

EAST GOSHEN TOWNSHIP
PLANNING COMMISSION WORKSHOP MEETING
October 19, 2011

The East Goshen Township Planning Commission held a workshop meeting on Wednesday, October 19, 2011 at the East Goshen Township building. Members present were: Vice Chairman Susan Carty, Jim McRee, Peter Mylonas, and Dan Daley. Also present was Mark Gordon, Township Zoning Officer.

A. Pledge of Allegiance & Announcements

Susan called the meeting to order at 7:00 pm and led the Pledge of Allegiance. There was a moment of silence to remember our armed forces.

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

B. Approval of Minutes

Jim moved to approve the minutes of the October 5, 2011 meeting as corrected. Dan seconded the motion. The motion passed unanimously.

C. Conditional Use and Variances

1. QVC Network, 1365 Enterprise Drive (ZHB) – The applicant was represented by Gregory Davis, Attorney and Frank Herb, QVC. Mr. Davis distributed photos of the new logo sign and where the proposed sign will go on the building. The new sign will be at the 24 foot height that was originally approved in 1986. However, it will be moved to the corner of the building under the security camera. It will be 108.85 sq.ft., instead of the 100 sq. ft. allowed. It will be an LED light, which is softer and more energy efficient and will automatically turn on at dusk and off at dawn. Hough/Loew, the property manager for the business park, approved the sign. This is a new prototype sign that will be duplicated on all QVC buildings throughout the country. The photos showed the mature hedgerow between the business park and the adjacent neighborhood so it will not impact the residents on Linden Lane. The hours of operation will be:

Data Center – 24/7

Distribution – 6 am to 6 pm

Offices – 8:30 am to 5 pm

Public Comment – Jeff Brennan, 1508 Generals Way – He lives on the highest point in the neighborhood. There is no problem in the summer when the trees are in bloom, but in the winter he can see the satellite dish. He asked to see the photos of the proposed sign. It was his understanding, from the Township letter, that the sign would be placed next to the satellite dish and would be 24 feet high. After he examined the photos and talked to the Commission members, he had no problem with the proposal. He commented that the Township has done a very good job with screening the business park and shopping centers in East Goshen.

Peter made the following motion: Madam Chairman, I move that we recommend that the Board of supervisors support the Zoning Variance requests for QVC Inc. at 1365 Enterprise Drive for 1.) §240-22.N: for the maximum height of the proposed wall sign so long as it does not exceed 24 feet above the finished grade of the building directly beneath the sign and 2.) §240-22.Q(5): for the maximum size of the sign so long as the sign does not exceed 108.85 square feet. The property is located in the Business Park District of the Township and the proposed relief will not pose any significant impact to the character of the Business Park nor pose an impact on the adjacent residential neighborhood.

Jim seconded the motion but amended the same by rounding the square footage to 109 square feet. The motion passed unanimously with the amendment.

Mark announced that the Board of Supervisors will hear this proposal at their November 1st meeting and the Zoning Hearing Board date is November 17, 2011.

G. Old Business

1. Sign Ordinance - Mark reported that the meeting with the owners of the 2 shopping centers went well. In both cases the landscaping has filled in now and the stores are not visible from the street. Although the Hershey's Mill Center has a sign at the traffic light, when people pass it, they don't know that they can enter at the Wellington entrance. So, they would like a second sign at that entrance.

2. Goshen Meadows – The Commission members discussed the Goshen Meadows proposal to develop the Smith property on West Chester Pike and the height of apartment buildings.

3. Winter Newsletter – Jim suggested an article about the Toll Brothers development and the improved intersection at Line Road and Paoli Pike.

H. New Business

None

I. Liaison Reports

None

J. Any Other Matter

None

H. Adjournment

There being no further business, a motion to adjourn the meeting was made by Peter and seconded by Dan. The meeting adjourned at 8:45 p.m.

Respectfully submitted, _____
Ruth Kiefer, Recording Secretary