

DERRY TOWNSHIP DOWNTOWN CORE DESIGN BOARD
MEETING MINUTES
November 12, 2018

The November 12, 2018 meeting of the Derry Township Downtown Core Design Board was called to order at 6:02 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; Jim George; Pam Moore; George Achorn; Justin Engle

Members Absent: Jennifer Knox, Chairwoman; Andy Bowman, Secretary

Also Present: Chuck Emerick, Director of Community Development; Lauren Zumbrun, Economic Development Manager; Jenelle Stumpf, Community Development Secretary

Public registering attendance: Fengxian He, David Bowser – 102 Reese Avenue; Bruce Belskey, First Watch; Ed Fetter, RVG; Matt Luttrell, Sean Flanagan – THYNK; Jess Demopoulos, Chocolate Avenue Grill

APPROVAL OF MINUTES

On a motion made by Member George, seconded by Member Moore, and a unanimous vote, the minutes from the August 27, 2018 meeting were approved as presented.

On a motion made by Member Achorn, seconded by Member Moore, and a unanimous vote, the minutes from the October 29, 2018 meeting were approved as presented.

OLD BUSINESS

None.

NEW BUSINESS

A. Consideration of sign at 151 West Chocolate Avenue, Suite 141 (Happy Nail & Spa; DCDB #424)

Chuck Emerick explained that the applicant is proposing to install a non-illuminated sign. The dimensions and materials of the sign are compliant with the Zoning Ordinance. Mr. Emerick noted that if the applicant changes their mind in the future and decides that they want the sign to be illuminated, they will have to return to the Downtown Core Design Board for approval of the lighting.

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Motion

Member Engle made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal as presented, without illumination. Member George seconded the motion, which was passed by a unanimous vote.

B. Consideration of replacement wall sign at 131 West Chocolate Avenue, Suite 123 (Iron Valley Real Estate; DCDB #425)

Mr. Emerick stated that the applicant has already received approval from the Downtown Core Design Board for a 144"-long, 20"-high wall sign. The proposed wall sign will be 82" long and 31" high. Mr. Emerick commented that the sign will extend slightly from the banding on the brick, which he hopes will look okay since it will create a shadow underneath. The sign will be halo lit. It is compliant with the Zoning Ordinance.

In response to a question from Member George, Mr. Emerick stated that the previously-approved sign has already been installed. Ed Fetter, Hershey DTC, LP (*the property owner*) added that the tenant made a decision on the placement of the original sign prior to the building awning being installed and now the awning hides the sign from the view of pedestrians.

Member Engle commented that if the sign will be halo lit, the gap between the sign and the brick will simply create a larger halo. Mr. Emerick clarified that this will not be the case because the lighting is behind the letters and the sign board is the backdrop.

Lauren Zumbrun asked if any of the other tenants have lettering that is contained within a sign board. Mr. Emerick answered that Primanti Bros. does; however, he thinks most of the signs have individual letters. Ms. Zumbrun inquired if the Township's regulations would allow the applicant to split the board into two signs so that the brick detail would not be covered. Mr. Emerick responded that doing so would limit the size of the letters.

Member George commented that he wants to make sure the holes from the old sign will be properly repaired. Mr. Fetter stated that he will ensure this is done.

Motion

Member George made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal as presented. Vice Chairwoman Cort seconded the motion, which was passed by a unanimous vote.

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C. Consideration of design revisions for Hershey Towne Square (Hershey DTC, LP; DCDB #426)

Ed Fetter, Hershey DTC, LP, explained the following design revisions:

1. Sidewalk redesign along the Ridge Road frontage of the property. The redesign was necessary due to the United States Postal Service (USPS) requirement that ADA accessibility is provided at both the front and rear egresses of their facilities.
2. The addition of a flag pole and drop-off mailbox along the Ridge Road frontage of the property, adjacent to the USPS tenant space. Mr. Fetter noted that the USPS requires these exterior elements.
3. First Watch outdoor dining elements.
 - a. The restaurant's outdoor dining area was originally proposed along the West Chocolate Avenue frontage of the tenant space; however, the developer had to widen the public sidewalk in this area to meet the Downtown Core Design Standards. The end result was that there was not enough room for the outdoor dining area on the West Chocolate Avenue frontage, so it is being relocated to the Ridge Road frontage of the tenant space.
 - b. A 'casual wait' counter is proposed in front of the garage door on the West Chocolate Avenue frontage of the tenant space.

Member Engle inquired about the functionality of the wait counter. Mr. Fetter stated that it offers a place for patrons to sit while they are waiting for a table.

Ms. Zumbrun asked if the screen paneling proposed along the outdoor dining area on the Ridge Road frontage will continue around the corner to the West Chocolate Avenue frontage. Mr. Fetter answered that it will not. Member Engle inquired if there will be room between the screen paneling and the outside of the sidewalk to allow pedestrians to pass by the outdoor dining area. Mr. Fetter answered yes.

Mr. Fetter noted that they will not be able to install landscaping and river rock along the Ridge Road frontage of the property as originally proposed because the right-of-way is too wide. Grass will be planted instead. Member Engle commented that the developer will still be required to maintain the grass even if it is within the Township right-of-way, so why

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not install the landscaping as originally proposed? Mr. Fetter responded that he just assumed the landscaping would not be allowed in the Township right-of-way. It is probably too late in the year to install landscaping now, but Mr. Fetter will reassess the situation in the spring.

Mr. Fetter stated that planter boxes will be placed in front of the casual wait counter instead of the small grasses shown on the renderings. In response to a comment from Ms. Zumbrun, Mr. Fetter stated that they can place flower boxes on the ground in front of the casual wait counter instead of large planters.

4. The addition of a decorative fence in the back of the USPS facility to deter people from cutting through the landscaping. Mr. Fetter noted that the material matches other fencing on the site.
5. Possible modifications to the main plaza wall regarding the addition of 'Hershey Towne Square' lettering on the plaza wall facing West Chocolate Avenue. Mr. Fetter stated that there is no room on the property to install a traditional pylon or monument sign. He is hopeful that the modifications will discourage people from sitting on the plaza wall.
6. A height restriction crossbar at the entrance to the upper level of the parking deck to restrict commercial vehicles and motor homes from entering the upper level. A weight limit sign and a 'No Trucks' sign will also be added.

Member Engle suggested that if the developer wanted to continue to brand the site, they could add 'Hershey Towne Square' to the parking deck. He does not think that doing so would discourage people from parking there.

7. Relocation of bicycle parking. Mr. Fetter explained that the 10 required bicycle parking spaces were to be located in front of the retail buildings. Due to actual site conditions, the developer is proposing to relocate the bicycle parking to the lower level of the parking deck because there is not enough room anywhere else on the site.

Mr. Emerick recommended that the developer find room for at least one or two bike parking spaces outside of the parking deck otherwise people who bike to Starbucks will continue to use the railing as their bike rack. Member Engle commented that people are not going to want to use bike racks if they are located in the parking deck. The bike racks need to be outside and as close to West Chocolate Avenue as possible. Mr. Fetter

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stated that it might be possible to install bike racks along the edge of the West Chocolate Avenue sidewalk.

Ms. Zumbrun inquired about installing bike racks along the Linden Road frontage of the property, adjacent to the rear entrance of Starbucks. Member Achorn commented that most people biking to Starbucks are probably not going to want to park their bikes all the way at the back of the site.

Mr. Fetter stated that he will go back to the drawing board and come up with another option for relocating the bike parking spaces.

Motion

Member Engle made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the following design revisions, as presented:

- Sidewalk redesign and installation of post office mailbox and flagpole along Ridge Road.
- Relocated outdoor dining area from West Chocolate Avenue frontage to Ridge Road frontage and new ‘casual wait counter’ along West Chocolate Avenue frontage of First Watch Restaurant.
- Modifications to the main plaza wall regarding the addition of ‘Hershey Towne Square’ lettering on the plaza wall facing West Chocolate Avenue.
- Decorative fence in the back of the Post Office unit.

Action on the proposed relocation of the bicycle parking spaces is tabled to a future meeting.

Vice Chairwoman Cort seconded the motion, which was passed by a unanimous vote.

D. Consideration of a new two-unit apartment building at 102 Reese Avenue (David Bowser; DCDB #427)

Mr. Emerick explained that the Board has reviewed other proposals for this property in the past, but those proposals have not come to fruition. The current proposal includes the demolition of the existing structure and the construction of a new two-family dwelling. It is important to note that the existing structure is

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now and has been a two-family dwelling. The materials for the new proposal are consistent with those of the proposal that was approved by the Board in 2016.

Mr. Emerick noted that the applicant had previously proposed the demolition of the existing structure and construction of a mixed-use building that included a day spa; however, the required PennDOT improvements became too burdensome and the applicant decided to discontinue the pursuit of approval for that project. Member Engle inquired if the new proposal requires approval from PennDOT. Mr. Emerick answered that it does not.

Regarding the floor plans, Mr. Emerick stated that there will be sets of steps leading to the second floor on both ends of the dwelling. He explained the layout of the second floor. The first floor plan still shows a waiting and reception area and breakrooms, but it also shows a full kitchen with a range, dishwasher, and sink so it appears as though the project designer mistakenly left in some of the details from the first proposal. Mr. Emerick clarified with the applicant that this will be a residential dwelling, not a commercial establishment.

Dave Bowser stated that the existing basement will remain but it will be converted into crawl space so the tenant will not be able to use it as part of the house. Mr. Bowser also presented samples of the building materials that will be used.

Motion

Member Engle made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal as presented, with the condition that the structure is a two-family dwelling that contains no signage. Member Achorn seconded the motion, which was passed by a unanimous vote.

E. Consideration of additions and renovations to the building at 114 West Chocolate Avenue (Chocolate Avenue Grill; DCDB #428)

Matt Luttrell and Sean Flanagan, architects with Thynk Design, LLC, and Jess Demopoulos, owner of the Chocolate Avenue Grill, were present. Ms. Demopoulos explained that she and her husband have been trying to figure out how to fit a bar into the building and not lose any seating. They will also be adding more seating by way of the patio. Mr. Luttrell explained the proposed improvements in more detail.

Vice Chairwoman Cort asked how much seating will be gained. Mr. Emerick stated that the plans show an existing 94 indoor and 36 outdoor seats; 93 indoor and 18 outdoor seats are proposed. However, Mr. Emerick estimates that there will be room for an additional 22 indoor and 6 outdoor seats.

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Member Engle commented that he loves the design and thinks it is well thought out.

Ms. Zumbrun asked if the existing planter next to the sign will be retained. Ms. Demopoulos answered no. Mobile, seasonal planters are proposed instead.

Mr. Emerick inquired if the perforated panels will be a screen wall. Mr. Flanagan responded that there will be a screen wall on top of the existing cooler so that snow is not retained.

Member Engle asked if the applicant considered other options for making the eastern elevation a little more interesting. Mr. Luttrell noted that this elevation is more challenging than the others and several different scenarios were considered.

In response to a question from Ms. Zumbrun, Ms. Demopoulos stated that they will be extending their hours until 10:00 p.m. or 11:00 p.m. once the bar is open for business.

Member Engle inquired if patrons will be able to enter the bar area through the patio in the winter or if they will have to go through the restaurant. Ms. Demopoulos responded that they will be able to access the bar from the patio.

Mr. Emerick asked if new patio furniture is proposed. Ms. Demopoulos stated that they will retain the existing patio furniture for the time being.

Mr. Emerick noted that shields are required for the decostring lighting proposed on the patio. Several shield options were submitted with the application but it does not appear as though one has been selected. Mr. Flanagan stated they informed Brandon Williams that they selected the 4-inch hat shade. Ms. Demopoulos commented that it would be nice if the shields were not required; however, she does not want to have to go through the additional process of seeking relief from the Zoning Hearing Board. Member Engle stated that it may be worth revising the Zoning Ordinance to not require shields on string lighting, given the increased frequency in use in the last few years.

Motion

Member Achorn made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal as presented, including signage (as long as the signage is compliant with the Zoning Ordinance). Member Engle seconded the motion, which was passed by a unanimous vote.

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**F. Consideration of window sign at 513 West Chocolate Avenue, Suite 101
(Farmers Insurance; DCDB #429)**

Mr. Emerick reported that the applicant is proposing a window sign in addition to the projecting sign that was approved by the Downtown Core Design Board in September.

Motion

Member George 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 by a unanimous vote.

OTHER BUSINESS

None.

ADJOURNMENT

The meeting adjourned at 7:35 p.m.

Vice Chairwoman