

**BOROUGH OF WEST READING
PLANNING COMMISSION**

Wednesday, March 3, 2021

The West Reading Planning Commission met for their regular meeting on Wednesday, March 3, 2021 at 6:00 p.m. via a Zoom Meeting with the following persons present: Chair Philip Wert; Vice Chair Christopher Lincoln; Members Jennifer Bressler, Joseph Scoboria, Daniel Horman, Terry Siggins, and Maria Napoli; Borough Manager Nicholas Imbesi; Code Department Manager Cathy Hoffman and Borough Secretary Cynthia Madeira. Cody Rhoads was unable to attend.

Visitors: None

Mr. Wert called the meeting to order at 6:02 p.m.

Approval of Minutes

Motion to approve the July 1, 2020 and November 4, 2020 minutes. **Moved** by Mr. Lincoln and seconded by Mrs. Bressler. **Motion carried 7-0.**

New Business

Mr. Wert noted discussions in January regarding design standards and zoning ordinance cleanup items. Further information pertaining to zoning ordinance items has been delayed due to the amount of time the Code Department has devoted to recent code related issues. The topic of sign ordinance revisions was posed to the committee to obtain their thoughts as to whether signage should be included as part of design standards through a consultant or should apparent issues within the regulations be corrected in the short term. It was decided to review the list of recommendations from the Code Department Manager due to funding and timing issues.

Recommended Sign Ordinance Revisions – Mrs. Hoffman reviewed the following requested ordinance revisions:

- **§ 455-157 E. Scope and applicability** – Repairs to nonconforming signs were discussed particularly in relation to neon signage. A definition of neon versus flashing signs was recommended. However, it is unknown as to whether these types of signs can be legally stipulated as nonconforming. An inquiry to the solicitor was recommended.
- **§ 455-158 C. Sign size and area computation** – The calculation of areas within a sign or window decal in relation to symbols or graphics was questioned. The intent to convey a message could be considered signage which would be included in the sign size computation. However, business appropriate displays could be considered decorative. A definition of sign was recommended for better interpretation.
- **§ 455-159 G. Prohibited signs** – Stationed portable advertising vehicles would be prohibited, moving vehicles would be exempt.
- **§ 455-172 E. Signs permitted in Central Business District** – Changeable copy signs and electronic signs were discussed and recommended to include better specifications. LED lights without movement would not be considered signage. However, lighting standards could regulate lighting temperatures. It was agreed that changeable lighted signage should be eliminated from the Central and General Business Districts.
- **§ 455-173 I. J. Signs permitted in General Business District** – Illuminated and promotional signage needs a clearer definition. Subsection O. that refers to the Planning Commission’s review of signs is an antiquated practice that should be removed from the regulations.

It was noted that the remaining nine new homes to be constructed along Tulpehocken Avenue are currently under review. Mrs. Hoffman reported a modification to the location of the garages. It was recommended to review land development plan and off-street parking requirements for new construction.

The cost to fund design standards through a consultant will be pursued.

Adjournment

Motion was made to adjourn the meeting at 7:21 p.m. by Mr. Lincoln and seconded by Mrs. Bressler.

Motion carried 7-0.

Respectfully submitted,

Cynthia Madeira
Borough Secretary