

**EAST GOSHEN TOWNSHIP  
COMMERCE COMMISSION  
JUNE 17, 2013  
Final**

**Present**

Chairman, Al Zuccarello, Vice Chairman, Donald Zembruski and members Dan Callahan and Vince Lord were present. Member John Stipe was absent. Zoning Officer, Mark Gordon and Finance Director Jon Altshul were present. Guests; John Theilacker, Associate Director of Brandywine Conservancy and Stephen Kehs, Vice President of TRIAD were in attendance to give the Commission a Comprehensive Plan update.

**Call to Order**

The meeting was called to order at 7 p.m. The meeting began with the Pledge of Allegiance. A moment of silence was observed for our Military Troops.

**Announcements to Businesses in Commercial and I/BP Zones**

The Commission has completed and unveiled, as a link on the Township website, its Business Directory for the retail businesses contained within the commercial zones and shopping districts, as well as the offices within the Goshen Executive Center complex. Information has been sent out informing commercial and I/BP businesses about our Farmers Market which is held every Thursday at East Goshen Township Park. Businesses were very encouraged and told us that they would place flyers and notices on their employee boards to help with participation. The Park Commission wanted to give space at the Market for businesses to advertise on as needed basis. We encouraged businesses to sign up on Constant Contact. This would give them the latest Township news. An announcement was given to all businesses in the commercial and I/BP zones regarding the Community Day which is scheduled for June 22, 2013.

**Landlord Input Project – Goshen Village Shopping Center**

Two items that would make improvements to the Goshen Village Shopping Center are monuments signs and landscaping changes. Mark Gordon mentioned that there was a restriction regarding monument signs for the corner at Boot Road but it could probably be changed by a routine zoning change. Ed McFalls recently applied for a monument sign for the Hershey Mills Shopping Center and it is larger than the current sign and will give improvement to that center.

**Fall Business Forums**

The Commerce Commission would like to include businesses such as Matlack Florist, Del Vacchio Landscape & Garden Center, Conway Power and Equipment and Peppermill Restaurant to the Fall Forums. These businesses are located along Route 352. The Commission also wishes to include businesses residing in the Goshen Executive Center's offices.

**Comprehensive Plan Update and Discussion**

John E. Theilacker, Associate Director of Brandywine Conservancy and Stephen Kehs, Vice President of TRIAD Associates were guests of the Commerce Commission and gave a Comprehensive Plan Update . Mr. Theilacker stated that residents were interested in shopping and service centers. They were interested in a Town Center and Trader Joe's as an anchor store. They were also interested in walking paths and bike trails. The Commission explored an idea of having Route 3 and Paoli Pike area planted with trees which would make the business area picturesque, that would be similar to Newtown Square and Malvern. Grants are available to help with the landscaping along Route 3. An idea to have anchor restaurants with liquor licenses was explored. Mr. Kehs handed out the June draft of the Economic Element of the Township Comprehensive Plan. Mr. Kehs reported that the Township had a sound economic base. The Commission reviewed a map of the 10, 15, and 25 minute travel time to a market. A ten minute travel time encompasses all of East Goshen, most of West Goshen and an area that extends northwest to Exton. Beyond 10 minutes potential shoppers can reach markets in Downingtown, Exton and Paoli. It makes sense to have a 10 to 15 minute travel time to retail and service markets.

Al Zuccarello told the Commission that the Milltown Stores which are located on Route 3 could put up matching black awnings and add tree plantings which would dress up the commercial center. The Commission suggested that low interest loan programs may be available to help businesses in East Goshen Township. He advised, in the end, it was up to the landlord(s) and owners.

Dan Callahan presented the motion to adjourn the meeting . Don Zemruski seconded the motion and the Commerce Commission adjourned the meeting at 8:57 p.m.

Respectfully submitted,

Joanne Morgan  
Receptionist/Secretary

