

MINUTES OF THE
GATLINBURG ENVIRONMENTAL DESIGN REVIEW BOARD
February 25, 2016
THURSDAY, 1:30 P.M., CITY HALL

MEMBERS PRESENT

Ken Webster
Chris Johnson
Dan Booth
Steve Reilly

MEMBERS ABSENT

Tim Heinrich
Kevin Tierney
Michael Anderson

OTHERS PRESENT

Alex Abrahams
Aaron Maples
Cara Knapp

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

Chairman Ken Webster called the meeting to order at 1:33 p.m. The minutes of the February 11, 2016 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

a) Review and consideration for proposed signage for “E-Z Inn and Suites,” located at 349 E. Parkway, requested by Mr. Alex Abrahams.

Staff presented the request involving sign face replacements of the existing signage, noting that the request was tabled from last meeting due to the applicant not being present to answer the Board’s questions. Mr. Alex Abrahams was present and noted that the request was a simply sign face replacement and that the sign structure would be repainted and refreshed. Ms. Chris Johnson asked Mr. Abrahams if the letters were flat, or had a dimension and Mr. Abrahams replied that the sign was embossed so the letters will have depth. Ms. Johnson also asked if the red on the sign letters will match the red on the sign and Mr. Abrahams explained that the pole would be refurbished and painted the same color as the letters on the sign. He also explained to the board that the “No/Yes” smaller sign on the structure would be removed and the sign on top of the marquee will be painted over. Mr. Abraham further noted that the sign could not be removed as it is welded to the structure. Mr. Abrahams then noted that the white on the background of the sign would be a stark white, as it is cheaper than off-white, and Mr. Dan Booth asked Mr. Abrahams if he had read the Architectural Guidelines. Mr. Abrahams said that he had not but his sign maker had created numerous signs throughout Gatlinburg and had recommended stark white. Mr. Booth told Mr. Abrahams that according to the Architectural Guidelines, off-white is preferred to stark white. Mr. Abrahams then said that the sign had not been made yet, so he would make it however the Board recommended.

Mr. Steve Reilly then made the motion to disapprove the sign as presented, with a recommendation that the background of the sign be an off-white and not stark white. Mr. Reilly then explained that although the sign was disapproved as presented the sign could be permitted if the recommendations of the Board to use off-white background were followed, along with the other modifications to the sign structure which were discussed. Ms. Chris Johnson provided the second and all members voted "Aye," passing the motion.

New Business

a) **Review and consideration for proposed signage for "Tennessee Homemade Wines," located at 643 Parkway, requested by Mr. Aaron Maples.**

Staff presented the request for an additional sign on the side of the building that matched the existing sign in color and lights. Staff then told the Board that the additional sign would be in accordance with the square footage allowance for the business. Mr. Aaron Maples confirmed to the Board that the colors would be exactly the same as the existing sign and that the lights would be the same as well. Ms. Chris Johnson made the motion to approve the sign as presented. Mr. Steve Reilly seconded the motion and all members voted "Aye."

b) **Review and consideration for proposed signage for "Towne Center Plaza," formerly "Fountain Plaza," located at 745 Parkway, requested by Ms. Carol Page Armstrong.**

Staff presented the request to replace existing signage, as the name of the Mall had changed. Ms. Cara Knapp was present and explained that the sign would be wood background with metal embossed letters. Ms. Knapp further noted that the lighting would be comprised of gooseneck fixtures of the same finish as the letters. Mr. Ken Webster then asked if the tenant signs would be the same, and Ms. Knapp stated that the tenant signs would be all wood, sandblasted signs. She also noted that the main sign finishes had changed since the photo was taken, and the blue was replaced by all brown stains. Mr. Steve Reilly made the motion to approve the sign as presented, with Ms. Chris Johnson providing the second, and all members voted "Aye," passing the motion.

Unscheduled Items

Ms. Chris Johnson asked again about Clyde's Coffee and why the banner was still up. Staff explained that it was originally intended to be a temporary banner until the original sign was moved. Ms. Johnson noted that the other sign is there. Staff then said that the Inspectors had been notified of the issue and he would follow up with them to make sure it was taken care of.

Mr. Dan Booth then asked if the Planning Department was any closer to the sign permit application including a question as to whether the applicant had read the Architectural Guidelines. Staff explained that the modifications to the sign application had not been implemented at this time but every effort would be made to make the changes very soon.

Adjournment

There being no further business, the meeting was unanimously adjourned at 1:52 p.m. following a motion by Mr. Dan Booth, and a second by Mr. Steve Reilly.