

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

CALL TO ORDER:

The Public Services Commission regular monthly meeting was called to order at 6:33 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
Joe Roscioli
Rob Hall
Virginia Kerlake

TOWNSHIP STAFF

Pam Gural-Bear, Township Manager
Ed Culp, Interim Public Works Director
Ally Spielman, Parks Rec & Events Coordinator
Justin Smiley, Capital & Special Projects Mgr.
Brian Dunn, Member, Board of Supervisors

ANNOUNCEMENTS:

Earth Day is April 22 with activities scheduled at Miller Park to include plantings, trash pickup, and a concert. All are encouraged to volunteer.

The Craft Fair will be held on May 6 at the Township building.

Ms. Gottesfeld provided sponsorship forms for Friends of the Parks for anyone interested.

Ms. Gural-Bear reported that the Second Annual Business Forum resulted in good feedback from the business community on streetscape and sustainability proposals.

Ms. Gottesfeld advised that despite the rain, the Egg Hunt, held on April 1 at Boot Road Park, was a big success.

PUBLIC COMMENT:

None.

BUSINESS:

1. Review of Minutes

Ms. Gottesfeld made a motion, seconded by Mr. Hall, to approve the February 1, 2023, minutes as presented. The motion was unanimously approved.

Mr. Dakin made a correction to the March 1, 2023, minutes. Mr. Hall made a motion, seconded by Ms. Gottesfeld, to approve the March 1, 2023, minutes as corrected. The motion was unanimously approved.

OPEN DISCUSSION ITEMS:

1. Parks Wayfinding Signage

Mr. Smiley explained that the Township has received a Chester County Vision Partnership Program Grant for the planning, design, and documentation of a wayfinding signage manual for the Township parks. Jeannine Speirs, Senior Community Planner with the Chester County Planning Commission, was in virtual attendance and will be acting as the Grant Monitor for the project, providing technical assistance. Ms. Speirs reviewed the terms of the contract, including general conditions; responsibilities of the Township, Consultant, and County; scope of work; and reimbursement process. The Grant runs from April 1, 2023, through August 31, 2024.

John Bosio and Glen Swantak of Merje Design were in attendance. Merje is an environmental graphic design firm located in West Chester with projects completed nationwide. They provide a consistent design for signage complete with branding, identifying parks as a community asset and reducing signage clutter. Mr. Bosio showed examples from numerous projects that Merje has done for communities nationwide.

Mr. Bosio described the methodology to be followed, which begins with assessment and planning. This includes taking an inventory of every existing sign. Schematic design options will then be considered, and a manual provided for future signage.

Ms. Gottesfeld suggested including replaceable sponsor signs. Mr. Bosio said this will be included. Mr. Roscioli noted that part of Exton Park is owned by the County. Mr. Bosio said there will be conversations with the County as part of the Scope of Work. "Welcome to West Whiteland" signs will not be a part of this project, but Mr. Smiley said they could fall under the streetscape project. Mr. Bosio advised that while the Township logo may be included on some signs, he recommended not all as the logo may change over time.

Merje does not fabricate the signs but provides the signage design. Merje will, however, provide a phasing strategy and a budget for the signs. The actual fabrication of the signs will go out for bid when the Township is ready.

Merje will return to the Public Services Commission at a later date to present various options and anticipate completing Merje's portion of the project by the end of this year.

2. Exton Crossroads Streetscape Plan

Mr. Smiley provided some background for the project, noting that the Township has been planning for the future for some time now with its "Development by Design" plan and the Bike & Pedestrian Plan, both of which recommend street enhancements along Route 100 and 30. In addition the 2021 Urban Land Institute Study of the Exton Crossroads recommended a better stand on place, wayfinding for pedestrians, and a governance plan (to provide for zoning and codification of ideas).

Chris Williams of McMahon & Associates, provided a presentation of a proposed streetscape plan for the Exton Crossroads area designed to improve safety for all users and support economic activity, strengthen a sense of community, and create an identity.

Mr. Williams described the four elements of a streetscape plan which include:

- Visioning and community outreach
- Conceptual plan – gain input from community outreach
- Renderings
- Implementation Plan and Cost Estimate

Ms. Gottesfeld suggested establishing partnerships with bike clubs in the area to receive valuable feedback on what bicyclists need. Mr. Hall noted the difficulties getting from the Commerce Drive area to the Whiteland Town Center area (Kohl's). The possibility of a trail or boardwalk behind the Commerce Drive apartments to the Boy Scouts property was mentioned. Mr. Williams said McMahon will be looking at all of these issues in the development of a streetscape plan and considering various ways to make the existing infrastructure better and more accommodating to multi-modal transportation. Mr. Dakin noted the challenge in finding a common theme for the various areas within the Crossroads. Mr. Williams said they will focus on what can be done in the public rights-of-way. He showed examples from Paoli's East Central Avenue and Paoli Station areas, as well as Redesigning Frazer.

The challenge for pedestrians crossing Route 100 was discussed. Mr. Williams said PennDOT will be a stakeholder in the project, and a bridge over or a tunnel under Route 100 would not be ruled out.

Mr. Williams then reviewed the various resources within the "Streetscape Toolbox" which include trails, sidewalks, and share the road bike lanes; enhancing the experience by improving the look through landscaping, decorative lights, benches, etc.

Next steps include focus groups and public forums planned for the fall of 2023, and grant applications in 2024. Public participation will continue throughout 2023 and 2024.

Mr. Smiley asked Commission members for their feedback on what has worked in the past regarding public outreach. Ms. Gottesfeld suggested that the apartment complexes within the Crossroads (Ashbridge, Keeva Flats, etc.) should be a target audience. Ms. Kerslake also suggested the neighborhoods such as Meadowbrook Manor and Swedesford Chase. Suggestions were made to reach out at the Miller Park concerts and Community Day, as well as reaching out to the various HOA's. It was also noted that feedback from non-residents who shop in the Township or travel through on a regular basis could also be valuable.

Topics for Future Meetings:

Ms. Gural-Bear suggested the May meeting could review the purpose of Codes permits and the role they play in the health and safety of residents. Also, the Township recently adopted the Property Maintenance Code and re-implemented the Rental Inspection Program which could be future meeting topics. Mr. Roscioli noted that the previous Municipal Services Commission used to feature 5-minute explanations on what various Township positions do on a daily basis.

Mr. Dakin encouraged members to forward to him any additional suggestions for meeting topics.

ADJOURNMENT:

Mr. Hall made a motion, seconded by Mr. Roscioli, to adjourn the meeting; the meeting adjourned at approximately 8:30 p.m.

Respectfully Submitted,



Kevin Moore
Recording Secretary