

**WEST WHITELAND TOWNSHIP
PUBLIC SERVICES COMMISSION
REGULAR MEETING MINUTES
July 5, 2023**

CALL TO ORDER:

The Public Services Commission regular monthly meeting was called to order at 6:35 p.m. The meeting was open to the public, and a link to join the meeting via Zoom was listed on the agenda posted on the Township's website.

MEMBERS PRESENT

Brian Dakin
Kevin Moore
Janice Gottesfeld
Liz Alakszay
Rob Hall
Joe Roscioli

TOWNSHIP STAFF

Pam Gural-Bear, Township Manager
Ed Culp, Interim Public Works Director
Justin Smiley, Capital & Special Projects Manager

Brian Dunn, Member, Board of Supervisors

ANNOUNCEMENTS:

Community Day is July 15 at Exton Park from 4:00 p.m. to 10:00 p.m. with numerous food truck vendors, a wide variety of kids activities, a concert by The Dirty Dance Band, followed by fireworks,. The rain date for this event is July 16.

Mr. Culp advised that annual road paving will begin on Monday and is expected to last for two weeks.

The unofficial opening of the Dog Park at Exton Park was June 30.

Mr. Dakin announced that Rob Hall will be moving out of the Township and resigning his position on the Public Services Commission. Mr. Dakin thanked Mr. Hall for his years of service to the Township and added that he will be missed.

PUBLIC COMMENT:

None.

BUSINESS:

1. Review of Minutes

Ms. Gottesfeld made a motion, seconded by Mr. Hall, to approve the June 7, 2023, minutes as presented. The motion was unanimously approved.

OPEN DISCUSSION ITEMS:

1. Merje Parks Signage Design Preview

John Bosio and Madison Phillips, from Merje Design were in attendance to present design options for parks signage.

Merje conducted an inventory of all existing park signage (which includes 319 signs) documenting measurements, types, and condition (poor, fair, good) and entered their locations in "My Maps" for future reference. Examples of existing signs were shown including kiosks, rules, pet waste, trails, parking, interpretive, etc. In addition, a schedule of recommended day to day maintenance was developed.

Three schematic design options were developed and presented for feedback from the Commission members. Considerations included hierarchy, color, pictograms, shape of panel, and extent of use of Township logo/seal.

Option 1-A: included logo, park name with black background, darker wood, simple rectangle shape.

Option 1-B: same as 1-A but with green background color.

Option 2: green color, park name larger, included only portions of the logo, stone/masonry elements, and lighter wood.

Option 3: lighter green color, only portions of the logo, park name one line only in bigger font, shaped curve panel, darker wood.

Photo renderings were shown of the various options.

Comments on the designs included:

- Mr. Roscioli liked the stone/masonry and suggested using the same brick as that of the Township building.
- Ms. Alakszay stressed the importance of visibility to drivers and the address for those using GPS. She added that the logo/seal does not appear on any County park signs. She felt the logo should be on the kiosk signs and park rules signs, but not on the big park identification signs.
- Mr. Moore felt the darker green color was too similar to that used by the Pennsylvania Turnpike and felt the black background would be more resistant to graffiti spray paint colors.
- Mr. Hall liked the use of the logo and differentiating from state parks. He recommended that if only portions of the logo are used (due to size) that the same font be used for ease of recognition.
- Ms. Gottesfeld liked the use of the logo but agreed that it takes up a lot of space. She did not like the idea of using the same brick as that of the Township building.
- Ms. Alakszay preferred the metal framework over wood due to maintenance issues.
- Mr. Dakin felt it was important that the signage identify the parks as being assets of West Whiteland Township and suggested that the sign for Exton Park include more than the standard 3 pictograms to identify the numerous amenities featured in Exton Park. He questioned whether signage for Exton Park should be placed on Route 100. The issue of GPS identifying locations as Exton or West Chester was referenced.
- Ms. Gural-Bear will talk to the County regarding whether or not to include Chester County on signage for Exton Park.
- Mr. Dunn noted that blue is the color used by the Township on various branding items and preferred to use blue on the signage.

The various design options will be forwarded to Commission members for further comments and recommendations to narrow down the design and move forward with the project. Mr. Dakin urged members to take a picture if they see a sign they like and forward to Staff.

ADJOURNMENT:

Mr. Roscioli made a motion, seconded by Ms. Alakszay, to adjourn the meeting; the meeting adjourned at approximately 7:41 p.m.

Respectfully Submitted,

Kevin Moore
Recording Secretary