

BOROUGH OF WEST READING
TRAFFIC & INFRASTRUCTURE COMMITTEE
WEDNESDAY, JULY 11, 2018

The Borough of West Reading Traffic & Infrastructure Committee met on Wednesday, July 11, 2018 at 6:00 p.m. at Borough Hall, with the following persons present: Chairman Christopher Lincoln; Council Member Nicholas Imbesi; Police Chief Stephen Powell; Main Street Manager Mark Ratcliffe; Mayor Andrew Kearney; Public Works Director Dean Murray; Borough Manager Cathy Hoffman and Assistant to the Manager Cynthia Madeira.

Visitors: Karen Livingood, Resident

The meeting was called to order at 6:02 p.m.

Public Comment

There was no public comment.

Approval of Minutes

Motion made to approve the individual Traffic and Infrastructure Committee minutes of Wednesday, June 13, 2018 by Mr. Imbesi and seconded by Mr. Murray. **Motion carried.**

Old Business

Parking Study – Mr. Imbesi clarified his recent conversation with a 69 News reporter regarding a misconception of the Borough creating a new parking lot in the vicinity of 8th Avenue and Lakeview Drive, which aired last evening. Mr. Ratcliffe stated that feedback regarding the news report during the Business Promotion meeting this morning was positive.

Mr. Ratcliffe gave an explanation as to his recent meeting with the owner of the West Reading Shopping Center to utilize his parking lot for a trial kiosk metered period and indicated that the owner is open to the following parameters to be set by the Borough:

- Parking enforced until 10 p.m.
- A 50% share in parking fee revenue.
- Reservation of approximately 50 spaces to allow free 20 minute shopping center patron use.
- Towing of vehicles to be the responsibility of the parking lot owner.

The Committee discussed staffing additional enforcement hours during a two-month trial period. Chief Powell stated the new part-time Parking Enforcement Officer is scheduled to begin training next week and could be requested to provide additional hours during this trial time frame as well as requesting the current full-time officer to slightly modify his schedule.

A request to Council next week would be required to:

- Authorize the Solicitor to draft an agreement between the Borough and property owner for use of the parking lot.
- Extend parking enforcement hours.

Mrs. Hoffman will draft an ordinance amendment to enforce parking upon the Shopping Center lot and Mr. Murray plans to modify the existing Penn Avenue parking signage later this week to denote the change in enforcement hours until 8 p.m. as recently adopted.

Mr. Lincoln inquired as to a Mobile Now App representative visit to answer questions regarding App options. Mr. Ratcliffe stated the establishment is based in New Jersey and possibly it would be more efficient to pose questions via email in order to obtain answers.

Mr. Ratcliffe departed the meeting at 6:30 p.m.

Green Light Go Grant – Mrs. Hoffman reported a meeting was held earlier this week with the Engineer and a Traffic Planning and Design (TPD) representative. Coordination of efforts with the Borough of Wyomissing is not a possibility due to their advancement with the project. However, bid specifications could be tailored to match the scope of work in Wyomissing to potentially secure the same contractor.

7th & Walnut Intersection – Mr. Murray stated a proposal was received to replace two handicapped ramps and move the curbline within this intersection in the amount of \$11,930 and installation only of a mountable curb in the amount of \$7,800. The combined amounts are below what was budgeted as well as beneath the bidding threshold. Mr. Murray has requested two additional proposals for comparison and hopes to have the information in time for the next Council meeting.

Missing Stop Sign Inventory – Mr. Murray indicated that there are 32 missing stop signs throughout the Borough and he continues to monitor available LTAP training classes for a closer venue to be trained to perform traffic studies. Committee members discussed the short distance along Playground Drive in the vicinity of Sycamore Road where two-way traffic is allowed and the confusion caused to motorists. Review of existing ordinances was suggested to determine if an amendment is needed to prohibit the two-way traffic.

Parkview Road Bridge – Mrs. Hoffman noted the bridge demolition bid opening is scheduled tomorrow morning.

2018 Street Projects – Mr. Murray reported that Parkside Drive North was paved last week by the hospital from Museum Road to Seventh Avenue.

Penn Avenue Infrastructure – Mrs. Hoffman stated the recycling decals added to the recycle bins are beginning to detach. Mr. Murray plans to research alternate decal options. It was noted that the permanent recycling bins do not seem to be working well, however the event recycling containers worked very well during the Art on the Avenue event.

Route 422 West Shore Bypass Project – Mr. Lincoln provided a map created by the Greater Reading Chamber Alliance listing priorities, concerns and opportunities to potentially be incorporated into the design of this reconstruction project. The intent is to provide and maintain trail connectivity along the east and west shore of the Schuylkill River.

ARLE Grant – Review of grant particulars is needed to determine the following:

- Grant expiration date

- Borough funded match requirement
- ADA ramp replacement requirement

Committee members plan to gather information prior to the next Council meeting should a request for a time extension be desired.

New Business

Sunset Road Traffic Control – Mrs. Hoffman inquired as to the potential to post “No through Traffic” signs during peak traffic volume time frames to limit the number of vehicles traversing Sunset Road once the Parkview Road Bridge is closed. Committee members discussed enforcement issues as well as alternate methods to control traffic flow. Mr. Lincoln will research the “No through Traffic” signs for further discussion at a later date.

Adjournment

Motion to adjourn the meeting at 7:19 p.m. by Mr. Imbesi and seconded by Mr. Murray. **Motion carried.**

Respectfully submitted,

Cynthia Madeira
Assistant to the Manager

Cathy Hoffman
Borough Manager