

**BOROUGH OF WEST READING  
TRAFFIC COMMITTEE  
WEDNESDAY, NOVEMBER 8, 2017**

The Borough of West Reading Traffic Committee met on Wednesday, November 8, 2017 at 6:00 p.m. at Borough Hall, with the following persons present: Chairman Christopher Lincoln, Council Member Nicholas Imbesi, Police Chief Stephen Powell, Borough Manager Cathy Hoffman and Assistant to the Manager Cynthia Madeira. Public Works Director Dean Murray and Mayor Valentin Rodriguez, Jr. were unable to attend.

Visitors: Mark Ratcliffe, Main Street Manager

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

**Public Comment**

There were no public comments.

**Approval of Minutes**

Motion made to approve the Traffic Committee minutes of Wednesday, October 11, 2017 by Mr. Imbesi and seconded by Mrs. Hoffman. Motion carried.

**Old Business**

**Parking Study** – Walker Parking Consultants has requested information from the Police Department and Main Street Manager to complete their updated study of Task 1: Review and Update 2015 Supply/Demand Findings. Attendance to the CELG seminar on parking was very informative; the committee discussed potential trial kiosk parking within the West Reading Shopping Center. An agreement including shared revenue would be required with the owner of this property. Funding for the approximately \$10,000 kiosk to be discussed during the next budget meeting.

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

**8<sup>th</sup> & Penn Traffic Signal Maintenance Responsibility** – There was nothing new to report.

**7<sup>th</sup> & Walnut Intersection** – An onsite meeting with Dr. Kimball to discuss improvements to this area resulted in the possible creation of a landscape rock garden with a concrete mountable curb for placement of the stop sign. A meeting with Mr. Gage will be arranged to discuss possible revisions to the southwest corner of this intersection. The Borough is interested in modifying the curb line to the right-of-way line to increase turning radius.

**Permit Parking** – Examples of Downingtown and Harrisburg ordinances regarding designation of residential permit parking were provided to the committee for review. As noted in the parking seminar, imposing an tiered fee schedule for residents owning more than two vehicles is suggested. The Police Chief will obtain current pricing for a barcoded system to allow better tracking of permitted vehicles. The potential hiring of a part-time parking enforcement officer was discussed due to the amount of time needed to enforce illegal parking during street sweeping. Funding for this added position to be discussed during the next budget meeting.

**Temporary No Parking Signage** – A sample 8 ½ x 11 no parking sign was reviewed by the committee. The use of this size would allow weather protection by sheet protectors and personalization to the occasion. Mr. Lincoln will research PennDOT regulations regarding sign size.

**New Business**

There was no new business.

**Adjournment**

Motion to adjourn the meeting at 6:54 p.m. by Mrs. Hoffman and seconded by Mr. Imbesi. Motion carried.

Respectfully submitted,  
Cynthia Madeira  
Assistant to the Manager