

DERRY TOWNSHIP DOWNTOWN CORE DESIGN BOARD
MEETING MINUTES
June 26, 2017

The meeting of the Derry Township Downtown Core Design Board was called to order at 6:00 p.m. by Chairwoman Jennifer Harnden in the Meeting Room of the Derry Township Municipal Complex, 600 Clearwater Road, Hershey, PA.

ROLL CALL

Members Present: Jennifer Harnden, Chairwoman; Susan Cort, Vice Chairwoman; Andy Bowman, Secretary; Justin Engle; George Achorn

Members Absent: Pam Moore; Jim George

Also Present: Brandon Williams, Assistant Director of Community Development; Chris Brown, Derck & Edson; Lauren Zumbrun, Economic Development Manager; Jenelle Stumpf, Community Development Secretary

Public registering attendance: Kyle Solyak, Tono Architects

APPROVAL OF MINUTES

On a motion made by Vice Chairwoman Cort, seconded by Secretary Bowman, and a unanimous vote, the minutes from the April 24, 2017 meeting were approved as presented.

OLD BUSINESS

None.

NEW BUSINESS

A. Consideration of signage on the property located at 11 East Chocolate Avenue (Hershey Entertainment & Resorts Company; DCDB #394)

Brandon Williams explained that numerous signs are being presented as part of this proposal but noted that the Board will not be reviewing or commenting on the 'HERSHEY WEALTH ADVISORS' wall sign on the northern side of the building because it has no visibility from East Chocolate Avenue, or the wayfinding sign on the west side of the property because of the distance it will be set back from the road and the fact that it will be a pedestrian-oriented sign with lettering that will be too small to have any advertising value from East Chocolate Avenue. The rest of the signs are consistent with the Downtown Core Design Standards in terms of materials. The freestanding and projecting signs were originally proposed to have internal

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illumination, which is not permitted. Mr. Williams stated that the applicant is now proposing halo illumination for these signs, which is permitted and consistent with the rest of the signs proposed.

Mr. Williams stated that there are several issues with the signs from a Zoning Ordinance compliance standpoint. The applicant has applied to Zoning Hearing Board to seek relief regarding permitted sign area and total number of signs.

Township staff recommends approval of the proposal, contingent on the Zoning Hearing Board granting the necessary relief, and the illumination of the signs being compliant with the Downtown Core Design Standards.

Garrett Gallia and Bob DeFiore of Hershey Entertainment & Resorts Company represented proposal. Mr. Gallia clarified the following:

- 1) The location of the JSDC sign on the front of building will be changed so that it is below the sill and therefore compliant with the Zoning Ordinance.
- 2) The wayfinding sign is no longer proposed.
- 3) The Melt Spa signage on the canopy will be reduced in size to be compliant with the Zoning Ordinance.

Chris Brown of Derck & Edson stated that this property has a hardship because the entrance and exit drive for The Hershey Company (adjacent to the subject property) is private, so the subject property only has frontage on one public road, which restricts the number and area of signs permitted. Mr. Gallia added that there are multiple tenants in the building which results in the need for numerous signs.

Motion

Vice Chairwoman Cort made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal as presented, subject to the signs being illuminated in a manner that complies with Section 89-13.A.(4) of the Downtown Core Design Standards, and subject to the Zoning Hearing Board granting the necessary relief from the Zoning Ordinance regarding permitted number of signs and sign types; permitted size of projecting and free-standing signs; and permitted materials for projecting and free-standing signs. Member Achorn seconded the motion, which was passed unanimously.

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B. Consideration of changes to the approved design of the building alterations at 261 West Chocolate Avenue (Duck Donuts; DCDB #395)

Brandon Williams reported that these are minor changes that were discovered during the final inspection of the building renovations. The initial design was reviewed and approved by the Design Advisory Board in February 2017. The changes involve the trim around the front door being retained and the window trim being gray instead of white. There is also a lower frame to the board and batten siding. Mr. Williams and Chris Brown recommend that the changes be approved.

Motion

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

C. Consideration of changes to the approved designs of the structures and site layout for the redevelopment project at the northeast corner of the intersection of West Chocolate Avenue and Ridge Road (Hershey DTC, LP, DCDB #396)

Brandon Williams reported that the original designs for this project were reviewed and approved by the Design Advisory Board in February and March 2017. The apartments have now been removed from the proposal and as a result, the parking structure will contain two levels instead of three. The building materials are generally the same as what was previously approved. General signage, outdoor seating, and lighting fixtures have been included in the renderings for visualization purposes; however, these items will be submitted in detail for review and approval at a future meeting.

Mr. Williams noted that the applicant has requested the following modifications of the minimum design criteria in the Downtown Core Design Standards:

- a. From Section 89-12.C.(2) regarding the requirement that all new buildings shall be a minimum of 2 stories or shall contain a minimum height of 35' when located along Chocolate Avenue. *The retail buildings are proposed to consist of one- to one-and-a-half stories of interior space. The buildings will range in height along the façade from 22 feet to 30 feet.*
- b. From Section 89-12.B.(2) regarding permitted building materials. *Corrugated metal siding is proposed as an accent material for the façade of the three retail buildings.*

Kenny Hinebaugh of Evans Engineering and Kyle Solyak of TONO Architects represented the proposal. Mr. Hinebaugh explained that the scope of the project has

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been downsized due to financing concerns. The footprint of the site is basically the same as what was previously approved. The parking structure at the northwest corner of the site is the same size and footprint; however, there is no longer a lower level or an access point into the parking structure from Ridge Road. Both access points to the structure will be from within the property. The building at the southwest corner of the property was previously depicted as a U-shaped building, with the residential component in the upper levels. The residential component has been removed and the building is now proposed to be two structures. The number of tenant spaces are essentially the same. The footprint of the building located at the southeast corner of the property is also basically the same, with the exception of the dumpster pads being moved away from the building in order to comply with loading/unloading requirements and to make trash removal easier.

Mr. Solyak explained that the former post office building on the north side of the property is now the focal point of the site, so the architects endeavored to incorporate many of the elements of that building into the three retail buildings proposed on the south side of the property. Mr. Solyak stated that there is a 13-foot drop in total grade from the east side to the west side of the site. To combat that, the architects tried to get as much height out of the buildings as possible. The retail buildings will technically be one story, but there will be approximately a story and a half of internal space and an additional 3 feet to 4 feet of parapet to increase the height of the buildings and to provide screening for rooftop mechanical equipment. In other areas where the required building height was achievable, the architect incorporated clearstory windows to give the appearance of additional space. Interior building heights will range from 15 feet to 18 feet. The overall building heights will range from approximately 22 feet to 30 feet. Regarding street elevations, Mr. Solyak stated that there are differences in height and variations in the façade. There are also variations in depth to avoid the appearance of a flat building. The materials are consistent with what was proposed previously, and the colors are consistent with the requirements of the Design Standards. There will be a total of 13 tenant spaces. The architects tried to keep the architectural language of the parking structure consistent with the retail buildings. The only varying material will be the pre-cast concrete of the structural elements, which will be a gray material that is consistent in color with the rest of the structure. The stair elements will be accented in corrugated metal.

Mr. Williams noted that all of his review comments were addressed by the architects prior to the meeting (with the exception of those comments that resulted in the modification requests).

Member Engle confirmed that the street lights are not shown to scale on the renderings and in actuality, they will be taller than the retail buildings. He asked if any of the poles are going to be relocated. Mr. Hinebaugh responded that he thinks three or four of the poles will be set back further from West Chocolate Avenue. Member Engle commented on the height of the street lights and how they are more like

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highway lights than pedestrian-oriented lights. Mr. Brown noted that PennDOT has certain specifications for street lighting but there are options for installing an additional fixture on the pole that provides sidewalk lighting. Mr. Solyak added that there will be light fixtures on the buildings that will help to illuminate the sidewalk.

Member Engle commented that this is not the direction the Township wanted to go; however, given the fact that one-story buildings are proposed, he thinks the design is very nice.

Member Engle inquired about the possibility of the developer collaborating with the Downtown Hershey Association's Design Committee on the type and location of the landscaping along the West Chocolate Avenue frontage of the property, as this aspect of the project does not require review by the Downtown Core Design Board. Mr. Brown agreed this would be a great idea.

Motion

Member Achorn made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal and modification requests, as presented. Member Engle seconded the motion, which was passed by a unanimous vote.

OTHER BUSINESS

None.

ADJOURNMENT

The meeting adjourned at 6:50 p.m.

Chairwoman