

DERRY TOWNSHIP DOWNTOWN CORE DESIGN BOARD
MEETING MINUTES
August 27, 2018

The August 27, 2018 meeting of the Derry Township Downtown Core Design Board was called to order at 6:01 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; Pam Moore; Jim George

Members Absent: Jennifer Harnden, Chairwoman; George Achorn; Justin Engle

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

Public registering attendance: Daniel Derrer, Safe & Sound Counseling; Bruce Belskey, First Watch Restaurants; Sam Chambers, RPM Signs & Lighting; Jonathan Crist, 226 West Chocolate Avenue, Hershey; Pam Whitenack, Downtown Hershey Association

APPROVAL OF MINUTES

On a motion made by Member George, seconded by Member Moore, and a unanimous vote, the minutes from the July 30, 2018 meeting were approved as presented.

OLD BUSINESS

None.

NEW BUSINESS

A. Consideration of sign at 101 West Chocolate Avenue, Suite 111 (Great Clips; DCDB #419)

Brandon Williams explained that the applicant proposes to install a halo-lit, 31-inch-high, black aluminum sign. It is consistent with the other signs in Hershey Towne Square and compliant with Township requirements.

Motion

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

B. Consideration of sign at 226 West Chocolate Avenue (Safe & Sound Counseling, LLC; DCDB #420)

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Mr. Williams stated that the applicant proposes to replace the existing freestanding sign. The material of the existing sign is high-density urethane; the proposed sign will be carved wood. The size and height of the proposed sign are compliant with the Zoning Ordinance.

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.

C. Consideration of sign at 151 West Chocolate Avenue, Suite 142 (Freshido; DCDB #421)

Mr. Williams stated that the applicant had originally proposed a sign that is not consistent with neighboring tenants or compliant with the Zoning Ordinance. After discussions with Mr. Williams, the applicant is now proposing a painted aluminum logo and lettering that will be attached to a track so they will project slightly more from the wall than the other signs. The logo and lettering will be halo-lit.

Vice Chairwoman Cort inquired if all of the West Chocolate Avenue-facing signs will be similar in terms of size, lettering, and lighting. Mr. Williams answered yes; however, the placement of the signs may be different based on the structural elements of the building.

Motion

Secretary Bowman made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposal as revised August 23, 2018. Member George seconded the motion, which was passed by a unanimous vote.

D. Consideration of signage and outdoor seating at 151 West Chocolate Avenue, Suite 143 (First Watch Restaurants, Inc.; DCDB #422)

Mr. Williams offered the following review comments:

1. The outdoor seating will be along West Chocolate Avenue. The patio will encroach into the 8-foot-wide sidewalk but will leave a 5-foot clearance between the railing and the edge of walk adjacent to the street. This encroachment complies with the Downtown Core Design Standards; however, Mr. Williams would like the applicant to discuss alternatives to reduce the encroachment into the sidewalk.
2. The wood on the patio railing is not consistent with other outdoor eating areas approved in Hershey Towne Square. Mr. Williams suggested that the

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applicant consider a finished black aluminum railing that is more consistent with the designs approved for Starbucks and Iron Hill Brewery.

3. The patio furniture is proposed to have a silver finish while other tenants in Hershey Towne Square received approval for patio furniture with black trim.
4. Vinyl, plastic, and faux-wood materials are proposed on the exterior signs. If these materials can be changed out for metal or other allowable materials, the signs would be compliant with the Zoning Ordinance.

Bruce Belskey, First Watch Restaurants, stated that he reviewed Mr. Williams' comments prior to the meeting. The wood railing is the standard for most of their restaurants; however, based on Mr. Williams' comments, the applicant came up with another option for black iron fencing for the Board's consideration.

Lauren Zumbrun confirmed with Mr. Belskey that the seating area will only be on the West Chocolate Avenue frontage and will be enclosed by the wood or aluminum fencing. She asked if the applicant feels it is necessary to have a permanent enclosure. The outdoor seating will not be usable during the colder months and the Township would prefer to have the full 8-foot-width of the sidewalk available for pedestrians. Ms. Zumbrun asked if the applicant can do something that is not as permanent. Mr. Belskey answered that they could use planters around the seating area instead of fencing.

Ms. Zumbrun asked how many tables are proposed. Mr. Belskey responded that there will be 4 tables and 16 chairs.

Regarding Mr. Williams' comments on the signs, Mr. Belskey stated that they will propose authentic wood for the projecting sign and aluminum for the wall signs. No lights will be attached to the projecting sign.

Motion

Vice Chairwoman Cort made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposed signage and outdoor seating, subject to the following conditions:

1. Planters shall be used to enclose the seating area instead of fencing.
2. The material for the projecting sign shall be authentic wood instead of faux wood.
3. The material for the wall signs shall be aluminum instead of vinyl.
4. The patio furniture shall have a black finish instead of a silver finish.

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Member Moore seconded the motion, which was passed by a unanimous vote.

OTHER BUSINESS

None.

ADJOURNMENT

The meeting adjourned at 6:31 p.m.

Chairwoman