

**EAST GOSHEN TOWNSHIP
PLANNING COMMISSION
Meeting Agenda
Wednesday, April 6, 2011
7:30 PM**

- A. Call to Order / Pledge of Allegiance / Moment of Silence
- B. Chairman will ask if anyone is going to record the meeting
- C. Review of Tracking Log / Determine need for Workshop Meeting
- D. Public Comment on Non-Agenda Items
- E. Approval of Minutes
 - 1. **March 2, 2011**
- F. Acknowledge Receipt of New Applications
 - 1. **Stein, Variance Request, (Dim. Variance), 1519 Richard Drive (V)**
 - 2. **Tru-Team Inc., (Adaptive Reuse of Historic Resource), 1422 Paoli Pike (CU)**
- G. Subdivision Plans
- H. Land Development Plans
- I. Conditional Uses, Variances & Special Exceptions
 - 1. **Stein, Variance Request, (Dim. Variance), 1519 Richard Drive (V)**
 - 2. **Tru-Team Inc., (Adaptive Reuse of Historic Resource), 1422 Paoli Pike (CU)**
- J. Ordinance Amendments
 - 1. Wireless Communications Ord.
 - 2. **Sign Ordinance Discussion**
- K. Old Business
- L. New Business
- M. Any Other Matter
- N. Meeting Dates of Importance

April 5, 2011	Board of Supervisors	7:00 pm
April 6, 2011	Planning Commission	7:00 pm
April 7, 2011	Park & Recreation	7:00 pm
	Zoning Hearing Board - Liberty Towers	7:30 pm
April 9, 2011	Keep East Goshen Beautiful Day	8:30 pm
April 11, 2011	Municipal Authority	7:00 pm
April 12, 2011	Board of Supervisors	7:00 pm
April 13, 2011	Conservancy Board	7:00 pm
April 14, 2011	Historical Commission	7:00 pm
April 16, 2011	6 th Annual Chester Creek Cleanup	
April 19, 2011	Park & Recreation w/s	10:00 am
April 21, 2011	Police Commission	8:00 am
April 22, 2011	Office Closed (Good Friday)	
April 22, 2011	Earth Day	
April 26, 2011	Board of Supervisors	7:00 pm
April 27, 2011	Zoning Hearing Board – Liberty Towers	7:30 pm
- O. Correspondence
- P. Goals
- Q. Adjournment

- **Bold Items indicate new information to review for that application.**

REMINDER – Newsletter Article Submission Due Date:

Article Due Date

Delivery Date

May 11, 2011

July 1, 2011

Planning Commission Application Tracking Log

Application Name	Application (CU, LD, O, SD, V, SE, CA)	Type (SK, P, F)	Date Filed	Start Date	Date to Yerkes/Consultant	Date to CCPC	Date to Abutting Prop. / ABC's	Extension	PC NLT Action Date	BOS NLT Action Date	Hearing Date	Drop Dead date
Stein, 1519 Richard Dr.	V	SK	3/18/11	3/18/11	na	na	3/29/11		4/6/11	3/19/11	3/5/11	3/17/11
Tru-Team Inc., 1422 Paoli Pike	CU	SK	3/29/2011	3/29/11	4/1/11	na	3/30/11		4/6/11	5/24/11	5/24/11	5/28/11

Bold = New Application or PC action required

draft
EAST GOSHEN TOWNSHIP
PLANNING COMMISSION MEETING
March 2, 2011

The East Goshen Township Planning Commission held their regularly scheduled meeting on March 3, 2011 at the East Goshen Township building. Members present were: Chairman George Martynick, Al Zuccarello , Dan Daley, and Jim McRee. Also present were Township Zoning Officer Mark Gordon, Don McConathy (Supervisor), and Erich Meyer, resident.

WORKSHOP SESSION – 7:00pm

- A. The minutes of February 2 and February 16, 2011 were reviewed. A motion will be passed in the formal session.
- B. The various agenda items were reviewed.

FORMAL SESSION

A. Pledge of Allegiance & Announcements

George called the meeting to order at 7:30 pm and Al led those in attendance in the Pledge of Allegiance. There was a moment of silence to remember our armed forces.

George asked if anyone would be recording the meeting. There was no response.

George asked those in attendance if there were any non-agenda items to be discussed. There was no response.

B. Approval of Minutes

Dan made a motion to approve the minutes of February 2, 2011 meeting as corrected. Jim seconded the motion. There was no further discussion. The motion passed unanimously.

Al made a motion to approve the minutes of the February 16, 2011 meeting as corrected. Jim seconded the motion. There was no further discussion. The motion passed unanimously.

C. Acknowledge Receipt of New Applications - None

D. Subdivision/Land Development Plans – None

E. Conditional Use and Variances - None

F. Old Business

- 1. Wireless Communications Ordinance – Tabled to the next meeting April 6, 2011.

G. New Business

- 1. Sign Ordinance – Mark said everyone has a copy of the current Ordinance without any changes. They should read it and see if it needs to be updated. There was discussion about blinking and flashing signs their interior signs to be more visible.

Jim referred to page 4, K 2 – He feels “and except flashing signs” should be removed.

Al referred to page 3, I 4 – He feels it should read “Signs erected by an IRS recognized.....” Also Jim asked what the intent is on the second line to give the Zoning Officer ability to recognize a charity. Mark gave an example of East Goshen Elementary School holding an event to raise donations. Al feels a comma should be inserted before “or”.

1 Mark will research the newest in electronic signage.
2

3 **H. Liaison Reports**

4 1. West Chester Regional – Al reported that they did not have a quorum. They changed the meetings from
5 monthly to quarterly.
6

7 2. Deer Committee – Jim reported that 29 deer were harvested. Two years ago was the peak for vehicle
8 collisions at 20. This November there were 4.
9

10 3. Willistown – Megann is at that meeting tonight.
11

12 **G. Any Other Matter**
13

14 **H. Adjournment**

15 Motion to adjourn the meeting was made by Al and seconded by Dan. The meeting adjourned at 8:30 p.m.
16
17

18 Respectfully submitted, _____
19

20 *Ruth Kiefer, Recording Secretary*
21

C:\Documents and Settings\Owner\My Documents\My Word\Planning Commission\PC 2011\PC 03022011 draft.doc

Memorandum

East Goshen Township
1580 Paoli Pike
West Chester, PA 19380

Voice: 610-692-7171
Fax: 610-692-8950
E-mail: mgordon@eastgoshe.org

Date: 3/29/2011
To: Planning Commission *all*
From: Mark Gordon, Zoning Officer
Re: Stein Variance, 1519 Richard Drive

Dear Commissioners,

Mr. and Mrs. Stein have submitted an application for zoning variance relief from the side yard in order to construct a detached two car garage at their property, 1519 Richard Drive in the Pin Oaks neighborhood. The request is for 10' of relief. Neighbors have submitted their support signed letter. The property is very sloped in the rear yard and could create significant issues if a structure were built there. This solution will limit the amount of new impervious coverage added to the property. I have drafted a motion for your consideration.

DRAFT MOTION:

Mr. Chairman, this property is sloped in the rear yard such that a conforming structure could cause more impact to the environment and property than the proposed solution. The applicant did not create this condition nor will granting this relief affect the character of the neighborhood. I move that we recommend that the Board of Supervisors support Mr. and Mrs. Steins Variance request to build a two car garage with a side yard setback of no less than 10 feet which represents 10 feet of relief with the following condition(s).

1. The applicant shall follow all applicable federal, State and Local laws and secure all proper permits prior to construction of the improvements depicted on the plans.

Memorandum

East Goshen Township
1580 Paoli Pike
West Chester, PA 19380


Voice: 610-692-7171

Fax: 610-692-8950

E-mail: mgordon@eastgoshen.org

Date: 3/31/2011

To: Planning Commission

From: Mark Gordon, Township Zoning Officer 

Re: 1422 Paoli Pike / Historic resource Adaptive reuse / Conditional Use

Dear Commissioners,

A conditional use application has been submitted requesting an adaptive reuse for the property at 1422 Paoli Pike. The applicant is seeking modifications to the area and bulk requirements, as provided for in the ordinance. The applicant is also requesting a waiver for the the Historic Resource Impact study requirement of the ordinance.

We have had two other such adaptive reuse Conditional Use application in the past, The Matlack Florist back in 2005 and the Torre Inn, 734 N. Chester Rd. in 2010

The applicant will be before you to present the application and plan and answer questions then the Applicant will go to the Hist. Commission to present the plan. The Hist. Commission is required to forward a written recommendation to the Planning Commission within 45 days of the submission date.

The applicant will be back to see you in May so please save all the documents for this application and bring them to your meeting on May 4, 2011.

Memorandum

East Goshen Township
1580 Paoli Pike
West Chester, PA 19380

Voice: 610-692-7171
Fax: 610-692-8950
E-mail: mgordon@eastgoshen.org

Date: 4/1/2011
To: Planning Commission
From: Mark Gordon, Township Zoning Officer 
Re: Signs (Electronic, LED, LCD)

Dear Board Members

Enclosed is the result of some internet searching I did on Electronic signs. I have a couple calls out to trying to get my hands on some model ordinances (locally) that address this type of signage. There are a few ideas in this information that I believe we could incorporate.

Flash and Scroll: LED Billboards and LED Signs

Michigan Association of Planning
Fall Conference 2010
Friday, October 22, 2010

Presenters: **R. Donald Wortman**, RLA, AICP, PCP
Vice President, Carlisle/Wortman Associates, Inc.

Shannon Bellers
Asset Management & Development, Adams Outdoor Advertising

As new technology emerges, so do the challenges to planners and zoning officials in keeping up-to-date with new technologies and land use regulations. In past years, we have witnessed the emergence and evolution of satellite dishes, cell towers, and wireless communication. Now we are witnessing new technologies for outdoor signage and commercial advertising with the advancement of LED (light-emitting diode) signage.

LED signage comes in all shapes and sizes, from billboards to wall signs. Gas stations are advertising the price of gasoline, cigarettes, and milk using LED signage. Churches, schools, and libraries promote non-commercial messages, which inform the public of religious and civic events. Local retailers are even using low-cost window signs which can be programmed to flash and scroll the price of the day's bargains.

From the perspective of municipal officials, LED signs can offer challenges. The new advances in technology present ever-changing and variable opportunities for product promotion, which is new to the field of advertising.



For example, commercial LED signs allow animation and movement with caricatures and other symbols. Animated figures can dance, run, and wave to promote a product or service. New technology also allows commercial LED signs to flash, blink, and scroll, thereby further soliciting the attention of motorists or pedestrians.

The new technology also allows LED signs for outdoor advertising the ability to change message screens. The frequency or interval of message change is variable, and a short period of time between message changes (less than six seconds) may be considered distracting to drivers. State law and many municipalities in Michigan have adopted a standard requiring a minimum "dwell time" of six seconds between message changes. From the perspective of municipal officials, the changes can present regulatory, safety, and aesthetic challenges.

How to measure the brightness of signs further complicates regulatory efforts. Some ordinances vaguely mandate that “at no time shall [signs] cause glare or otherwise impair the vision of the operator of any motor vehicle.” Other codes are more specific, setting intensity level maximums for daytime and nighttime for red only, green only, amber only and full-color signs.



Deciding which measurement unit to use can also muddy regulation efforts. Choices include nits (candela per square meter), foot-candles, and lumens, leaving some planners feeling as if they need an advanced science degree to understand the differences. An informal survey of different ordinances indicated the most popular choices for codes within Michigan were foot-candles over ambient light levels and nits. Foot-candles can be measured easily by code enforcement officers through the use of a photometer. These can be purchased at many electronics stores.

The State of Michigan recently amended the State Highway Advertising Act in order to update the brightness standards for LED billboards adjacent to state-regulated roadways. PA 86 of 2009 provides updated regulations and illumination standards from 2007 legislation that enabled LED. For example, it calls for billboards to have automatic dimming capabilities, so that the maximum luminescence level for signs is not more than 0.3 foot-candles at the following distances:

Size of Sign	Distance from Sign
Less than or equal to 300 square feet	150 feet
Greater than 300 square feet and equal to or less than 378 square feet	200 feet
Greater than 378 square feet and less than 672 square feet	350 feet
Equal to or greater than 672 square feet	350 feet

There are concerns that flashing, scrolling, running animation or flashing or moving lights divert the driver’s attention from the roadway to the sign. State law prohibits any outdoor advertising display from the potential distraction of flashing or scrolling or animated messages, as do many local ordinances, however; commercial on-premise signs are not regulated under the State Highway Advertising Act. This places more of the onus on planners to regulate the use of LED for commercial on-premise signage.

There is an on-going debate in Michigan regarding whether LED billboards are a cause for driver distraction. Scenic Michigan, a state chapter of the non-profit organization Scenic America, has led efforts against LED billboards citing safety concerns for drivers. Scenic Michigan representatives believe that the time it takes the driver to comprehend a sign's message may be too long and lead to more traffic accidents.

Meanwhile, the sign industry points to various traffic studies that suggest LED billboards are "safety neutral" and the Federal Highway Administration is completing a study that uses eye-trackers inside cars to monitor if and for how long, drivers look at digital billboards. The results of this comprehensive study are expected soon.

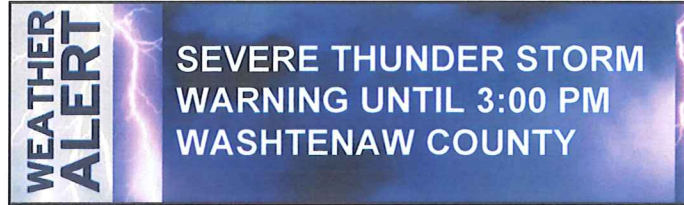
While PA 86 of 2009 establishes lighting levels for billboards of standard sizes, it is more difficult for municipal officials to develop regulations regarding brightness for smaller wall signs or ground signs. Some municipalities rely on ratings from sign manufacturers regarding lumens and/or candelas. A simpler, more effective light measurement is the use of common light meters measuring in foot-candles. A practical standard is establishing a maximum luminescence level, which is not more than 15 foot-candles measured four feet perpendicular to any surface of an LED sign. Municipalities can also require that the applicant or manufacturer provide written certification from the manufacturer that the light intensity has been factory-programmed not to exceed above listed light levels.



While many of these standards may be a bit overwhelming, there are easy zoning solutions that can be established. At a minimum, municipal officials should look at and regulate, message interval (no less than six seconds) and brightness levels. Other regulations should prohibit the use of animation, flashing, or scrolling. With these types of regulations in place, communities can properly regulate the use of LED signage.

LED signage, including LED billboards, can also provide community services. LED billboards have provided national Amber Alert messages, FBI and Michigan Attorney General fugitive alerts, and county / local emergency messages. Outdoor advertising companies have donated time for these public service announcements, and provide a media for the dissemination of important public information. Local ordinances can include a requirement that any vendor of LED off-premise or billboard signage include public messaging as part of the permit process.

Some communities have entered into partnership arrangements with outdoor advertising companies to lease municipally-owned property for LED billboards. One such partnership includes the City of Ypsilanti and City-owned land along the interstate. The City of Ypsilanti allows two LED billboards along the I-94 corridor. In addition to providing advertising, the billboards provide public safety messages and information regarding community events. This municipal partnership has provided a non-traditional revenue source to the municipality as well as important public service benefits to passing motorists and residents.



In summary, new LED sign technologies offer ever-changing and variable opportunities for product promotion. In response to these changes, planners should update their sign regulations to keep abreast of these new technologies. Municipal officials should also be mindful of opportunities for the dissemination of civic-related information through LED technology.

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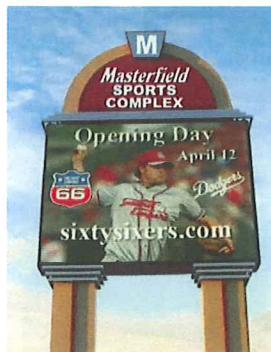
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Zoning and Church Placement Issues

Now that LED business signs are becoming more popular, municipalities are starting to crack down on the placement and design of the signs.

Even churches, non profits and schools have been forced to run the gauntlet of zoning regulations because of fears that signage will mar the residential character of a neighborhood.

Consider a recent news item in Nashville, Tenn. A task force has issued a series of recommendations for regulating LED business signs in residential areas. These recommendations are targeting churches, schools, and other nonprofit organizations that might want to seek an exception to the residential zoning requirements.

The recommendations may end up as an ordinance for the town. Some of the rules require:

- An LED sign may not be displayed within 500 feet of a neighboring sign and must be at least 250 away from the nearest residence
- The sign lettering must be amber and no other color
- Scrolling text or animations are prohibited.
- A message must be displayed for eight seconds before switching to the next message.
- The signs must be encased in stone, brick or wooden paneling.
- The signs must be no more than 8-feet high.
- The signs must be turned off no later than 10 p.m. and turned on no sooner than 6 a.m.

Other municipalities are just starting to consider the issue of church signs and zoning regulations – often, just looking at each zoning exemption request on a case-by-case basis.

Churches have been moving toward outdoor LED signs because they are more energy efficient, easier to maintain and update. LED church signs can also come with animation, graphics and text, allowing for greater creativity and flexibility with the messaging.

Because churches are often located in districts zoned as “residential,” they must follow the zoning regulations for residential areas, which often restrict any signage. Often, zoning exemptions must be requested for church signs – LED or not.

The help and advice from the [LED business sign experts](#) at AdvantageLEDsigns.com.

Popularity: unranked [?]

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