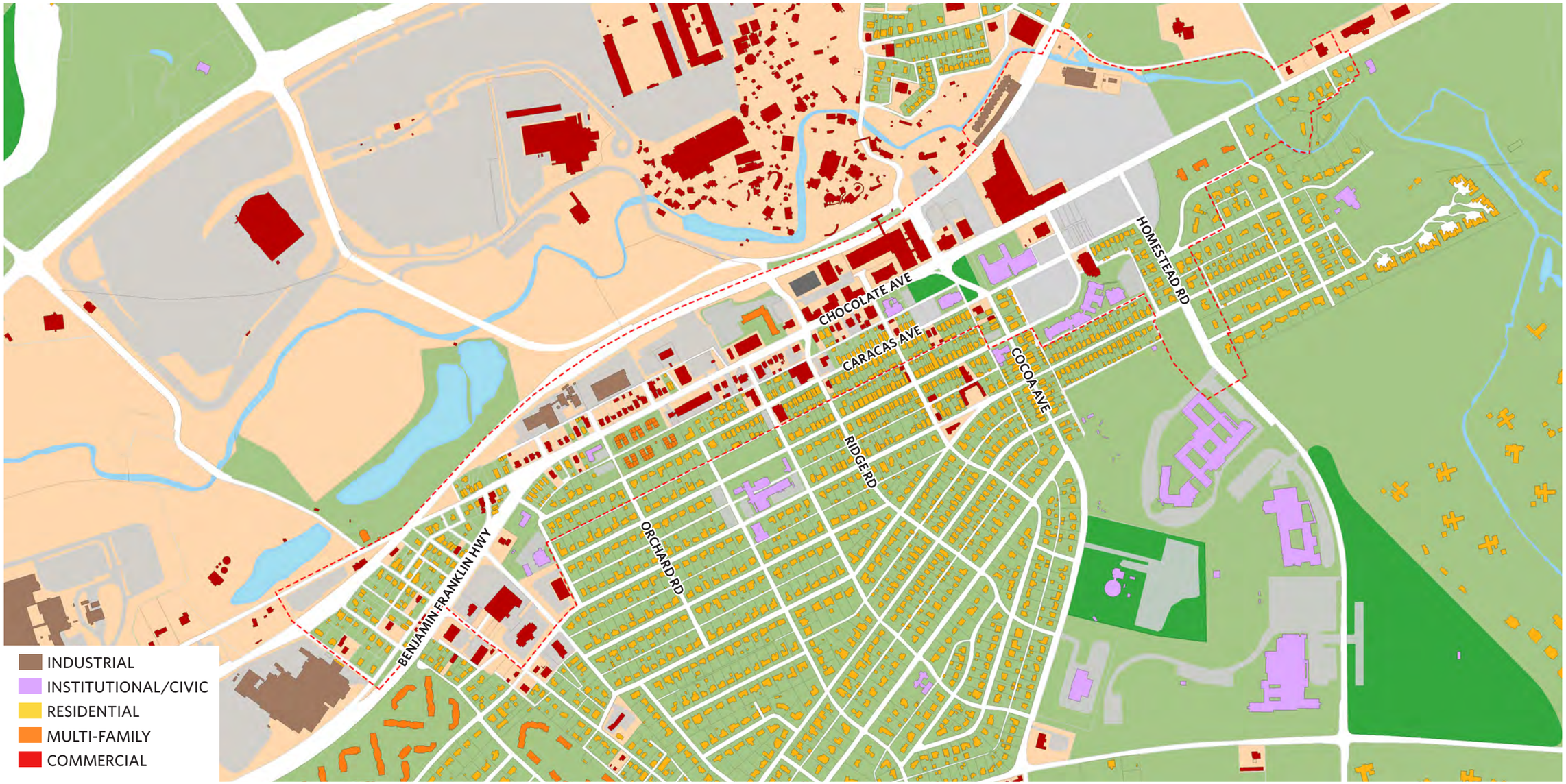
September 2019

DOWNTOWN HERSHEY ZONING RECOMMENDATIONS

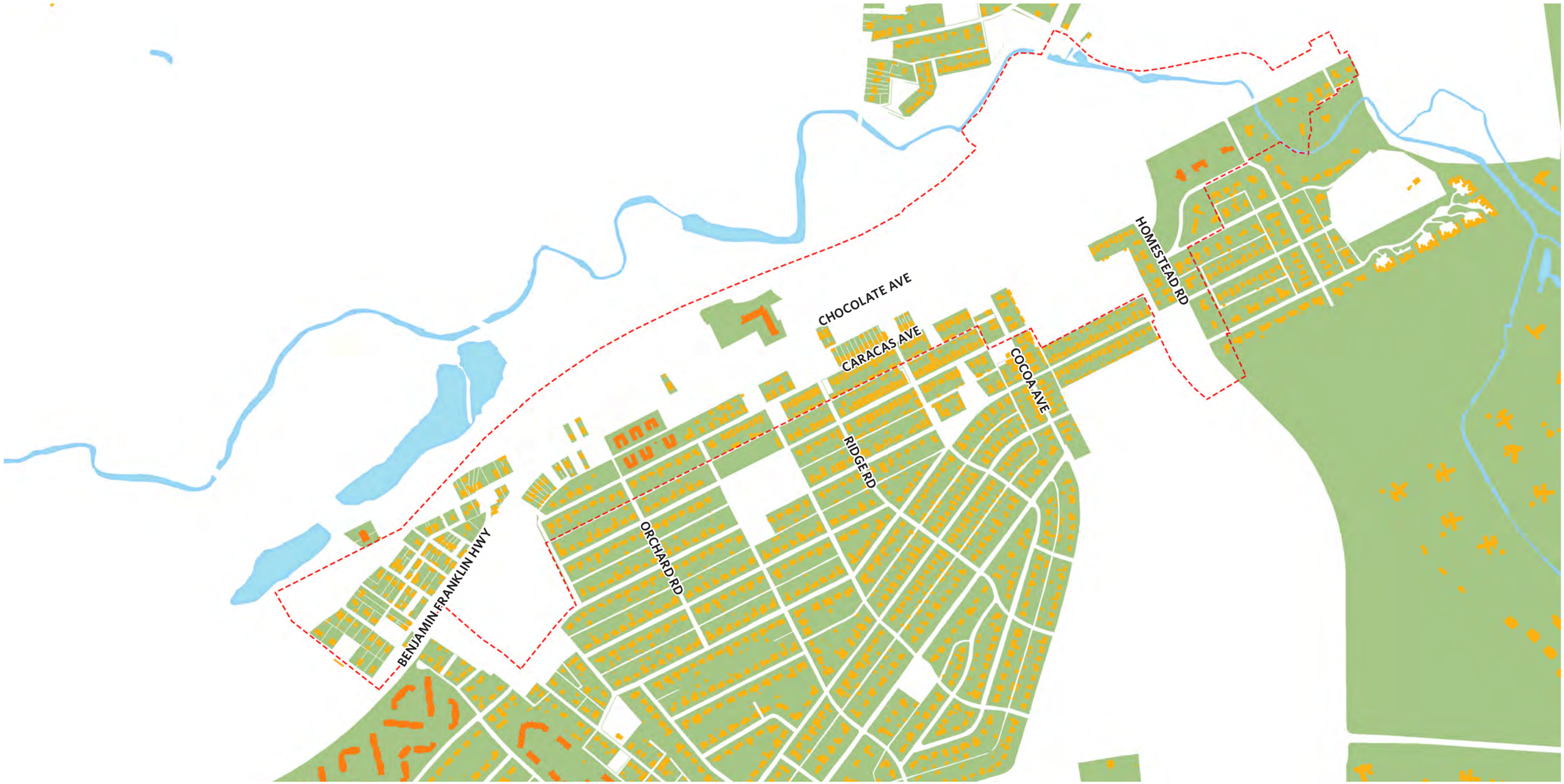
Hershey, Pennsylvania

ANALYSIS

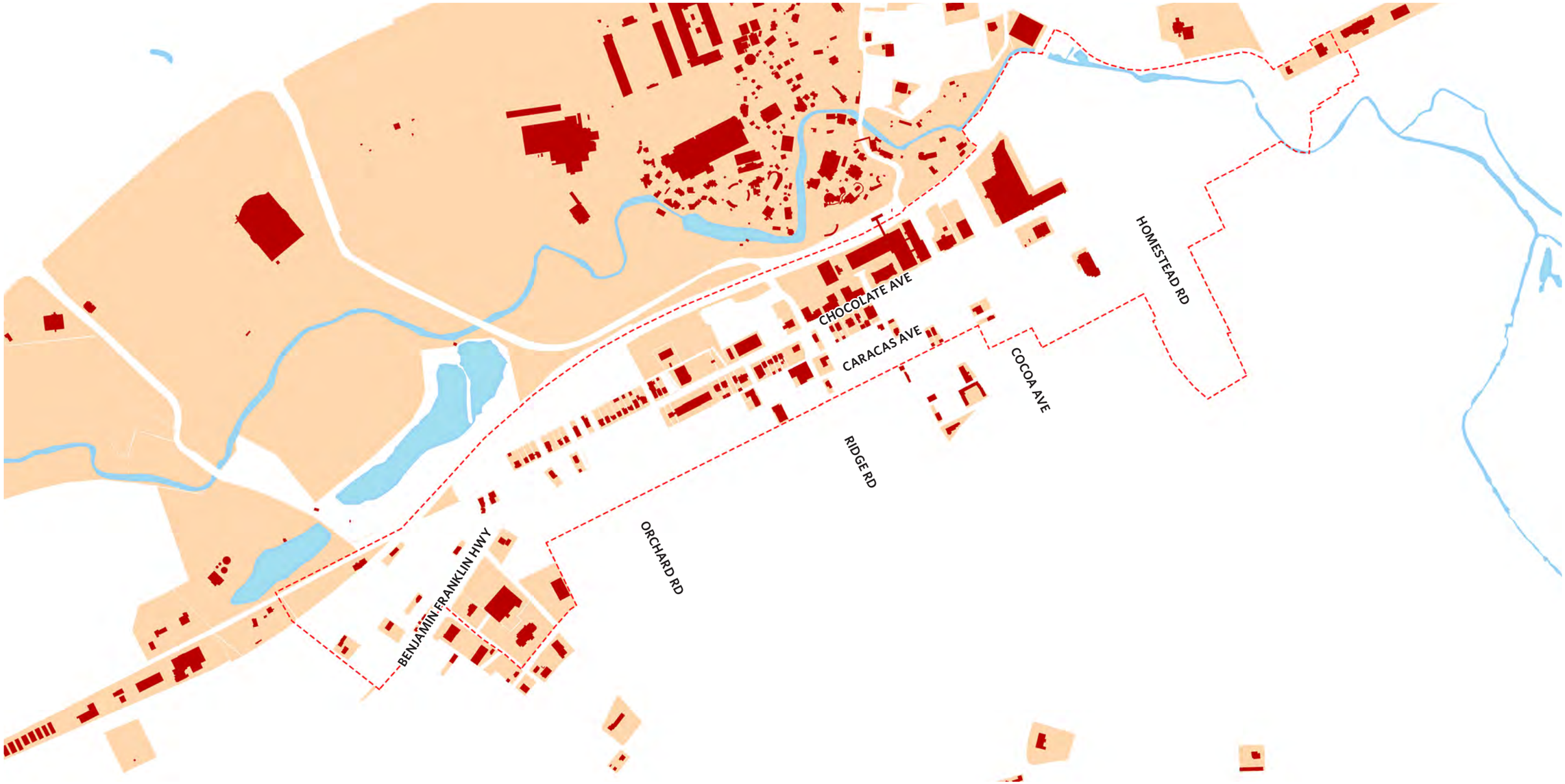
EXISTING BUILDING & LAND USE



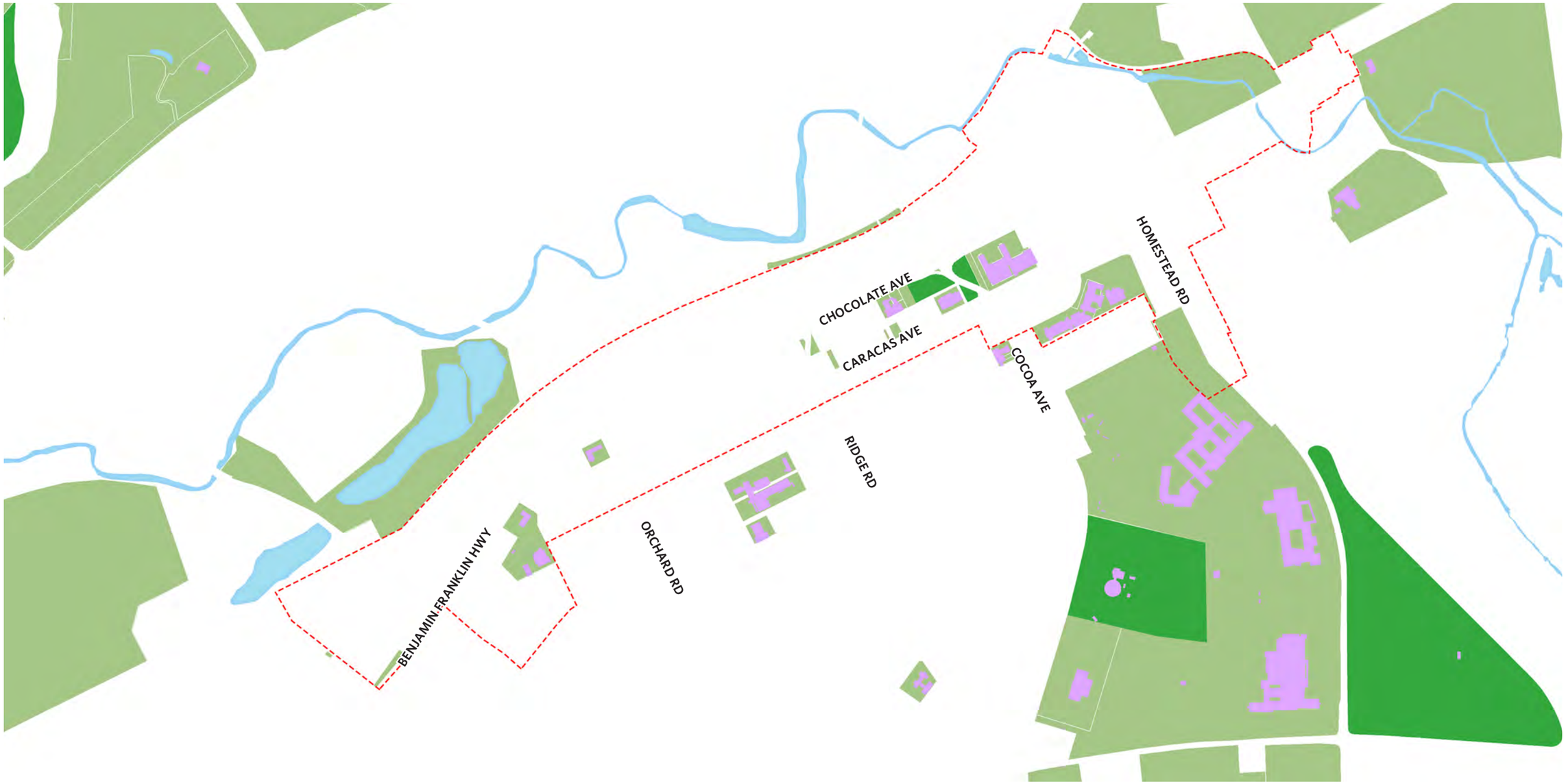
RESIDENTIAL



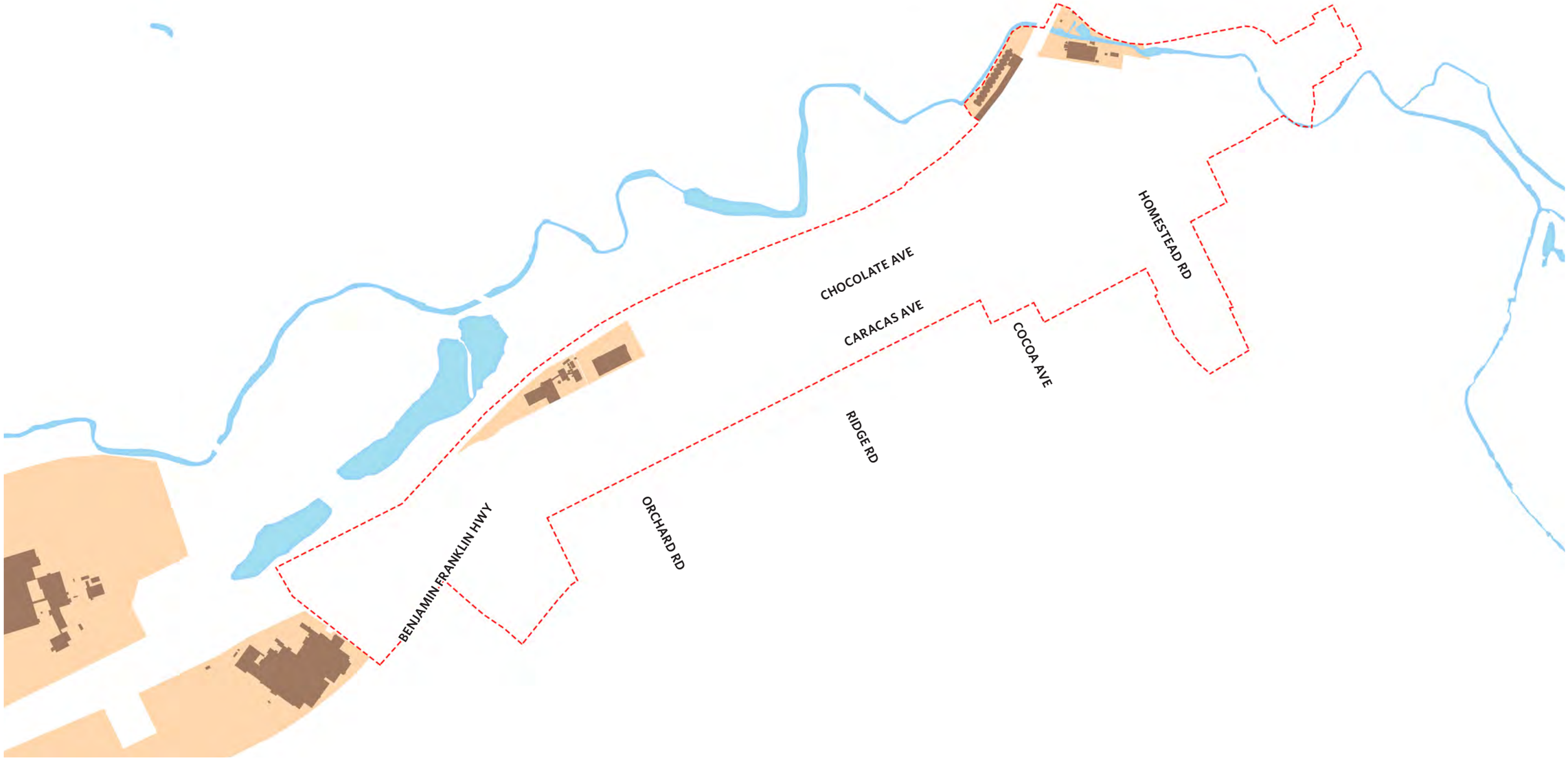
COMMERCIAL


CHOCOLATE AVE
CARACAS AVE
HOMESTEAD RD
COCOA AVE
RIDGE RD
ORCHARD RD
BENJAMIN FRANKLIN HWY

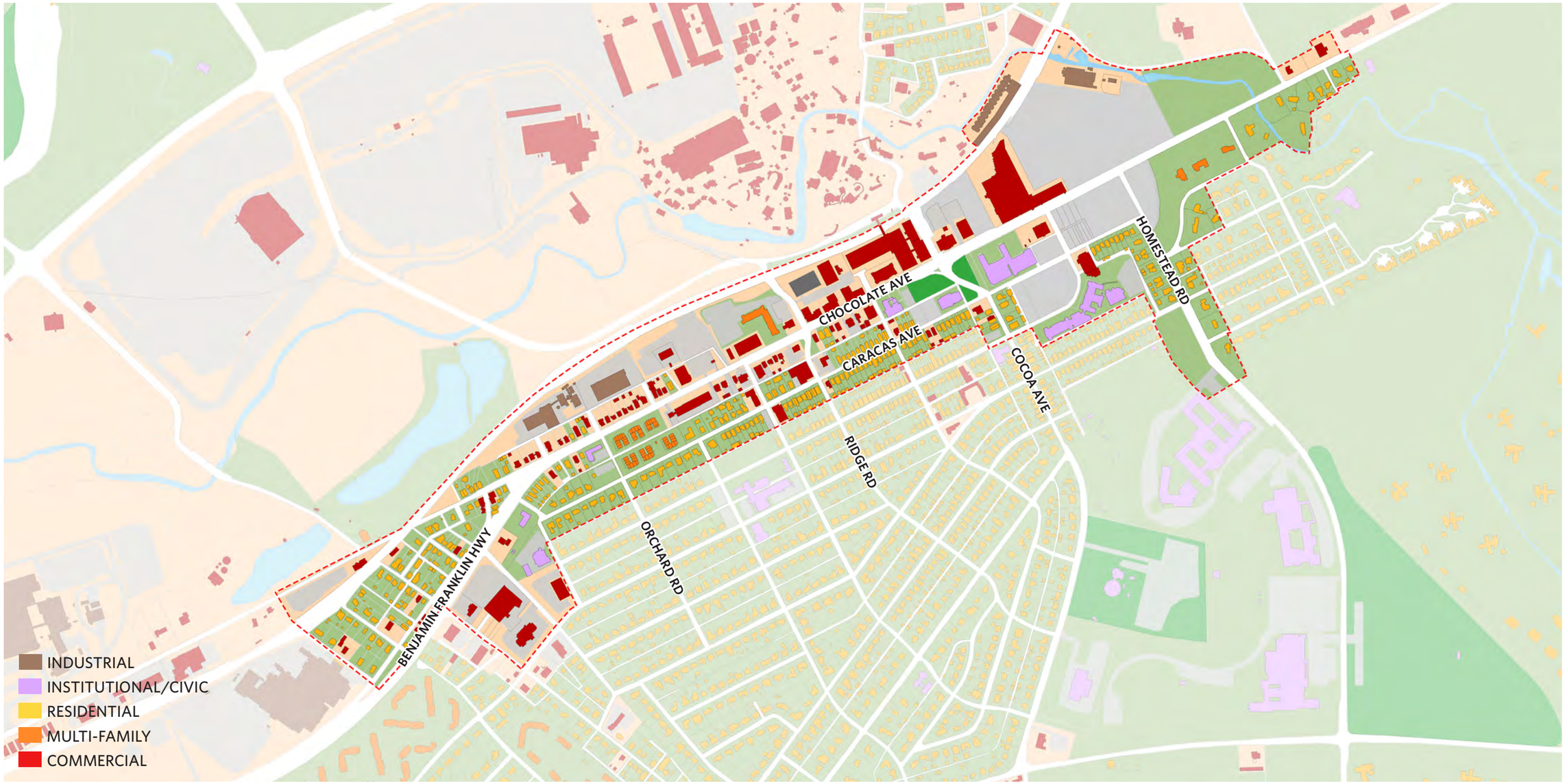
OPEN SPACE AND INSTITUTIONS



INDUSTRIAL


CHOCOLATE AVE
CARACAS AVE
COCOA AVE
HOMESTEAD RD
RIDGE RD
ORCHARD RD
BENJAMIN FRANKLIN HWY

EXISTING DOWNTOWN OVERLAY BUILDING & LAND USE



EXISTING DOWNTOWN OVERLAY BUILDING & LAND USE

COMMUNITY INPUT

STRENGTHS


CHOCOLATE AVE
CARACAS AVE
COCOA AVE
HOMESTEAD RD
RIDGE RD
ORCHARD RD
BENJAMIN FRANKLIN HWY

STRENGTHS

- Small town feel
- Walkable and bikeable
- Historical architecture
- Local events and activities
- Parks and green space
- Street lights
- Engaged, friendly people
- Chocolate Ave. retail
- ChocolateTown Park
- Community services/businesses
- Bus stop by high-rise
- Theater
- Connectivity
- Pronio's
- New fire station
- Unique identity
- History
- Hershey Corporate office
- Slow residential traffic
- Giant Center draw

WEAKNESSES


CHOCOLATE AVE
CARACAS AVE
COCOA AVE
HOMESTEAD RD
RIDGE RD
ORCHARD RD
BENJAMIN FRANKLIN HWY

WEAKNESSES

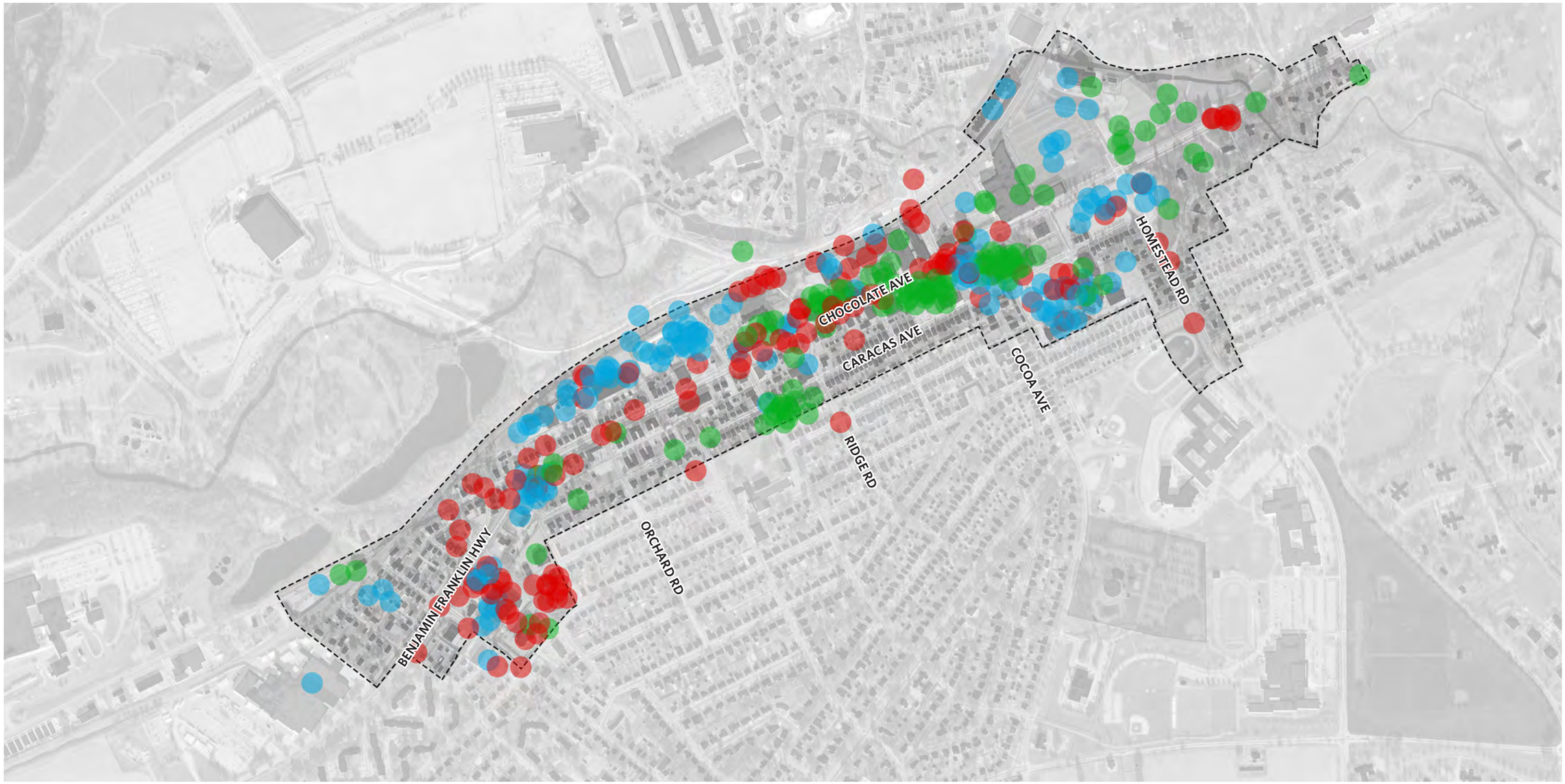
- Traffic and semis
- Streets difficult to cross
- Non-specific zoning
- Incompatible architecture
- Too many national retailers
- Too noisy at night
- Chocolate Ave. intersections
- Unsafe for biking
- Difficult to get to Hersheypark
- Sewer plant
- Lack of lighting
- Crosswalks and sidewalk state
- Rents and leases too expensive
- Underutilized buildings/spaces
- Diagonal back in-parking
- On-street parking locations
- Lack of service-oriented retail
- Staples, Tru hotel, and post office
- Lack of bus stops
- Influence of Hershey entities

OPPORTUNITIES

OPPORTUNITIES

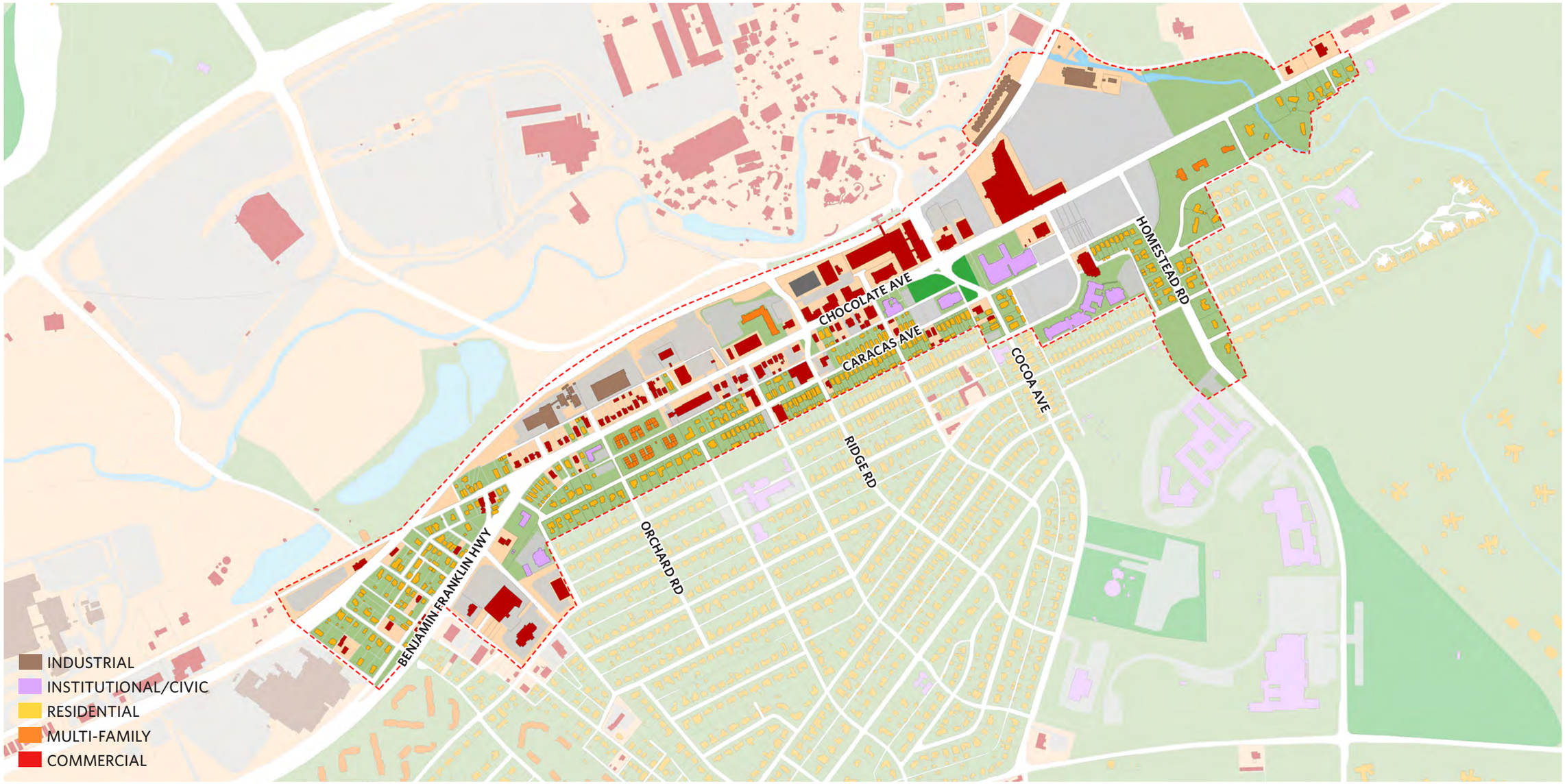
- Affordable housing
- Enhance residential character
- The Hershey Theater area
- Trolley barn and lumber yard site
- Vacant building adaptive reuse
- Bring back a bowling alley
- Permit accessory dwelling units
- Arts, restaurants, and retail
- Improve transit and connectivity
- Improved streetscape
- Improved parks and amenities
- Parking, Homestead & Chocolate
- Staples parking lot
- Parking south of 14E
- Regulate building heights better
- Housing and events downtown
- Improve parking and alleys
- Silos

STRENGTHS, WEAKNESSES, & OPPORTUNITIES



RECOMMENDED ZONING ADJUSTMENTS

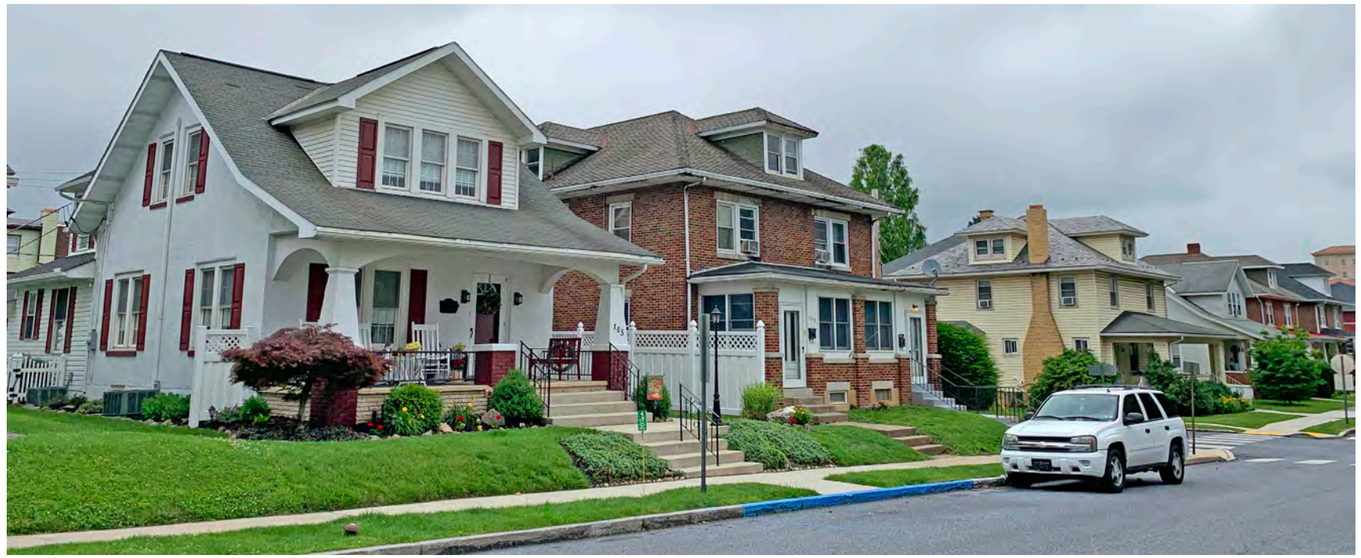
EXISTING DOWNTOWN OVERLAY BUILDING & LAND USE



DOWNTOWN NEIGHBORHOODS

1. CARACAS AVENUE RESIDENTIAL NEIGHBORHOOD

- **Use:** Majority single family homes, some small multi-family buildings
- **Setbacks:** Typically 20′, but ranges from 12′ to 30′
- **Height:** Typically 2 stories, but ranges from 1 to 2.5 stories
- **Character:** Craftsman, Colonial, and Four Square style with front porches and alleys



2. SWATARA STATION RESIDENTIAL NEIGHBORHOOD

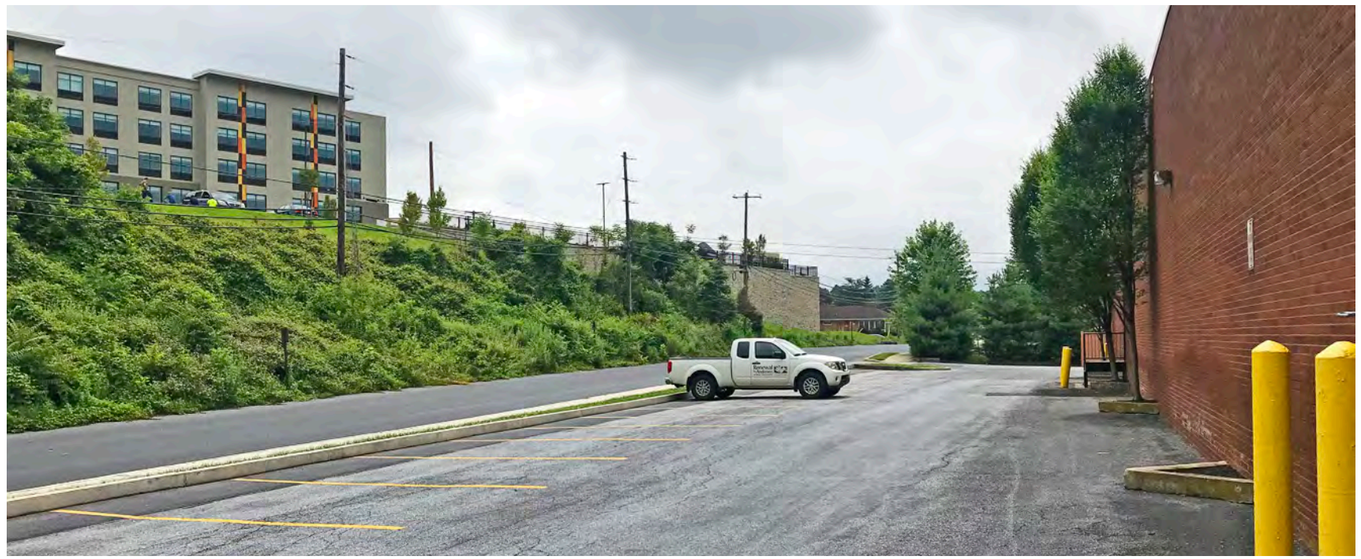
- **Use:** Majority single family homes, some small commercial buildings
- **Setbacks:** Typically 12′, but ranges from 10′ to 30′
- **Height:** Typically 2 stories, ranges from 1 to 3 stories
- **Character:** Craftsman, Colonial, and Foursquare styles with porches. Limited alleys, drives, and off-street parking

3. CHOCOLATE AVENUE VILLAGE CENTER

- **Use:** Mixed-Use, includes retail, restaurant, home-conversion, professional office, multi-family, hotel, museum, and municipal
- **Setbacks:** Ranges from 3′ to 20′
- **Height:** Ranges from 1 to 11 stories, typically 2 to 4 stories
- **Character:** Eclectic, traditional and modern

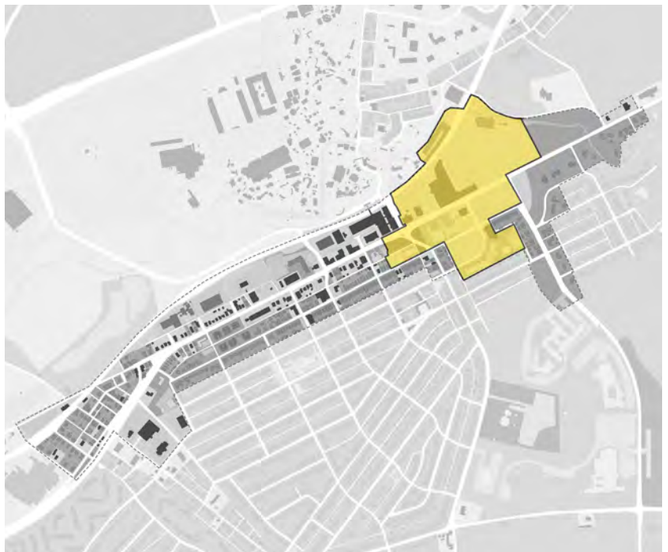
4. WESTERN CHOCOLATE RETROFIT AREA

- **Use:** Large and small scale retail, hotel, and large parking lots
- **Setbacks:** Suburban in character, 12′ to 200′
- **Height:** Ranges from 1 to 5 stories
- **Character:** Nondescript contemporary



5. EASTERN CHOCOLATE RETROFIT AREA

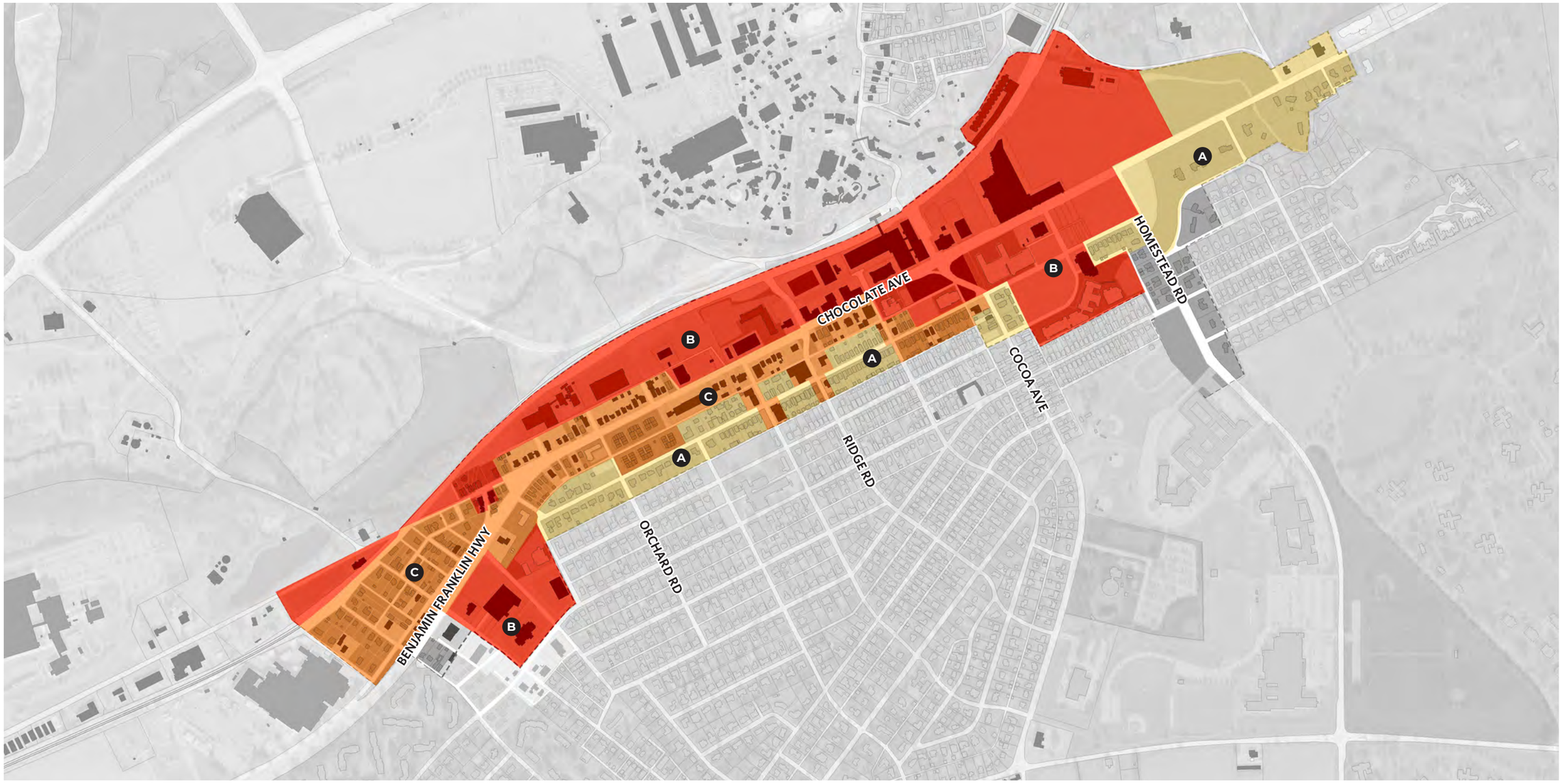
- **Use:** Large municipal, institutional, and office buildings with large parking lots
- **Setbacks:** Ranges from 8′ to 50′
- **Height:** Ranges from 1.5 to 5 stories
- **Character:** Civic in nature, Neoclassical, Art Deco, and Contemporary



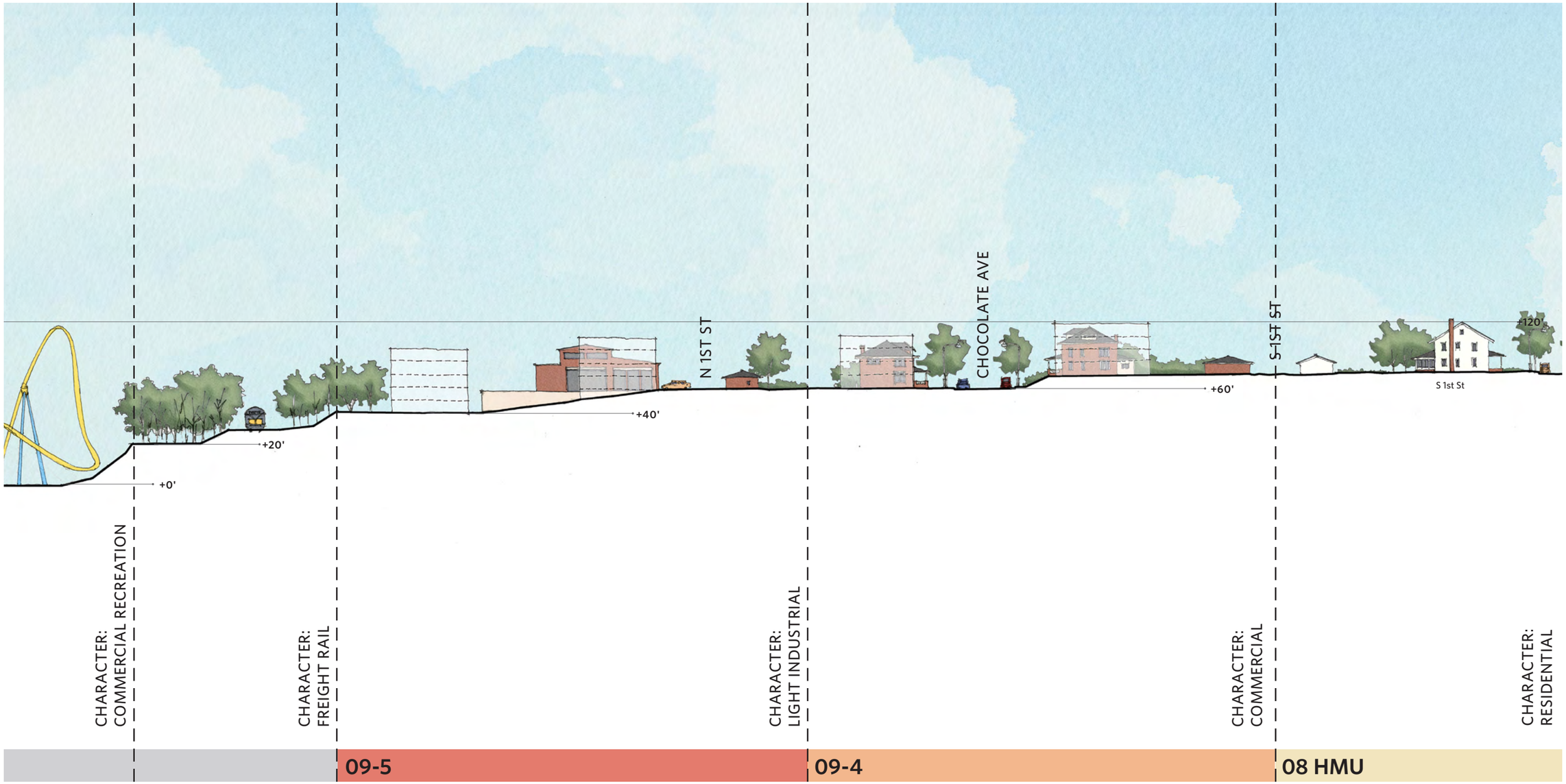
6. TROLLEY BARN AREA

- **Use:** Industrial
- **Setbacks:** Accessed off narrow alleys
- **Height:** Tall single stories, but as much as 55′ for some architectural elements
- **Architectural Character:** Warehouse, opportunities for adaptive reuse

PROPOSED DOWNTOWN OVERLAY SUB-DISTRICTS



HERSHEY DOWNTOWN TRANSECT DIAGRAM



WHICH AREAS ARE SIMILAR?

- **A: Caracas Ave.**
  - Return to Hershey Mixed-Use Zoning District, however these areas will still be subject to the architectural standards
- **B: Western Retrofit, Eastern Retrofit, and Trolley Barn**
  - Underutilized properties, buildings, and parking lots
- **C: Chocolate Ave. Village Center & Swatara Station**
  - The commercial heart of Hershey

B. WESTERN AND EASTERN CHOCOLATE AVENUE, TROLLEY BARN AREA

- Generally follows the prescriptions of Hershey Mixed Use 09
- **Alterations:**
  - Minimum Lot Width, 40′ to 20′ (townhouses & small businesses)
  - Principal Structure Height, 5 stories not to exceed 60′ in height
  - Principal Structure Front Setback, 15′ or the average prevailing setback on the same side of the block

B. WESTERN AND EASTERN CHOCOLATE AVENUE, TROLLEY BARN AREA: CHARACTER

C. CHOCOLATE AVE. VILLAGE CENTER & SWATARA STATION

- Generally follows the prescriptions of Hershey Mixed Use 09
- **Alterations:**
  - Minimum Lot Width, 40′ to 20′ (townhouses & small businesses)
  - Principal Structure Height, 4 stories not to exceed 50′ in height
  - Principal Structure Front Setback, 15′ or the average prevailing setback on the same side of the block

C. CHOCOLATE AVE. VILLAGE CENTER & SWATARA STATION: CHARACTER

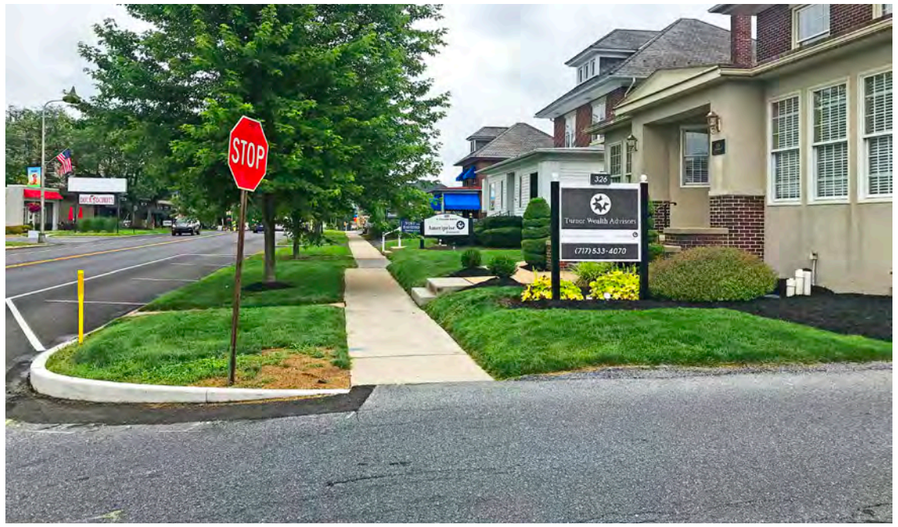
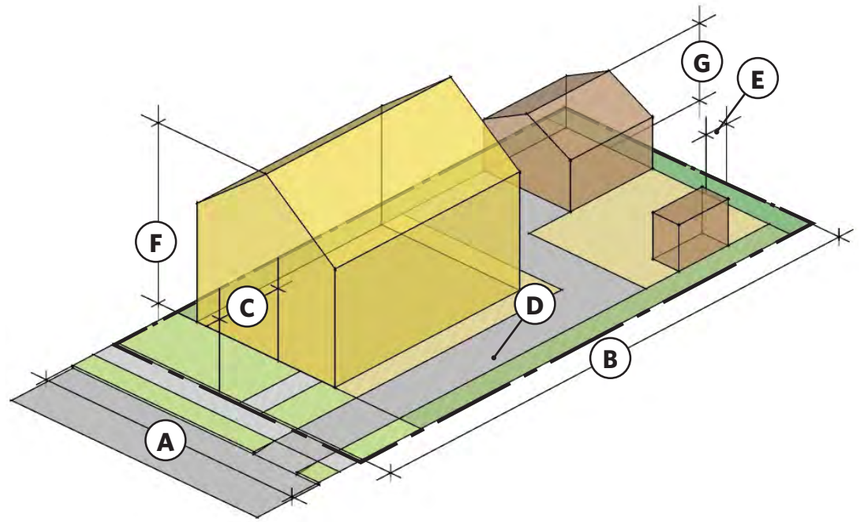


TABLE 29, 225-315

Attribute		Hershey Mixed-Use	O9-4	O9-5
Lot Criteria	(A) Minimum Lot Width	40'	20'	20'
	(B) Minimum Lot Depth	100'	100'	100'
	Minimum Non-res. Lot Area	N/A	N/A	N/A
Principal Structure Setback	(C) Minimum Front Setback	20'	15' or the average prevailing setback on the same side of the block	15' or the average prevailing setback on the same side of the block
	(D) Minimum Side Setback	5'	5'	5'
	(E) Minimum Rear Setback	5'	5'	5'
Accessory Structure Setback	Minimum Front Setback	50'	50'	50'
	Minimum Side Setback	5'	5'	5'
	Minimum Rear Setback	5'	5'	5'
Height	(F) Principal Structure Maximum	35'	4 stories not to exceed 50' in height	5 stories not to exceed 60' in height
	(G) Accessory Structure Maximum	20'	20'	20'
Lot Coverage	Maximum Impervious Coverage	40%	85%	85%
	Minimum Vegetated Coverage	50%	5%	5%
Residential Density	SFDD/SFSD/TFDD	5 DU/NDA	7 DU/NDA	7 DU/NDA
	Apartments & Mixed-Use Buildings	8 DU/NDA	40 DU/NDA	49 DU/NDA



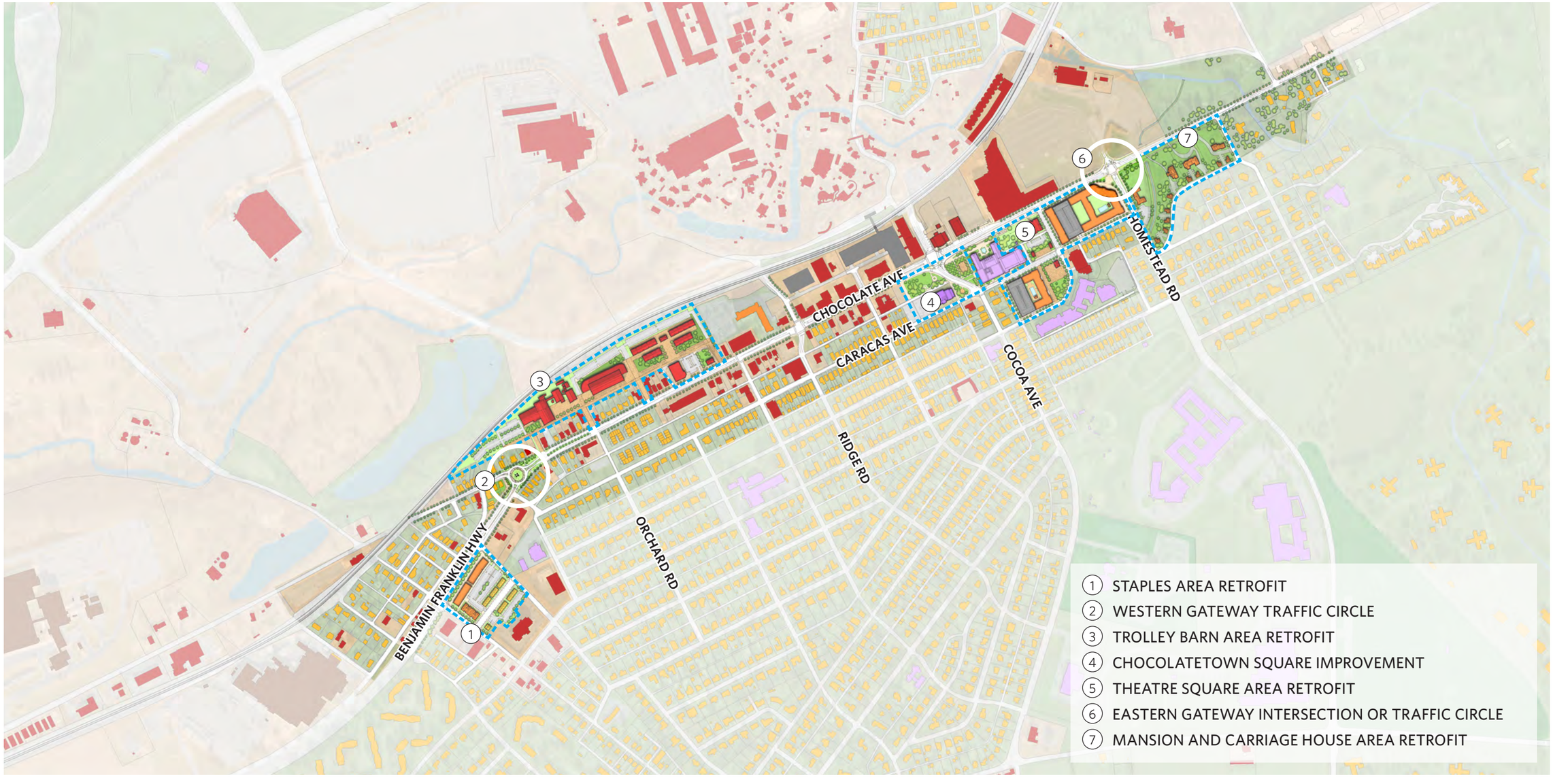
LOT DIMENSIONS DIAGRAM

POTENTIAL PARKING REVISIONS

- Additional Vehicular Parking Off-Street Standard:
  - Problem: First floor used for parking, resulting in dead frontage
  - Required minimum setback from the front property line is 30′
- Table 35:
  - Problem: finding enough room on small lots for parking houses converted to commercial uses
  - Retail, small scale: Downtown Core overlay district, 2 per first 1500 square feet of gross floor area, 1 per every additional 300 square feet of gross floor area. In all other districts, 1 per each 200 square feet of gross floor area. Shared parking may apply.

STREET IMPROVEMENT STRATEGY

DOWNTOWN INITIATIVE AREA SKETCH PLAN



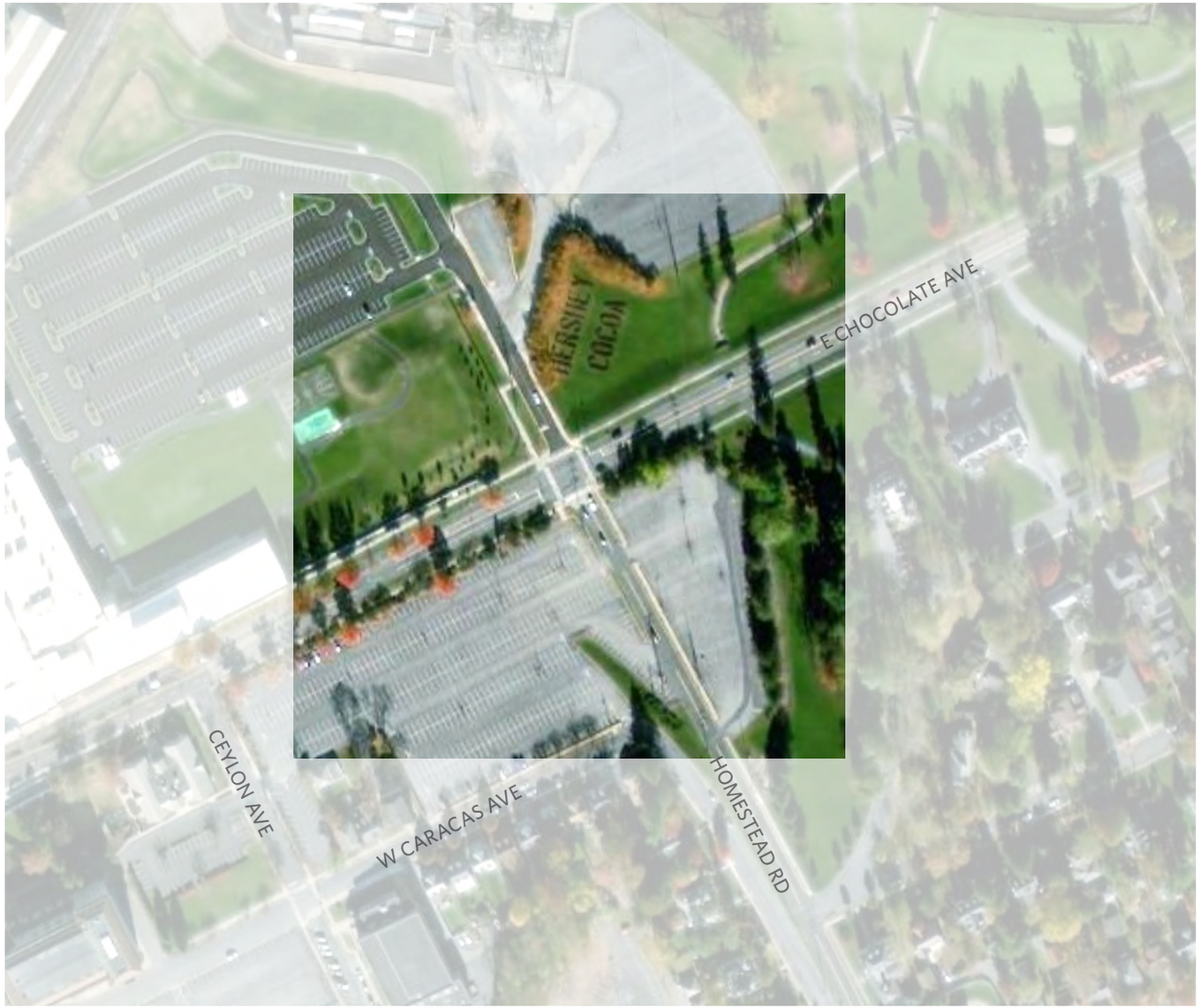
WESTERN GATEWAY: EXISTING

- Difficult to head east onto Chocolate Ave. from Old Chocolate Ave.
- Long, slight curve encourages traffic to speed through the area
- Underutilized green space

WESTERN GATEWAY: IMPROVED

- Resolves complicated turns from Old West Chocolate Avenue to the highway
- Slows traffic approaching the downtown district
- Opportunity for gateway signage

EASTERN GATEWAY: EXISTING



- The high number of employees in the afternoon/morning can cause congestion at the intersection

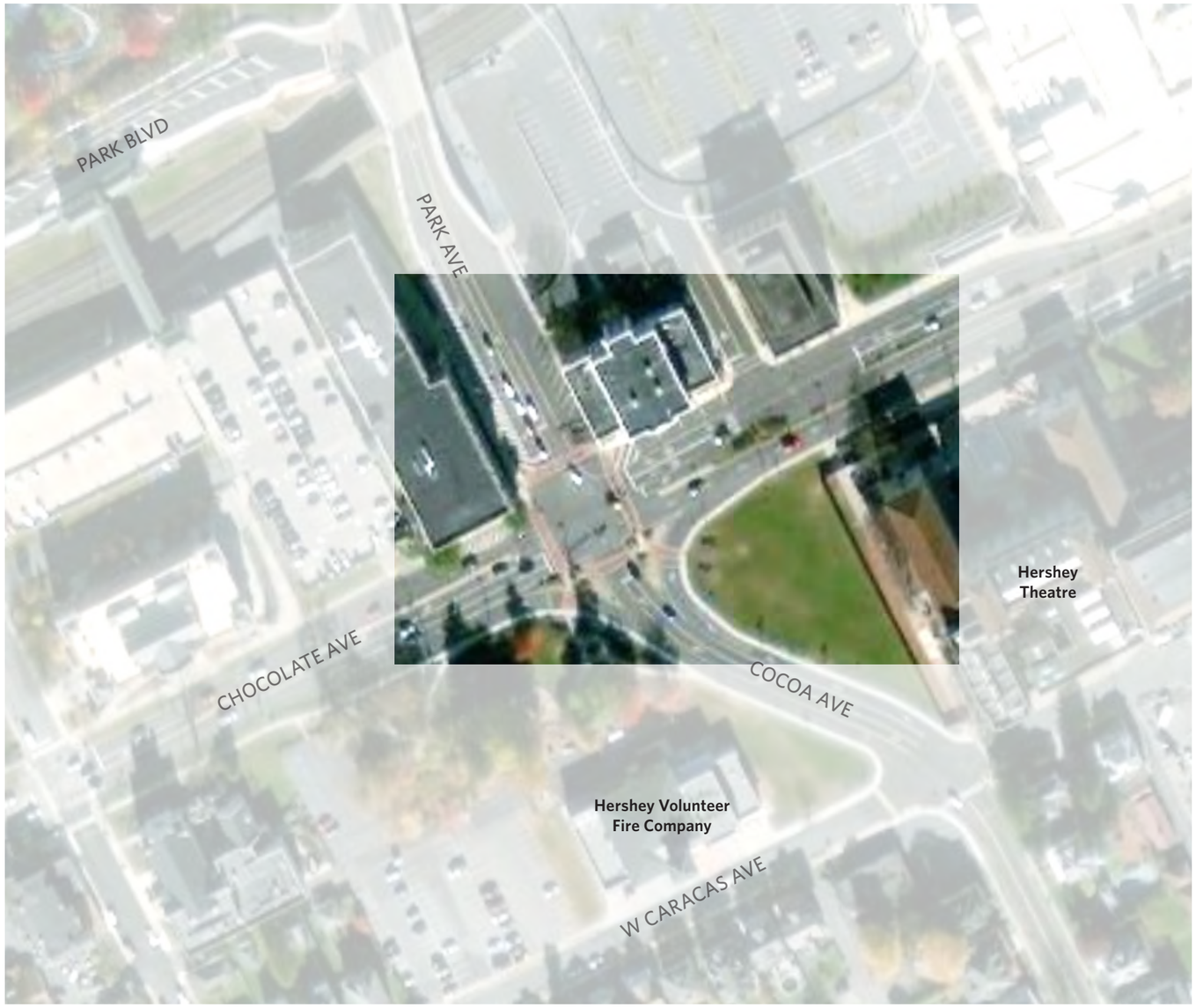
EASTERN GATEWAY: IMPROVED

- Provides more efficient and appropriately-scaled access to parking for Hershey Company employees
- Signals the transition from rural highway to urban downtown

EASTERN GATEWAY: IMPROVED

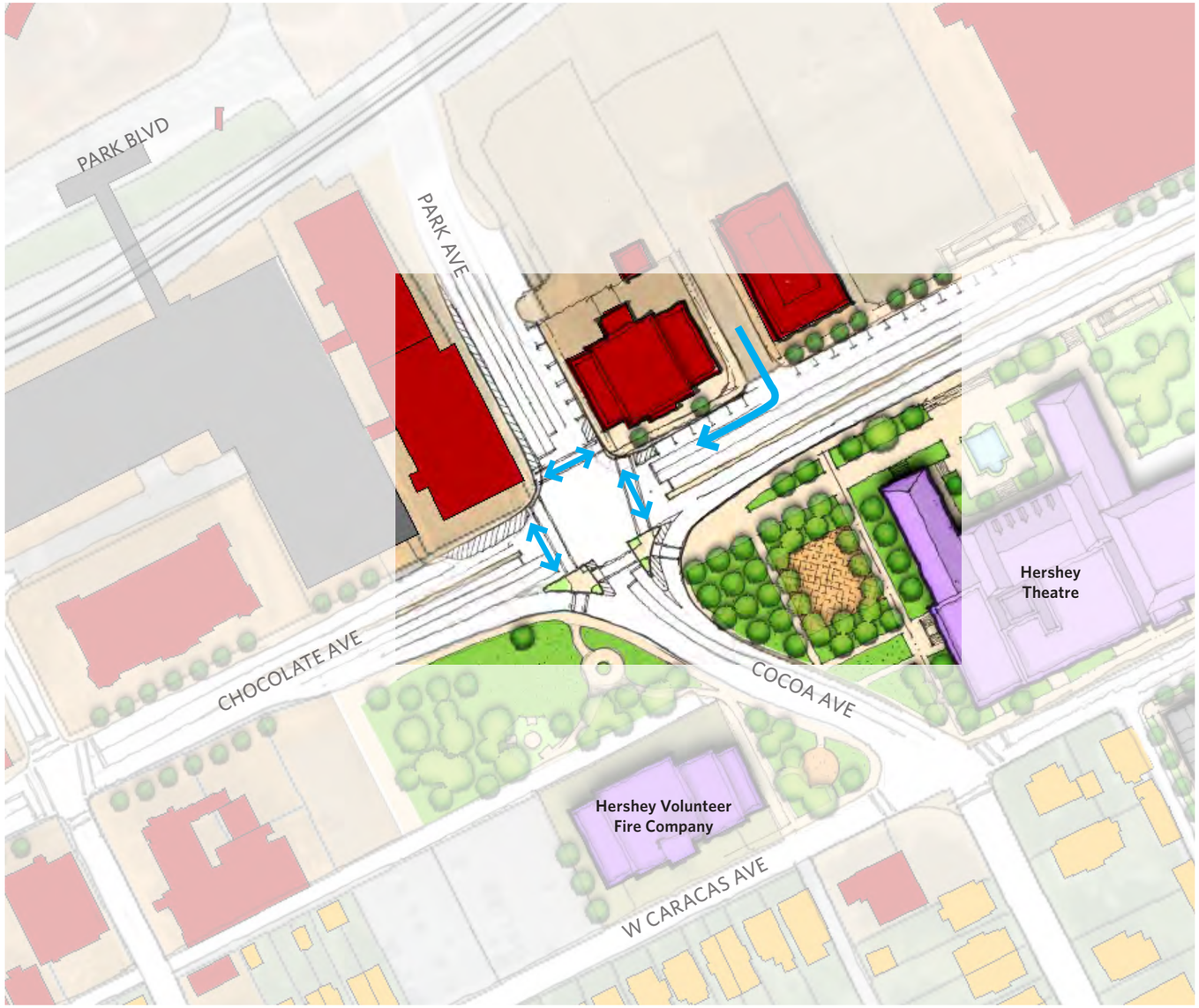
- Provides more efficient and appropriately-scaled access to parking for Hershey Company employees
- Signals the transition from rural highway to urban downtown
- Opportunity for gateway signage

CHOCOLATE/COCOA INTERSECTION: EXISTING



- Extremely large crossing distances across Chocolate Ave. and Cocoa Ave.
- Left turn slip lane from Hershey Company parking lot is complicated
- Back-in diagonal parking is not liked by residents

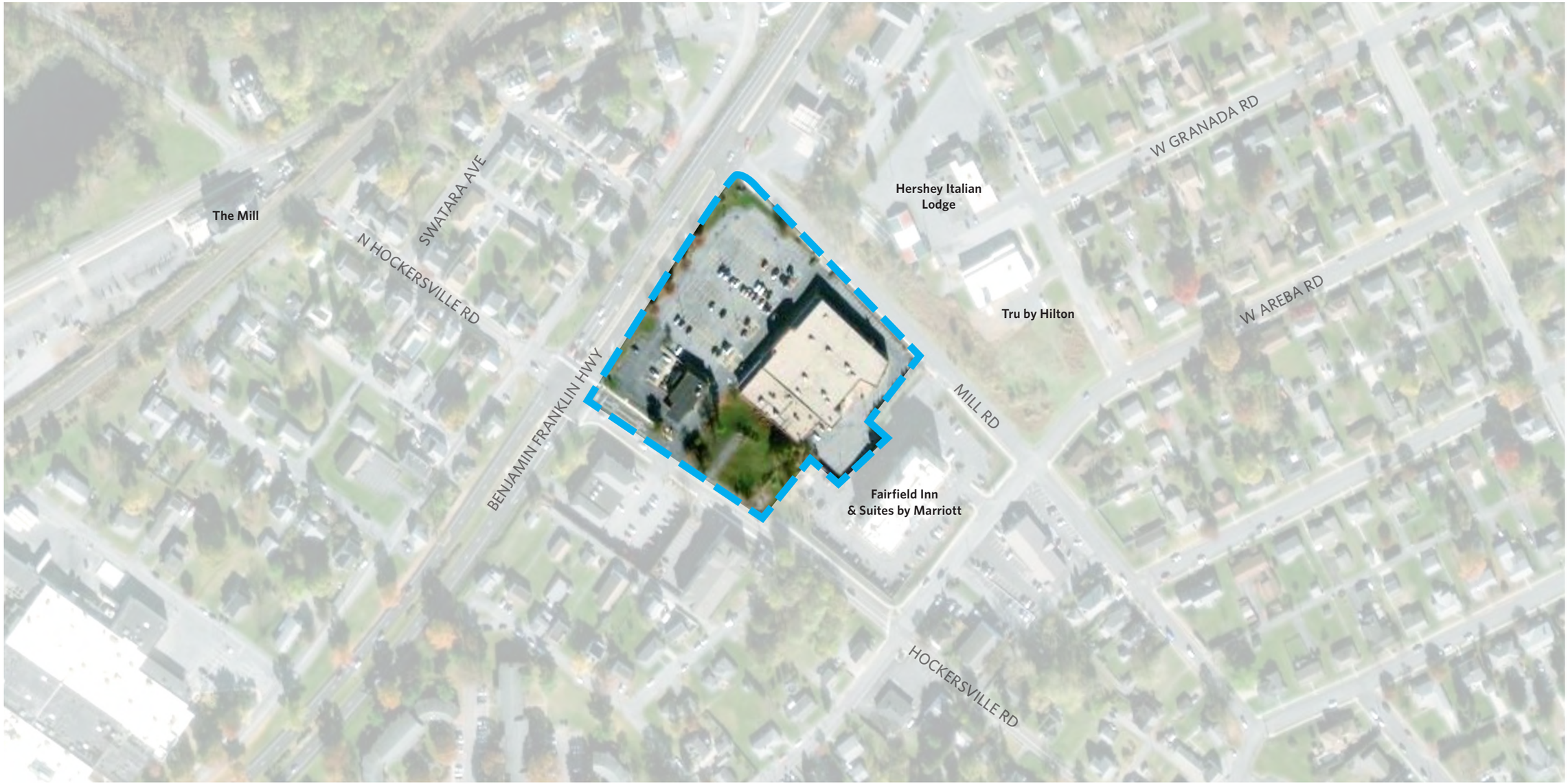
CHOCOLATE/COCOA INTERSECTION: IMPROVED



- Extended bump-outs (if possible) to increase zone for pedestrians and decrease crossing distances
- Removed slip lane onto Chocolate Avenue from Hershey Company parking lot
- Diagonal parking along Park Ave. changed to parallel parking

INITIATIVE AREA DEVELOPMENT CONCEPTS

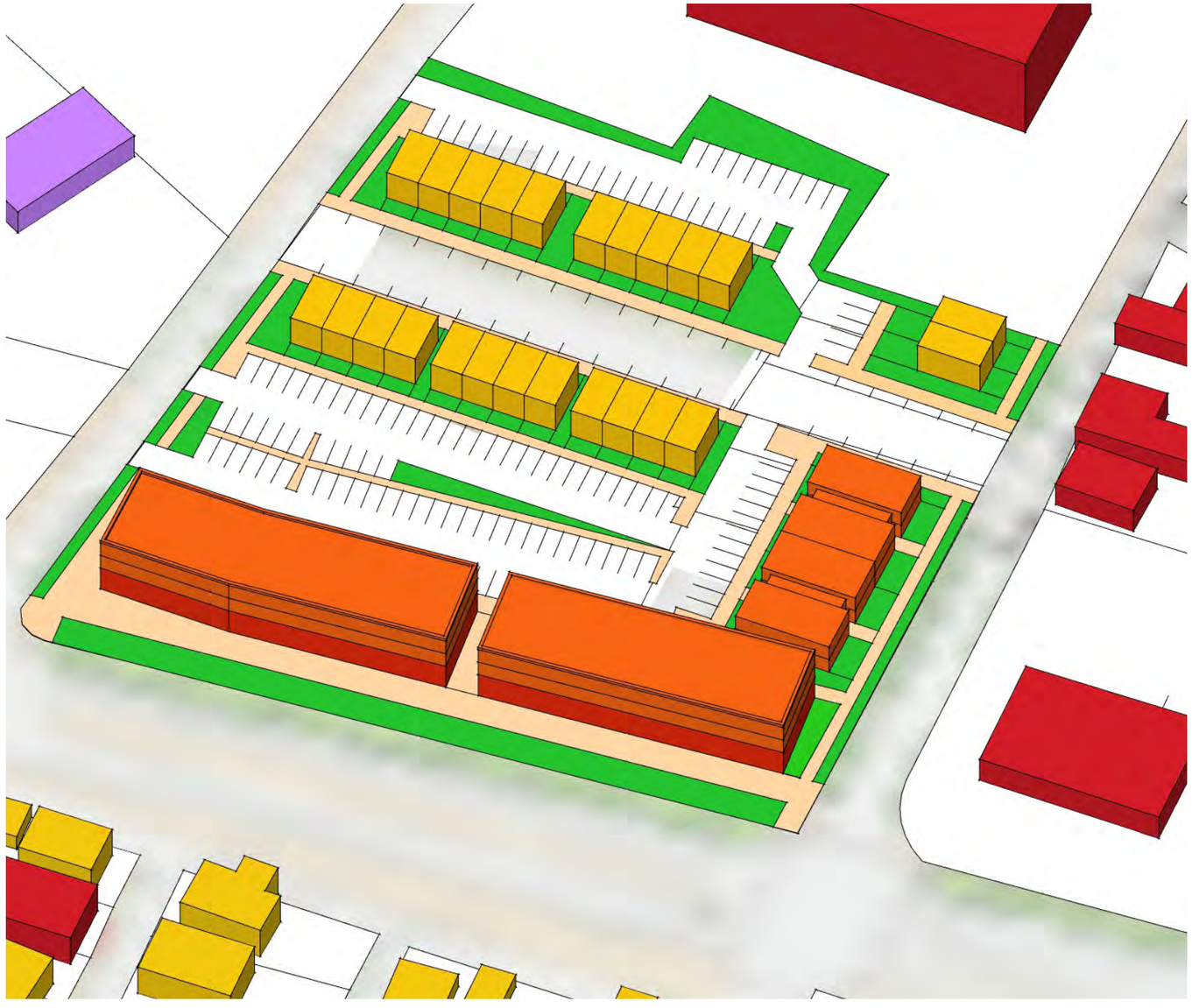
STAPLES AREA: EXISTING



STAPLES AREA: PROPOSED

STAPLES AREA: DEVELOPMENT QUANTITIES

- 48 Corridor MF. Units
- 46 Walk-up MF Units
- 24 Townhouse Units
- 27,000 SF of Retail
- 261 Parking Spaces (assumed 1.5 spaces/unit for MF, and utilized the shared parking ratio)



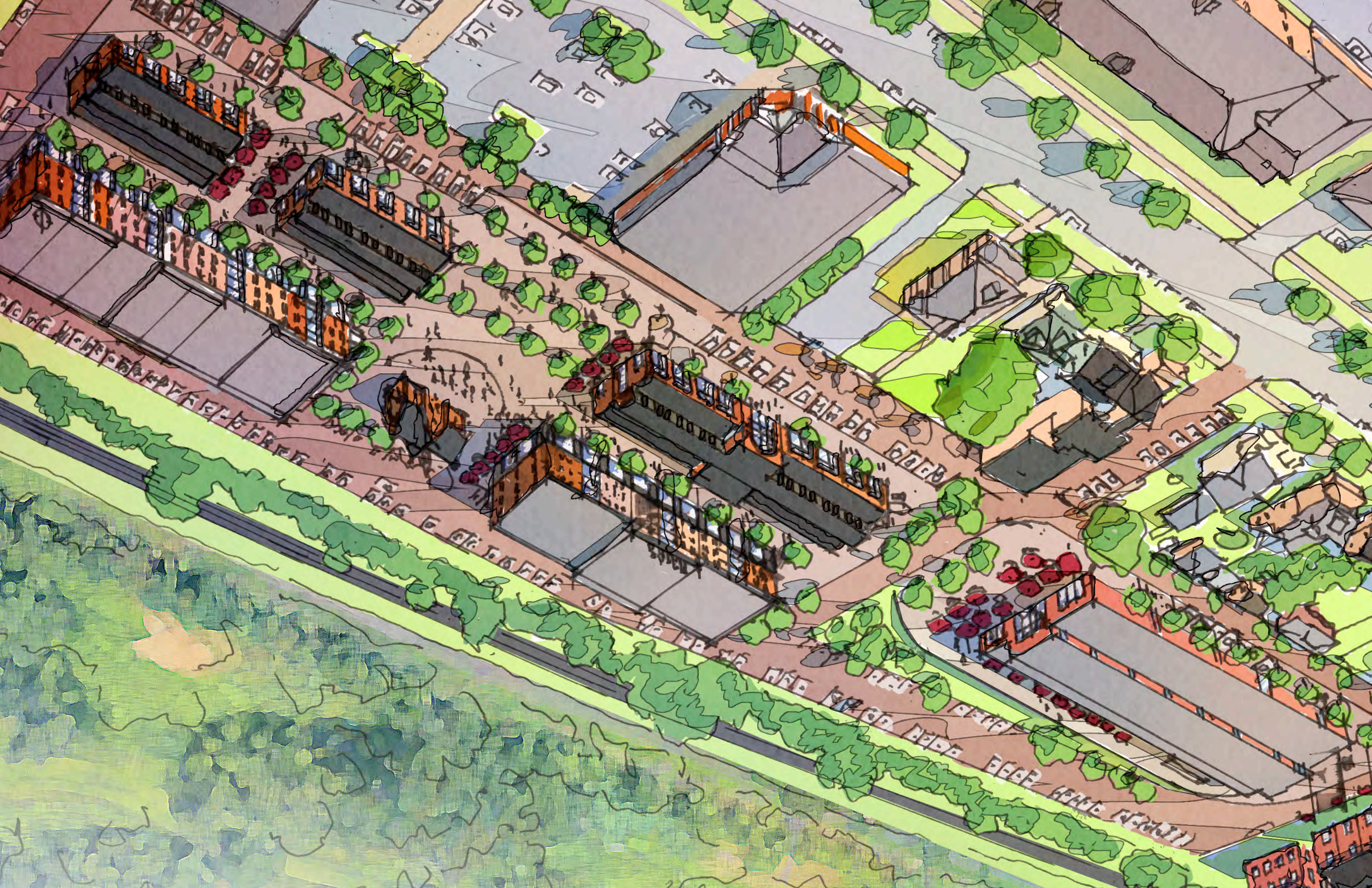
TROLLEY BARN AREA: EXISTING

TROLLEY BARN AREA: PROPOSED

TROLLEY BARN AREA: PRECEDENTS

TROLLEY BARN AREA: DEVELOPMENT QUANTITIES

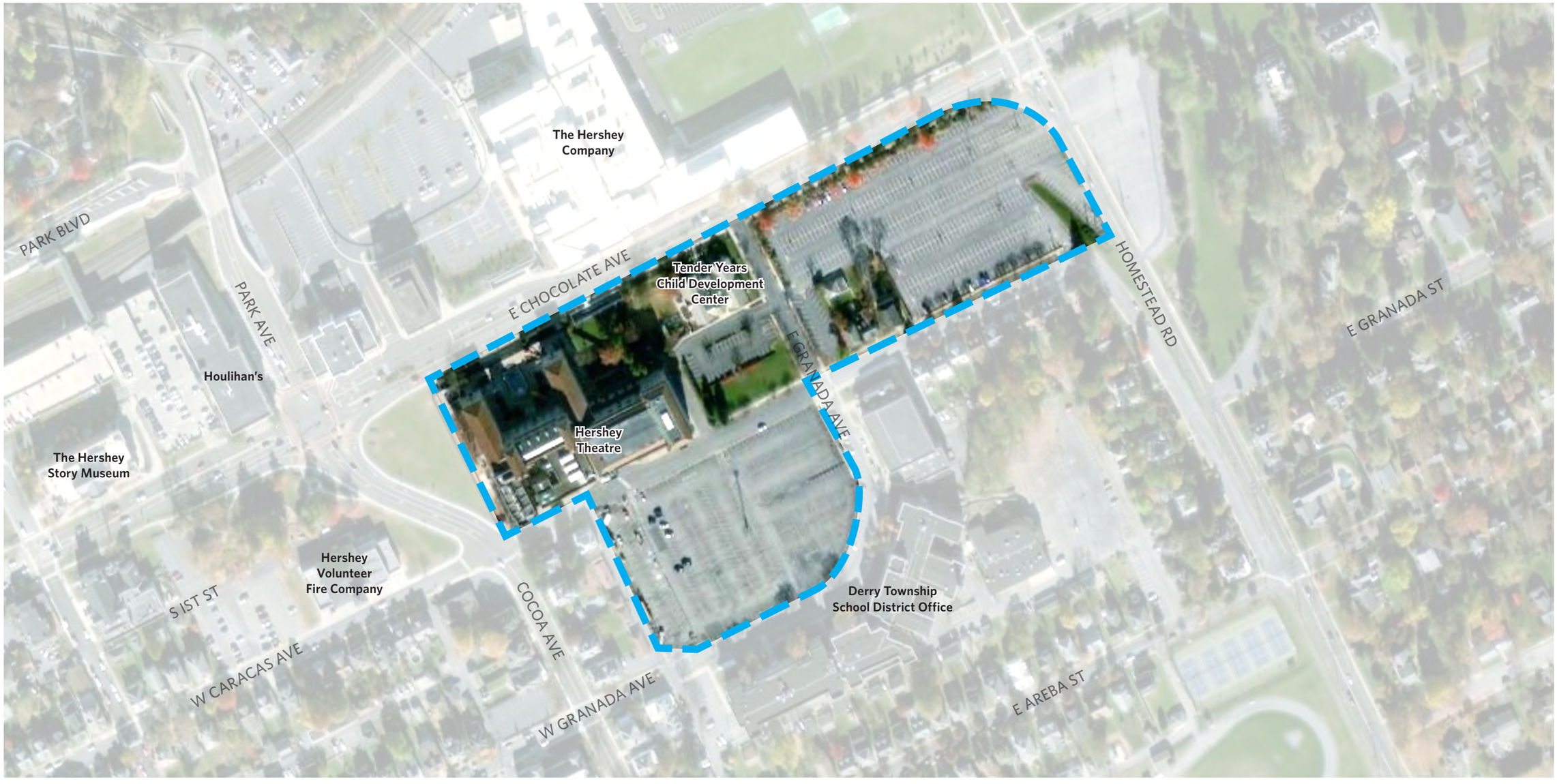
- 111,600 SF of Commercial
- 305 Parking Spaces



CHOCOLATETOWN SQUARE: EXISTING

CHOCOLATETOWN SQUARE: PROPOSED

THEATER SQUARE: EXISTING



THEATER SQUARE: PROPOSED

THEATER SQUARE: DEVELOPMENT QUANTITIES

- 406 MF Units
  - 130 in Bldg. 1
  - 320 in Bldg. 2
- 1,160 Parking Spaces
  - 580 in each garage
- Excess parking to be utilized by Hershey Company, School District, Theater, and the Hershey Community Center reuse

HERSHEY DOWNTOWN PARKING GARAGE CALCULATIONS

West Garage Demand	4PM Weekday, shared use at greatest demand		
School District	230 cars	100%	230 cars
Theater	360 cars	70%	252 cars
Apartments (proposed)	130 cars	66%	86 cars
Hershey Community Center Reuse	126 cars	66%	83 cars
	846 cars		651 cars

East Garage Demand	4PM Weekday, shared use at greatest demand		
Hershey Company	350 cars	100%	350 cars
Apartments (proposed)	320 cars	66%	211 cars
	674 cars		561 cars

West Garage	280′ x 125′	116 cars/level
East Garage	280′ x 125′	116 cars/level

Total district shared use demand 1,212 cars

Number of parking levels @ 116 cars/level 10 levels

Two garages @ five levels required (excess surface parked)

580 car garage @ 20,000/space= $11.6M

HERSHEY MANSIONS: EXISTING

- 12 Mansion Apt. Units
- 36 Carriage House Units
- 72 Parking Spots (1.5 ratio + 1 guest spot per 5 units, typ. = 112 required)

HERSHEY MANSIONS: PROPOSED & QUANTITIES

- 12 Mansion Apartment or Condo Units
- 36 Carriage House Units, Condo or Apartment
- 72 Parking Spots (1.5 ratio + 1 guest spot per 5 units, typ. = 112 required)

HERSHEY MANSIONS: PRECEDENTS

UDA

Creating a sense of place through collaboration, context, and community.

27 September 2019

ARCHITECTURAL GUIDELINES FOR DOWNTOWN HERSHEY

Hershey, Pennsylvania

ARCHITECTURAL GUIDELINES FOR DOWNTOWN HERSHEY

PREPARED FOR
Derry Township

FUNDED BY
Derry Township
Downtown Hershey Association

CONSULTANT TEAM
Urban Design Associates

STEERING COMMITTEE
Christopher Christman
Township Manager, Township of Derry

Charles Emerick
Director of Community Development, Township of Derry

Justin Engle
Board of Supervisors, Township of Derry

Jenelle Stumpf
Planning/Zoning Coordinator, Township of Derry

Richard Zmuda
Board of Supervisors, Township of Derry

Lauren Zumbrun
Economic Development Manager, Township of Derry


HERSHEY
THE HERSHEY COMPANY
Zagster
Zagster
Zagster

TABLE OF CONTENTS

§89-12. Preface 1
§89-13. Overview 1
§89-14. Zoning Districts 9
§89-15. Building Typologies And Principals 17
§89-16. Building Elements 31
§89-17. Materials And Applications 35
§89-18. Storefronts 39
§89-19. Signage 45
§89-20. Site Elements 51

§89-12. PREFACE

First created in 2017, the Downtown Core Overlay was intended to define the bounds of Hershey's historical downtown within the existing Hershey Mixed Use zone. This section is intended to take a closer look at the subtleties between subdistricts within the Downtown Core Overlay and prescribe each respective region. The following standards apply to new development, redevelopment, and alterations in the Downtown Core Overlay. As a result, the standards address issues related to retention of existing buildings that will be altered and/or expanded; as well as new building construction that will infill undeveloped land areas; or demolition and redevelopment of existing sites in the Downtown Core Overlay. A general observation of these design standards is that all buildings in the downtown should relate to and respect the continuity and character of existing block fronts and adjacent buildings that are such a strong determinant of the character of the overlay. The goal is to maintain quality, character, and spatial continuity. The following standards address the minimum considerations for the design of newly developed, expanded, or altered buildings in the Downtown Core Overlay:

A. The adaptive reuse of existing buildings shall be utilized to the greatest extent possible. In the event that partial demolition of an existing building is proposed, the applicant shall submit the following relevant information on the structure in order to demonstrate the infeasibility of adaptive reuse for the corresponding portion(s) of the building:

(1) That the structural integrity of the part of the building in question is beyond repair or reuse and as a result, the demolition of a portion of the existing building is in the best interest of public safety and welfare. The applicant shall provide a structural engineer's report to demonstrate the extent of structural disrepair.

(2) That the desired general aesthetics and compatibility of design with surrounding uses will be more achievable with the demolition of a portion of the existing structure and partial new construction.

(3) That the safety of vehicular and/or pedestrian access to the building will be more achievable with new construction.

B. In the event that demolition of an existing building is proposed, the applicant shall submit the following relevant information on the structure in order to demonstrate the infeasibility of adaptive reuse:

(1) That the structural integrity of the building is beyond repair or reuse and as a result, the demolition of the existing building is in the best interest of public safety and welfare. The applicant shall provide a structural engineer's report to demonstrate structural disrepair.

(2) That the desired general aesthetics and compatibility of design with surrounding uses will be more achievable with demolition of the existing structure and construction of a new building.

(3) That the safety of vehicular and/or pedestrian access to the building will be more achievable with construction of a new building.

These design standards of the Downtown Core Overlay are considered the minimum standards that the applicant shall adhere to. All of the design standards of the Downtown Core Overlay are vital if the traditional neighborhood development atmosphere of the downtown is to be achieved. It is the intent of this article to encourage flexibility, economy, ingenuity, and sustainability in the development of tracts within the Downtown Core Overlay. To this end, the applicant may request a modification of the minimum design criteria of this chapter if such modification will enable the design of a development that still achieves the purpose and objectives expressed in this chapter. Modifications shall be presented with a submission to the DCDB and shall be reviewed pursuant to the requirements of Chapter 225, Zoning, or Chapter 185, Subdivision and Land Development. Relief from those respective chapters shall be requested by the applicant and reviewed by the Township in compliance with the requirements of those chapters.

Figure 12.1 An example of a commercial use in a home conversion, a form of adaptive reuse common in Downtown Hershey.

§89-13. OVERVIEW

The Downtown Core Overlay Design Standards describes the essential elements of Hershey's architecture to enhance and preserve the character of the downtown. The creation of refined zoning and design guidelines required participation from community members familiar with their neighborhood amenities and unique history. Community input was sought during public meetings, where small groups identified the strengths, weaknesses, and opportunities within the existing limits of the Downtown Core Overlay. From discussions with stakeholders, the public, and careful analysis of the area by the design team, six areas of distinct urban characters emerged. Pinpointing commonalities between these areas and determining boundaries between them led to the creation of two new zoning overlays intended to preserve the unique essence of each area within the downtown.

A. The six distinct areas within the Downtown Core Overlay are identified and described in this section as follows:

(1) Caracas Avenue Residential Neighborhood.

(2) Swatara Station Residential Neighborhood.

(3) Chocolate Avenue Village Center.

(4) Western Chocolate Commercial Area.

(5) Eastern Chocolate Institutional Area.

(6) Trolley Barn Industrial Area.

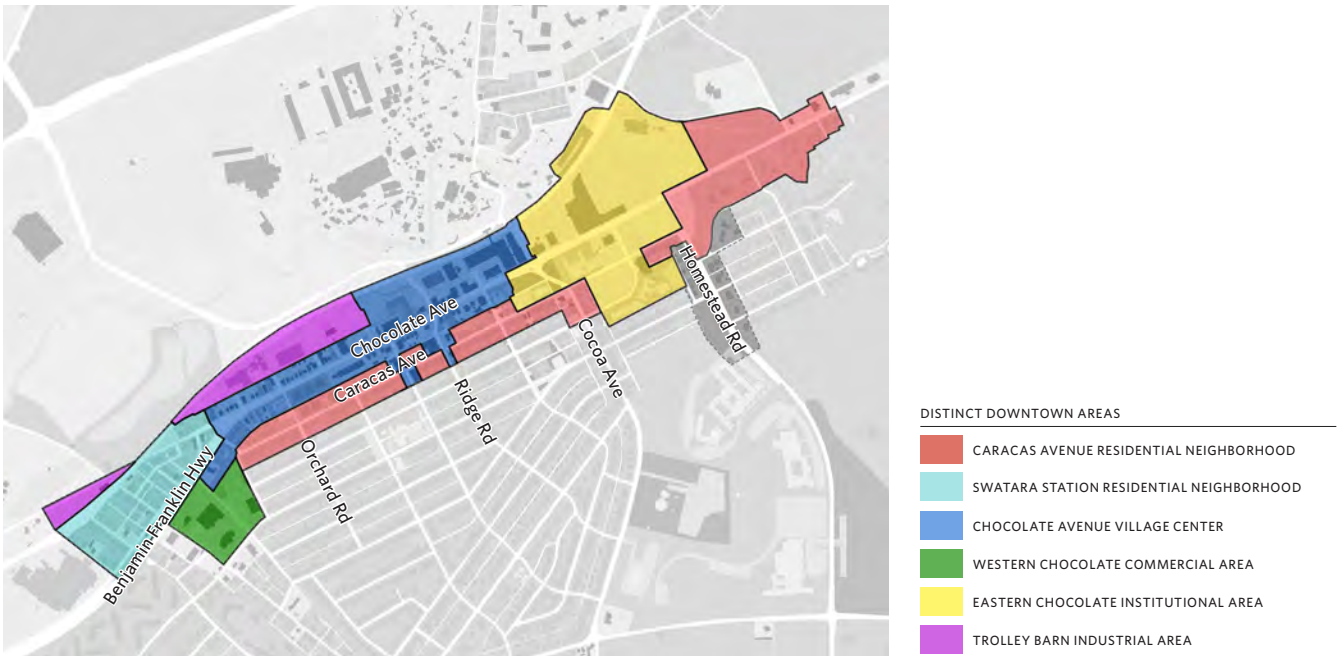


Figure 13.1 Distinct Areas Identified

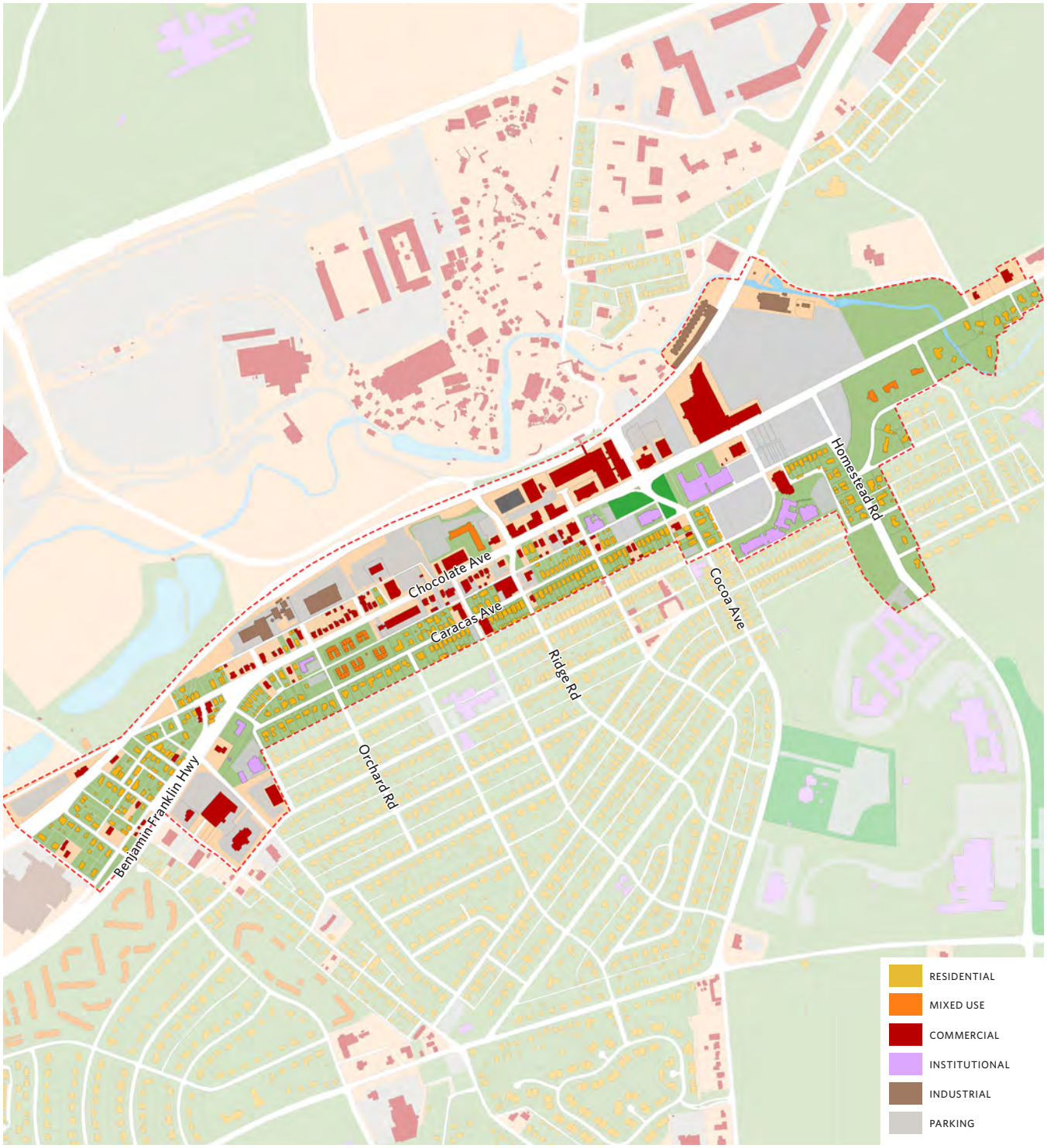


Figure 13.2 Existing Land and Building Uses

B. Caracas Avenue Residential Neighborhood

(1) Caracas Avenue is a well-liked and distinct residential area within the downtown. With intermittent street trees, wide sidewalks, and on-street parking, the entire length is pedestrian-friendly.

(2) The small-town atmosphere of Caracas and its cross streets is further reinforced by the scale of the residences, which rarely exceed two stories. The residences are primarily single-family detached homes, with some small multi-family buildings. Porches, stoops, and well-kept gardens in front lawns enhance the safe, familial feel of the area and blur the boundary between the private and public realms.

(3) The few, scattered small businesses that dot Caracas Avenue and its cross streets mostly occupy retrofitted homes, preserving the residential quality of the street. Pronio's Market is one of the few exceptions, but retains the small scale of surrounding buildings with a wide awning and a retro style that feels inviting and neighborly.

(4) The location of Caracas Avenue is an excellent asset for Downtown Hershey. Positioned just south of Chocolate Avenue, a main thoroughfare, the accessibility between residences and businesses is naturally strong. Cross streets like Valley Road, Ridge Road, and Cocoa Avenue feature a mixture of residences and businesses, further promoting the walkability of this area, while maintaining its unique residential feel.

(5) Generous 15- to 30-foot setbacks along the length of Caracas Avenue and cross streets provide plenty of space for relatively large street trees and sidewalks. On-street parking further separates pedestrian traffic from car traffic and slows vehicular speeds on the street.

(6) The traditional 2-story residential architectural styles most prevalent along Caracas Avenue include Craftman, Colonial, and Foursquare styles. These styles lend themselves to front porches that are part of the basic massing of the building, an important feature that helps shape the experience of pedestrians.

Figure 13.3 Boundary of Caracas Avenue Residential Neighborhood within the Downtown Core Overlay.

Figure 13.4

Figure 13.5

Figure 13.6

C. Swatara Station Residential Neighborhood

(1) Positioned at the southwestern end of the downtown, Swatara Station is a distinct, mostly residential region characterized by an older housing stock and rolling topography.

(2) The residences rarely surpass two stories and tend to feature open porches and well-kept gardens that activate the streets.

(3) For the most part, roads are unmarked and are wide enough for two travel lanes and on-street parking on both sides.

(4) The few commercial buildings occupy retrofitted homes and hold local small businesses like restaurants, hairdressers, and tailors.

(5) Swatara Station is sandwiched between Chocolate Avenue to the south, the railway to the north, and rising topography on all sides. Swatara Creek, for which the neighborhood is named, periodically floods the low-lying areas.

(6) The busy roads that border nearly all sides of the neighborhood restrict safe pedestrian access to the rest of the downtown. The forked transition between Old West Chocolate Avenue and the new West Chocolate Avenue, in particular, is an awkward traffic condition that conceptually separates the neighborhood from the business district.

(7) This region features primarily single-family homes with traditional 2-story architectural styles including Craftsman, Colonial, and Foursquare. Most residential properties here also feature a driveway and often a detached garage or shed.

(8) Setbacks in this area are typically between 10 and 30 feet, allowing for small gardens in front lawns.

Figure 13.7 Boundary of Swatara Station Residential Neighborhood within the Downtown Core Overlay.

Figure 13.8

Figure 13.9

Figure 13.10

D. Chocolate Avenue Village Center

(1) The heart of Downtown Hershey is a short linear stretch of Chocolate Avenue, a Pennsylvania state highway (U.S. Route 422) that connects Harrisburg, Reading, and King of Prussia.

(2) Hershey Company founder Milton S. Hershey identified the intersection of Chocolate Avenue and Cocoa Avenue, then dirt roads, as the epicenter of the company town, planning commercial and civic uses here that would be distinct from the residential areas to the south and Hersheypark to the north. Today, this original planning intent remains, with primarily mixed-use development, small storefronts, and home conversions keeping the scale of buildings small and the streets walkable.

(3) The most recent development along Chocolate Avenue, Hershey Towne Square, features the most stylistically contemporary buildings in the Downtown Core Overlay and features restaurants with outdoor seating and perhaps the shallowest setback along the entire stretch of the downtown.

(4) Walkability along this corridor varies, with the deepest setbacks offering tree cover and plenty of distance to moving traffic; however, wide streets encourage faster vehicular travel and prevent easy pedestrian crossing on Chocolate Avenue. Setbacks range anywhere between 3 and 20 feet.

(5) This diverse mixed-use area includes retail, restaurants, home-conversions, professional offices, multi-family residential, hotels, museums, and municipal buildings.

(6) A wide range of building heights (between 1-11 stories, average of 2-4 stories) provides variety but feels somewhat unplanned.

(7) An eclectic architectural style mix includes contemporary and traditional elements. Former residential styles converted into commercial uses provide a stylistic backdrop for newer commercial buildings.

Figure 13.11 Boundary of Chocolate Avenue Village Center within the Downtown Core Overlay.

Figure 13.12

Figure 13.13

Figure 13.14

E. Western Chocolate Commercial Area

(1) The western end of the Chocolate Avenue corridor is at the confluence of different character areas within the downtown. The area is bordered by residential neighborhoods to the south, east, and west, but feels separated due to its diverse topographical conditions.

(2) Big box retailers with large surface parking lots and unappealing architectural features occupy the area and do not fit architecturally with the rest of the downtown.

(3) Hotels like the Tru by Hilton, the Fairfield Inn & Suites by Marriott, and the Super 8 by Wyndham all are located here and do not exceed five stories; however, this type and scale of development is seen as undesirable by nearby residents. The varied height range between 1 and 5 stories feels unplanned and very different from the rest of downtown.

(4) Large surface parking lots cover the ground between relatively tall buildings for the downtown, with little pedestrian infrastructure or trees.

(5) Suburban-style setbacks between 60 and 200 feet produce a drastically different environment than the rest of the downtown.

(6) Architectural styles here are relatively nondescript contemporary buildings, with big-box retailers and surface parking lots the most prevalent features. Brands of hotels and retailers here are the primary stylistic feature.

Figure 13.15 Boundary of Western Chocolate Commercial Area within the Downtown Core Overlay.

Figure 13.16

Figure 13.17

Figure 13.18

F. Eastern Chocolate Institutional Area

(1) The eastern end of the downtown corridor was an original area of development and remains largely in the ownership of the Hershey Company and the Hershey Entertainment and Resort Companies.

(2) The buildings here mostly hold civic uses and range from 1.5 to 6 stories tall.

(3) The Hershey Theatre is perhaps the most iconic building in this area, built in the early 1930s in an ornate Art Deco style with Italianate flourishes. The Derry Township School District offices occupy the former Derry Township high school buildings which follow the curve of Granada Avenue. The Hershey Company offices occupy another large Art Deco-style building along Chocolate Avenue.

(4) Large surface parking lots cover most of the ground between these municipal and commercial uses, interrupting any pedestrian flow through the area.

(5) ChocolateTown Park at this intersection represents a fantastic opportunity for a public park at the heart of Downtown Hershey, central to municipal, institutional, and office buildings and nearby regional arterials.

(6) The original main intersection in the downtown at Chocolate and Cocoa Avenues continues to serve as a central node in the area and has seen street improvements meant to accommodate wide turn lanes and improve pedestrian crossings. A slip lane allowing left turns from a Hershey Company parking lot to east-bound Chocolate Avenue is particularly confusing and forced the Hershey Company to build an underground pedestrian connection for employees to cross the busy Chocolate Avenue.

(7) Setbacks here vary between 8 feet and 50 feet but seem to be appropriate near the historical institutional buildings.

Figure 13.19 Boundary of Eastern Chocolate Institutional Area within the Downtown Core Overlay.

Figure 13.20

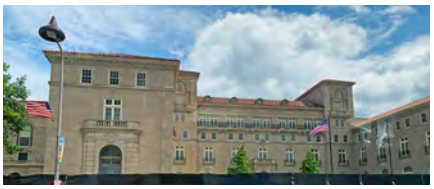


Figure 13.21

Figure 13.22

Figure 13.23

G. Trolley Barn Industrial Area

(1) This industrial area located between the railway line and Chocolate Avenue is an iconic yet overlooked site in the downtown. Large industrial buildings, including the former trolley barn, are in relatively solid condition and feature interesting tall single-story spaces and architectural details that could be retained with adaptive reuse. Expansive loading docks and surface parking lots characterize the area.

(2) These buildings are accessible exclusively from narrow alleys off of Chocolate Avenue but offer a unique opportunity for tall development as there are few residences between the industrial buildings and Chocolate Avenue.

(3) Views of Hershey Park to the north of the site provide intriguing conceptual links between the downtown and the main attraction in the town.

(4) The site also offers plenty of room for surface parking behind the buildings.

(5) Very little setback off of the alleys provides little to no pedestrian infrastructure in the area.

Figure 13.24 Boundary of Trolley Barn Industrial Area within the Downtown Core Overlay.

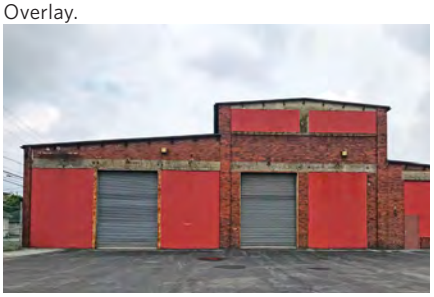


Figure 13.25

Figure 13.26

Figure 13.27

§89-14. ZONING DISTRICTS

The six areas defined in the previous section each have unique urban characteristics that all contribute to the overall identity of Downtown Hershey. From the discussions and explorations of these neighborhoods, similarities in use and aesthetics emerge, translating directly into three overlay districts. Establishing connections between areas within the downtown ensures a consistent atmosphere for the length of the Chocolate Avenue corridor, preserves the residential feel of Caracas Avenue and Swatara Station, and accommodates growth in former industrial areas.

J. From the analysis of the six distinct areas, architectural connections clearly emerge and translate directly into three districts:

(1) O9.1 (Gateway and Trolley Barn District)

a. Minimum Lot Width: 20 feet

b. Principal Structure Height: 5 stories not to exceed 60 feet in height

c. Principal Structure Front Setback: 15 feet or the average prevailing setback

(2) O9.2 (Chocolate Avenue Village Center)

a. Minimum Lot Width: 20 feet

b. Principal Structure Height: 4 stories not to exceed 50 feet in height

c. Principal Structure Front Setback: 15 feet or the average prevailing setback on the same side of the block

(3) O9.3 (Residential Neighborhood) The areas marked as primarily residential generally follow the guidelines of the Hershey Mixed Use Zoning District; however, these areas are still within the Downtown Core Overlay District and are therefore still subject to the Downtown Core Overlay Design Standards and to review from DCDB.

a. Minimum Lot Width: 40 feet

b. Principal Structure Height: 35 feet

c. Principal Structure Front Setback: 20 feet

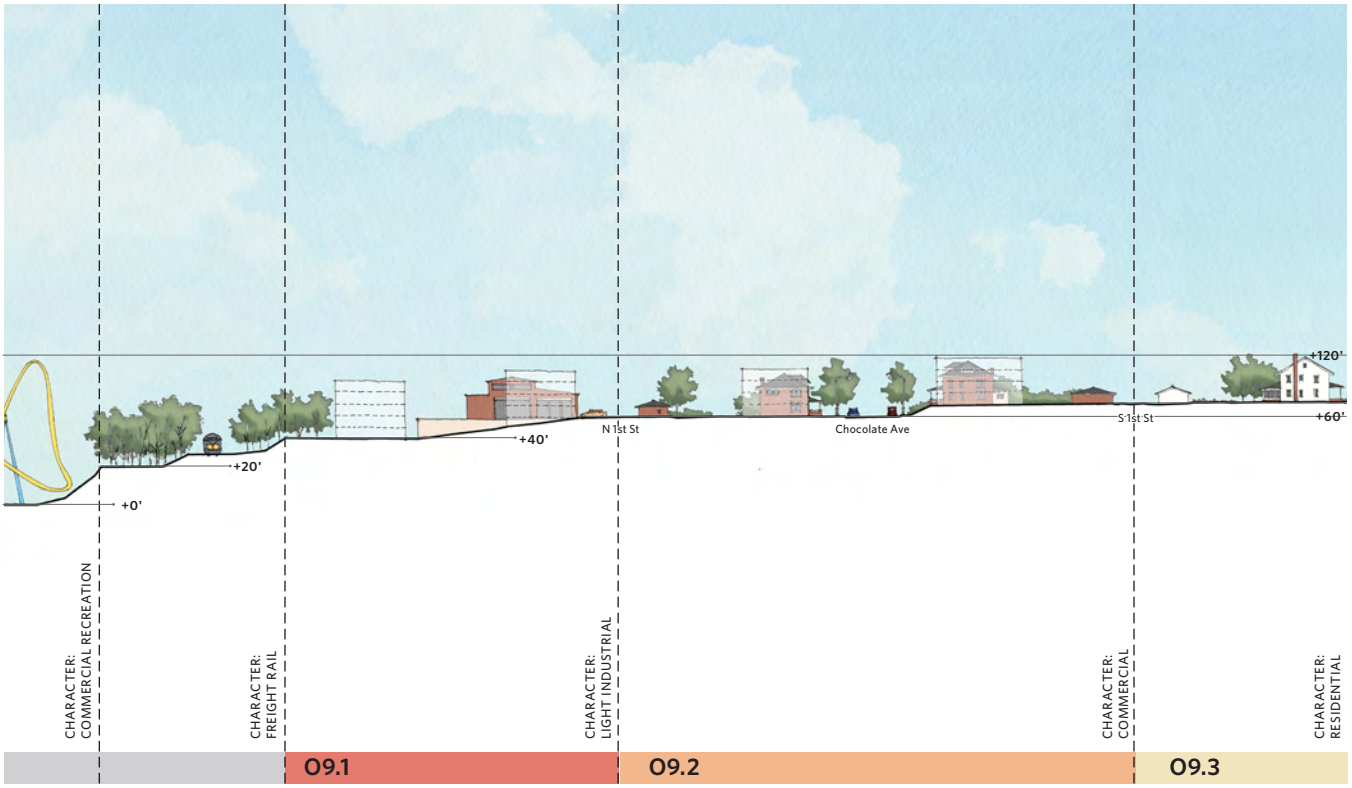


Figure 14.1 Transect diagram of the Downtown Core Overlay

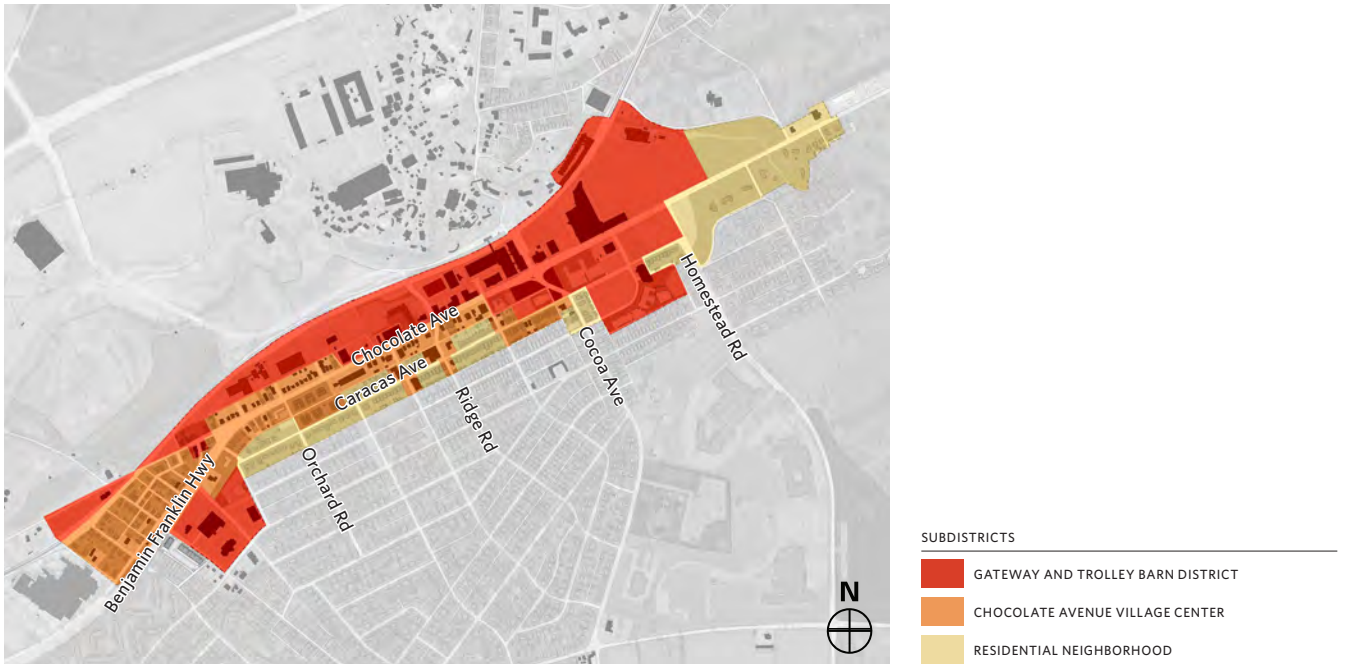


Figure 14.2 Subdistricts within the Downtown Core Overlay

K. Gateway and Trolley Barn District

(1) Of the six identified areas existing in Downtown Hershey, the Trolley Barn Industrial, Eastern Chocolate Institutional, and Western Chocolate Commercial Areas most closely relate. These areas are unique in terms of larger scaled buildings, surface parking lots, and industrial, and civic, industrial, or office uses.

(2) The main objective of this addition to the Downtown Core Overlay is to concentrate future development and growth in these underused areas while preserving the institutional and/or industrial architectural character of these districts.

(3) Allowable building heights shall be higher here than in any other area of the downtown, accommodating necessary development such as multi-family residential, offices, and hotels.

(4) The O9.1 Zoning District requires:

a. Minimum Lot Width: 20 feet.

b. Principal Structure Height: 5 stories, not to exceed 60 feet in height.

c. Principal Structure Front Setback: 15 feet or the average prevailing setback on the same side of the block.

Figure 14.3 The boundary of the Gateway and Trolley Barn District follows O9.1.

Figure 14.4 The Hershey Theatre is one of the most iconic civic structures in the downtown and is also one of the area's tallest.

Figure 14.5 These three distinct areas feature either natural or historical borders that would permit further higher-density development schemes without impacting smaller-scale residential neighborhoods.

Figure 14.6

Figure 14.7

Figure 14.8

L. Chocolate Avenue Village Center

(1) The historical commercial corridor that follows Chocolate Avenue features primarily mixed-use development, small storefronts, and home conversions which all contribute to the area's inviting, small-town atmosphere.

(2) The main objectives for this district are to preserve the generous setbacks that allow for large street trees along major roads, to limit the height of future development that complements the residential context while permitting higher density programs, and to enhance the experience of pedestrians, bicyclists, and other motorists.

(3) The O9.2 Zoning District requires:

a. Minimum Lot Width: 20 feet.

b. Principal Structure Height: 4 stories, not to exceed 50 feet in height.

c. Principal Structure Front Setback: 15 feet or the average prevailing setback on the same side of the block.

Figure 14.9 The boundary of the Chocolate Avenue Village Center follows O9.2.

Figure 14.10 An example of a wide setback and sidewalk and landscaped lawn within the Chocolate Avenue Village Center.

Figure 14.11 Whether new construction or home conversions, storefronts feel more active with awnings, outdoor seating, stylized signage, and street trees to define the pedestrian realm from car traffic.

Figure 14.12

Figure 14.13

Figure 14.14

M. Residential Neighborhood District

(1) Areas that are primarily residential within Downtown Hershey include the Caracas Avenue neighborhood and areas near Granada Avenue. These areas feature historic buildings with tree-lined streets that accommodate vehicular traffic of residents as well as pedestrian access to the downtown corridor along Chocolate Avenue.

(2) The main objective in these neighborhoods is to preserve the scale, aesthetic, and density that contributes to the small-town feel of the downtown.

(3) The areas marked as primarily residential generally follow the guidelines of the Hershey Mixed Use Zoning District; however, these areas are still within the Downtown Core Overlay District and are therefore still subject to the Downtown Core Overlay Design Standards and to review from DCDB. The O9.3 Zoning District requires:

a. Minimum Lot Width: 40 feet.

b. Principal Structure Height: 35 feet.

c. Principal Structure Front Setback: 20 feet.

Figure 14.15 The boundary of the Hershey Residential Neighborhood District within the Downtown Core Overlay follows 09.3.

Figure 14.16 Narrow lot widths, manicured front lawns, inviting porches, and on-street parking contribute to the pleasant, walkable streets in these residential areas.

Figure 14.17 Historical architecture includes Craftsman, Colonial, and Four Square styles often featuring porches that help blend the boundary between the public and private realms that meet at the street level.

Figure 14.18

Figure 14.19

Figure 14.20

Figure 14.21

§89-15. BUILDING TYPOLOGIES AND PRINCIPALS

TO BE APPLIED TO NEW BUILDINGS AND MAJOR RENOVATIONS TO EXISTING BUILDINGS

This section of the The Downtown Core Overlay Design Standards is intended to aid in the visualization of the massing, siting, and stylistic parameters prescribed within the zoning districts. The principal goal is to preserve the unique character of Downtown Hershey while also accommodating redevelopment of varying scales. These guidelines specifically define architectural form, and in turn, create consistency throughout the Hershey Downtown area.

A. The Downtown Core (O9) Overlay generally follows the prescriptions of the Hershey Mixed Use district zoning district, with alterations as described in 225-315, table 29. While areas outside of the 9.1 and 9.2 Zoning Districts but within the Hershey Mixed-Use District are primarily residential, they are still subject to these guidelines due to their proximity to Downtown Hershey.

B. The following building typologies shall be permitted within portions of the Downtown Core (O9) Overlay:

(1) Detached Houses.

(2) Townhouses.

(3) Apartment Houses.

(4) Commercial Buildings.

(5) Vertically Mixed-Use Buildings.

(6) Parking Garages.

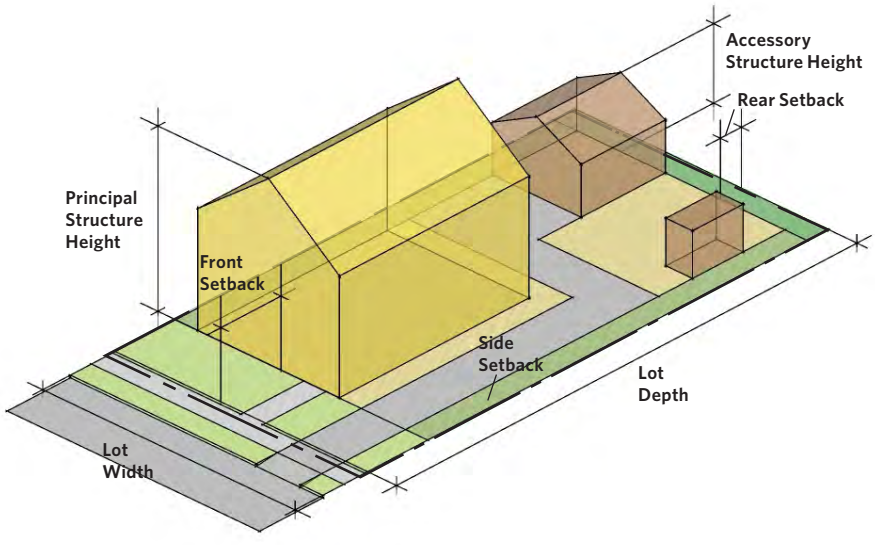


Figure 15.1 Lot Dimension Diagram

THIS PAGE IS INTENTIONALLY BLANK

Figure 15.2

Figure 15.3

Figure 15.4

C. Detached Houses

(1) This building type is appropriate for the Hershey Mixed Use District and is permitted in the Downtown Core (O9) Overlay including home occupation or a no-impact home based business.

(2) Single-family detached dwellings should pay homage to the following traditional styles:

a. The Craftsman style is marked by pitched roofs with deep overhangs, broad porch elements with expressive structural components, and exposed structural eaves and rafters.

b. The Colonial style is recognizable for its simple volumes with one- or two-story side wings and added porches as well as symmetrical compositions of doors and windows.

c. The Four Square style often involves square floor plans, hipped roofs with dormers, and front porches that span the length of the front facade. It more a typology than a style and examples include Colonial, Craftsman, and Victorian detailing.

(3) Detached houses should be conceived of a simple volume, or two with a connector. The principle structure typically features only one roof pitch, with a secondary roof slope reserved for ancillary elements.

(4) To articulate a particular style, design elements like porches, columns, and other small ornamentation are added to the massing.

(5) Openings in the primary massing can be symmetrical or asymmetrical but all windows on the same facade are recommended to be the same proportion. Larger openings may be accomplished by grouping multiple window and/or door types within a single opening or projecting a group of windows as a bay.

(6) The style of the porch shall match the style of the house and be well-incorporated into the overall composition. Structural columns shall be placed between the openings on the front facade when viewed in elevation and the railing should complement the architectural styling of the house. Porches are not recommended to be two stories.

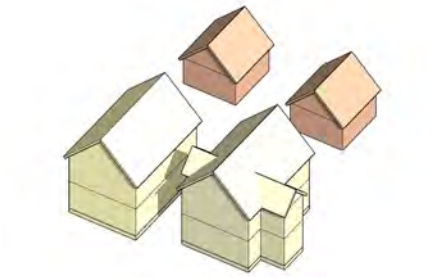


Figure 15.5 Basic massing, articulation, and opening strategies should relate to each other and break down the scale of the building.

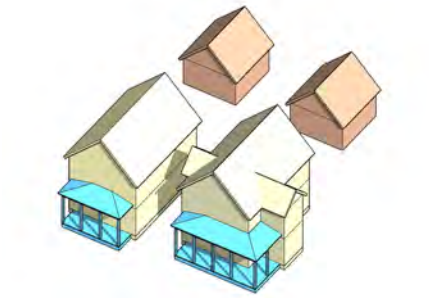


Figure 15.6

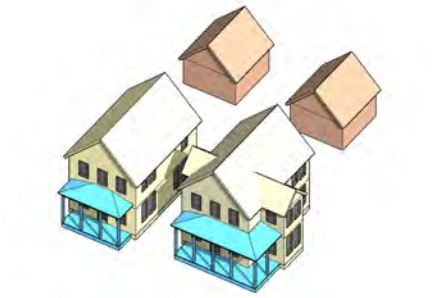


Figure 15.7

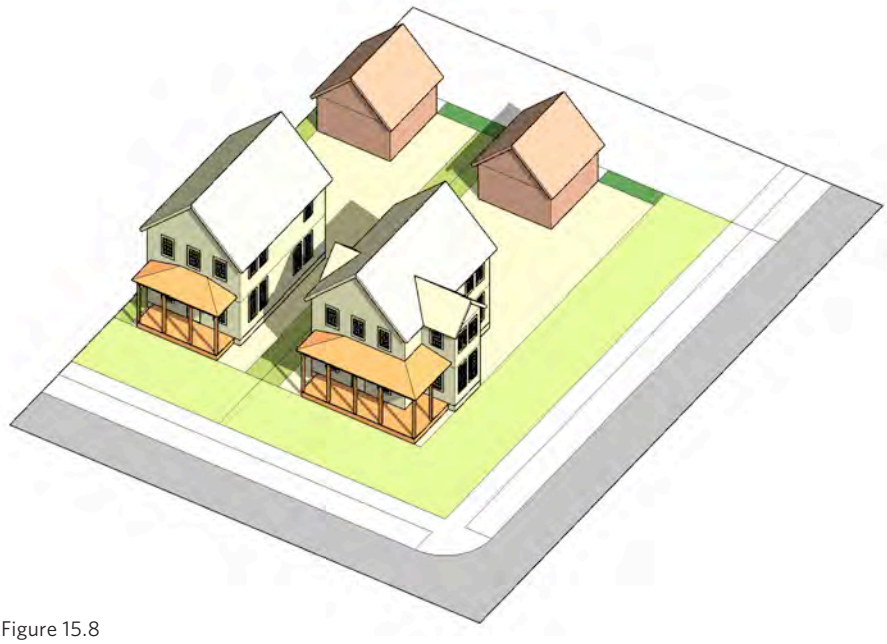


Figure 15.8

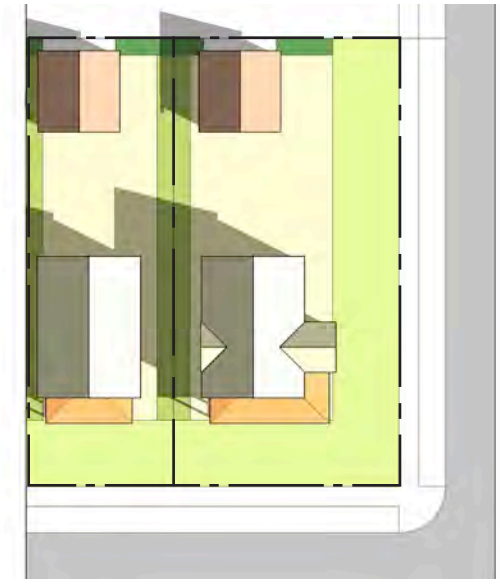


Figure 15.9

Figure 15.10 Examples of detached houses that feature porches or stoops that are incorporated into the massing and style.

Figure 15.11

Figure 15.12

Figure 15.13

FRONT AND SIDE STREET SETBACK

SIDE SETBACK

REAR SETBACK

BUILDABLE ZONE

MAIN BODY

PORCH

GARAGE

Figure 15.14

Figure 15.15

Figure 15.16

D. Townhouses

(1) This building type is appropriate for the Hershey Mixed Use District and is permitted in the 9.1 and 9.2 Overlays.

(2) It is common to find Four Square styles converted into two units, where a single unit existed previously. Similar to detached houses, townhouses should reflect the typical Craftsman or Colonial style.

a. The Craftsman style is marked by pitched roofs with deep overhangs, broad porch elements with expressive structural components, and exposed structural eaves and rafters.

b. The Colonial style is recognizable for its simple volumes with one-story side wings and added porches as well as symmetrical compositions of doors and windows. Detailing often reflects simplified classical details and columns, and wide windows.

(3) A group of townhouses should be considered as a single volume. Eave and cornice lines should be consistent, with alterations in massing reserved for end units. Flat roofs on townhouses are not permitted.

(4) Due to the difficulty of getting light to the center of units, windows on townhouses, especially at the ground level, are often ganged or are larger. Larger openings are often accomplished by grouping multiple window and/or door types within a single opening or projecting a group of windows as a bay. Corner and end units should feature openings on all exposed faces of the building.

(5) The style of the porch shall match the style of the townhouse, but individual units of the same townhouse building may have variations in porch design. Corner units should utilize porches on the secondary street in order to animate both street-facing elevations. Combinations of single-bay porticos and multi-bay porches that serve multiple units are appropriate for this type.

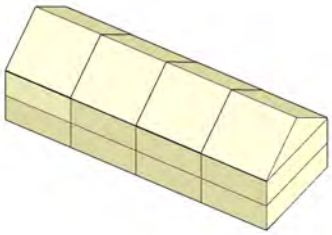


Figure 15.17 Basic massing, articulation, and opening strategies should relate to each other and break down the scale of the building.

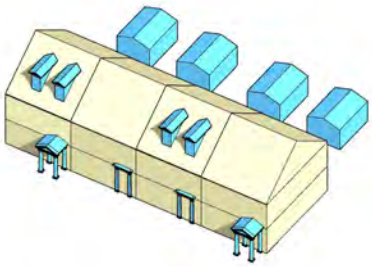


Figure 15.18

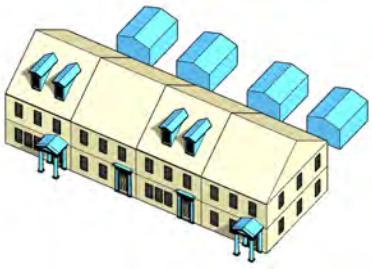


Figure 15.19

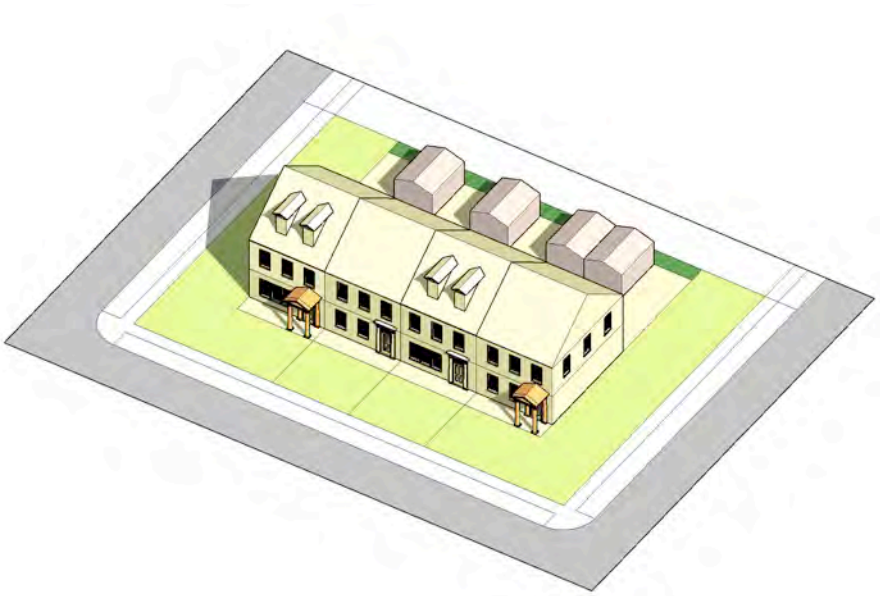


Figure 15.20

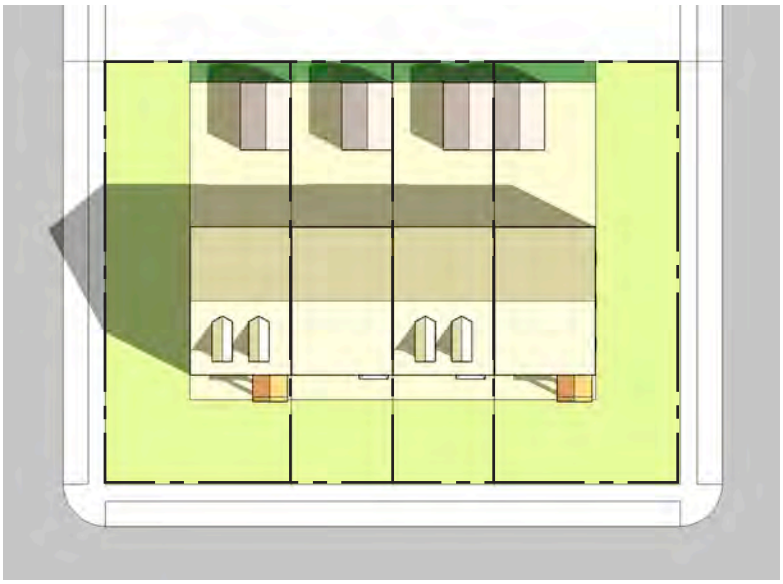


Figure 15.21

Figure 15.22 Examples of townhouses that utilize vertical articulation to visually break down the scale of the building.

Figure 15.23

Figure 15.24

Figure 15.25

FRONT AND SIDE STREET SETBACK

REAR SETBACK

BUILDABLE ZONE

MAIN BODY

STOOP

GARAGE

Figure 15.26

E. Apartment Houses

(1) This building type is appropriate for the Hershey Mixed Use District and the Downtown Core 9.1 and 9.2 Overlays.

(2) The few existing examples of apartment houses in Hershey adapt traditional architectural elements to duplexes or triplexes. Often these types appear as mansions with several units accessed off a common stair. Dormers can be employed to disguise a 3-story building as a 2-story building if the context necessitates it.

a. The Craftsman style is marked by pitched roofs with deep overhangs, broad porch elements with expressive structural components, exposed structural eaves and rafters, and shed dormers.

b. The Colonial style is recognizable for its simple volumes with one-story side wings and added porches as well as symmetrical compositions of doors and windows. Detailing often reflects simplified classical details and columns, and windows that are wide in proportion with multiple panes.

c. Contemporary styles are also appropriate for this type. Materials and opening patterns shall reflect the immediate context.

(3) The massing should be conceived as a collection of 2 or 3 masses with connectors. This type may be conceived as mansion houses or a collection of houses, with attractive entryways in stairwells punctuating the larger form.

(4) Openings shall complement the structural logic of the primary massing and shall be similar in style and proportion on all street facing facades. Some variation is recommended. Corner units shall feature openings on all exposed sides.

(5) The style of the porch or stoop shall match the style of the building, but individual units of the same building may have variations in porch design. Porches shall be deep enough in order to feel like an outdoor room and should be conceived as opportunities for variation in form.

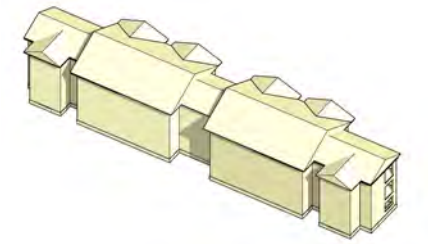


Figure 15.27 Basic massing, articulation, and opening strategies should relate to each other and break down the scale of the building.

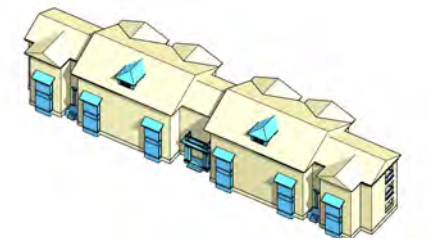


Figure 15.28

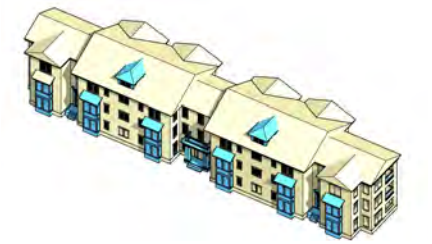


Figure 15.29

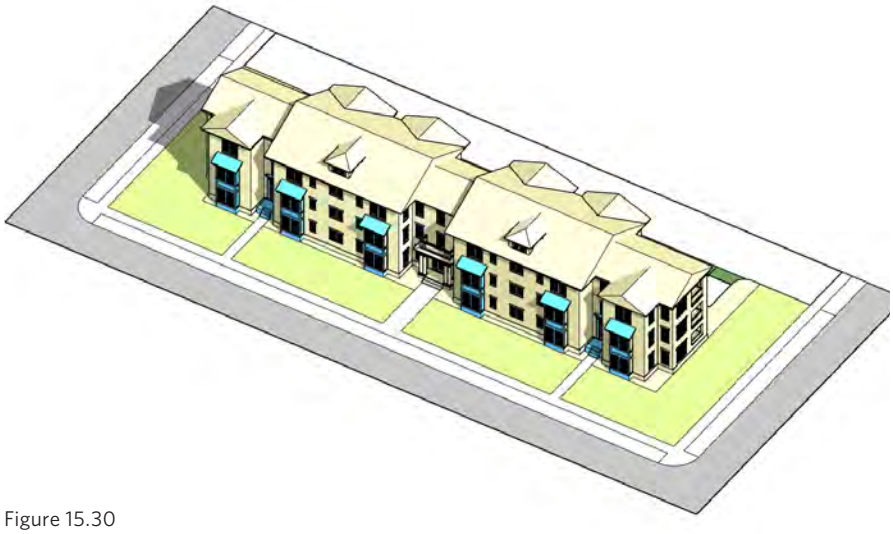


Figure 15.30

Figure 15.31

FRONT AND SIDE STREET SETBACK

SIDE SETBACK

REAR SETBACK

BUILDABLE ZONE

MAIN BODY

Figure 15.32 Examples of apartment houses that utilize vertical articulation to visually break down the scale of the building.

Figure 15.33

Figure 15.34

Figure 15.35

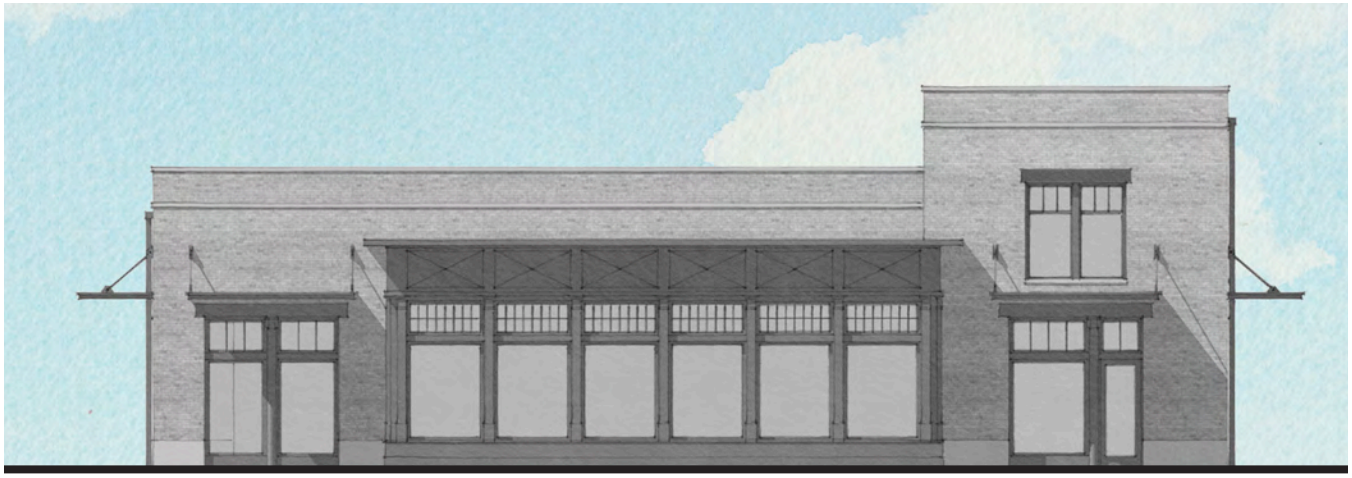


Figure 15.36

F. Commercial Buildings

(1) This building use is most appropriate for the 9.1 or 9.2 Overlay.

(2) Downtown Hershey has unique urban tradition of mixing adaptive reuse of houses and single-story commercial buildings. Simple volumes, flat roofs with parapets, storefronts are defining features of this type. Long masses can be broken by changes in plane, a significant break in an eave or roof line, and vertical elements such as bays and entries.

(3) Styles for commercial buildings vary more widely, as flexibility for larger offices or commercial uses is required. Styles may include:

a. The Mercantile style is often associated with adaptive reuse but may also be appropriate for new development. This style involves the use of masonry, simple volumes, and a repetition of large square openings with multi-pane windows. Clerestory windows, garage-door style openings, and faux enclosed masonry openings or smaller storefronts are common.

b. The Victorian style is also appropriate for commercial buildings as it is common in Hershey and lends itself well to commercial buildings. Columns are often thinner in proportion, detailing more elaborate, and higher proportions of glazing common, which are all desirable elements of storefront design.

c. Contemporary styles are also appropriate for this type as well as the use of glass curtain and window walls.

(4) Commercial buildings are often simple in massing. Changes in massing are used to clearly communicate entrances, different tenants, and service areas through the use of basic forms.

(5) Buildings shall have a recognizable base, middle, and top. Facade material changes, awnings, porches, and other smaller design articulations are meant to further emphasize entries. Large development blocks shall use vertical articulation to compose a facade as a series of smaller buildings. Materials shall be visually heavier and more sturdy at the base of the building than at the top.

(6) Vertical massing breaks are best accomplished by utilizing special elements such as bays, primary building entries, marquees, tenant party walls, and breaks in the roof form.

(7) Openings shall reinforce a rational structural system.

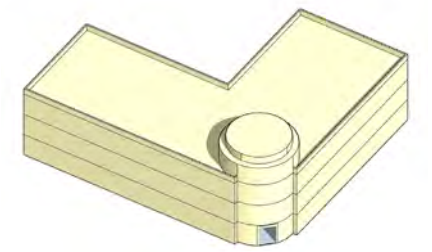


Figure 15.37 Basic massing, articulation, and opening strategies should relate to each other and break down the scale of the buildings.

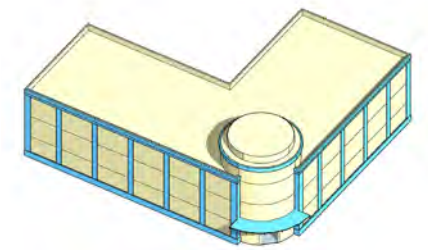


Figure 15.38

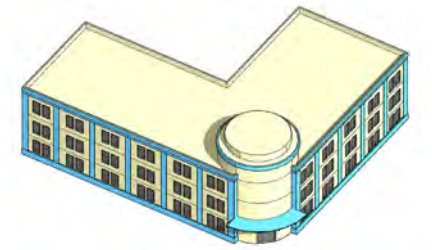


Figure 15.39

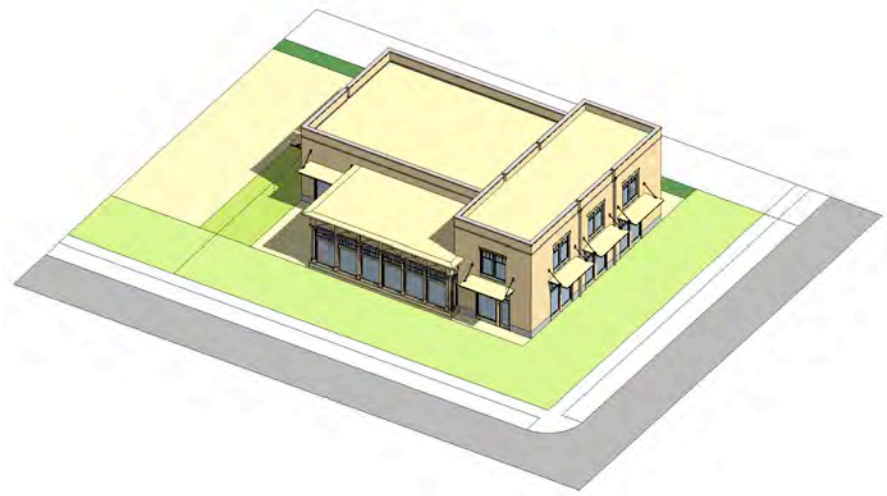


Figure 15.40

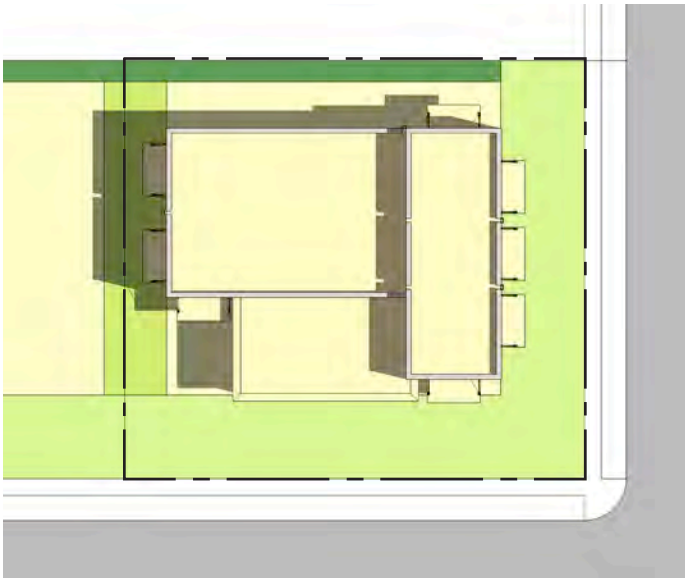


Figure 15.41

- FRONT AND SIDE STREET SETBACK
- SIDE SETBACK
- REAR SETBACK
- BUILDABLE ZONE
- MAIN BODY

Figure 15.42 Examples of commercial buildings that use vertical articulation to visually break down the scale of the building.

Figure 15.43

Figure 15.44

Figure 15.45

Figure 15.46

G. Vertically Mixed-Use Buildings

(1) This type is most appropriate for the 9.1 or 9.2 Overlays. Vertically mixed-use buildings may be constructed or converted in the Hershey Mixed Use Zoning District within Overlay 9.3.

(2) Vertically mixed-use buildings typically feature retail on the ground level and residences or offices on the upper floors, but may be a combination of any uses.

(3) Long masses shall be broken down by changes in plane, a significant break in an eave or roof line, and vertical elements such as bays and entries. When long masses are broken down they should relate to changes in storefront or tenant.

(4) Styles for vertically mixed-use buildings vary widely, as flexibility for larger offices or commercial uses is required. Permitted styles include:

a. The Neoclassical style is found in some of the more historical examples in Hershey. These compositions are often highly symmetrical, reference Greek and Roman orders, and have elaborate cornices and parapets.

b. The Victorian style is relatively common in Hershey. Columns are often thinner in proportion, detailing more elaborate, and higher proportions of glazing common, which are all desirable elements of storefront design.

c. Contemporary styles are appropriate for this type. The use of glass curtain and window walls is recommended. There should remain a strong distinction between upper floors and the ground floor.

(5) All buildings should have a distinguishable base, middle, and top. String courses, variations in parapet heights, changes in material, awnings, porches, and more are recommended to articulate this design concept. Materials should be visually heavier and more sturdy at the base of the building than at the top. Long masses should be designed as a series of attached smaller buildings.

(6) Windows should be larger at the base, and smaller and regularly composed on upper floors. Window patterns should relate to storefronts below as well as a pattern of bays and cornice breaks. Blank, featureless walls should not face frontage. Windows shall occur in patterns of single or grouped windows that reinforce the vertical articulation of the massing. Doors are located in prominent locations, and windows should have lintels, trim, transoms, and other elements appropriate to the scale of the opening.

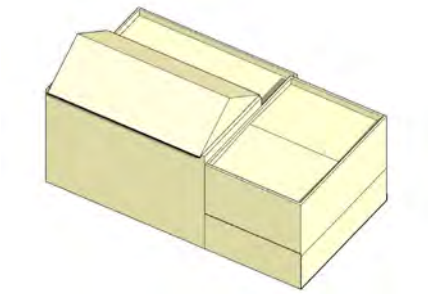


Figure 15.47 Basic massing, articulation, and opening strategies should relate to each other and break down the scale of the buildings.

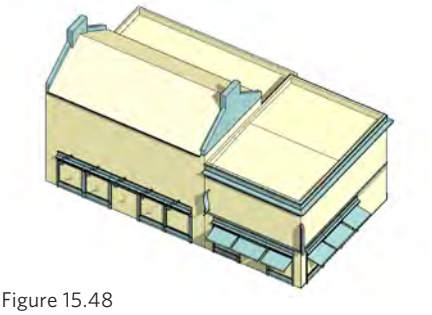


Figure 15.48

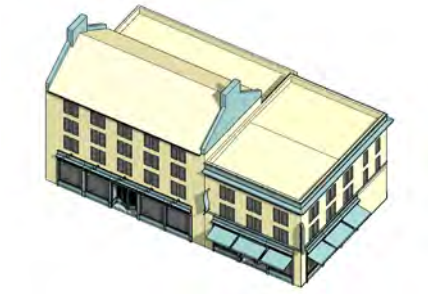


Figure 15.49

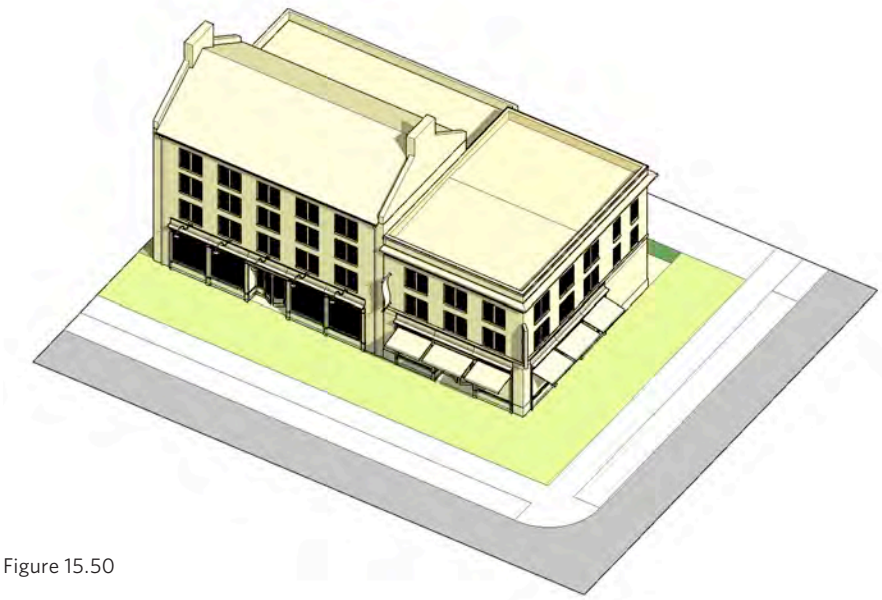


Figure 15.50

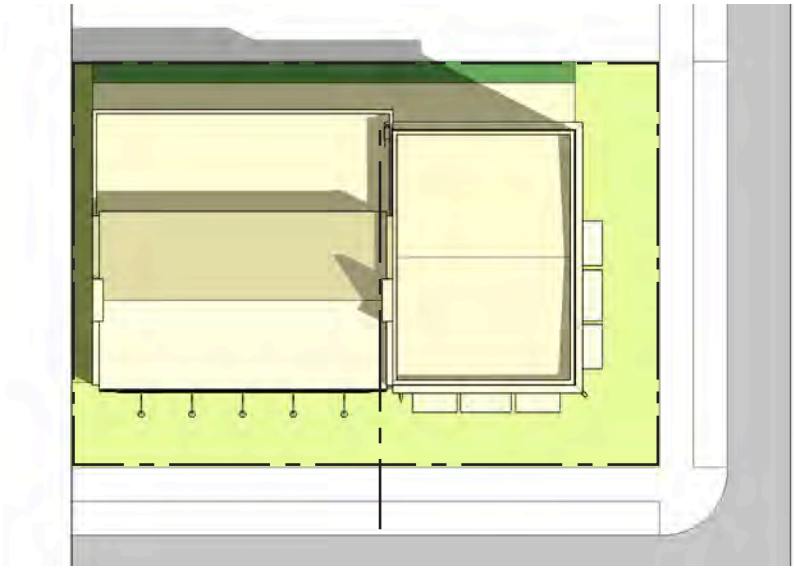


Figure 15.51

FRONT AND SIDE STREET SETBACK

SIDE SETBACK

REAR SETBACK

BUILDABLE ZONE

MAIN BODY

Figure 15.52 Examples of vertically mixed-use buildings that use vertical articulation to visually break down the scale of the building.

Figure 15.53

Figure 15.54

Figure 15.55

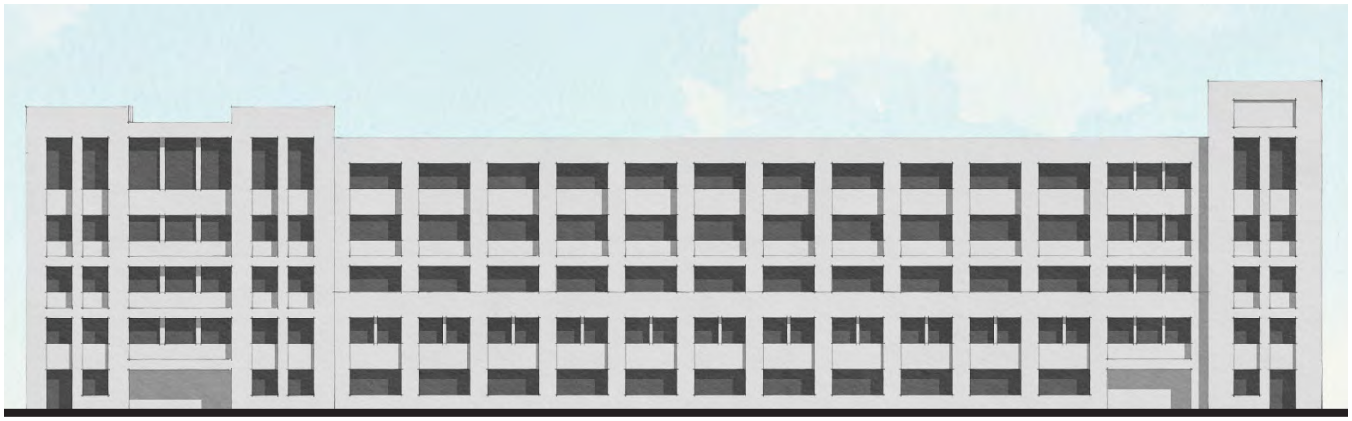


Figure 15.56

H. Parking Garages

(1) This building use is most appropriate for the 9.1 or 9.2 Overlays. No parking garages may be constructed in the Hershey Mixed Use Zoning District within Overlay 9.3.

(2) Parking garages shall either be free standing or engaged with liner buildings. If possible, they should be completely hidden from lot frontage. If they must be visible from lot frontage, they should be set back from the property line further than the principal structure.

(3) Depending on the amount of parking needed and available space, parking garages may be one or two bays wide. Massing is largely a result of function.

(4) All buildings shall have a distinguishable base, middle, and top. String courses, variations in parapet heights, and visibly apparent changes in material help articulate this design concept. Materials shall be visually heavier and more sturdy at the base of the building than at the top. Buildings that occupy an entire block should be designed as a series of attached smaller attached buildings.

(5) Vertical circulation elements such as stair towers, elevator shafts, and stair towers as well as special building elements such as bays, primary building entries, marquees, tenant party walls, and breaks in the roof form are all recommended opportunities to vertically articulate a facade. The purpose is to break down the scale of the primary massing and appear more pedestrian-friendly.

(6) Street-facing openings shall be glazed or infilled with an open mullion grid or ornamental architectural louvers. See 89-14.D.4.b.

(7) Blank, featureless walls should not face frontage.

(8) Windows shall be larger at the base, and smaller and regularly composed on upper floors. Window patterns shall relate to storefronts below as well as a pattern of bays and cornice breaks.

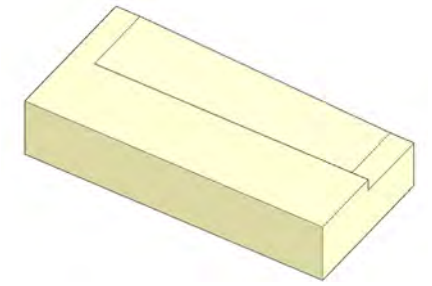


Figure 15.57 Basic massing, articulation, and opening strategies should relate to each other and break down the scale of the building.

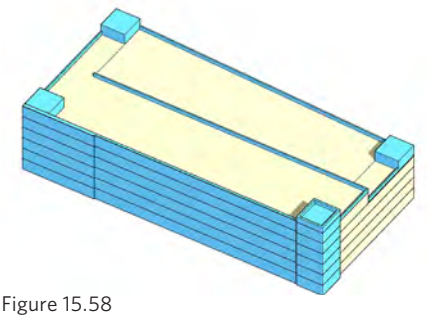


Figure 15.58

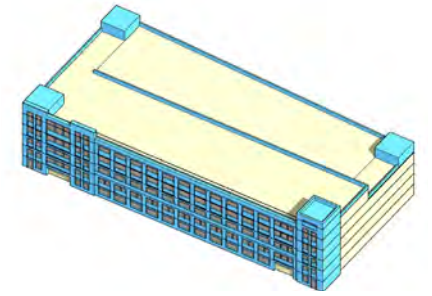


Figure 15.59

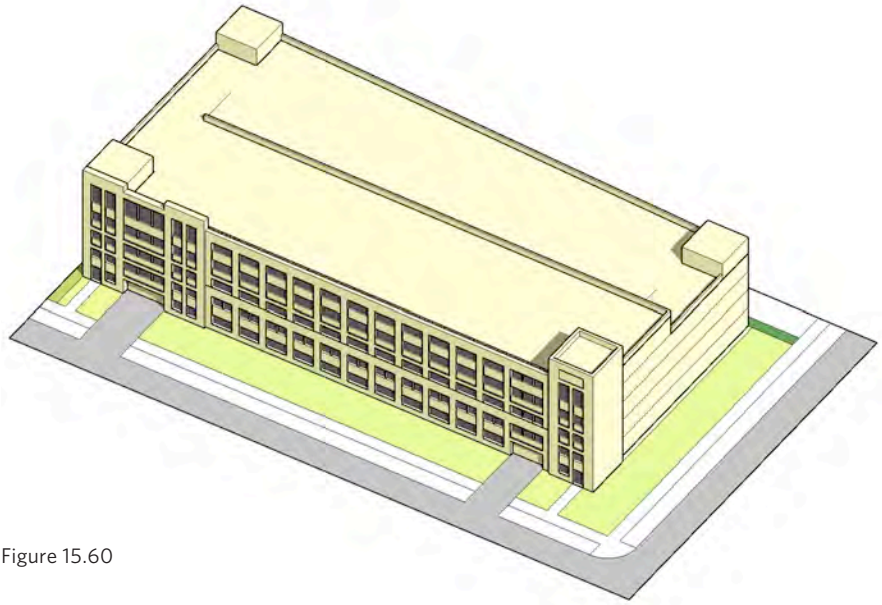


Figure 15.60

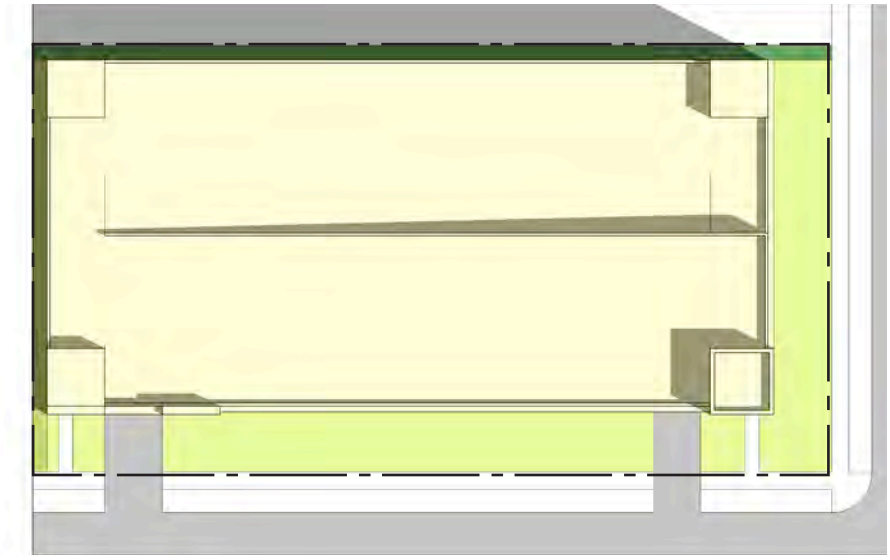


Figure 15.61

FRONT AND SIDE STREET SETBACK

SIDE SETBACK

REAR SETBACK

BUILDABLE ZONE

MAIN BODY

Figure 15.62 Examples of large parking garages that utilize vertical articulation to visually break down the scale of the building.

Figure 15.63

Figure 15.64

Figure 15.65

§89-16. BUILDING ELEMENTS

Layering traditional building elements over simple, straightforward massing ensures a desirable balance between consistency and variety between buildings. Regionally-appropriate historical styles can be referenced through building elements in order to blend contemporary styles within a historical urban context. Additionally, human-scaled traditional detailing reinforces a pedestrian scale appropriate for this historical and relatively urban downtown core. This section is intended to provide a visual library of recommended building elements that can enhance the architectural character of the Downtown Core Overlay district.

A. The following special building elements are recommended at the appropriate scale and quantity for adaptive reuse and new construction:

- **(1)** Awnings.
- **(2)** Balconies.
- **(3)** Bay windows.
- **(4)** Porches/Stoops.
- **(5)** Porte Cocheres.
- **(6)** Roofs.
- **(7)** Storefronts.
- **(8)** Terraces.

Figure 16.1 An example of awnings, porches, and storefronts that produce a welcoming, active commercial space.

B. Awnings

(1) Awnings are cantilevered or hung devices that provide protection from the rain and sun for building users, restaurant patrons, and pedestrians along streets.

(2) Awnings should be conceptually incorporated into the design of a building and may be removable.

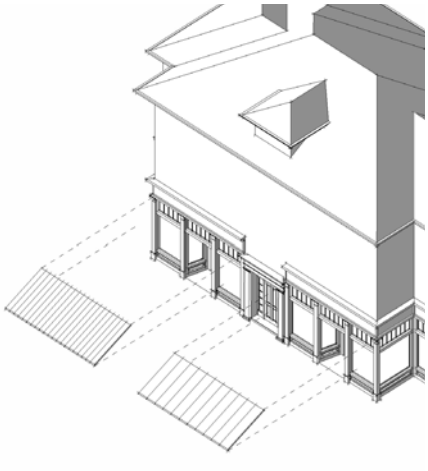


Figure 16.2

Figure 16.3

C. Balconies

(1) Balconies shall be usable outdoor space for a building's upper floors.

(2) Balconies may be recessed, projecting, or a combination of the two.

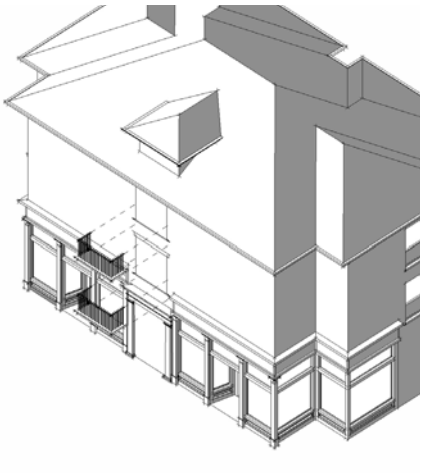


Figure 16.4

Figure 16.5

D. Bay Windows

(1) Bay windows extend living or other public space outside the confines of the building type's main body to provide additional habitable space, permit multi-directional views, and articulate a building's facade.

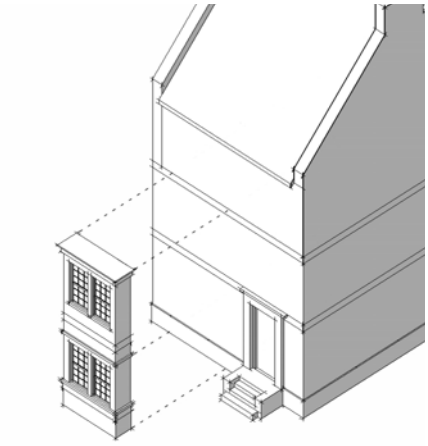


Figure 16.6

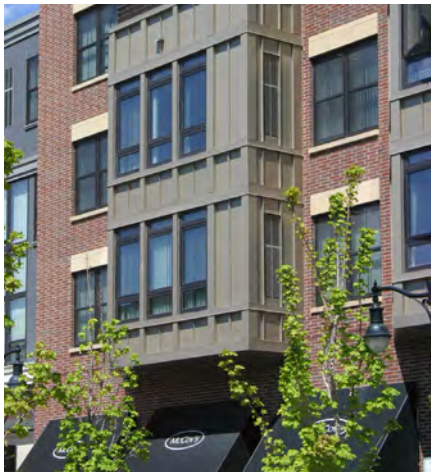


Figure 16.7

E. Porches/Stoops

(1) Porches and stoops provide a relief from sun and rain, serve as a transition between the public and private realm, and are outdoor room that helps to activate a street.

(2) Porches and stoops shall be conceptually and stylistically incorporated into the design of the building's primary massing.

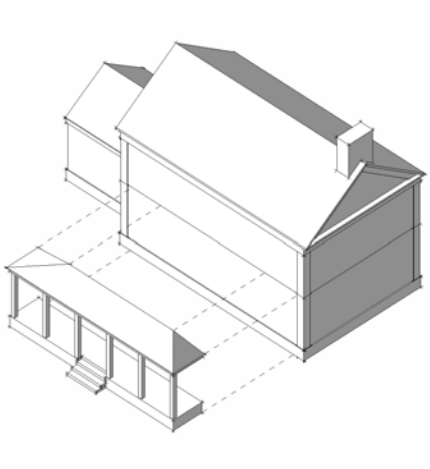


Figure 16.8

Figure 16.9

F. Porte Cocheres

(1) Porte cocheres are covered pick-up and drop-off portals accessible to vehicles and offer a prominent location for signage.

(2) Porte cocheres shall be supported on all four corners or cantilevered off the building facade.

(3) Port cocheres shall be stylistically incorporated into the design of the building.

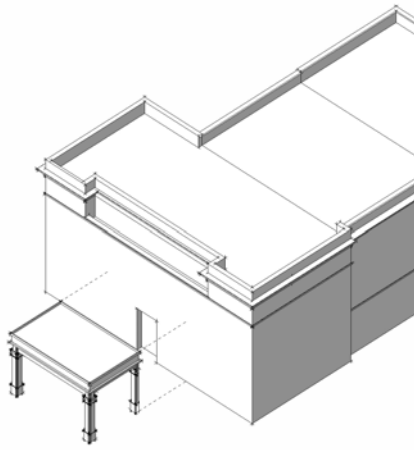


Figure 16.10

Figure 16.11

G. Roofs

(1) Roof elements include dormers, turrets, chimneys, parapet variations, cupolas, and other elements.

(2) Roof elements should be functional, such as providing light or air into a room or space.

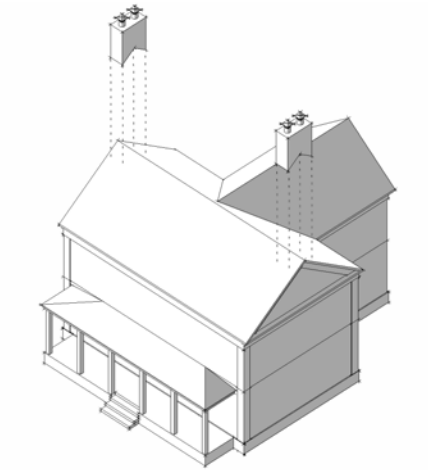


Figure 16.12

Figure 16.13

H. Storefronts

(1) Storefronts are the traditional means of advertising goods, services, and enterprises along public spaces. They are used to improve the performance of the commercial ventures within the building.

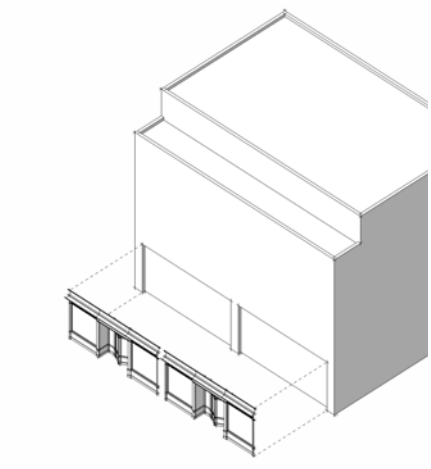


Figure 16.14

Figure 16.15

I. Terraces

(1) Terraces provide elevated space to allow both residential and non-residential uses to look out over a street, public space, or natural vista. They are the most suitable location to connect indoor and outdoor activity through operable glazing and doors.

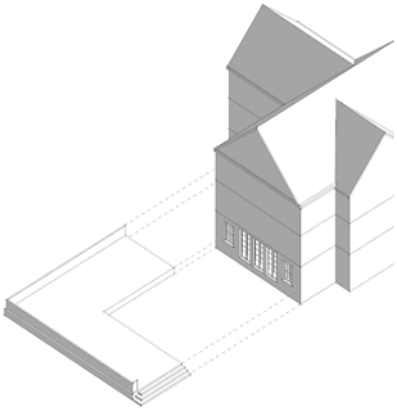


Figure 16.16

Figure 16.17

§89-17. MATERIALS AND APPLICATIONS

Facade materials are an important aspect of designing historically- and regionally-appropriate references to a building's context. This section is intended to provide a wide range of acceptable materials and applications that ensure a desirable balance between consistency and variety throughout the Downtown Core Overlay. Overall, materials shall reference the historical colors and material types of the southeastern region of Pennsylvania. The selection of materials and textures for a new building shall be compatible with and complement adjacent buildings. The use of material elements from the existing architectural detailing of the buildings in downtown shall be encouraged. Facades not visible from frontage need not contain these elements; however, proposed designs shall be compatible with these features. The following minimum criteria shall be applicable to achieve this objective:

A. Ground floors of buildings shall not contain blank facade walls along street fronting sides of the building.

B. Cladding shall be painted or stained wood, fiber-cement siding in a smooth finish, vertical board-and-batten siding with $^5/_4$ inch wood or cellular PVC battens, smooth stucco, molded brick, painted brick, stone, cast stone, decorative precast concrete, marble, granite, slate, limestone, decorative brick, tile, terracotta masonry, or finished metal panels.

(1) Masonry and mortar colors shall match historic precedent in the region:

a. Brick in red color ranges and constructed in traditional bond patterns with a joint finish that is complementary to adjacent buildings is permitted.

b. Natively-sourced natural stone materials constructed in ashlar and traditional bond patterns are permitted.

c. Exterior Insulation and Finish Systems (EIFS) when used as accent materials to the items listed in §89-17 or when embellished to resemble the brick or stone patterns of the items listed in §89-17B(1), and upon approval of the DCDB or the Board of Supervisors, is permitted when appropriate.

(2) Building material colors shall be coordinated in order to comply with one of the following color palettes:

a. The National Trust for Historic Preservation's collection of historic colors, as amended.

b. Benjamin Moore's Williamsburg Collection.

c. Sherwin-William's America's Heritage Collection.

C. Trim shall be wood, fiber-cement, or cellular PVC in a smooth finish for a wood building and stucco, stone, cast stone, or limestone for a masonry building.

Figure 17.1

Figure 17.2

Figure 17.3

Figure 17.4

D. Roofing may either be a flat roofing system or a sloped roof. The following roofing materials shall be permitted when such materials are visible from street level within the Downtown Core Overlay:

(1) Asphalt shingles in accordance with the following:

a. Architectural shingles shall be provided on all new structures.

b. Three-tab shingles shall only be provided as a replacement of in-kind materials on existing structure, or when placed on accessory buildings containing no visibility from Chocolate Avenue.

(2) Standing seam metal.

(3) Tile.

E. HVAC, utility meters, satellite dishes, cell towers, and the like shall not be visible from the lot frontage.

F. Fascias shall be wood, cellular PVC, composite concrete, stucco, or fiber-cement in a smooth finish.

G. Soffits shall be composite sheathing, fiber-cement, stucco, or prefinished aluminum in a tongue & groove, v-groove, or bead board configuration.

H. Gutters and downspouts shall be galvanized metal, copper, aluminum, or zinc. They shall be painted to match or compliment the surface to which they are affixed, located away from prominent corners, and drain away from window wells. Ogee profile gutters shall have round or rectangular downspouts. Half round gutters shall have round downspouts.

I. Window frames, sashes and muntins shall be painted wood, aluminum clad wood, vinyl-clad wood, cellular PVC, prefinished aluminum, or prefinished steel window systems. Glazing shall not be in a plane forward of the exterior face of the wall. If muntins are used, they should have a raised exterior traditional profile and be a minimum of $^{7}/_{8}$ inches wide.

J. Doors shall be painted or stained wood, composite, fiberglass, or aluminum-clad wood with a traditional stile-and-rail profile. Doors may be mostly glazing if part of a storefront system.

K. If used, shutters shall be wood, fiberglass, or composite. Shutters shall be sized to cover the visible sash area when closed, utilize shutter dogs, and appear operable.

L. Columns shall be wood, fiberglass, composite, concrete, cast stone, stone, or brick cladding. The neck of the column should align with the face of the beam.

M. Railings shall be wrought iron, steel or aluminum if painted in a dark color, wood, composite, cellular PVC, or masonry.

N. Porch ceilings shall be prefinished aluminum, smooth stucco, wood, cellular PVC, or plywood with a beadboard or v-groove profile.

Figure 17.5

Figure 17.6

Figure 17.7

O. Storefronts shall be brick, stone, cast stone, ceramic tile, hard coat stucco, wood, wood substitute (smooth finish, cementitious planks, and panels or cellular PVC) or pre-finished heavy gauge metal panels. Entrance doors shall be clear glass in wood or metal frames. Standard, industrial aluminum storefronts are prohibited.

P. Changes in building facade materials shall occur at inside corners, and not outside corners.

Figure 17.8 An example of new construction that uses materials contextual to the region and in a way reminiscent of Hershey's industrial past.

§89-18. STOREFRONTS

For vertically mixed-use and commercial buildings in Downtown Hershey, the design of storefronts is critical to the success of the pedestrian realm and will impact the sense of security and safety in the neighborhood. Additionally, vibrant storefronts tend to encourage more foot traffic, stimulating increased patronage of local businesses and public spaces. Downtown Hershey has the benefit of national entertainment destinations nearby but must take advantage of the constant influx of visitors to the area. Storefronts are a critical tool in attracting visitors to the Downtown Core and extending their stays in Hershey beyond the existing attractions. The following are the essential elements of storefront design:

A. Composition

(1) New ground-floor retail spaces shall have a minimum height of 14 feet from floor to floor.

(2) Storefront design shall utilize the full height of the ground-floor facade frontage.

B. Openings and Transparency

(1) The intent is to extend the public realm as far into the storefront as possible.

C. Awnings

(1) Awnings are encouraged and may provide additional signage space by incorporating names and logos.

D. Lighting

(1) The fixtures should be considered part of the architectural composition and be scaled accordingly.

Figure 18.1

Figure 18.2

Figure 18.3

Figure 18.4

Figure 18.6

Figure 18.5

E. Composition

(1) Storefronts shall be designed using traditionally framed elements of retail design as well as innovative components that emulate the composition of traditional retail design. Characteristic elements include:

a. Large transparent display windows with kick plates below and clerestory windows above.

b. Recessed front entries.

c. Exterior awnings and signs.

(2) Multiple storefronts within the same building shall be visually compatible in terms of scale, alignment, and their relationship to the building as a whole, yet distinguished between various businesses utilizing storefront design, color, signage, and awnings. The coherence of a single building design should be able to accommodate the diversity of several storefronts.

(3) Storefronts shall maintain a typical bay rhythm wherever possible, such as 10 to 20 or 15 to 30 foot wide increments at the ground level, each with its own entry opening directly onto the sidewalk.

(4) Storefront entrances shall be clearly distinguished from those serving floors above.

(5) Kick plates, windows, transoms, clerestories, signage bands, upper floor windows, and cornices shall align wherever possible.

(6) Limited levels of vertical, horizontal, and three- dimensional variations at the ground floor can help to create a variegated and organic quality.

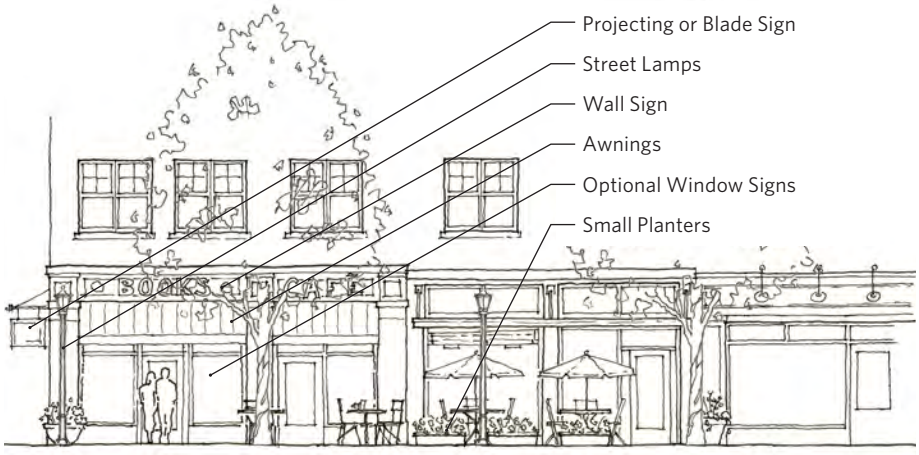
(7) Storefronts shall feature main entry points along the primary street face.

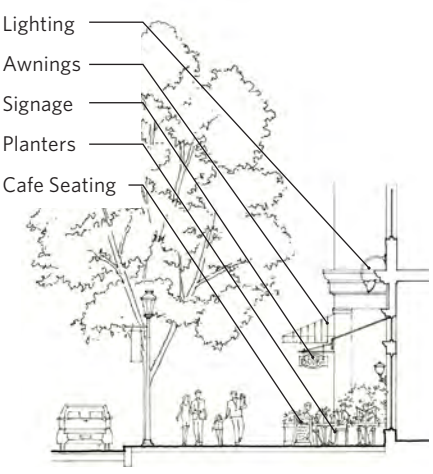
(8) Signage, lighting, and other branding materials shall be incorporated into commercial storefronts.

Figure 18.7 Example of signage incorporated into a storefront.

Figure 18.8 Example of an awning incorporated into a storefront.

Figure 18.9 Examples of street furniture and other elements that enhance a building storefront.





F. Openings and Transparency

(1) Storefronts may be composed of various kinds of operational doors and windows that encourage the seamless integration of both interior spaces and sidewalks and terraces. Permitted doors include:

a. French doors.

b. Modified garage doors.

c. Sliding doors.

d. Walk-through double- and triple-hung windows.

(2) Storefront windows typically consist of large, transparent plate glass set in wood, clad wood, or metal frames.

(3) Display windows should incorporate high transparency; windows should have high visibility transmittance values (37% minimum) and low daylight reflectance (15% maximum). Colored, visibly tinted, or mirrored glazing is prohibited.

(4) Glazing, window trim, and muntins should constitute a minimum of 60% of the ground-floor of commercial facades in new construction.

(5) Shop windows should provide views deep into the shop as well as its displays.

Figure 18.10 An example of a storefront with a large percentage of glazing.

Figure 18.11 An example of a storefront with articulated bays and approximately minimum transparency.

Figure 18.12 An example of an open, transparent, and low-reflective storefront opening that is vibrant and inviting.

G. Awnings

(1) Awnings tend to be fabric as opposed to canopy signs which may be structural.

(2) Awnings shall not be internally illuminated, but may be illuminated by a direct exterior lighting source located above the awning and attached to the building exterior.

(3) Translucent materials and plastics shall not be used as awning materials.

(4) Over-scaled and fluorescent back-lit awnings are prohibited

(5) Lettering, emblems, or logos are encouraged on the awning valance as a way of integrating branding and color schemes with the architecture.

(6) Awnings shall be coordinated with bay articulation in order to signal openings and entries.

Figure 18.13 An example of a semi-permanent fabric awning that incorporates signage.

Figure 18.14 An example of awnings that protect diners from the elements and announce the business inside the building.

Figure 18.15 An example of awnings that protect pedestrians and diners from the elements and is also a branding tool.

H. Lighting

(1) LED lights are encouraged.

(2) Small, unobtrusive fixtures for external (projection) lighting are encouraged. Goose-neck or other mounted lights are encouraged.

(3) The fixtures should primarily be down-firing. Up-firing fixtures, if used for aesthetic effect, should be designed to prevent Dark Sky intrusion.

(4) Signs that are illuminated by an external source of light shall be proportional to the sign and facade on which they are mounted.

(5) Light sources shall be directed toward the sign and may illuminate a portion of the building facade, but shall not shine unto adjacent property or cause glare for motorists and pedestrians, and illuminated at the minimum level to ensure readability at night.

Figure 18.16 Goose-neck lights mounted above an entryway reference historical architectural features.

Figure 18.17 Goose-neck lights mounted above signage reference allow the branding elements to stand out from a distance.

Figure 18.18 A variety of lighting types shown at dusk.

§89-19. SIGNAGE

Communicating the use of a building, advertising a service or business, and directing visitors through the use of signage is important in the promotion of safety, the enhancement of the economy, the celebration of events, and the illustration of Hershey's history. It is critical that signage communicates not only to motorists but also to pedestrians and cyclists as well. Distracting, obstructive, or illegible signs can detract from these objectives and therefore must be regulated in number, size, location, movement, and illumination. This section is intended to aid in the visualization of selected common signage types help to illustrate and describe particular desirable aspects of signs allowed by the Township. All signs shall comply with the requirements for the Downtown Commercial Sign Overlay of § 225-401.4.F.C of Chapter 225, Zoning. The full list of permitted types is found in Table 38: Downtown Commercial Sign Overlay District, as amended.

A. General requirements include:

(1) Sign design and graphics shall be coordinated with the character of the building, as well as the nature of the business, and should be of a professional design quality.

(2) Dimensional signs shall be utilized. Sign messages done in relief shall be raised at least 1/4 inch off of the sign face and carved signs shall have a depth of at least 1/4 inch. Messages containing lettering or font sizes that are one inch or less are not required to meet the dimensional criteria.

(3) Signs that utilize indirect illumination shall do so with light sources attached to the building or sign support structure, or mounted on the ground, depending on the type of sign to be illuminated. The light shall be cast downward or upward onto the sign by a narrow shielded beam.

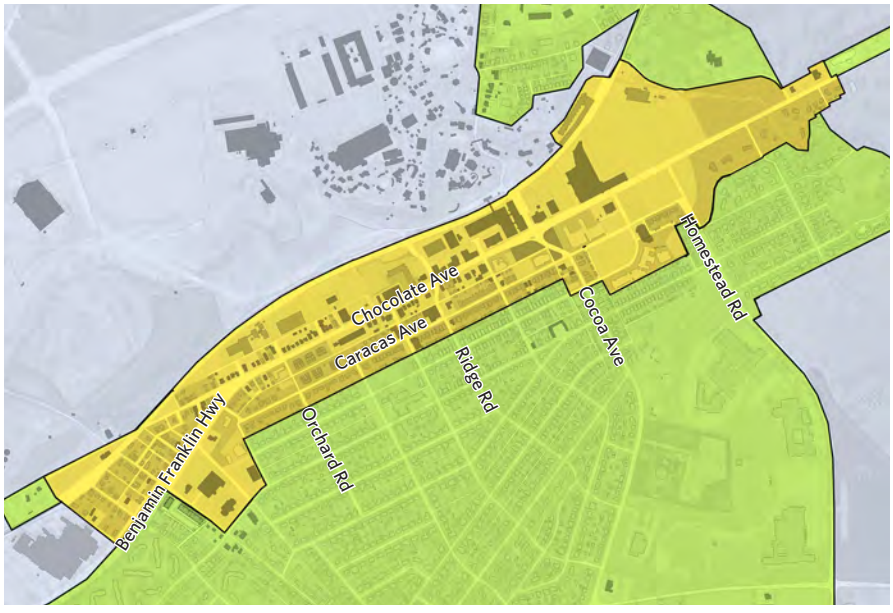


Figure 19.1 Signage Overlay Districts

SIGNAGE BY TYPE

Figure 19.2 Diagram of Standard Signage Placement

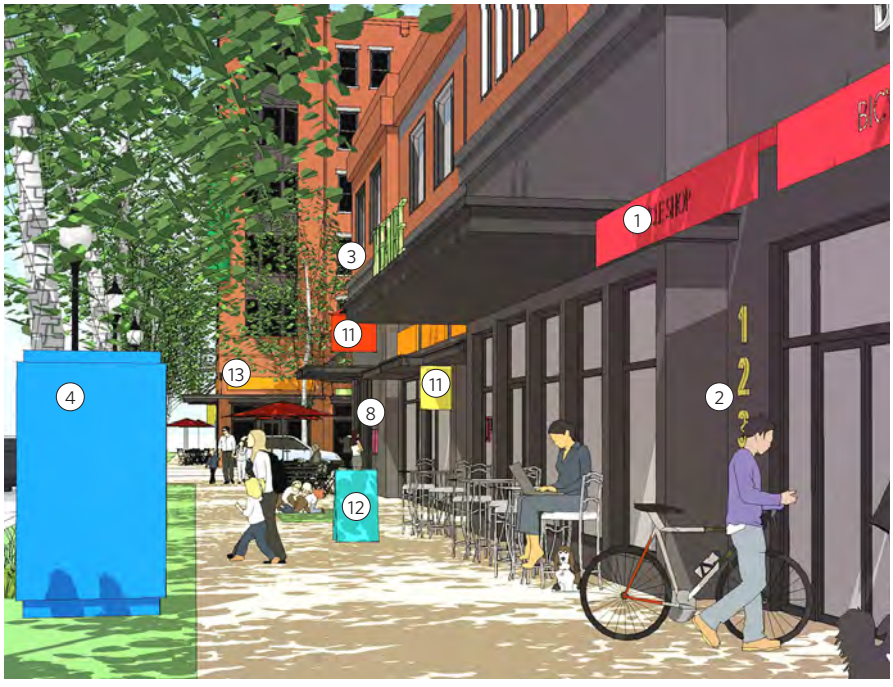


Figure 19.3 Diagram of Standard Signage Placement

SIGNAGE STANDARDS BY TYPE

1. Awning Sign
2. Building Identifier
3. Canopy Sign
4. Free-Standing Sign
5. Ground Sign
6. Halo-Lit Sign
7. Landmark Sign
8. Menu Board
9. Multi-Use Identification Sign
10. Neon Sign
11. Projecting or Blade Sign
12. Sandwich Board
13. Wall Sign
14. Window Sign
15. Directional Sign

B. Awning Sign

(1) A sign on a fixed or retractable fabric shelter that is supported entirely from the exterior wall of an enclosed building and is used to shield a door or window.

Figure 19.4

Figure 19.5

C. Building Identifier

(1) Text or symbols located on the exterior face of a building that identifies the address, name, or purpose of the building within a campus or other type of area development, which conveys no advertising value and is meant only to direct visitors to the point of interest.

Figure 19.6

Figure 19.7

D. Canopy Sign

(1) A sign displayed on a structure made of fabric, plastic, metal, or similar material that is supported by posts, columns, another structure and/or building, such as, but not limited to, gas station canopies, porte-cocheres, or similar structures.

Figure 19.8

Figure 19.9

E. Free-Standing Sign

(1) A sign not more than eight feet in height, which is not attached to any building but is supported in poles, frames or similar structures.

Figure 19.10

Figure 19.11

F. Ground Sign

(1) A free-standing sign located on, or close to the ground, the height of which is not more than four feet above the ground.

Figure 19.12

Figure 19.13

G. Halo-Lit Sign

(1) Halo-lit signs contain opaque message elements of the sign that are mounted onto standoffs away from the sign face or wall of the building, in which illumination is projected onto the sign face or wall surface giving the message of the sign a halo effect.

Figure 19.14

Figure 19.15

H. Landmark Sign

(1) A sign and sign structure attached to the ground or a building. Designed to add interest and ingenuity and must be dimensional or 3-d in construction. It is permitted with or without wording and used for the purposes of identifying a unique feature or distinct element of business operations

Figure 19.16

Figure 19.17

I. Menu Board

(1) A free-standing sign or wall sign that provides information concerning the menu of a food service or restaurant establishment, which sign is less than 2 square feet.

Figure 19.18

Figure 19.19

J. Multi-Use Identification

(1) A sign used on a site which is occupied by separate entities on a single parcel of land which sign is used to advertise more than one entity.

Figure 19.20

Figure 19.21

K. Neon Sign

(1) A sign that uses neon, argon, or any similar gas to illuminate transparent or translucent tubing or other materials, or a sign that is designed to create a similar visual effect.

Figure 19.22

Figure 19.23

L. Projecting Or Blade Sign

(1) A sign mounted on a wall to the building surface and extending with the exposed face of the sign perpendicular to the plane of such wall..

Figure 19.24

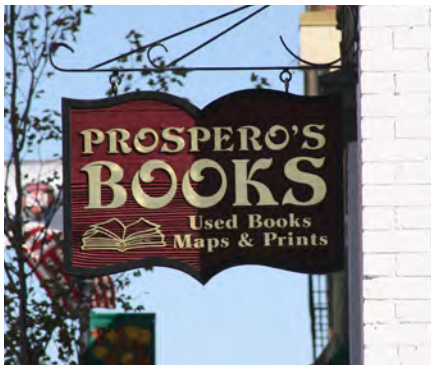


Figure 19.25

M. Sandwich Board

(1) A free-standing, two-sided, self-supporting, temporary sign, with no moving parts or lights, with a changeable panel, letters or "chalkboard," displayed outside a business during business hours, to advertise the business's hours of operation, an event, a promotion, etc.

Figure 19.26

Figure 19.27

N. Wall Sign

(1) A sign attached to the wall of a building or structure or to a structure projecting from the face of the building, with the exposed face of the sign parallel to the plane of such wall.

Figure 19.28

Figure 19.29

O. Window Sign

(1) A sign affixed directly on or behind a translucent surface, including windows and door, that are visible from the exterior.

Figure 19.30

Figure 19.31

P. Directional Sign

(1) A sign providing necessary information to facilitate safe and efficient traffic flow and is located on a site other than the site of the facility or event to which the sign directs. The sign must direct to a facility or event located in Derry Township

Figure 19.32

Figure 19.33

§89-20. SITE ELEMENTS

Downtown Hershey is unique from many other downtowns in its landscaping and site elements. It has wide verges, rolling terrain, and civic buildings with gardens that match the prominence of their architecture. The relationship between existing and new buildings along a corridor and the private site features within a property's boundary helps to define its character and should be considered an important part of the review of any project. Thoughtful and careful planning of public realm improvements, such as streetscape furniture, sidewalks, and public art pieces, and private realm improvements, including parking facilities, fences, walls, utility and sanitation structures, and accessory buildings, are all required in the Downtown Core Overlay to ensure adequate connections between both realms and to provide complementary designs between all features. Private realm improvements are generally associated with private responsibilities and involve a concern with retaining, preserving, and maintaining existing elements, as well as the creation of new elements within a given site. The following standards for site elements are intended to reflect the local climate and landscape. They shall reinforce property boundaries, delineate public and private zones, and create intimate outdoor rooms. They shall be consistent with the architectural style or styles of the building on the same property. They should reinforce entrances to buildings and enhance the pedestrian experience. The following minimum criteria shall be required:

Figure 20.1 Bikeshare racks are typically located in the public right-of-way.

Figure 20.2 Walkways connect private and public realms.

A. Public realm improvements

(1) All streetscape furniture placed in the public right-of-way, including benches, trash receptacles, bicycle racks, planters, and lighted bollards, but excluding seasonal outdoor seating offered by private landowners, shall be of the Downtown Standard as referenced in Appendix H of this chapter. Similar elements placed outside of the public right-of-way, including seasonal outdoor seating, shall not be required to meet Appendix H; however, such elements shall complement the character of nearby public streetscape furniture and existing or proposed building materials and color schemes.

(2) Any modification to landscaping proposed in the areas between the edge of roadways and public right-of-way shall be designed to maintain continuity with adjacent area, compliment private realm improvements, maintain a manicured appearance, not obstruct sight lines between vehicles and other vehicles or pedestrians, not obstruct pedestrian movement on sidewalks, and not include invasive species of plants. Certain improvements may also be subject to PennDOT permitting.

(3) Public sidewalks and walkways that are constructed as part of new building projects requiring a land development plan under Chapter 185, Subdivision and Land Development, shall be constructed to a minimum width of eight feet along Chocolate Avenue and 5 feet in all public street frontages.

B. Pedestrian connections between the public and private realms

(1) Private on-site sidewalks and walkways to and from the property shall connect to all public spaces and public sidewalks that provide

access to the building. Connections to adjacent properties shall be made, where feasible, in order to provide an interconnected network of pedestrian access throughout the Downtown Core Overlay.

(2) Private sidewalks, walkways, stairs, patios, and plazas shall be constructed of concrete, brick in red color ranges, or natural stone pavers.

(3) A minimum clearance of five feet shall be maintained on all public sidewalks fronting along Chocolate Avenue, and four feet along all other street frontages around any outdoor seating elements that will encroach into the right-of-way.

(4) Construction activities proposed on development areas totaling 2.5 acres or more shall provide public plazas, green spaces, or parks, or a combination thereof, as part of the project. Spaces devoted to these uses shall be a minimum of 2,500 square feet. The public spaces do not need to be provided in a contiguous manner but shall be well connected to promote public gathering and use of adjacent amenities and commerce.

C. Fences

(1) Fencing signals the edge of the private realm and the start of the public realm. The smaller the property, the more necessary the fence likely becomes.

(2) Fences in this region are often softened with plantings and vines. Materials can include wood or metal fencing, each can be framed with brick or stucco piers.

(3) Walls and fences in rear and side yards shall be a maximum of 6 feet in height. The top 2 feet of these fences should have a minimum of 50% opacity to allow for breezes.

(4) For yards along public streets, fences or walls should be a maximum height of 4 feet.

(5) Gates as well as arbors are encouraged in fencing.

D. Masonry Walls and Rails

(1) Retaining walls should be used to maximize building and recreational areas while being sensitive to a site's natural topography. Walls are seen as extensions of the primary structure architecture and can be used to create outdoor rooms or to screen storage or service areas.

(2) Retaining walls are typically composed of stone, whereas brick or brick piers with fenced infill are more suitable for free standing walls.

(3) Retaining walls should be limited to 4 feet in height and made of stone or split face masonry material that matches or is complementary to the architecture of the buildings.

(4) Where multiple retaining walls are required they should be terraced with a minimum width of 5 feet of live landscaping and a maximum of 6 inches of sloped vertical elevation change on the terrace area between the walls. The total height should not exceed 10 feet in height.

Figure 20.3 Low walls around a raised terrace retain visibility while distinguishing private from public spaces.

Figure 20.4 Walls and plantings help soften noise from busy roads.

Figure 20.5 Parking lots located behind corresponding buildings allow ease of access to businesses but emphasize pedestrian-scaled storefronts.

E. Parking

(1) Ideally, parking lots should be located internal to development blocks and behind buildings to minimize the visibility of parking. The parking should be easy to access for motorists, but not at the expense of pedestrians. Use parking lot landscaping to visually break up larger parking areas and to reduce urban heat island impacts.

(2) Parking areas should be screened with walls, fences or landscape plantings that obscures fifty percent of the view onto the lot.

(3) Parking areas should have internal islands that provide for the clear and safe pedestrian routes and be planted with canopy trees and lush plantings.

(4) Stormwater capture in the planting islands is desired.

(5) Accommodate parking and loading at mid-block or at the rear of buildings; on tight sites.

(6) Signage and light sources internal to parking structures should not be visible from outside the structure.

(7) The ground story of structured parking should have active uses located between the parking structure and any public sidewalk if it located along frontage.

Figure 20.6 An example of lush plantings in parking islands that collect and absorb stormwater in an institutional context.

Figure 20.7 Outdoor seating areas may use paving, plantings, and furniture to mimic enclosure around the "outdoor room."

F. Outdoor Seating Areas

(1) Formal seating areas may be enclosed with plantings and walls to give the sense of an outdoor room. These areas should have plenty of shading available for year-round use. Through the use of walls, plantings, or setbacks, outdoor seating areas should feel separated from high-traffic zones.

(2) Public spaces, promenades, and other outdoor spaces should be flexible in nature with ample space for events balanced with a variety of seating types and amenities.

(3) Entry courtyards, plazas and passages are encouraged and elements should include rich, textural paving patterns, seating areas, shade canopies, artwork, and other such amenities.

G. Murals/Street Art

(1) Incorporate public art into the design of the buildings or highly visible exterior areas that enriches the public realm experience and creates a sense of place. Requirements listed below only apply to commercial and mixed-use developments, and are not required for industrial developments.

(2) Public art should be constructed of durable materials that will withstand the sun and extreme freeze-thaw conditions of Pennsylvania's climate.

(3) Public art locations should be placed at building entries or publicly-accessible plaza areas where pedestrians can enjoy the art.

(4) Public art should be placed in areas that are visible along key sight lines and as focal points in highly trafficked areas or at the primary entry to a commercial and mixed-use site.

(5) Public art in commercial and mixed-use areas should be at a human scale for the site and in consideration of the planning context in surrounding area.

H. HVAC, Utilities, and Dumpster Pads

(1) Trash, recycling, and outdoor utility equipment should be positioned and/or screened to avoid being viewed from the street.

I. Accessory Structures

(1) Detached garages, sheds, and other ancillary structures help create separation between outdoor living areas on the land unit. Breezeways may connect structures to the main house.

(2) Accessory buildings or structures should be located in the rear or on the side of primary structures.

(3) Facades of accessory structures that are accessible to patrons of the general public shall be treated as fronts and composed with openings, entries, and building elements, just like a typical storefront.

(4) Accessory structures should be designed in a similar style and palette to the primary buildings to which they are accessory.

Figure 20.8 Referencing similar architectural elements creates visual continuity between primary and accessory structures, which are typically accessed from alleys and conceal unattractive uses from pedestrian routes.

Figure 20.9 Vegetated parking islands and walls separate an outdoor dining space from a parking lot and a busy road nearby.