

**TOWNSHIP OF DERRY
BOARD OF SUPERVISORS
PUBLIC HEARING MINUTES
NOVEMBER 7, 2016 – 6:00 PM**

CALL TO ORDER

Chairman Marc A. Moyer, called the November 7, 2016 Public Hearing of the Township of Derry Board of Supervisors to order at 6:00 p.m. in the meeting room of the Township of Derry Municipal Complex, 600 Clearwater Road, Hershey, PA. A roll call was performed.

IN ATTENDANCE:

SUPERVISORS

Marc A. Moyer, Chairman
John W. Foley, Jr., Vice Chairman
Justin C. Engle, Secretary
Matthew A. Weir
Susan M. Cort

ALSO PRESENT:

James N. Negley, Township Manager and Treasurer
Chuck Emerick, Director of Community Development
Lauren Zumbrun, Director of Economic Development
Julie Echterling, Recorder

Public in Attendance:

Jay Ziegler.

INTRODUCTION:

Chairman Moyer stated this is a public hearing to discuss the proposed Ordinance No. 682, which would amend Chapter 225 (Zoning) of the Code of the Township of Derry by changing the definition of the term 'Sign' and adding a definition for the term "Attraction Branding"

PRESENTATION:

Mr. Emerick stated this proposed ordinance amendment will revise the definition of the term Sign and add a definition for the term Attraction Branding. This was pushed ahead of an ordinance he was working on with an upcoming attraction for Hersheypark being the driving force for this change.

He stated the 1993 ordinance treated signs harshly and inclusively. The definition of sign has been changed to further exclude "legacy" type symbols from the signage definition, including Hershey Kiss-shaped lights and vegetation shaped in a manner to depict a symbol or word, as these are items that provide us with a sense of place and promote the heritage of our community. This paves a path for the murals which are entitled in the new ordinances.

A definition for Attraction Branding was added. Below is the definition added:

- *Any words, lights, images, shapes, and/or graphics used to adorn and identify a single themed ride or attraction, where the words, lights, images, shapes, and/or graphics are affixed to the attraction or incorporated into its design. Attraction branding is meant to provide a themed visual experience to the patrons of the attraction and is not intended to solely promote a product, business, or the entire facility or venue to the general public.*

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Supervisor Weir asked if attraction branding would be for just Hersheypark. Mr. Emerick said yes as their rides extend into the sky and extend over the property lines. Supervisor Cort asked if they would need to come for approval on new rides including rides near the road that could be a distraction to drivers. Mr. Emerick stated the Township has a good relationship with HE&R (Hershey Entertainment and Resorts). The Township sees the attractions going in before they are built. He spoke about common sense and if there was a distraction with a ride the potential liability for the park.

Chairman Moyer asked about a ride with brightness/flashing lights that would shoot out light toward the downtown and be a type of light pollution for the downtown residents. He also asked if the reason for this change is Hersheypark. Mr. Emerick stated there could be lights now that the Township doesn't have control of the lighting. He stated currently HE&R is going to the Zoning Hearing Board for relief from the current ordinance for new attractions/ rides. Chairman Moyer is concerned that the Board would not have discretion as it does now with this change. Mr. Emerick agreed with his statement but added, the ferris wheel could be designated as a sign under the current ordinance. Chairman Moyer stated the unknown is what concerns him.

PUBLIC COMMENTS

Chairman Moyer asked if there were any public comments. There were no public comments.

ADJOURNMENT:

Supervisor Weir made a motion to adjourn the public hearing. Vice President Foley seconded the motion. Motion carried. The public hearing was adjourned at 6:13 p.m.

SUBMITTED BY:

Justin C. Engle
Township Secretary