

MINUTES OF THE  
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD  
October 8, 2015  
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Tim Heinrich  
Chris Johnson  
Steve Reilly  
Dan Booth

MEMBERS ABSENT

Ken Webster  
Michael Anderson

OTHERS PRESENT

Mike Fowler  
Donnie Raines  
Ron Hensley  
Rob Muse  
Greg Eidam  
Mitchell Murphy

Staff Representative: David Ball, City Planner

Chairman Ken Webster called the meeting to order at 1:30 p.m. The minutes of the September 10, 2015 meeting were unanimously approved after a motion by Ms. Chris Johnson, and a second by Mr. Dan Booth.

Staff Report

Petitions and Communications from the Public

Old Business

New Business

**a) Review and consideration for proposed signage for “Sahara’s Elegants,” located at 626 Parkway, requested by Emad Alfatlawi.**

Staff presented the request for one wall sign inside an existing 4’x8’ metal illuminated sign plate. Mr. Mitchell Murphy was present and stated that the background color will be beige or off-white with a maroon banner accented with a gold accent banner to create a two-dimensional appearance. Mr. Murphy added that the business name will be presented in white letters across the maroon banner. Mr. Murphy further stated that the black lettering text will be placed on the beige background that reads “Fashion Handbags” and “Designer Luggage.” Mr. Murphy also stated that the sign will also consist of a third line with an oval-shaped bar in dark green color with black letters. After brief discussion Mr. Tim Heinrich made a motion to approve the request as presented. Mr. Dan Booth seconded the motion which passed unanimously.

**b) Review and consideration for proposed signage for “Abiding Grace Chapel at the Creek,” located at 518 Ski Mountain Road, requested by John and Casie Raines.**

Staff presented the request for a wall sign to advertise “Gatlinburg Photo Studios,” business owned by “Abiding Grace Chapel at the Creek.” Mr. Donnie Raines was present and stated that the 30”x30” corrugated plastic sign will be hung next to an existing sign and will have a white background with black lettering. The Board asked about the sign frame. Mr. Raines stated that the sign will be framed similar to the existing wall sign. Ms. Chris Johnson made

a motion to approve the request as presented. Mr. Tim Heinrich seconded the motion, and it passed unanimously.

**c) Review and consideration for proposed signage for “Air One Communications,” located at 1003 East Parkway, Suite 200, requested by Rob Muse.**

Staff presented the request for one illuminated wall sign and two window signs. Mr. Rob Muse was present and stated that the wall sign would be internally illuminated and that the window signs consist of vinyl lettering applied to the window surface. After further discussion Mr. Tim Heinrich made a motion to approve the request as presented. Ms. Chris Johnson seconded the motion which passed unanimously.

**d) Review and consideration for proposed signage for “Sugarlands Distilling Company, LLC,” located at 805 Parkway, requested by Ned Vickers.**

Staff presented the request for one projecting sign. Staff stated that the sign will be made of reclaimed metal, and have an antique weathered look. Staff further noted that the top of the sign will have a backlit plexiglass letter “S”, and the bottom will have backlit metal letters vertically spelling “Sugarlands.” Mr. Greg Eidam was present and stated that the open bulbs depicted on the bottom of the sign will be stationary and will not flash. Mr. Eidam noted that the sign will be 9’ above the sidewalk area and the total height of the sign will be 14.34 feet which will place the overall height of the sign at less than 25’ from grade. Staff noted that the sign will meet the minimum setback requirements. After brief discussion, Ms. Chris Johnson made a motion to approve the request as presented, and it unanimously passed after a second by Mr. Dan Booth.

**e) Aesthetic review and consideration for exterior renovations to “Escapology,” located at 205 Historic Nature Trail, requested by Ron Hensley.**

Mr. Ron Hensley presented the request for building renovations for “Escapology” which consisted of significant building façade renovations and color schemes. Staff noted to the Board that the proposed distorted look of the building could not be approved by the Board based on the Municipal Zoning Ordinance provisions of Article IV, Section 412.3.2, being the “Non-traditional Building Facades Prohibited” section of the ordinance. Staff gave brief overview to the Board as it relates to the prohibition of non-traditional building facades and explained that the Board could not approve the request. The Board stated that while the building façade could not be approved that the color schemes were acceptable given the nature of the business being a tourist attraction. Following a lengthy discussion, Mr. Dan Booth made a motion to disapprove the request with the recommendation to redesign to a more traditional appearance. Ms. Chris Johnson seconded the motion, and it passed unanimously.

**f) Review and consideration for proposed signage for “Fowler’s Clay Works,” located at 1402 East Parkway, Suite #10, requested by Mike Fowler.**

Staff presented the request for one sign to be affixed to the building fascia. Mr. Fowler was present and noted that the size of the sign will be 3’x5’ printed on 4 mil do-bond, and will be flat. Mr. Fowler stated that the sign will have a dark red background with tan trim and that the lettering will be black on the tan colored banner, and tan on the dark red background.

Staff noted that the sign must be located a minimum of 9' clear above the pedestrian sidewalk area. After brief discussion, Ms. Chris Johnson made a motion to approve the request as presented. Mr. Dan Booth seconded the motion which passed unanimously.

#### Unscheduled Items

#### Adjournment

There being no further business, the meeting was unanimously adjourned at 2:10 p.m. following a motion by Mr. Dan Booth, and a second by Mr. Tim Heinrich.