the current version. The Planning Commission asked for clarification on issues such as signs not requiring a permit and restrictions on vehicles-as-signs. Along with staff, they decided upon size limitations on real estate signs, basing it on zoning and size of property for sale.

Ms. Caskie stated that the City attorney has raised questions about the legality of regulations on campaign signs and off-premises auction signs. While currently addressed in the Zoning Ordinance, the City may not be allowed to enforce these restrictions.

Ms. Caskie explained the need for the new Wayfinding signs, and informed the commission that bids were going of for the project. She also clarified the addition of public art approval process and informed them of the new sign separation requirements for the Arterial Commercial (AC/C-4) zoned properties.

Changes to window sign regulations and enforcement have been added to the proposed ordinance changes. Under the existing rules, signs are only counted against the business's allowable attached sign maximum if they are placed on the outside of the window. The updates would include both external and internal window signs, within 3 feet of the glass, as part of the total allowed sign area. The first 20% of all window signs would be allowed, but anything greater than that would be calculated in the total permitted area.

The proposed changes would also incentivize the use of monument style signs and move away from current calculations which inadvertently encourage pole signs. Butch Stott, former Director of Code Enforcement for the City, spoke during the workshop to express his concern that the sign message area calculations would allow signs to be 50% larger than are currently allowed. Zank of Custom Craftsman Signs expressed concern that new rules would cause design issues. Staff committed to reviewing and adjusting this allowance to address concerns.

Chairman Overbay closed the meeting by acknowledging Ms. Caskie's departure from her position as Development Director and wishing her the best. Mr. Williams also commended her for the work she has done in helping the Downtown area grow. Ms. Caskie explained that Mr. Smith would be taking over as Interim Development Director.

## **ADJOURNMENT**

There being no further business, the meeting adjourned at 4:58 PM.

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Lyle Overbay, Chairman

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Vincent Snider, Secretary

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Brooke Fradd, Recording Secretary