

**Borough of West Reading – Public Hearing
Tuesday, April 16, 2019 – 6:30 p.m.**

Conditional Use Hearing – 739 Reading Avenue

A public hearing was held at Borough Hall on Tuesday, April 16, 2019 for a conditional use hearing pertaining to the property located at 739 Reading Avenue. Present were Council President Nicholas Imbesi; Council Vice President Philip Wert; Council Members Christopher Lincoln, David Amato, Nicholas Gardecki, Suzanne Thompson; Engineer Tom Unger; Borough Solicitor Charles Haws; Mayor Andrew Kearney; Borough Manager Cathy Hoffman; Assistant Borough Secretary Cynthia Madeira.

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| VISITORS: | Steve & Jennis Blanchard | Residents |
| | Robert Blanchard | Property Owner |
| | Karen Livingood | Resident |
| | Douglas Zeeger | Resident |
| | Mark McNash | Tower Health |
| | Jack Mannke | BPG Development Co., LP |
| | Christopher Heinly | L&H Sign Company |
| | Mekena Messer | L&H Sign Company |

Council President Nicholas Imbesi called the meeting to order at 6:34 p.m.

Borough Solicitor Charles Haws announced the request for conditional use of a property located within the General Business District to consider sign sizes larger than specified by allowance. Mr. Haws introduced the following Exhibits:

- Exhibit 1 Application for the proposed use, submitted by L&H Sign Company on behalf of the property owner, Eight Avenue Operating, LLC for 739 Reading Avenue, West Reading, PA.
- Exhibit 2 Proof of Publication in the Reading Eagle for notification of this hearing.
- Exhibit 3 Public Notice, which is a copy of the notification placed in the Reading Eagle.
- Exhibit 4 Affidavit of posting the notice on the subject property by the Zoning Officer, Steve Moyer.
- Exhibit 5 Notification of the hearing mailed to the applicant.
- Exhibit 6 Notification of the hearing mailed to adjacent property owners.
- Exhibit 7 Copy of the Deed for 739 Reading Avenue in the name of Eighth Avenue Operating, LLC.
- Exhibit 8 Existing signage located on the subject property.
- Exhibit 9 Authorization by the property owner granting permission to L&H Sign Company to act as their representative to pursue conditional use.

Christopher Heinly provided an overview of the proposed Tower Health signage at the Knitting Mills Building 202. The Tower Health logo would be illuminated with a dimmable halo effect at the top of the building and the Tower Health name illuminated at the entryway. As requested from the Planning Commission, foot-candle and lux calculations were provided prior to this hearing. Images and dimensions of the five unpermitted billboard type signs located on the Vanity Fair entrance were also provided.

Christopher Lincoln inquired as to the overall lighting of the column located along the residential side of the building. Mr. Heinly indicated accent lighting would be located at the base of the column with a halo illumination surrounding the outline of the Tower Health cupola. Mark McNash indicated Tower Health's intent to provide lighting from dusk until dawn; Tom Unger asked if the device could be turned off at a certain time, which Mr. Heinly indicated was feasible.

Suzanne Thompson inquired as to the occupants of the building. Mr. McNash stated Tower Health occupies the 3rd and 4th floors and Vanity Fair occupies the 1st and 2nd floors.

Robert Blanchard, owner of 720 Reading Avenue inquired as to how a resident would request dimming of the lights. Mr. Imbesi recommended residents contact Borough Hall to make these types of requests.

Steven Blanchard inquired as to the type of activity within this building. Mr. McNash stated corporate and finance offices will be located on these floors, the training center has been moved to an alternate building on the Knitting Mills campus.

Motion to approve the conditional use of the five billboard signs located at the entrance to Vanity Fair and Tower Health signage at Building 202 with the condition that the Borough would have the right to require dimming and timing of the lights. **Moved** by Mr. Gardecki and seconded by Ms. Thompson.

Motion carried 6-0.

The hearing was adjourned at 6:53 p.m.

Respectfully submitted,

Cynthia Madeira
Assistant Borough Secretary