

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
January 14, 2016
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

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

MEMBERS ABSENT

OTHERS PRESENT

Brandon Barrett
Jose Luis Garcia
Cielo Galeano
Julie 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 December 10, 2015 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

New Business

a) Review and consideration for proposed signage for “Zaxby’s” located at 611 Parkway, requested by Lang Signs.

Staff presented the proposed sign for the back of the building, facing River Rd. Staff stated that the sign is internally lit and is consistent with the Zaxby’s logo and design that had previously been approved by the Board. Mr. Brandon Barrett from Zaxby’s was present and after a brief explanation of the request. After brief discussion, a motion to approve the sign was made by Mr. Steve Reilly and seconded by Mr. Michael Anderson. The motion passed unanimously with all members voting “Aye.”

b) Review and consideration for proposed signage for “Zip Gatlinburg,” located at 126 Historic Nature Trail, requested by Carol Muszik.

Staff presented the request for the proposed sign to replace an existing sign. After a brief discussion, Ms. Chris Johnson made a motion to approve the sign as presented, and Mr. Kevin Tierney seconded the motion. All members voted “Aye,” passing the motion.

c) Review and consideration for proposed signage for “El Sonador,” located at 702 East Parkway, requested by Jose Luis Garcia.

Staff presented the request and noted that the freestanding brick sign structure would remain with the proposed business sign logo to replace the existing sign. Staff also noted that a new wall sign would be placed on the building. Mr. Jose Luis Garcia was present and explained that the signs would be hand-painted. After a brief discussion, a motion to approve the signs was made by Mr. Tim Heinrich, with a second by Mr. Steve Reilly. The motion carried unanimously with all member voting “Aye.”

d) Review and consideration for proposed signage for “The Nut House,” located at 715 Parkway, Shop #10, requested by Byron Stanger.

Staff presented the proposed sign and noted that this sign is already in place. After a brief discussion, the motion to approve the sign was made by Mr. Tm Heinrich and seconded by Mr. Michael Anderson. All members voted “Aye,” carrying the motion.

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

Staff presented the proposed super graphic and explained that the applicant had spoken with the department several months ago about this super graphic. Staff noted that at the time of discussion, the applicant advised that the graphic would consist of mountain scenery. Ms. Chris Johnson noted a concern that the panels of the graphic containing product could be considered signage or promotion of product. Staff noted that the applicant had previously stated that the store does not sell the merchandise shown on the graphic. There were also questions from the Board regarding the winter scene and whether it would be changed in different seasons and whether there was more graphic on the other side of the building. Because the applicant was not there to address any of the Board’s questions and concerns, a motion was made by Ms. Chris Johnson to table the review of this graphic until there was representation there. The motion was seconded by Mr. Steve Reilly and it passed unanimously.

Unscheduled Items

- a) Ms. Chris Johnson inquired about the banner at Clyde’s Coffee and More on Ski Mountain Rd. Staff noted that the business had moved to that location and that was a permitted temporary sign that would be replaced by a new sign.
- b) Ms. Chris Johnson also posed a question regarding the Architectural Guidelines and whether a checkbox on the sign permit application could be added that stated the applicant has reviewed the Architectural Guidelines prior to submitting the application. Staff noted that a box could be added to the application but no guarantee that the Guidelines would have been reviewed by the applicant. Staff further noted that if the box was not checked that the application would have to be accepted by Staff.

- c) Ms. Johnson then asked if there was any other choice than to deny with recommendations. Staff replied that giving recommendations helps the applicant to provide an acceptable alternative. A discussion then followed about how the City has progressed in making a more pleasing business area and that the Board has been making an impact using the Guidelines. Dan Booth had a question about if allowable signage size could be adjusted in relation to street frontage of the business. Staff explained that there was a presentation made at one time to amend the ordinances and allow for sign calculations to be based on street frontage but it had not progressed beyond the presentation. Board then asked if that information be provided to them and that it be addressed again, as well as a refresher on the Architectural Guidelines. Staff agreed to provide that information by next meeting.

Adjournment

There being no further business, the meeting was unanimously adjourned at 2:30 p.m. following a motion by Mr. Dan Booth, and a second by Ms. Chris Johnson.