

MINUTES OF THE  
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD

July 24, 2014

THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Ken Webster  
Mike Anderson  
Steve Reilly  
Chris Johnson  
Amy Seavy

MEMBERS ABSENT

Dan Booth  
Tim Heinrich

OTHERS PRESENT

Pat Richardson  
Ned Vickers  
Mark Williford  
Jim Embry  
Mr. & Mrs. Andy Farmer

Staff Representative: David Ball, City Planner

Chairman Ken Webster called the meeting to order at 1:30 p.m. The minutes, of the, July 10, 2014, meeting were unanimously approved after a motion by Mr. Steve Reilly and a second by Mr. Michael Anderson.

Staff Report

Petitions and Communications from the Public

Old Business

New Business

**a) Review and consideration for proposed signage for “Santa’s Claus-et,” located at 1350 East Parkway, requested by Santa Pat Richardson.**

Staff presented the request for one freestanding business sign. Staff stated that the sign structure was existing with florescent exterior lighting. Staff noted that the applicant had submitted multiple background color options for the proposed sign. Staff stated that the first option consisted of a brown background. The Board inquired about the color of the building. Mr. Richardson explained that the building consisted of a red roof and natural wood log siding. After extensive discussion regarding the background color, Mr. Michael Anderson made a motion to approve with a recommendation to use the red background. The motion passed unanimously after a second by Mrs. Chris Johnson.

**b) Review and consideration for proposed signage for “Gatlinburg Mountain Coaster,” located at 306 Parkway, requested by Bruce Rutherford.**

Staff presented the request for one (1) wall sign and one (1) freestanding sign. Staff explained that the signs were sandblasted signs and gave a brief overview of the sign colors. After brief discussion, Mr. Steve Reilly made the motion to approve as presented. The motion passed unanimously after a second by Mrs. Amy Seavy.

**c) Aesthetic review and consideration for a commercial site plan for “Gatlinburg Mountain Coaster,” located at 306 Parkway, requested by Bruce Rutherford.**

Staff presented the request and noted that the building color schemes had changed from the original submittal. After further discussion, Mr. Michael Anderson made the motion to approve as presented. The motion passed unanimously after a second by Mrs. Chris Johnson.

**d) Aesthetic review and consideration for a storage building for “Sugarlands Distillery,” located at 805 Parkway, requested by R2R Studios.**

Staff presented the request for a storage building. Mr. Ned Vickers was present and gave a brief overview of the proposal. Mr. Vickers stated that barn wood material would be used on the 1500 square foot building and the colors would match the existing building. After further discussion, Mrs. Amy Seavy made the motion to approve as presented. The motion passed unanimously after a second by Mr. Steve Reilly.

**e) Review and consideration for proposed signage for “Alibi’s Restaurant and Bar,” located at 805 East Parkway, requested by Jim Embry.**

Staff presented the request for the proposed signage. Mr. Jim Embry, project architect, was present and stated that he wanted to present the request as two items consisting of an architectural feature that was being added to the building and then a wall sign. Mr. Embry noted that the property boundaries of the subject property have changed from the original due to the State Right-of-way boundary change which had an adverse effect on the location of a freestanding sign due to the setback. Mr. Embry explained that due to the approach angles to the business, adjoining built structures, and the new right-of-way boundary location, signing of the business is very challenging for the owner. Mr. Embry stated that the proposed architectural element would be placed on the roof with bearing points on the roof ridge beam and the exterior load bearing wall facing East Parkway. Mr. Embry stated that the feature will enhance the building by adding a break in the continuous roof line such that is often done through the use of dormer structures. Mr. Embry stated that the area of the architectural feature was approximately 8’ high X 22.5’ long. Mr. Embry noted that the wooden structure was open at the top and bottom and contained “marquee lighting” along edge of the structure such as the “Tennessee Theatre” Sign.

Mr. Embry then stated that on the wall of the architectural feature, a bent neon lettered sign is proposed to identify the business. Mr. Embry stated that the sign would be exposed red neon tubing to be reflective of the nature of the business. Staff then explained that based on the information, the proposed architectural element and sign was interpreted as a roof sign and not allowed unless approved by the Municipal Board of Zoning Appeals (MBZA) under specified review criteria. Mr. Embry stated that the owner would seek approval of the roof application from the MBZA if the aesthetics could be reviewed and approved at this time. After lengthy discussion regarding other sign options and applications, Mr. Steve Reilly made the motion to approve both the architectural feature and sign as presented. The motion passed unanimously after a second by Mrs. Amy Seavy.

**f) Review and consideration for proposed signage for “The Snazzy Attic,” located at 702 Parkway, Suite 5, requested by David Whaley.**

Staff presented the request for a business wall sign. Staff stated that the wall sign would only be visible in a south bound direction. Staff stated that the proposed sign was a flat painted sign consisting of a directional arrow and the business name. The Board inquired about the colors and staff stated that the black and white color scheme would be used to match the existing business signage. After further discussion, Mr. Michael Anderson made the motion to approve as presented and the motion passed unanimously after a second by Mrs. Chris Johnson.

**g) Aesthetic review and consideration for exterior renovations for “Gatlinburg Pawn and Loan,” located at 1349 East Parkway, requested by Travis McCarter.**

Staff presented the request for exterior renovations. Mr. Andy Farmer was present and explained that the existing building would be remodeled to apply brick to the exterior of the building in the same color and type as used in the adjoining “McDonalds,” property. Mr. Farmer noted that a red color brick would be applied not only to the lower building portions but to the parapet wall portion of the building. After further discussion, Mrs. Amy Seavy made the motion to approve as presented. The motion passed unanimously after a second by Mrs. Chris Johnson.

Unscheduled Items

Adjournment

There being no further business to come before the Board, the meeting was unanimously adjourned at 2:00 p.m., after a motion by Mr. Steve Reilly and a second by Mr. Michael Anderson.