

BOROUGH OF WEST READING TRAFFIC COMMITTEE

WEDNESDAY, JUNE 14, 2017

The Borough of West Reading Traffic Committee met on Wednesday, June 14, 2017 at 6:00 p.m. at Borough Hall, with the following persons present: Chairman Christopher Lincoln, Public Works Director Dean Murray, Police Chief Stephen Powell, Mayor Valentine Rodriguez, Jr., Borough Manager Cathy Hoffman and Assistant to the Manager Cynthia Madeira. Council Member Nicholas Imbesi was unable to attend.

Visitors: Nick Price
 Daphne Klahr
 Nathalie Kulesa
 Robin Horman
 Philip Wert
 Andrew Kearney

The meeting was called to order at 6:00 p.m.

Public Comment

There was no public comment.

Approval of Minutes

Motion made to approve the Traffic Committee minutes of Wednesday, May 10, 2017 by Chief Powell and seconded by Mayor Rodriguez. Motion carried.

Special Presentation

Twilight Criterium Bike Event – Ms. Klahr (Reading Recreation Commission) and Nick Price discussed details of a .8-mile Nascar-style bicycle race to be potentially held on a loop of Penn and Reading Avenues on Saturday, September 9, 2017 between the hours of 3 PM – 8:30 PM. The total time anticipated including setup and breakdown of 9,000 feet of fencing surrounding the entire course and staging areas would be 11 AM – 11 PM. To accommodate parking for approximately 100 cyclists and 10,000 spectators, options could include the Vanity Fair lot or the lot behind Willoughby's with shuttle service. Reading Hospital would provide EMS services. Any services provided by the Borough such as Police Department and Public Works services have been budgeted and would be compensated. Trash removal, lavatory stations, volunteer Marshalls to assist crossing on corners and a certificate of insurance listing the Borough as additional insured would be provided. A portion of the proceeds would be donated to the Recreation Department. Chief Powell suggested keeping a portion of 5th Avenue open to allow access to the West Reading Shopping Center until the race begins at 3 PM. Franklin Street would be the official detour route. The PennDOT permit application will be handled by the event coordinator, pending Borough approval.

Motion to recommend to Council the approval of the Criterium Event subject to the organizer meeting all of the requirements as discussed by Mrs. Hoffman and seconded by Mayor Rodriguez. Motion carried.

Old Business

Parking Study – Discussed at length were the possible short-term and long-term parking solutions including funding and the possible implementation of Tasks 4 & 5 of the Parking Study. Suggestions for short-term solutions were:

- Mrs. Hoffman approach private lot owners to discuss potential lease agreement.
- Begin enforcement of the twenty-space lot owned by the Borough on Franklin Street to allow a 4-hour parking limit Monday through Saturday from 8 AM – 8 PM.

- Extend enforcement along Penn Avenue to include Monday through Saturday 8 AM – 8 PM.
- Hiring of a part-time parking enforcement officer would be needed to cover these extended time periods.

A component of Task 4 includes a public parking rate survey, which would provide guidance in determining a long-term solution. Mr. Lincoln will request a current cost to complete Tasks 4 & 5. It was recommended that Lititz, Phoenixville and West Chester be utilized as a model to determine an appropriate rate structure. Also, kiosks would need to be budgeted for 2018.

Motion to recommend to Council to create four-hour parking limit Monday through Friday from 8 AM – 8 PM on the Franklin Street Borough owned lot by Mayor Rodriguez and seconded by Mrs. Hoffman. Motion carried.

Motion to recommend to Council an amendment to parking enforcement along Penn Avenue to include Monday through Saturday from 8 AM – 8 PM by Mayor Rodriguez and seconded by Mrs. Hoffman. Motion carried.

Motion to recommend to Council the hiring of a part-time parking enforcement officer for evening and Saturday hours by Mayor Rodriguez and seconded by Mrs. Hoffman. Motion carried.

Green Light-Go Grant – There was nothing new to report.

8th & Penn Traffic Signal Maintenance Responsibility – Tabled until next month.

7th & Walnut Intersection – Mr. Murray reported Systems Design Engineering has been requested to perform a survey of the area.

Permit Parking – There was nothing new to report.

Grape Street & 4th Avenue Pedestrian Improvements – Mr. Murray reported the crosswalk and stop bar painting has been completed.

Parking Stalls within Belovich – There was nothing new to report.

6th & Reading Avenue Intersection – There was nothing new to report.

Temporary No Parking Signs – A temporary no parking sign application has been created to obtain additional information pertaining to whom is making the request and the reason for the request. The application includes a list of regulations pertaining to posting, removal and enforcement of temporary no parking signs. Also, suggested revisions to the fee schedule are per sign: 1-3 days \$1.00; 4-7 days \$3.00; 7-14 days \$5.00; reapply after 14 days.

Motion to recommend to Council revision to temporary no parking sign permit and amendments to fee schedule by Mrs. Hoffman and seconded by Mayor Rodriguez. Motion carried.

New Business

Art on the Avenue - Chief Powell reported detours for this event would begin at 4th Avenue detouring to Franklin Street or Reading Avenue.

Adjournment

Motion to adjourn the meeting at 7:55 p.m. by Mr. Murray and seconded by Mayor Rodriguez. Motion carried.

Respectfully submitted,

Cynthia Madeira
Assistant to the Manager