

**EAST GOSHEN TOWNSHIP  
BOARD OF SUPERVISORS MEETING  
1580 PAOLI PIKE  
September 30, 2014 – 5:00  
Final Approved Minutes**

**Present:** Chairman Marty Shane, Vice-Chairman Senya D. Isayeff, and Supervisors Carmen Battavio, Chuck Proctor, and Janet Emanuel, and Township Manager, Rick Smith.

**Call to Order & Pledge of Allegiance**

Marty called the meeting to order at 5:00pm and asked Carmen to lead the Pledge of Allegiance.

**Moment of Silence**

Carmen called for a moment of silence to honor the troops and all those in uniform who keep us safe.

**New Business**

Three possible contractors were interviewed for the task of preparing the new East Goshen Township Comprehensive Plan. Marty informed the Board that for fairness sake, the interviewees would all be asked the same questions first, the Board could then ask questions, and the interviewee would have a chance to make final comments.

*Thomas J. Comitta, President, TCA Inc.* was the first to interview. When asked how he viewed East Goshen today, and ten years from now, Tom was prepared with a substantial packet of different maps of East Goshen as examples of exactly what our Township looks like now, and how Tom would work to move us into the future. He explained the series of maps and suggested the use of an overlay technique for looking at the township.

He noted his ties to the township, including working on the 1992 Comp Plan, working in Chester County since 1973, and having family in the area.

He sees East Goshen as a stable, residential area with some business activity. He believes in using a broader brush, and zooming out to apportion intensity of land use in order for the Board to be able to more easily come to zoning and planning decisions. His planning philosophy is to “put the right eggs in the right basket.” The Township has different character zones and he would use these to help with future planning.

In order to build consensus, Tom likes to build trust and to educate all participants. He has been in this profession for 41 years. He related a story about a trust building activity that he often uses to begin comprehensive planning. He suggested a visual preference survey with slides in order to educate all participants. He sees the Task Force and the Board of Supervisors as shoulder to shoulder and seamless. He has a strategy in place

which begins with his work product and ends with the adoption of the Comprehensive Plan.

Tom's vision of an ideal community depends upon zoning. The ideal community would tread lightly on its green areas, create connections between developments, and find business areas with the greatest propensity for graceful re-development.

Tom would not use the Brandywine Conservancy research or work product to create a new document, rather, he would himself create an elegant, simplistic, Comprehensive Plan. When looking through the Brandywine Conservancy research he did not find graphic illustrations that gave meaning to the work product. His experience with land use zoning and re-zoning tells him that we need more maps in our Comprehensive Plan, including service area maps.

Tom believes that he can provide us with a Comprehensive Plan faster and cheaper than other applicants because he has done it so many times. He is an expert in communications and considers himself a "group psychiatrist."

Tom's timeline for completion of the Comprehensive Plan is 4-6 months. He can get a proposal to us by 10/13/14.

Senya summed up Tom's proposal as a character based development plan. He said that he liked Tom's idea that the presentation of the Comp Plan was to be short, sweet, and elegant. Marty was impressed with Tom's preparedness. Marty asked how TCA works? Tom replied that he has nine, very qualified people that work with him, but that he would be the lead person on the job. Also, given other workload, he absolutely has time for work on our Comprehensive Plan.

**Ray H. Ott, Jr., AICP**, sees East Goshen as fully developed, so the challenge then is to find out what residents need to keep them happy, rather than land zoning. He says that parameters need to be in place to make sure new development complements and improves upon the existing character.

Ray tries to look at how people live, what they value, and how we can add to that. He says that the zoning component is too complicated and not as necessary in East Goshen. He would write an outcome based type of plan.

When trying to gain a consensus, Ray would start with a neighborhood maps, then define the neighborhoods and their preferences. He would conduct public workshops and neighborhood meetings where citizens could bring up concerns. Ray assumes that the Task Force and the Board of Supervisors are united in their work on the plan, and he would use the adoption process to produce a new Comprehensive Plan. Previews with the Supervisors will be important, as well as having Township Supervisors attend the Task Force meetings.

Ray's ideal community is one that is livable, satisfied with development, and connected by trails. Trails are important to East Goshen because they provide connectivity. Now, he says that the Township building functions as a mixed facility. Also, because the Township is built-out, we don't have to worry too much about land use. Now we can plan to improve communities. When faced with challenges during this process, Ray will first identify the challenge, and hold public workshops to help determine the best practice.

Ray's vision for our corporate and business areas involves re-inventing retail centers. He would change zoning for re-development and rather than buffering these areas he would work to make them more attractive. He would also be interested in integrating zones to make neighborhoods work better together.

Ray noted that the Brandywine Conservancy research provides an inventory background, but that we don't need such a detailed study. Marty asked what did make an effective Comprehensive Plan and Ray responded that a Comprehensive Plan helps to illustrate what the Township wants to do.

Ray is comfortable with creating a website and using email to communicate with residents. He said he could make a facebook if necessary.

Ray estimates it would take him one year to have the Comprehensive Plan ready for Board approval – ten months to put together the product and two months for the adoption process. He could get a proposal to us in one week.

Ray asked what the Board's motivation was for doing the plan, and Marty responded that it is required, but that we also want a completely new plan; one that shows where we want to be in ten to fifteen years and how we are going to get there.

When asked how he would use the Brandywine Conservancy research Ray said that we do not need to re-invent, but that they need to be more concise. He also says we need more maps because people can relate to them. We have background information, we can take that and reduce it.

Chuck noted that we live in a "golden triangle" of Rt. 352, Boot Rd., and Paoli Pike. He noted that some of our retail areas are languishing and asked how we can enhance these areas. Ray responded that we could concentrate on this issue during the Comprehensive Plan talks, including more flexible zoning ordinances, and becoming a more walkable community. He would also like to look at any opportunities we do have for development.

In short, Ray says he is local, good at working with people, and knows how to get right to the issue. He has experience and knows we are a development-based community.

**Robert Smiley, Planning Consultant**, sees East Goshen as a vibrant residential area with two main corridors of commercial use. He sees that we have only a few parcels left to develop that we could enhance with the Comprehensive Plan. In the next ten to fifteen

years he would like to reinforce residential areas, and continue to build connectivity. He can see us enhancing, or fine-tuning our commercial areas.

Robert's planning philosophy is to work with the community to find their goals and desires, develop a game plan, then incorporate mandatory policies. He would, at the first meeting, schedule monthly meetings, then get info from research and the township residents. He would move from short-term goals and objectives to long-term strategies. He would draft a plan, send it to the Board of Supervisors, meet, and discuss. He would also periodically have benchmark dates to meet with specific ABCs.

In order to build consensus, Robert believes quality of product is important. He would schedule meetings and send out questionnaires to get input from residents.

Robert's vision of an ideal suburban community is one with a mixture of suburban, residential, and business centers. The community also provides facilities such as parks and recreation, and good schools. In order to align East Goshen with this ideal, Robert says we can offer, or upgrade services. We can find out what we can do that residents are looking for. He sees no need for too much zoning work.

Robert has not seen the Brandywine Conservancy research, but moving forward he would study and streamline this work product. He does not like to be verbose. He always strives to be moving toward an action plan. He is a goals-objectives-strategy planner.

Marty asked Robert what his action plan would be. Robert replied that each item would have a short and long-term goal, and a user-friendly action plan. He would prioritize items early on and always be looking for feasible projects.

Senya noted that the 2005 Action Plan is 4-8 double-sided pages in front, then each plan item has a chapter. Robert said he did something like this in Uwchlan Township and that East Goshen and Uwchlan are similar.

In order to foster communication, Robert would look for lists of Homeowners Associations or other organizations to disseminate information. He would take surveys and hold public meetings.

Robert expects that the Task Force will meet to receive, review, and comment on drafts of the plan. The Board of Supervisors will be sent these drafts, and Robert will hold interim meetings with the Board

Robert will be able to have a Comprehensive Plan ready in 6-9 months for Board approval. It will take him 1-2 weeks to provide a proposal.

Robert's greatest focus will be on three parts: land use, circulation (car, bike, walk), and economic development. In the next 10-15 years he would like to enhance these three things. He is interested in connecting trails throughout the county and finding a

community center. He mentioned the Fire Department's property on Rt. 3 and suggested possible in-filling opportunities there.

Senya asked Robert what he includes in the phrase "economic development." Robert replied that looking at how we can upgrade or expand our industrial areas is one way to look for economic development.

Robert sees that we have a good labor force. By this he means that we have a diversity of socioeconomic and educational specialties and that diversity allows for diversity in the labor force. He goes on to imply that a good work force allows for a good tax base.

In closing, Robert has many years of experience working with similar communities. He has a broad perspective, coming from the public and private sector workforce. Robert does the whole job himself, with no help, from proposal to finished product.

### **Discussion**

Senya noted that all three candidates thought our document was too long. They were looking for a simple, interactive product. He thought Tom had the greatest passion. Janet said that Tom's format doesn't provide what the board is asking for. Rick added that we want a goals-objectives-action plan format. Janet said that Robert follows our format, but is too wordy. Marty stated that Tom was the most prepared of all the candidates. He has a process in place, but Bob will use what we have and make it shorter. He adds that both can build consensus, but it comes down to the product that we want. Chuck adds that Bob does not have a staff, and Tom has a large, well-qualified staff. Janet said that Tom says his work is short and sweet, but his example is long. Carmen responded that we can dictate length, but that Tom is the best consensus builder and he can create a product of pride. Senya added that Tom has the most passion, he was the most prepared for the interview, he likes Tom's manner of getting community input, he is a hard worker, and he has the staff to do the necessary research. Marty brought up the subject of the format of the plan that we want. Tom's example did not look like the work product we are looking for. Chuck responded that Tom would be amenable to change to a goals-objectives-strategies format. Carmen added that we need to be very specific with what we want up front. In order to confirm this, the Board made a quick conference call to Tom. The Board asked if he could provide a product with the goals-objectives-strategies format. Tom responded that he could do this, but would add pictures, google earth views, and maps to the product. Tom agreed to meet Tuesday at 5:30 with mock-ups.

### **Any Other Item**

Rick called for a motion to make October 3<sup>rd</sup> MARS Drinks Day. Carmen seconded the motion. The Board voted unanimously to adopt the motion.

**Adjournment**

There being no further business, the Board adjourned at 8:45.

Pam Pastorino  
Recording Secretary