

DERRY TOWNSHIP DOWNTOWN CORE DESIGN BOARD
MEETING MINUTES
August 28, 2017

The meeting of the Derry Township Downtown Core Design Board was called to order at 6:00 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; Andy Bowman, Secretary; Justin Engle; Pam Moore; Jim George

Members Absent: Jennifer Harnden, Chairwoman; George Achorn

Also Present: Brandon Williams, Assistant Director of Community Development; Lauren Zumbrun, Economic Development Manager; Jenelle Stumpf, Community Development Secretary

Public registering attendance: None.

APPROVAL OF MINUTES

On a motion made by Member George, seconded by Member Engle, and a unanimous vote, the minutes from the June 26, 2017 meeting were approved as presented.

OLD BUSINESS

None.

NEW BUSINESS

A. Consideration of replacement sign on the property located at 337 West Chocolate Avenue (Rite Aid; DCDB #397)

Brandon Williams reported that the proposed sign will be made of high-density sign board with aluminum trim and support posts. The 'Rite Aid' lettering will be on a separate panel that will be attached to the sign. The panel, along with the 'Pharmacy' lettering, will contain ¼" relief off of the sign face to create the dimensional appearance required by the Design Standards. The 'Rite Aid' lettering will also be carved into the raised panel for additional texture. Mr. Williams stated that the applicant has addressed the Township staff's and planning consultant's comments by confirming that no alterations will be made to the existing lighting fixtures, and that the aluminum trim will be finished with white paint.

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Tom from Lititz Sign Company represented the proposal. He stated that the current sign is falling apart and needs to be replaced.

Motion

Secretary Bowman made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal as presented. Member Moore seconded the motion, which was passed unanimously.

B. Consideration of signage for one of the tenant spaces proposed on the property located at the northeast corner of the intersection of West Chocolate Avenue and Ridge Road (Primanti Bros.; DCDB #398)

Brandon Williams stated that the applicant proposes four wall signs, two projecting signs, and an awning sign. Red LED banding is proposed for portions of the wall signs, and as a result the applicant has submitted a modification request from the Design Standards to permit this style of illumination. Mr. Williams noted that the height of the wall signs depicting the sandwich exceeds the maximum allowed by the Zoning Ordinance; therefore, the applicant has also submitted an application to the Zoning Hearing Board for relief regarding the height of the walls signs and the proposed LED lighting.

Michael Pacini of Concept Consulting, Inc. represented the applicant. He explained that they tried to make the sign package compliant with the Township regulations, with two exceptions: 1) The size of the sandwich in relation to the size and mass of the building; 2) Primanti Bros. has always had a neon band around the sandwich. Mr. Pacini stated that the sandwich itself is not backlit and will not be illuminated during the day. The neon has been replaced with an LED band, which is not as bright. Regarding the size of the sandwich in the wall signs, Mr. Pacini stated that because the building has to appear to be more than one story per the Design Standards, the sandwich signs needed to be enlarged to match the scale.

Mr. Williams stated that if the Board wants to consider granting the requested modification for the proposed LED illumination, the applicant has added the requirement to the sign package that there will be a dimmer switch to try to address some of the glare issues.

Mr. Williams asked if the applicant has any information regarding the output of the proposed LED lighting. Mr. Pacini responded that he does not currently have that information, but the applicant is certainly willing to place the dimmer switch to control the level of illumination.

Secretary Bowman inquired if the applicant has used a dimmer switch at any of their other locations. Mr. Pacini answered no.

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Secretary Bowman inquired about the hours of operation and when the lights will be on. Mr. Pacini stated that they turn the lights off when the restaurant is closed and they are set to come on at dusk. The typical hours of operation are 11 a.m. to midnight, but that can be adjusted to what the Township desires.

Motion

Member Engle made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal and the modification request as presented, subject to the LED lighting providing no more than 0.3 footcandles of illumination above ambient lighting conditions for the surrounding area, as measured from the property line; subject to the Zoning Hearing Board granting the necessary relief from the Zoning Ordinance regarding the height of the sandwich in the wall sign and the LED lighting aspect; and subject to the possibility of adjustments being made to the dimmer switch setting for the LED lighting once the restaurant is operational. Vice Chairwoman Cort seconded the motion, which was passed by a unanimous vote.

OTHER BUSINESS

A. Discussion of proposed Ordinance No. 693, amending Chapter 89 (Downtown Core Design Standards) of the Code of the Township of Derry regarding permitted materials for roofing and private outdoor seating elements

Brandon Williams explained that when the Township adopted the Design Standards in March 2017, there were two comments from Derck & Edson that were received after the Planning Commission's review of the Standards. One comment had to do with the fact that tile roofing was inadvertently omitted as a permitted roofing material in the Downtown Core Overlay. The second comment involved the lack of guidance to individual property owners regarding acceptable materials for private outdoor seating. Mr. Williams stated that any of the Downtown Core Design Board's comments on the proposed ordinance will be forwarded to the Board of Supervisors for their consideration prior to adoption of the ordinance.

There was discussion about possible future amendments to the Design Standards. Lauren Zumbrun commented that limiting the size of signs to 3 feet reduces the ability for creative design, which is something that the Township desires for the downtown. Mr. Williams responded that the size is regulated by the Zoning Ordinance, not the Design Standards.

Member Engle stated that it is frustrating when relief is needed from the Zoning Hearing Board for a design that the Township and the applicant have collaborated and agreed on. He believes the sign regulations in the Zoning Ordinance should be more liberal so that the design can be guided by the Design Standards. Mr. Williams

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commented that Township staff can research options for the Downtown Core Design Board to consider at a future meeting.

ADJOURNMENT

The meeting adjourned at 6:42 p.m.

Chairwoman