

**DERRY TOWNSHIP DESIGN REVIEW BOARD
MEETING MINUTES
DECEMBER 17, 2012**

The meeting of the Derry Township Design Review Board was called to order at 6:04 p.m. by Member Ed Buchan in the Board Conference Room of the Derry Township Municipal Complex, 600 Clearwater Road, Hershey, PA.

ROLL CALL

Members Present: Sandy Ballard, Secretary; Ed Buchan; Pam Moore; Glenn Rowe; Ted Herman

Members Absent: Phil Guarino, Chairman; Joyce St. John, Vice Chairwoman; Brian O'Day

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

Public registering attendance: Michelle Smith, Northwest Savings Bank; Melanie Kozac, Sekula Signs; Tim Cole, Stoner Graphix

APPROVAL OF MINUTES

On a motion made by Member Moore, seconded by Member Rowe, and a unanimous vote, the minutes of the November 26, 2012 meeting were approved as presented.

NEW BUSINESS

a. Consideration of replacement signs on the property located at 1 East Chocolate Avenue (Northwest Savings Bank, DRB #326)

Michelle Smith, Northwest Savings Bank, and Melanie Kozac, Sekula Signs, represented the proposal. Ms. Kozac presented a revised rendering for the 'NORTHWEST SAVINGS BANK' canopy sign at the rear of the property (Sign 6 on the information submitted), which replaces what the Board had received prior to the meeting. This sign was originally proposed to have flat vinyl lettering, and the revision depicts ¼" raised aluminum lettering.

Member Buchan asked if the number of colors and the sign dimensions for the monument sign are acceptable. Brandon Williams responded that they are. The sign dimension, including the support structure, is 38.62 square feet, and the sign base alone is 18.75 square feet.

Secretary Ballard asked if the existing 'DISPLAY SOURCE ALLIANCE LLC' and 'PRINTPACK INC.' sign panels on the monument sign are made of the same material as the proposed 'NORTHWEST SAVINGS BANK' sign panel. Ms. Kozac explained that the

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proposed 'NORTHWEST SAVINGS BANK' panel for the monument sign will be a painted aluminum panel with ¼" raised aluminum lettering.

Mr. Williams stated that in 2008, the Design Review Board approved the monument sign with the stipulation that the lettering on the sign panels be raised; however, this aspect was missed during the final inspection, so the overall sign was inadvertently approved with panels containing nonconforming flat lettering.

Member Buchan recommended that the lettering on the panels for both the Northwest sign and the Bryn Mawr sign be raised to the same dimension so that they match.

In response to a question from Member Rowe, Ms. Kozak stated that the background of the signs will not be reflective.

Member Rowe made a motion that a Certificate of Appropriateness be issued for the 'NORTHWEST SAVINGS BANK' sign panel, with the condition that the Hershey Trust Company (the property owner) bring the existing 'DISPLAY SOURCE ALLIANCE, LLC' and 'PRINTPACK, INC.' sign panels into compliance with the Design Review Board's 2008 stipulation regarding raised lettering. Jenelle Stumpf asked if this condition means that Northwest will not be able to receive their sign permit until the Trust Company makes the correction. Member Rowe clarified that the Northwest panel sign should be approved and be allowed to move forward, but the Trust Company still needs to correct the other two panels. *(Note: The motion was not seconded.)*

Member Herman commented that it sounds like the motions should be separated into one for the approval of all of the proposed Northwest signs, and one to recommend that the Trust Company correct the two existing panels.

Member Herman asked about the appearance of the canopy signs to the rear of the building. Mr. Williams stated that the 'CLEARANCE' signs are proposed to contain flat vinyl graphics and the 'NORTHWEST SAVINGS BANK' sign is proposed to contain ¼" raised aluminum letters. Ms. Kozak stated that they would prefer to use flat lettering for the 'NORTHWEST SAVINGS BANK' canopy sign, if permitted. Member Buchan commented that he does not believe it is necessary to use raised lettering on the canopy signs because of their location.

The motion to issue a Certificate of Appropriateness for the 'NORTHWEST SAVINGS BANK' panel (with raised, aluminum letters) for the monument sign in front of the building; and the 'CLEARANCE' and 'NORTHWEST SAVINGS BANK' canopy signs (with flat, vinyl lettering) at the rear of the building was made by Secretary Ballard.

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Member Herman asked if the color scheme for the overall monument sign is acceptable. Mr. Williams responded that the Zoning Hearing Board granted a special exception in 2008 to allow the sign to have no more than 6 colors.

The motion made by Secretary Ballard was seconded by Member Moore and passed unanimously.

b. Consideration of replacement sign on the property located at 1 East Chocolate Avenue (Bryn Mawr Trust, DRB #327)

Tim Cole, Stoner Graphix, represented the proposal for a sign panel on the existing monument sign in front of the building. He stated that it will be a 3 millimeter Dibond (aluminum) panel with ¼” raised aluminum lettering for the logo and ‘BRYN MAWR TRUST’ text. However, Mr. Cole stated that he is uncertain that the ‘WEALTH MANAGEMENT DIVISION’ text can be made dimensional because of its small size.

Member Buchan commented that in the past, the Design Review Board has required dimensional lettering for larger text on signs, but not so much for smaller text. Mr. Cole stated that they will have a very difficult time producing a good result and asked that they be permitted to use flat vinyl lettering for the ‘WEALTH MANAGEMENT DIVISION’ text only.

Mr. Williams noted that since the Board required that the lettering on all of the other panels on the monument sign be raised, an exception should not be made for the Bryn Mawr Trust panel.

Secretary Ballard asked what the height of the ‘WEALTH MANAGEMENT DIVISION’ text is. Mr. Cole estimated that it is about ¾”. Discussion ensued about the visibility of this text since it is so small. Secretary Ballard suggested that the Board could stipulate that if the text is more than an inch in height, it should be raised, and if not, the applicant can use vinyl. Member Rowe was concerned that allowing such small text on this sign would encourage more signs with small, illegible text. He asked if there are any regulations regarding visibility. Mr. Williams responded that nothing in the Zoning Ordinance specifically addresses the issue.

The Board asked if the ‘WEALTH MANAGEMENT DIVISION’ text could be removed entirely. Mr. Cole was unsure if that was a possibility, he would have to check with his client.

Secretary Ballard made a motion to issue a Certificate of Appropriateness for the Bryn Mawr Trust panel (with raised lettering) for the monument sign in front of the building, with the suggestion that the ‘Wealth Management Division’ tagline be removed from the panel; and the stipulation that if the

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tagline is to remain, the lettering must be raised ¼” unless the height of the text is less than 1”.

Member Rowe and Member Herman voiced concern that the Board’s decision on this sign will set a precedent for the two existing panels containing flat lettering.

Member Buchan responded that not all of the signs that the Design Review Board has approved have been required to be carved or raised. He does not believe this is setting a precedent.

The motion was seconded by Member Rowe.

Member Herman asked if the 1” height is recommendation, because it is not something that is currently in the guidelines. Member Buchan commented that it is a recommendation for the Design Review Board based on the size and the scale of the Bryn Mawr Trust sign panel.

The motion made by Secretary Ballard and seconded by Member Rowe was approved by a unanimous vote.

OTHER BUSINESS

- Secretary Ballard asked that Ms. Stumpf create folders containing the guidelines for the Design Review Board and the Chocolate Avenue Preservation Overlay District for each of the members to use at meetings.
- The Board recommended that since a sign permit was issued to The Hershey Trust Company for the entire structure of the monument sign at 1 East Chocolate Avenue, the Township should contact the Trust Company and require that the existing two panels at the bottom of the monument sign be brought into compliance with the Design Review Board’s 2008 Certificate of Appropriateness. Secretary Ballard added that, to be consistent with the Board’s decision on the Bryn Mawr sign, if the lettering is 1” or more in height, it should be raised ¼” and smaller text is permitted to be flat vinyl. Member Rowe thinks each sign panel should be considered individually.
- Member Rowe thinks it would be beneficial for the Community Development department to provide the Design Review Board with updates on the enforcement of nonconforming signs in the Chocolate Avenue Preservation Overlay district. Secretary Ballard agreed.

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- Member Rowe thinks the parameters of the Chocolate Avenue Preservation Overlay district should be reviewed and adjusted to possibly eliminate some of the areas that are not viewed as “critical areas” of the downtown.

The meeting adjourned at 6:56 p.m.

Chairman