

**DERRY TOWNSHIP DOWNTOWN CORE DESIGN BOARD
MEETING MINUTES
January 27, 2020**

The January 27, 2020 meeting of the Derry Township Downtown Core Design Board was called to order at 5:01 p.m. by Member Rick Zmuda in the Meeting Room of the Administration Building in the Derry Township Municipal Complex, 600 Clearwater Road, Hershey, PA.

ROLL CALL

Members Present: Rick Zmuda; Andy Bowman; Pam Moore; Matt Luttrell; Jim George; George Achorn; Susan Cort

Members Absent: None

Also Present: Dave Habig, Assistant Director of Community Development; Chuck Emerick, Director of Community Development; Lauren Zumbrun, Economic Development Manager; Jenelle Stumpf, Planning/Zoning Coordinator

Public Registering Attendance: Eric Cayton, Cueva Burrito Co.; Allison Krichman, Chris Dawson – Chris Dawson Architect; David E. Stein, Hidden Still, Inc.

APPROVAL OF MINUTES

On a motion made by Member Bowman, seconded by Member Moore, and a unanimous vote, the minutes from the December 16, 2019 meeting were approved as presented.

REORGANIZATION

On a motion made by Member Zmuda, seconded by Member Moore, and a unanimous vote, the Board appointed Jim George as Chairman.

On a motion made by Member George, seconded by Member Moore, and a unanimous vote, the Board appointed Andy Bowman as Vice Chairman.

On a motion made by Member Zmuda, seconded by Member Moore, and a unanimous vote, the Board appointed Susan Cort as Secretary.

OLD BUSINESS

None.

NEW BUSINESS

- A. Consideration of demolition of six existing dwellings and construction of a hotel at 554-574 West Chocolate Avenue (Bears Creek Hershey Hotel II, LLC; DCDB 442)**

This submission was tabled prior to the meeting by mutual agreement of the

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applicant and the Township.

**B. Consideration of replacement wall sign at 110 West Chocolate Avenue, #1
(Eric Cayton; DCDB 443)**

Eric Cayton explained that he had a wooden wall sign for his Small Town Fudge business that was located above the door. The sign for Small Town Fudge was approved by the Downtown Core Design Board as a projecting sign; however, it was installed as a wall sign for safety reasons. Mr. Cayton stated that there is not enough distance between the top step and the door and people coming up the steps may not have noticed the projecting sign and hit their heads on it. The proposed wall sign is for Mr. Cayton's new business, Cueva Burrito.

Dave Habig noted that the proposed wall sign conforms with the Zoning Ordinance regulations.

In response to a question from Mr. Habig, Mr. Cayton stated that this is the only sign he is proposing for Cueva Burrito. All other Small Town Fudge signage will be removed.

Member Zmuda asked Mr. Cayton if he is also considering using a sandwich board sign. Mr. Cayton responded that he would like to use a sandwich board sign to advertise his specials. Chuck Emerick noted that this type of sign is permitted with changing messages; however, it is not meant to be a primary sign for the business.

Motion

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

**C. Consideration of building alterations/additions and signage at 515 Rear
West Chocolate Avenue (David Stein – Hidden Still; DCDB 444)**

Chris Dawson, architect, stated that he has been working with the applicant on tenant improvements for Buildings A and B (as depicted in the submission information). Building B will be the distillery. The focus of this presentation is Building A, which will be the restaurant. Mr. Dawson explained that the design of the improvements is intended to be respectful of the historic structure and the restoration of the original openings with windows. The applicant is proposing to add a new canopy and entrance to the southeast corner, and an elevator shaft, stair tower, rear porch, and patio area to the western side of Building A.

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Mr. Dawson noted that the painted wall signage proposed on the east façade of Building A consists of the words “Hidden Still Spirits.” The applicant’s submission includes both a rendering of the proposed signage that is in compliance with the Zoning Ordinance and a rendering of the proposed signage that increases the dimension of the “Hidden Still Spirits” text and the band of black around it and also adds the company’s brand logo (a pot still) to the south façade of the building. The applicant will seek relief from the Zoning Hearing Board as needed for the additional sign area shown in the seconded rendering. Mr. Dawson commented that the applicant feels the additional signage is appropriate, given the location of the building relative to West Chocolate Avenue. The building will need some visibility to draw people in. Wayfinding address signage is also proposed along the east entrance canopy in black metal or clear acrylic that will be backlit and mounted on the canopy.

Dave Stein, owner of Hidden Still, stated that although it is not shown on the rendering, he would like to add the initials ‘H. S.’ inside the painted brand logo on the southern side of building. In response to a question from Member Zmuda, Mr. Stein said he would like to put a wash light over the painted brand logo, if permissible.

Member Luttrell inquired if the initials would be in a contrasting color. Mr. Stein responded that the ‘H’ and the ‘S’ would be offset on each other, with the ‘H’ being higher. Hidden Still uses those initials on their literature and product information, so it would be identifiable to the brand.

Secretary Cort asked if passing traffic will be able to see the site from West Chocolate Avenue. Member Zmuda asked if there will be a sign on West Chocolate Avenue. Mr. Emerick replied that off-site signs are not permitted.

Regarding the wall signage on the east side of the building, Mr. Emerick noted that wall signs on properties abutting a public street for a distance in excess of 300 feet are not restricted by the 100-square-foot sign area maximum. The proposed painted black band can be as long as desired as long as it does not exceed three feet in height. However, the applicant will still need a variance from the Zoning Hearing Board if they want to add the painted brand logo to the southern face of the building, because it exceeds the area permitted by the Zoning Ordinance and is a second sign to the wall signage.

Mr. Habig stated that since the applicant is proposing painted wall signage, a modification to Section 225-429.G.6.a.(ii) of the Downtown Core Design Standards, regarding the requirement for dimensional signs, is necessary. Staff is supportive of the Downtown Core Design Board granting the modification to allow the painted signage because it adds more character to the building.

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Member Luttrell asked for confirmation that the area of the proposed signage is a Zoning Hearing Board issue. Mr. Emerick answered yes and stated that the issues may not exist. The Downtown Core Design Board will make a recommendation on the appropriateness of the design of the proposed signage and then the applicant will apply to the Zoning Hearing Board for relief regarding the maximum permitted sign area, if necessary. Member Luttrell commented that he thinks the proposed signage fits with the character of the building and is appropriate, given the location and the historic nature of the structure.

Member Zmuda noted that he likes the idea of adding a wash of light to the brand logo.

Secretary Cort inquired if the applicant can put signage on other properties to promote an opening, if they obtained permission from the property owner. Mr. Emerick responded that off-site signage is not allowed. The Zoning Hearing Board would have to grant relief.

In response to a question from Vice Chairman Bowman, Mr. Habig stated that there are no issues with lighting as presented in the proposal.

Motion on signage

Member Zmuda made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the canopy signage shown in Item 1 on Sheet A700, the brand logo wall signage shown in Item 1 on Sheet A701, and the "Hidden Still Spirits" wall signage shown in Item 2 on Sheet A701 of the submitted information, and grant a modification to Section 225-429.G.6.a.(ii) of the Downtown Core Design Standards (regarding dimensional signage) to allow the painted wall signage as proposed. Secretary Cort seconded the motion, which was passed by a unanimous vote.

Regarding the improvements to Building A, Mr. Emerick asked about the material of the elevator shaft and stairwell. Mr. Dawson stated that it will be metal siding. The exact product has not been selected yet, but it will be vertical siding and something that is understated. The applicant is going to work hard to make sure that the outside corner trim piece is minimal or non-existent. They want the brick building to be the center of attention. Mr. Emerick asked if the color of the vertical siding will match the color of the awning. Mr. Dawson answered that they are looking to have something that is very close and compatible.

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Mr. Emerick asked if the applicant intends to retain the iron tiebacks on the building. Allison Krichman, project architect at Chris Dawson Architect, answered no.

Motion on alterations/additions to Building A

Member Luttrell made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the proposed alterations and additions to Building A, as presented. Member Moore seconded the motion, which was passed by a unanimous vote.

OTHER BUSINESS

None.

ADJOURNMENT

The meeting was adjourned at 5:40 p.m.

Secretary