

**DERRY TOWNSHIP DOWNTOWN CORE DESIGN BOARD
MEETING MINUTES
November 30, 2020**

The November 30, 2020 meeting of the Derry Township Downtown Core Design Board, which was conducted via video conference (Zoom Webinar) due to COVID-19, was called to order at 5:03 p.m. by Chairman Jim George.

ROLL CALL

Members Present (*via video conference*): Jim George, Chairman; Andy Bowman, Vice Chairman; Susan Cort, Secretary; Pam Moore; George Achorn; Rick Zmuda; Matt Luttrell

Members Absent: None

Also Present (*via video conference*): Chuck Emerick, Director of Community Development; Dave Habig, Assistant Director of Community Development; Jenelle Stumpf, Planning/Zoning Coordinator

Public Attendance (*via video conference*): Mike Horvath, Cima Network

APPROVAL OF MINUTES

On a motion made by Member Zmuda, seconded by Member Moore, and a unanimous vote, the minutes from the October 26, 2020 meeting were approved as presented.

OLD BUSINESS

A. Consideration of awning signs and window signs at 102 West Chocolate Avenue (Philip Guarno; DCDB 455)

Chuck Emerick explained that Mr. Guarno made modifications to what was presented to the Board at the October 26, 2020 meeting. Mr. Emerick thinks the 'BrainVessel' awning sign will be longer than the 'Uncle Filber and Aunt K's' awning sign. In both cases, Mr. Guarno wants to cover the existing glass blocks on the building and a longer awning will be needed to cover one set of glass blocks than the other. The revised renderings for the 'BrainVessel' and 'Uncle Filber and Aunt K's' awning signs indicate that each will not exceed 10 square feet, which is the maximum permitted by the Zoning Ordinance.

Mr. Guarno also provided a rendering for what Mr. Emerick assumes will be a window sign for the 'BrainVessel' specialty shop. Mr. Emerick stated that several years ago, Fenicci's was granted relief from the Zoning Ordinance by the Zoning Hearing Board to allow a certain amount of signage on the building. Since that relief was granted, the Zoning Ordinance regulations have changed so that exactly 30 square feet of the total sign area no longer counts. However, the two awning signs still count towards the maximum permitted sign area, leaving 10 square feet for the window signs. Mr. Emerick suggested that if the Downtown Core Design Board recommends approval of the signage, a condition should be included that the proposed window sign for the

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'BrainVessel' shop and the existing window sign for the 'Uncle Filber and Aunt K's' shop not exceed a combined total of 10 square feet.

In response to a question from Vice Chairman Bowman, Mr. Emerick stated that he does not know the dimensions of the existing window sign for the 'Uncle Filber and Aunt K's' shop because Mr. Guarno installed it without a sign permit from the Township. Mr. Guarno has agreed to apply for a permit for the window sign as part of the proposal before the Design Board.

Chairman George commented that he thinks the proposed awnings will look better than the existing glass blocks on the building.

Motion

Vice Chairman Bowman made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the signs as proposed, with the condition that the window signs not exceed a combined total of 10 square feet. Member Zmuda seconded the motion.

Secretary Cort inquired if Mr. Guarno will be removing the glass blocks or just covering them with the awnings. Mr. Emerick responded it is his understanding that Mr. Guarno will just be covering the glass blocks.

The motion was passed by a unanimous vote.

B. Consideration of replacement of existing exterior signage with new Rite Aid branding signage at 337 West Chocolate Avenue (Cima Network, on behalf of RX Hershey; DCDB 456)

Dave Habig and Chuck Emerick explained the proposal as follows:

- Sign R1 (freestanding sign)
Mr. Habig explained that a vinyl sign plate is proposed; however, vinyl is not a permitted material in the Downtown Commercial Sign Overlay. Also, the sign needs to be dimensional.

Member Zmuda inquired if the applicant intends to illuminate this sign. Mike Horvath, Cima Network, represented the proposal and stated that the applicant will use the existing light source to illuminate the sign.

Chuck Emerick noted that signage in the downtown is supposed to be relatable to the building itself in terms of colors, schemes, or methods and asked the Design Board to keep that in mind as they review the proposed signage.

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- Sign R2 (wall sign on the south elevation of the building)
This sign is proposed to be made of halo-lit letters. In the rendering provided, the applicant indicated that the colors and materials of the lettering are to be determined. Mr. Horvath stated that the colors in Rite Aid's new logo are blue and green. If the Design Board does not approve those colors, the applicant will probably use gold letters to match the existing sign.

- Sign R4 (wall sign on the southeast elevation of the building)
This sign is proposed to be made of non-lit, ¼" flat cut letters. In the rendering provided, the applicant indicated that the colors and materials of the lettering are to be determined. Mr. Horvath commented that the letters can be made of gold metal to match the existing sign, per the Design Board's preference.

- Sign R5 (wall sign on the east elevation of the building)
This sign is proposed to be made of halo-lit letters. In the rendering provided, the applicant indicated that the colors and materials of the lettering are to be determined. Mr. Horvath commented that the letters can be made of gold metal to match the existing sign, per the Design Board's preference.

- Sign R5.1 (canopy sign for drive through)
Mr. Emerick stated that this will be a non-lit sign box with a routed aluminum face backed by white vinyl. Mr. Horvath added that the letters will be routed out and backed up with acrylic. The shield will be vinyl with acrylic backing.

Mr. Habig noted that the canopy sign can have a maximum area of 15 square feet. This sign is proposed to be 20 square feet, so it will have to be revised.

- Signs R6 ('Lane 1' sign for drive through), R7 ('Clearance' sign for drive through), R8 ('Lane 2' sign for drive through), R10 ('Exit Only' sign for drive through), R11 ('Exit Only' sign for drive through)
Mr. Emerick noted that reflective material is proposed for the copy of these signs, which is not permitted. Reflective materials are only allowed for traffic signs. Mr. Horvath commented that these signs can be done in non-reflective materials.

Member Luttrell asked if the Design Board is making a recommendation on the signs that are not facing West Chocolate Avenue (R5.1, R6, R7, R8). Mr. Emerick responded that North 1st Street runs behind the building and is a public way, so signs R5.1, R6, R7, and R8 would still have to comply with the Zoning Ordinance.

Motion

Chairman George made a motion that the Downtown Core Design Board issue a Recommendation of Appropriateness for the signage, as proposed, with the following conditions:

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- *Sign R1 is to be dimensional and consist of materials that comply with the Zoning Ordinance.*
- *Signs R2, R4, and R5: The proposed metal letters are to be gold in color.*
- *Sign R5.1 is to be modified to be a maximum of 15 square feet in area instead of the 20 square feet that was proposed.*
- *Signs R10 and R11 are to be made of non-reflective materials.*

Member Luttrell asked if it would be better to retain the reflective materials on signs R10 and R11 (the Exit Only signs) since they are more like traffic signs and are not illuminated. Mr. Emerick replied that signs R10 and R11 would be considered informational signs per the Zoning Ordinance so yes, they can contain reflective materials. Member Luttrell recommended that the applicant maintain the reflective materials on signs R10 and R11.

Chairman George amended his motion to allow signs R10 and R11 to be reflective.

Mr. Emerick recanted his statement regarding signs R10 and R11. The Zoning Ordinance defines informational signs and directional signs. Directional signs are permitted to be reflective; however, they are off-premises signs. Signs R10 and R11 are informational signs and are on premises so they are not permitted to be reflective, unless the Zoning Hearing Board grants relief. Member Luttrell withdrew his suggestion.

Mr. Habig noted that signs R6, R7, and R8 are also proposed to be made of reflective materials. *Chairman George amended his motion to include the condition that signs R6, R7, and R8 are to be made of non-reflective materials.*

Member Luttrell seconded Chairman George's amended motion.

Mr. Habig asked for the Design Board's opinion on signs R6, R7, R8, R10, and R11 not being dimensional. Chairman George stated that he does not think they need to be dimensional. Vice Chairman Bowman and Member Luttrell verbalized their agreement.

The amended motion passed by a unanimous vote.

NEW BUSINESS

None.

OTHER BUSINESS

None.

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ADJOURNMENT

On a motion made by Secretary Cort, seconded by Member Moore, and a unanimous vote, the meeting was adjourned at 5:42 p.m.

Secretary