

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
April 24, 2014
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Ken Webster
Mike Anderson
Steve Reilly
Dan Booth
Chris Johnson
Tim Heinrich
Amy Seavy

MEMBERS ABSENT

OTHERS PRESENT

Shlomo Perez
Warren Lesser
Gidget Stewart
Johnny Stewart
Jeff Glaser
Michael Wasserman
Roland Gilforth

Staff Representatives: David Ball, City Planner
Diane Townsend, Executive Secretary

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

Staff Report

Petitions and Communications from the Public

Old Business

New Business

a) Review and consideration for proposed signage for “Malow Clothing,” located at 465 Parkway, requested by Shlomo Perez.

Staff presented the request for two wooden wall signs consisting of a brown background and white letters. Staff explained to Mr. Shlomo Perez, who was present, that the second sign would need to be reduced to four square feet or have the name of the business on the sign. Mr. Perez agreed to add the name of the business to the sign. After further discussion, Mr. Steve Riley made a motion to approve with a recommendation to add the name of the business to the second wall sign and use the same font. The motion passed unanimously after a second by Mrs. Amy Seavy.

b) Review and consideration for proposed signage for “Senor Hogg’s Cantina,” located at 170 Glades Road, #33, requested by Warren Lesser.

Staff presented the request for two wall signs and one freestanding sign. Staff explained that the same color scheme and materials are the same as was approved before and that the only change would be the name of the business. After further discussion, Mrs. Amy Seavy made the motion to approve as presented. The motion passed unanimously after a second by Mr. Michael Anderson.

c) Review and consideration for proposed signage for “Fannie Farkles,” located at 656 Parkway, requested by Zank.

Staff presented the request for two wall signs. Staff explained that the signs had faded over the years and needed to be repainted to match the window signs that were recently repainted. The Board discussed that the bright colors are not in keeping with the Architectural Design Guidelines. After further discussion, Mr. Dan Booth made a motion to approve with a recommendation to tone down the colors and resubmit a color rendering for the review of the Board. The motion passed unanimously after a second by Mr. Steve Reilly.

d) 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 two wall signs and one window sign. The Board asked if sign “number 3” is considered a super-graphic. Staff stated that the Sign Ordinance will classify the image as a sign because the name of the business is in the copy. The Board inquired about the material of the signs. Mr. David Whaley was present and stated that the signs were made of high density urethane with gold leaf used on sign “number 1,” vinyl lettering on the door for sign “number 2” and PVC with a thin layer of metal framed in metal on sign “number 3.” The Board then stated that sign number three appears to be a billboard. The Board asked Mr. Whaley if he had read the Architectural Guidelines to which Mr. Whaley stated he had not. The Board discussed reviewing each sign individually. After further discussion, Mrs. Chris Johnson made a motion to approve sign “number 1” as presented. The motion passed unanimously after a second by Mr. Dan Booth. Then, Mrs. Chris Johnson made a motion to approve sign “number 2” as presented. The motion passed unanimously after a second by Mr. Dan Booth. Finally, Mrs. Chris Johnson made a motion to disapprove sign “number 3” as presented with a recommendation that a different design more consistent with the other signs be considered. The motion passed unanimously after a second by Mr. Steve Reilly.

e) Review and consideration for proposed signage for “Candlelight Memories,” located at 968 Parkway, Suite 14, requested by Gidget Stewart.

Staff presented the request for one (1), two sided mall directory sign. The Board asked about the materials. Mrs. Gidget Stewart was present and stated that the sign would be made of PVC or high density urethane. After further discussion, Mr. Steve Reilly made the motion to approve as presented. The motion passed unanimously after a second by Mr. Dan Booth.

f) Review and consideration for proposed signage for “The Hemp Store,” located at 511 Parkway, Suite 201, requested by Jeff Glaser.

Staff presented the request for one projecting sign. The Board asked about the materials of the sign. Mr. Jeff Glaser was present and stated that the sign is made of high density urethane. Mr. Glaser further stated that the lettering would stand out for dimension and that no lighting will be used on the sign. After further discussion, Mrs. Amy Seavy made the motion to approve as presented. The motion passed unanimously after a second by Mr. Tim Heinrich.

g) Aesthetic review and consideration for a new commercial building for “Courtyard By Marriott,” located at 315 Historic Nature Trail, requested by Trotter and Associates.

Staff presented the request for a new hotel. Staff stated that a stone and brick combination would be used as well as wood timbers. Staff added that rough texture split face block would probably be used with the depicted color scheme. After further discussion, Mrs. Amy Seavy made the motion to approve as presented. The motion passed unanimously after a second by Mr. Steve Reilly.

h) Review and consideration for proposed signage for “The Paula Deen Store,” located at 903 Parkway, Suite 102, requested by Michael Wasserman.

Staff presented the request for one wall sign and one projecting sign. Then The Board asked about the materials. Mr. Roland Gilforth was present and stated that the wall sign would be a plastic box and be internally lit and that the blade sign would be made of composite metal with a 3-D look. After further discussion, Mr. Dan Booth made the motion to approve as presented. The motion passed unanimously after a second by Mrs. Chris Johnson. The Board further discussed this item then Mr. Steve Reilly made the motion to approve as presented. The motion passed unanimously after a second by Mrs. Amy Seavy.

i) Aesthetic review and consideration for exterior renovations for “The Paula Deen Store,” located at 903 Parkway, Suite 102, requested by Michael Wasserman.

Staff presented the request for the exterior renovations of the building. Mr. Roland Gilforth was present and stated that Ms. Paula Deen wanted to bring part of Savanna, GA, to Tennessee. Mr. Gilforth stated that brick veneer and brand identity metalwork would be used on the building. After further discussion, Mr. Steve Reilly made the motion to approve as presented. The motion passed unanimously after a second by Mrs. Amy Seavy.

Unscheduled Items

Adjournment

There being no further business to come before the Board, the meeting was unanimously adjourned at 2:10 p.m., after a motion by Mr. Steve Reilly and a second by Mrs. Chris Johnson.