

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
January 28, 2016
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Ken Webster
Michael Anderson
Chris Johnson
Dan Booth
Tim Heinrich
Kevin Tierney

MEMBERS ABSENT

Steve Reilly

OTHERS PRESENT

Mike Floyd
Brandon Beeler
Eldar Ben Ishai
Gabrielle Taylor
Isaac Shaffer
Ned Vickers
Chad Kennedy
Juli Neil, Mtn Press

Staff Representative: David Ball, Building & Planning Director
Gerri Lawall, Executive Secretary

Chairman Ken Webster called the meeting to order at 1:30 p.m. The minutes of the January 14, 2016 meeting were unanimously approved after a motion by Mr. Steve Reilly, and a second by Ms. Chris Johnson.

Staff Report

Petitions and Communications from the Public

Old Business

a) Review and consideration for proposed super graphic for “Bargain World,” located at 958 Parkway, requested by Eldar Ben Ishai.

Staff presented the request and informed the Board that Mr. Eldar Ben Ishai was present to address questions and concerns the Board had during the previous meeting. The Board stated that there was no objection to the panels of the graphic depicting the natural winter scenes. However, the Board expressed concerns with the panels depicting products. Staff explained that the products depictions would be considered signs and therefore not permitted unless the graphic was four (4) square feet or less and in compliance with the number of incidental signs permitted by the ordinance. There was a brief discussion regarding the panels with product displays. Mr. Michael Anderson explained that even though the products shown are not available for purchase in the store, it is against the Ordinance to display products as they would be considered signage. Chairman Webster then informed Mr. Ishai that the 4 panels depicting the products would need to be replaced before the Board could approve the graphic. Ms. Chris Johnson then asked about whether this would stay up all year, and Mr. Ishai said that the requested graphic would only be there from November to March. Further, Mr. Ishai explained that after March, there would be product displayed like on the bottom windows. Mr. Kevin Tierney then suggested changing the 4 product panels to activities in Gatlinburg throughout the

4 seasons, such as hiking and fishing. The graphic could then remain all year. Ms. Chris Johnson then made a motion to disapprove the graphic with a recommendation to change it to a more natural Gatlinburg scenery.

Mr. Eldar Ben Ishai then stated that he had a graphics person who could change the panels and if a scene or scenes could remain up all year would be better for him, as it would cost less than the products he would be displaying in summer months. Mr. Ken Webster reminded him and the Board that any change in the graphic would require board approval unless it was the exact same pictures used every year.

Ms. Chris Johnson then made a motion to table the issue again until Mr. Eldar Ben Ishai could provide the Board with an updated graphic without product display. Mr. Michael Anderson seconded the motion and all members voted "Aye."

New Business

a) Review and consideration for proposed signage for "Holiday Inn Express," located at 322 Historic Nature Trail, requested by Sycamore Sign Service.

Staff presented the request for permanent business signage for the new Holiday Inn Express. Staff also reminded the Board that the square footage would be verified before issuing the permit. Staff explained that two (2) wall sign and one monument sign was being proposed that utilized corporate logos and colors. After a discussion regarding where each of the signs would be placed, Mr. Kevin Tierney made the motion to approve the signs as presented, with Mr. Michael Anderson providing the second. All members voted "Aye," passing the motion.

b) Review and consideration for parking lot signage located at 130 East Parkway, former "Club Energy," requested by Mike Floyd.

Staff presented the request for the covering of the former "Club Energy" sign. Staff, explained that the space is now used as a parking lot and that the property is currently for sale. The property owners were contacted by the City Building and Planning Department to remove the signage as the business was no longer an active business at the site. Staff further stated that the property is for sale and the owners did not want to remove the sign, as it would be most likely be utilized by a future business. Staff noted that the only other options was either blanking out the current panels or replacing the covers with new faces. Staff explained that the red and white is in accordance with current signage for parking lots and that most likely this will be a temporary cover until the property is sold. Staff also reminded the Board that it is in compliance as parking is the current use of the property and banners have been allowed to be used in Parking Lots as permanent signage. Ms. Chris Johnson made the motion to approve the covering and Mr. Kevin Tierney seconded. The motion carried with all members voting "Aye."

c) Aesthetic review and consideration for an exterior addition to "Flapjacks," located at 478 E. Parkway, requested by Shaffer Contracting.

Staff explained that this is the Flapjack's location on Highway 321. Staff then introduced Mr. Isaac Shaffer to the Board to describe the project. Mr. Shaffer then explained that the request consists of a small addition to the Flapjack's. Mr. Shaffer explained that the addition would be

a 5' x 5' in size and made to resemble an outhouse on the outside of the building. Mr. Shaffer also noted that the structure was designed to be removable if needed in the future. Mr. Shaffer stated that the area inside would house a small desk and storage. After a discussion, Mr. Michael Anderson motioned to approve the request, and Mr. Dan Booth seconded the motion. The motion carried, with all members voting "Aye."

d) Aesthetic review and consideration for an exterior addition to "Crawdaddy's," located at 762 Parkway, requested by R2R Studio, LLC.

Staff presented the proposed addition to the rear of Crawdaddy's Restaurant. Mr. Chad Kennedy explained that it was an expansion of the kitchen area and that the second floor expansion would be painted the same color to match the current exterior color of the building. Ms. Chris Johnson made a motion to approve the request. Mr. Michael Anderson provided the second. The motion carried with all members voting "Aye."

e) Aesthetic review and consideration for an exterior renovation to "Thistle Dew Nicely," located at 766 Parkway, requested by Ned Vickers.

Staff explained that the request was for replacement of the front windows on the building with bi-fold doors. Mr. Ned Vickers then presented the project, stating that the long-term plan for the building is demolition, but that will not happen until next spring. Mr. Vickers explained that the request is to replace the windows on the corner of the building with bi-fold doors for the purposes of establishing a time-share vendor space. The Board inquired as to location of the space to the sidewalk and whether the existing railing would be removed from the front walkway. Mr. Vickers stated that the railing would remain in place in front of the store. After a brief discussion regarding the timeshare vendor and whether it will be all internal to the building, a motion was made by Mr. Michael Anderson to approve the request, and the motion was seconded by Ms. Chris Johnson. All members voted "Aye," passing the motion.

f) Review and consideration for proposed signage for "Ole Smoky Moonshine," located at 650 Parkway, requested by Jim McMichael Signs.

Staff presented the request for new signage for "Ole Smokey Moonshine" at the former "Davey Crockett's Tennessee Whiskey." Mr. Brandon Beeler presented the new sign and explained that it will be 8' while the existing sign was 9' tall. Mr. Beeler further explained that the sign will be the same sign as is currently at the location at The Island in Pigeon Forge. The sign will be lit with recessed LED lights, which will create more of a glow than a bright light. After a brief discussion, the motion to approve the sign as presented was made by Ms. Chris Johnson and seconded by Mr. Tim Heinrich. The motion carried with all members voting "Aye."

g) Review and consideration for proposed signage for "Iris Theater," located at 115 Historic Nature Trail, requested by The Sign Shop.

Staff presented the request for signage at the Iris Theater in the Space Needle. Ms. Gabrielle Taylor was present to explain to the Board that the property owner wants to project the sign from the column instead of placing the sign flat against the building. Staff noted that due to the location, the sign will most likely not be allowed, as the setback will not permit the projecting sign. There was a brief discussion regarding that property and the grandfathered business

signage that was in place. Staff explained that the graphic itself would remain the same whether it was flat or projecting, and that the Board could approve the graphic, and the placement of the sign could be determined during the permit process. Mr. Tim Heinrich made the motion to approve the sign and Mr. Kevin Tierney made the second. All members voted "Aye," passing the motion.

h) Aesthetic review and consideration for an exterior renovation to "Baymont Inn and Suites," located at 293 Parkway, requested by SRA Architects.

Staff noted that there was no action needed on this item, as upon research, we discovered that this had been approved by the Board in 2009.

Unscheduled Items

Adjournment

There being no further business, the meeting was unanimously adjourned at 2:28 p.m. following a motion by Mr. Dan Booth, and a second by Mr. Tim Heinrich.