

**DERRY TOWNSHIP DESIGN ADVISORY BOARD
MEETING MINUTES
March 27, 2017**

The meeting of the Derry Township Design Advisory Board was called to order at 6:03 p.m. by Vice Chairwoman Susan Cort in the Meeting Room of the Derry Township Municipal Complex, 600 Clearwater Road, Hershey, PA.

ROLL CALL

Members Present: Susan Cort, Vice Chairwoman; Ted Herman, Secretary; Pam Moore; Joyce St. John

Members Absent: Jennifer Harnden, Chairwoman; Brian O'Day

Also Present: Brandon Williams, Assistant Director of Community Development; Chuck Emerick, Director of Community Development; Jenelle Stumpf, Community Development Secretary

Public registering attendance: Chris Dawson, CDA; Curt Bradley, Kyle Solyak – Tono Group; Kenny Hinebaugh, Evans Engineering; Garrett Gallia, HE&R; Patrick Judd, Whiting-Turner Contracting Co.

APPROVAL OF MINUTES

On a motion made by Secretary Herman, seconded by Member St. John, and a unanimous vote, the minutes from the February 27, 2017 meeting were approved as presented.

OLD BUSINESS

None.

NEW BUSINESS

A. Consideration of exterior renovations to the first floor of the building located at 11 East Chocolate Avenue (Hershey Entertainment & Resorts Company; DAB #387)

Brandon Williams reported that the applicant is proposing to add a storefront and awnings to the southern elevation and a portion of the western elevation of the building. No changes are currently proposed to the eastern elevation of the building beyond what the Design Advisory Board approved in October 2016 in conjunction with the removal of the monorail ramp. The proposed awnings will be made of

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aluminum and will contain recessed lighting, which is compliant with the Zoning Ordinance. Mr. Williams and Chris Brown of Derck & Edson are both supportive of the proposal.

Garrett Gallia of Hershey Entertainment & Resorts Company explained that they want to create something that better approximates what the building had been in the past. The proposed storefront will reactivate the interaction between the interior of the building and the sidewalk. Hershey Entertainment & Resorts Company does not own the building; however, they are a tenant on the first floor.

Secretary Herman asked if this proposal is mostly intended for Hershey Entertainment & Resort Company's use or if it is something that would be functional for a multi-tenant situation. Mr. Gallia answered that they hope it would be functional for multiple tenants because that would also be in the best interest of the building owner. Secretary Herman commented that he likes what is being proposed.

Vice Chairwoman Cort questioned if there are any plans for the inside of the building to tie into the history and show what the building once was. Mr. Gallia responded that planning is already underway. They hope to have consistency between the proposed exterior aesthetic and the interior of the building, but at this time he is not quite sure what that will look like.

Secretary Herman asked if signage is to be reviewed as part of this proposal. Mr. Williams answered no, it will be considered at a future meeting.

Motion

Vice Chairwoman Cort made a motion that the Design Advisory Board issue a Recommendation of Appropriateness for the proposal as presented. Secretary Herman seconded the motion, which was passed unanimously.

B. Consideration of a ground sign on the property located at 515 East Chocolate Avenue (Courtyard Marriott Hershey; DAB #389)

Brandon Williams explained that the Board had previously approved a ground sign as part of the signage for this project. The applicant is now proposing a stone monument-style ground sign that will match the stone façade on the hotel. The lettering will be black aluminum, and the sign will be externally illuminated with ground-mounted lighting.

No one was present to represent the proposal.

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Motion

Vice Chairwoman Cort made a motion that the Design Advisory Board issue a Recommendation of Appropriateness for the proposal as presented, with the condition that the ground sign aspect of the Design Advisory Board's Recommendation of Appropriateness issued on November 30, 2015 is no longer valid. Member Moore seconded the motion, which was passed unanimously.

C. Consideration of a freestanding sign on the property located at 304 West Chocolate Avenue (Royer's Flower Shop, DAB #390)

Brandon Williams explained that this sign will replace the existing, weathered freestanding sign located along the West Chocolate Avenue frontage of the property. It will be a carved wood sign, and its dimensions are compliant with the Zoning Ordinance. Chris Brown of Derck & Edson also reviewed the proposal and commented that he would like the sign to be placed so that it is perpendicular to West Chocolate Avenue (instead of parallel to, as it is now). Mr. Williams noted that the approval of the existing sign required its parallel location to West Chocolate Avenue in order to be compliant with setbacks (signs have to be located at least 10 feet away from the right-of-way). Mr. Williams recommended approval of the proposal as presented.

Vice Chairwoman Cort inquired if the location of the sign will be affected by the potential future alterations to the sidewalks as part of the streetscape improvements in the downtown. Mr. Williams responded that the conflict has not be considered. He asked Kurt Moessner (the applicant's sign contractor, who represented the proposal) how easy would it be to relocate the sign if need be. Mr. Moessner stated that he would install the new sign in gravel instead of concrete for the time being so that it could be easily relocated.

Secretary Herman commented that historically, the Board has been inclined to discourage applicants from using smaller text on signs, such as the website lettering on the bottom of the proposed sign. Mr. Williams stated that smaller text is permitted; however, if it is less than 1" in height, it does not have to be dimensional.

Motion

Vice Chairwoman Cort made a motion that the Design Advisory Board issue a Recommendation of Appropriateness for the proposal as presented. Member St. John seconded the motion, which was passed unanimously.

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D. Consideration of the overall site layout for the property located at the northeast corner of the intersection of West Chocolate Avenue and Ridge Road (Hershey DTC, LP, DAB #391)

Brandon Williams reported that in addition to the site layout for the two buildings proposed at the front of this property, the applicant also provided a rendering of the parking garage that will be located at the rear of the property as a courtesy, since it is outside of the Chocolate Avenue Preservation Overlay District.

Mr. Williams stated that, regarding the site layout, the parking areas will be located behind the buildings; there will be a plaza in between the eastern and western buildings; and there will be a pedestrian walkway for additional movement between the buildings and the parking areas. Mr. Williams noted that all three levels of the parking garage will be accessed from the exterior of the building instead of utilizing interior ramps. Mr. Williams believes the site layout complies with the regulations, and he recommended approval of the proposal as presented. Chris Brown of Derck & Edson also reviewed the proposal and recommended approval.

Member St. John inquired about the materials for the parking garage. Kyle Solyak, Tono Architects, explained that the predominant material will be pre-cast concrete. There will also be brick elements on the bottom level and corrugated metal paneling around the entrances to tie into the design of the two buildings proposed at the front of the property.

Secretary Herman stated that the design of the parking garage blends well with the other buildings on the property. He asked about the level of similarity between the pre-cast concrete on the proposed parking garage and the concrete on the existing garage on the other side of the former abattoir building. Mr. Solyak responded that the existing garage contains molded concrete and false brick. The proposed garage will have real brick. Mr. Solyak presented samples of the proposed brick. Secretary Herman asked if the applicant had considered using limestone from the garage structure that used to be located on the property as an accent for the proposed parking garage, possibly in place of the black façade shown around the entrances. Mr. Solyak responded that it has been considered, but cost is a factor. They tried to incorporate more of the elements from the buildings proposed at the front of the lot instead. Limestone might be used for the landscaping elements, such as retaining walls. Kenny Hinebaugh, Evans Engineering, added that limestone is being considered for some of the hardscaping in the courtyard area as well as other areas of the property. Secretary Herman encouraged the applicant to incorporate limestone to the extent possible, as it would be a nice tie-in to the former abattoir building.

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Member St. John agreed with Secretary Herman that the stairwell looks nice because there is a contrast in colors; however, the black is so dark that it becomes an accent. She asked if that is what was intended. Mr. Solyak stated that the façade material is a dark bronze color, but it comes across as black on the renderings. The material will complement what was used on the roofline of the former abattoir building and what is proposed for the rooflines of the two buildings at the front of the property.

Motion

Member St. John made a motion that the Design Advisory Board issue a Recommendation of Appropriateness for the site layout as presented. Member Moore seconded the motion, which was passed unanimously. It was noted that the parking garage does not require approval as it is not within the Chocolate Avenue Preservation Overlay District.

OTHER BUSINESS

None.

ADJOURNMENT

The meeting adjourned at 6:38 p.m.

Vice Chairwoman