

**EAST GOSHEN TOWNSHIP
BOARD OF SUPERVISORS MEETING
1580 PAOLI PIKE
July 23, 2013
Final Approved Minutes**

Present: Chairman Senya D. Isayeff, Supervisors Marty Shane, Chuck Proctor and Janet Emanuel. Vice-Chairman Carmen Battavio was absent. Township Manager Rick Smith was also present, as were ABC members Erich Meyer (Park & Rec), Susan Carty and Dan Daley (Planning Commission) and Al Zuccarello (Planning Commission and Commerce Commission). Guests included John Theilacker of the Brandywine Conservancy and Jeannine Speirs of the Chester County Planning Commission.

Executive Session

The Board met in Executive Session from 6:45pm to 7:00pm to interview a candidate for the Vacancy Board.

Call to Order & Pledge of Allegiance

Senya called the regular meeting to order at 7:00pm and asked John Theilacker to lead everyone in the Pledge of Allegiance.

Moment of Silence

Rick called for a moment of silence to remember the troops and all those in uniform who help keep us safe.

Recording of Meeting

No one recorded the meeting.

Public Comment on Non-Agenda Items

None.

Comprehensive Plan Update

Senya stated that it recently became clear that the Board should have met with the Comprehensive Plan Task Force and the Brandywine Conservancy earlier in the Comprehensive Plan process, and apologized for not doing so.

Senya stated that most residents have made a rational, deliberate choice to come to East Goshen. Marco Carrara, for example, chose to locate Tecniplast USA in East Goshen because of the Township's beauty.

Marty stated that Senya, Rick Smith, Mark Gordon and he met last week to discuss the Comprehensive Plan and had a productive meeting. He is learning that everyone has a different definition of what a "vision" is. In his opinion it's the job of the Board of Supervisors to convey ideas on how the Township should be and for others to work out the "how." East Goshen is one of, if not the premier residential community in Chester County. This is in no small part due to the high level of service the Township provides to its residents. The question is how to maintain

that level of service 10-20 years down the road. It's also going to be vital to anticipate the needs of the business community and meet those needs. Amenities such as trails and greenways are important, where feasible to put them in, as are energy conservation issues. The Township needs to stay positioned to receive grants that may be available. The challenge is great but the mission is simple. Marty thanked the members of the Comprehensive Plan Task Force for being present.

Chuck said East Goshen is "on the map," and people in the region know about East Goshen. It's key to maintain the Township's reputation and keep it fiscally sound. To that end, the Commerce Commission and Friends of East Goshen are great initiatives.

Janet said it's a hard charge to predict what the business community will need 10-20 years down the road. There needs to be enough flexibility in the Comprehensive Plan and Township zoning to react to the unforeseen.

Senya said the Township must consider what will happen with the CTDI property if CTDI outgrows it and can no longer stay due to restrictions on parking, etc. The Township has to consider what can be done today to encourage businesses to plan for the future. Futurists are needed in the Township, even if it means getting it wrong sometimes. Looking forward and planning for the future provides a basis for a Comprehensive Plan. At a meeting of the Department of Community & Economic Development (DCED) he learned it would be advantageous in future grant applications if the item being requested is included in the Township's Comprehensive Plan.

Marty asked John Theilacker what the capability of the Brandywine Conservancy is in regard to predicting the future – what kind of expectations should the Township have. Mr. Theilacker noted that Triad Associates, who works with the Brandywine Conservancy, is the group that addresses economic development planning. As far as commercial and industrial planning, Triad should be up to the task. The Brandywine Conservancy should be able to provide the other information needed.

Al Zuccarello said he has realized he is a "semi futurist." Planning out 20 or 25 years is tough for anyone. Fortunately the initial charge is only to plan out for the next 10 years.

Jeannine Speirs said she located the Microsoft Word document containing the Township's prior Comprehensive Plan, and has provided copies on CD to John Theilacker and Mark Gordon. She also provided a sample Economic Development Plan to Mark Gordon, and emailed John and Mark samples of Comprehensive Plans from other municipalities. She recently helped the borough of Malvern with their Comprehensive Plan. Their high-priority items are for the next 5 years; their medium-priority items are 5-10 years out; and their low-priority items are for 10+ years out, or as time and funds allow. Some of the language used in their Comprehensive Plan was specifically written so it can be copied and pasted into future grant applications.

Senya assured the group that East Goshen won't have to worry about painting itself into a corner when writing the Comprehensive Plan, because the 10-year plan can be changed at any time.

Marty asked Jeannine about master planning. She said one way it can be addressed is the way East Brandywine did it. They expanded their Comprehensive Plan's Scope of Work to include a Master Plan for Guthriesville and an Implementation Plan.

John Theilacker said he was hoping to get clear consensus from the Board this evening as to what the Brandywine Conservancy should be working on. It was clear from the July 2 Supervisors' meeting that the Board, Senya in particular, is not in favor of the Town Center idea. Rick Smith said perhaps it would be helpful to define the term "town center." To some residents who live here, the area containing the Township Building, schools, shopping center, and Wawa already constitute something of a town center.

Al Zuccarello said everything will be driven by money and entrepreneurs. The Task Force will get more input from entrepreneurs in the Township in a few months during the Tour of Excellence.

Jeannine Speirs said a Suburban Center Handbook is available online for review at www.landscapes2.org. She also stated that open space planning for a congregating place can be addressed in a recreation chapter in the Comprehensive Plan. She cautioned against missing the forest for the trees and recommended not spending lots of time on details, but to stay true to the Township's over-arching goals and ideals.

John Theilacker said the Brandywine Conservancy emphasized their desire to develop an achievable and implementable plan at the Task Force meeting last evening. Marty said the Township should focus on the things that can be achieved in the next 5-10 years and put the energy and resources into those things.

Al Zuccarello suggested limiting each ABC to five suggested recommendations and using those as the basis for discussion. Marty said once the suggestions are aggregated, the Township can look to see what items are missing and add those.

Senya said there is another option. If the Township didn't already have a prior Comprehensive Plan to work from, what would the Task Force come up with? Also, it's important for East Goshen to develop its own plan and not borrow from others.

The format of the new plan was discussed. Marty said it will be shorter this time, with all the backup data contained in the appendices.

Senya said he would not like the old plan to be used as the basis for the new plan. He wouldn't mind dispensing with the disc with the old Word document. Jeannie Speirs recommended not doing that, as the disc contains a lot of useful, still-valid inventory data the Township wouldn't want to pay for all over again. She added that using the old Comprehensive Plan is not a crutch. She suggested keeping the old data that is still good and starting over from scratch only in those areas where it's necessary.

Dan Daley said it sounds to him like the Task Force is on the right path. He expected to hear differently this evening. Al Zuccarello said during the last couple of weeks the Township has

focused in more sharply. He thinks a lot of things were aired out during the July 2 Supervisors' meeting.

Erich Meyer was asked his opinion. He said that sometimes Township meetings can veer off course and not focus on what's on the agenda.

Resident Bill Egan expressed concern about the comments indicating the focus should be on the needs of the Township's commercial residents, instead of the people (residents) who make up 90% of the tax base. He does not want other residents to have to go through what he did with Comcast in trying to ensure the Township's zoning regulations were honored. He spent a lot of money and a great deal of personal time on that matter.

Senya said the commercial interests provide another source of funding to the Township. The cell tower, for example, provides as much income per year as 200+ average-priced properties would provide in taxes. He hopes that in recent years Mr. Egan has seen greater sensitivity by the Board and staff to the balance between commercial and residential interests.

Rick stated that the body of the old Comprehensive Plan is only 66 pages, with 35 pages of that indicating who does what. He asked the Task Force members if they have gone through it and identified what has been accomplished. Marty and Sue Carty said the Task Force is working on doing that.

Dan Daley asked how the Task Force should proceed in regard to master planning and the open space/recreation planning. John Theilacker said the first step is for the Brandywine Conservancy to find out what the County will fund. They will then bring that information back to the Task Force.

Bill Egan suggested the new Comprehensive Plan contain tabs to make it easier to locate the various sections.

There was no further discussion about the Comprehensive Plan. The meeting adjourned at 8:36pm.

Executive Session

The Board met in Executive Session until 8:55pm to discuss a personnel matter.

Anne Meddings
Recording Secretary