

## **BOROUGH OF WEST READING TRAFFIC COMMITTEE**

**WEDNESDAY, APRIL 11, 2018**

The Borough of West Reading Traffic Committee met on Wednesday, April 11, 2018 at 7:00 p.m. at Borough Hall, with the following persons present: Chairman Christopher Lincoln; Council Member Nicholas Imbesi and Nicholas Gardecki; Police Chief Stephen Powell; Mayor Andrew Kearney; Engineer Tom Unger and Craig Momose; Main Street Manager Mark Ratcliffe; Borough Manager Cathy Hoffman and Assistant to the Manager Cynthia Madeira.

Visitors:           Skye Khalaf, Resident

The meeting was called to order at 7:02 p.m.

### **Public Comment**

Mrs. Khalaf expressed concern regarding difficulties tractor-trailer drivers experience while navigating left turns from Third Avenue onto Chestnut Street, and offered a suggestion for the Borough to require shorter trailers to avoid damage to parked vehicles. The Committee's suggestion to restrict parking in the area was undesirable to Mrs. Khalaf. Chief Powell offered to speak with the local businesses to potentially establish an alternate route and/or solution.

### **Approval of Minutes**

Motion made to approve the Traffic Committee minutes of Wednesday, February 14, 2018 by Mr. Imbesi and seconded by Mr. Gardecki. Motion carried.

### **Old Business**

**7<sup>th</sup> & Walnut Intersection** – Mr. Unger provided a Walnut Alley Plan of Survey and Curb/Sidewalk Alteration diagram to the Committee. Committee members agreed the priority of this project is to define the north side of this intersection by installing a mountable curb and stop sign. Mr. Unger will meet with the Public Works Director to determine the extent of improvements that could be performed by the Borough to calculate the remaining construction cost to potentially avoid bidding requirements for this project. Chief Powell suggested improvements be completed prior to the August 4<sup>th</sup> Criterion Event as this is a planned detour route.

**Parking Study** – Sample private parking lot lease agreements, provided by the solicitor, were briefly studied for consideration. Mr. Ratcliffe noted favorable discussions with Candlewood Suites, Gage Personnel, Sacred Heart School, McDonald's and the West Reading Shopping Center to enter into a lease agreement with the Borough to provide use of their private parking areas, with some concern regarding liability and maintenance. Mr. Ratcliffe suggested use of the "Mobile Now" App since the City of Reading currently uses this system and it is compatible with the Borough's handheld parking enforcement device. Chief Powell noted the potential need for additional parking enforcement officers and the purchase of an additional handheld device. The Wyomissing Foundation has offered a low interest loan to assist in the purchase of a kiosk, which could be placed in the Shopping Center parking lot and use of the Mobile Now App for the remaining lots. A joint meeting of the Economic Development Committee, West Reading Revitalization Foundation and Traffic Committee was suggested to discuss implementation of way-finding signage, mapping, marketing, lease agreements and logistics. Key aspects to be defined within the individual lease agreements should include:

- Definition of parking area

- Definition of hours of use
- Enforcement
- Revenue

The joint meeting was scheduled on May 3, 2018 at 7:00 p.m. at the West Reading Fire Department.

### **Adjournment**

Motion to adjourn the meeting at 9:05 p.m. by Mr. Imbesi and seconded by Mr. Gardecki. Motion carried.

Respectfully submitted,

Cynthia Madeira  
Assistant to the Manager

Cathy Hoffman  
Borough Manager