

EAST FALLOWFIELD TOWNSHIP
BOARD OF SUPERVISORS MEETING
June 25, 2019 Approved minutes
6:33 p.m.

Members Present

Steve Herzog, Chairman
Wilson Lambert, Vice Chairman
Joe Heffern, Member
Carol Kulp, Member
Katja DiRado, Member

Township Staff Present

Scott Swichar, Township Manager
Pani Martin, Township Treasurer
Lisa Valaitis, Township

Township Solicitor

Mike Crotty

1) CALL TO ORDER, SILENT MEDITATION AND PLEDGE OF ALLEGIANCE

Chairman Steve Herzog called the meeting to order at 6:33 p.m.

2) DISCUSSION

A. EXECUTIVE SESSIONS

Chairman Herzog reported the Board of Supervisors held an executive session prior to the meeting regarding personnel issues.

B. APPROVAL OF MINUTES

1) May 28, 2019 Board of Supervisors Meeting Minutes.

MOTION: Chairman Herzog made a motion to approve the May 28, 2019 Board of Supervisors meeting minutes as presented. Supervisor Wilson Lambert seconded.

VOTE: 3-0 (Supervisor Carol Kulp and Supervisor Joe Heffern abstained.)

2) June 11, 2019 Board of Supervisors Meeting Minutes.

MOTION: Chairman Herzog made a motion to approve the June 11, 2019 Board of Supervisors meeting minutes as presented. Supervisor Lambert seconded.

VOTE: 5-0

C. FIRE DEPARTMENTS & DEPARTMENT OF EMERGENCY SERVICES

1) Westwood Fire Company Update – Chief John Sly reported that Westwood Fire Company received 16 calls in East Fallowfield Township last month. There was a house fire in the Township last Monday. Chief Sly thanked the Board of Supervisors and Township staff for attending Modena Fire Police Captain Ronnie Himes's funeral. He reported that the Westwood Fire Company Fund Drive information was sent out. Westwood's Appreciation Banquet is this Saturday, June 29, 2019. Chief Sly also reported that the Westwood Fire Company has ordered a new ambulance. Chief Sly said he will meet with Township Manager Scott Swichar regarding capital funding. Township Manager Swichar asked Chief Sly if there is a public service announcement the Township could post on Facebook and the website to help recruit volunteers. Chief Sly said that the Helpfightfire.com campaign is a county wide campaign to recruit volunteers. Chief Sly will forward the information to Township Manager Swichar.

2) May Westwood Fire Company Fire Chief's Report submitted for Board and resident review.

- 3) May Westwood Fire Company EMS Report submitted for Board and resident review.
- 4) May Modena Fire Company Fire Chief's Report submitted for Board and resident review.
- 5) May Modena Fire Company Fire Chief's Report – East Fallowfield Calls Only submitted for Board and resident review.
- 6) May Modena Fire Company EMS Report submitted for Board and resident review.

D. PRESENTATIONS

- 1) Bike the Brandywine - Brandywine Conservancy - Robert Daniels.

Mr. Robert Daniels, from the Brandywine Conservancy, presented the details of the upcoming Fourth Annual Bike the Brandywine event scheduled for September 28, 2019. Mr. Daniels reported they expect between 500 to 700 bicycle riders. The bikers will ride through East Fallowfield Township around the 45-mile point using Frog Hollow Road, Mortonville Road and Mt. Carmel Road. He reported that he has submitted the insurance certificate showing the Township as additional insured. Township Manager Swichar confirmed receipt of the insurance certificate. Mr. Daniels also stated that they will make emergency services aware of the event. Mr. Daniels stated this event raises funds for the Brandywine Creek Greenway.

MOTION: Chairman Herzog made a motion that the Township approve the request by Brandywine Conservancy to host the Bike the Brandywine Event on September 28, 2019, on the roads as listed on their submission, subject to the requirement that the Township be named as an additional insured on their insurance for the event, and that they arrange for fire police to secure the affected traffic intersections within the Township during the event. Supervisor Kulp seconded.

QUESTIONS AND COMMENTS:

- a. Planning Commission Member and Township Resident John Nielsen asked if this event is a bike race. Mr. Daniels stated the event is a non-competitive bike ride.
- b. Supervisor Katja DiRado asked Township Manager Swichar if he will advertise the event on the Township Facebook page and website. Township Manager Swichar will post an advertisement and requested Mr. Daniels forward to him the information to be advertised.

VOTE: 5-0

- 2) West Chester University Geography Department's GIS Market Based Study - Dorothy Ives Dewey, Ph.D., AICP, Professor of Planning.

Ms. Dorothy Ives Dewey and Ms. Melanie Anderson presented the West Chester University East Fallowfield Township Analysis of Retail Market Potential. Ms. Dorothy Ives Dewey is the Chair of the Geography and Planning Department and Professor of Planning at West Chester University. She also has experience as a professional planner. Dorothy Ives Dewey introduced Melanie Anderson, who is a graduate student in the Master of Science in the Geography Program at West Chester University. She earned a Bachelor of Science Degree in Urban and Environmental Planning. This study was funded by West Chester University's Center for Community Solutions which helps communities within Chester County. Dorothy Ives Dewey presented an overview of the program which brings university resources to the community such as having access to a database called Community Analyst which pulls information from the census, demographics and general spending patterns and local businesses. This data allows them to complete a very detailed retail market potential analysis and determine characteristics of local demographics of an area. They did an analysis on what spending is coming into three defined areas and what kind of spending is leaving these areas. The study is a tool to better understand the community and understand potential development opportunities. The study may also be used to design economic development strategies, help recruit businesses, and aid in possible rezoning in a municipality.

Dorothy Ives Dewey stated that the East Fallowfield Township study covers three sites in the Township which are as follows: Newlinville Area which is zoned as Multi-Use and Office-Industrial; The Weaver Village Commercial Area; and the Eurcildoun Village Commercial Area. The data (infographics) for the entire Township used in the study are: total population of 7,739, median household income of \$101,000, and a median age of 39. Dorothy Ives Dewey explained a breakdown of the population types which are called "Tapestry Lifestyles". The Tapestry Lifestyles are built into the data program utilized to complete the study. Examples of Tapestry Lifestyles are Soccer Moms (young families), Savvy Suburbanites (older families with kids moving out), and Pleasantville (empty nesters).

Ms. Melanie Anderson presented a summary of each site area within the study as follows:

1. Site One: Newlinville:

Melanie Anderson stated the first site includes the Multi-Use and Office Industrial Zoning Districts. The study defined the primary market area as a 3-mile radius which captures the locals and a little area outside of the Township. The secondary market is defined as a 5-mile radius which includes parts of Thorndale and Parkesburg and their demographics and spending potential. Melanie Anderson discussed the demographics of the study and the Tapestry Lifestyles included in both the primary market and secondary market. She also discussed the Retail Market Opportunity which shows the supply and demand for industry groups. If demand is higher than supply for an industry, then there is a retail market opportunity for the market for that industry. In this area, there is a higher demand for all industries in the 3-mile radius.

2. Site Two: Weaver Village Commercial:

Melanie Anderson stated the second site is the Weaver Village Commercial Zoning District which is the area around Weaver Mulch along Strasburg Road. They defined the primary market as a 1-mile radius because it is a smaller area and the market served is much smaller. The secondary market was defined with a 3-mile radius. Melanie Anderson discussed the Tapestry Lifestyles in this market. There is retail market opportunity in the Weaver Village Commercial market.

3. Site Three: Village Commercial (Triple Fresh):

Melanie Anderson stated the third site is the Village Commercial Zoning District around Triple Fresh Market. They defined the primary market as a 1-mile radius and the secondary market as a 3-mile radius. Melanie Anderson reported that this area has a lower population but higher median income. The same Tapestry Lifestyles are present but in different percentages. The market opportunities and demand are for grocery stores, restaurants, convenience stores and gas stations. There is surplus spending in the specialty grocery stores category which indicates that people are coming to the specialty grocery store from outside the area.

Dorothy Ives Dewey stated that there are currently not many existing uses in the three areas studied. She said it is not surprising that there is leakage in these site areas, which means people are leaving the area for those uses. In summary, the study shows there is market potential in each of the three area studies.

QUESTIONS AND COMMENTS:

- a. Supervisor DiRado commented that the information in the study is useful and thanked Dorothy Ives Dewey and Melanie Anderson.
- b. Solicitor Crotty asked Ms. Dorothy Ives Dewey if she could email the power point presentation to the Board of Supervisors. Dorothy Ives Dewey stated that she could provide a copy of her Power Point presentation.
- c. Township Resident and Planning Commission Member Al Wright asked if the study provided is the final study. Township Manager Swichar said that he did provide the final study. He also commented that the study is great but the maps in the study could be more detailed.

- d. Township Manager Swichar thanked Dorothy Ives Dewey and Melanie Anderson for putting this study together so quickly. He said that the Western Chester County Economic Development Council recommended this study to the Township.
- e. Supervisor DiRado asked why the aging population is not captured in the Tapestry Lifestyles. Dorothy Ives Dewey stated they did not include the full population pyramid which does capture all age groups. Not all Tapestry Lifestyles present in the areas were included in the study results. Dorothy Ives Dewey said this data could be captured.
- f. Supervisor Lambert stated that this was an excellent presentation. Supervisor Lambert reported that he reached out to Mr. Frank Marciano with Wawa regarding this study. Supervisor Lambert discussed how far East Fallowfield Township residents need to travel to get gas. We are going to aim to make the quality of life in the Township better.
- g. Supervisor DiRado asked if restaurant-bars could be captured in this study. Dorothy Ives Dewey stated they could break the study results down further to include restaurant-bars.
- h. Planning Commission Member and Township Resident Al Wright asked what the next logical step would be. Dorothy Ives Dewey said the next step is to do a feasibility study. Al Wright stated the study results could help the Planning Commission review the Township's Zoning and potentially make changes.
- i. Chairman Herzog stated the study will help both the Planning Commission and Strategic Planning Steering Committee.
- j. Township Manager Swichar said the Township is applying for the Vision Partnership Program Grant for a Village Market Study for the Newlinville Area. Township Manager Swichar stated he will reference the study in the grant application.
- k. Planning Commission Chairman Dennis Crook asked how the demand for each retail market was calculated. Dorothy Ives Dewey stated the demand for each retail market was calculated by primarily using consumer credit card spending data and demographics.
- l. Township Resident Erwin Zeller asked what MU and OI mean. Dorothy Ives Dewey stated that MU is an abbreviation for Multi-Use and OI is the abbreviation for Office-Industrial. Mr. Zeller also asked what the Tapestry Lifestyles are. Dorothy Ives Dewey stated these are terms created to identify population groups by the program Esri, which was used to conduct the study. The study only included the top five Tapestry Lifestyles. There are other population groups within these site areas. Melanie Anderson explained components of the Tapestry Lifestyles which include median age, median household income, average household size, and type of housing.

E. TREASURER'S REPORT

1) May 31, 2019 Treasurer's Report.

MOTION: Chairman Herzog made a motion to approve the May 31, 2019 Treasurer's Report. Supervisor Kulp seconded.

VOTE: 5-0

2) Payment Authorizations.

MOTION: Chairman Herzog made a motion to approve the Payment Authorizations as presented for the period of May 29, 2019 through June 25, 2019 in the total amount of \$155,326.81 as presented. Supervisor Lambert seconded.

QUESTIONS AND COMMENTS:

- a. Supervisor Lambert asked what vehicle the invoice for a TR4 bearing replacement was for. Township Treasurer Pani Martin stated the TR4 bearing replacement was for the 2005 John Deere Backhoe.

VOTE: 5-0

F. TOWNSHIP MANAGER'S REPORT

1) 2019 Road Paving Project.

Township Manager Swichar reported the Township received seven bids on the 2019 Road Paving Project. The bid opening was on Friday, June 21, 2019. John A. DiRocco General Contractors was the lowest bidder with a bid of \$174,994.60. The paving project is budgeted for \$200,999. Township Engineer Chris Della Penna recommended John A. DiRocco General Contractors be awarded the contract.

MOTION: Chairman Herzog moved that the Township award the low bid in the amount of \$174,994.60 to John A. DiRocco General Contractors for the 2019 paving project. Supervisor Lambert seconded.

QUESTIONS AND COMMENTS:

- a. Planning Commission Member and Township Resident Al Wright asked if the Township will advertise on the website which roads are scheduled to be paved. Township Manager Swichar stated the Township will post information on the website about the roads scheduled to be paved.
- b. Township Resident Ralph Buonomo asked which part of West Chester Road will be paved. Township Manager Swichar stated a very small section of West Chester Road will be paved.
- c. Township Resident Erwin Zeller asked when the road work will be completed. Township Manager Swichar stated the road work will be completed by the end of October. Township resident Erwin Zeller asked if residents living on the effected roads will be informed of the roadwork. Township Manager Swichar stated notices will be posted.

VOTE: 5-0

2) Park Day - Save the Date - October 12, 2019.

Township Manager Swichar announced that this year's Park Day will be on Saturday, October 12, 2019 from 10:00 a.m. to 4:00 p.m. Township Manager Swichar reported that this year, a rain date of Saturday, October 19, 2019 was selected.

3) LED Sign Survey Results.

Township Manager Swichar reported a trial LED sign was placed both in front of the Township building and at the Township Community Park in order to gauge community interest. He said they subsequently did a resident online survey regarding the LED sign. Township Manager Swichar reported that 276 participants completed the six-question survey. The survey results were divided. He recapped the LED sign survey results. The First question on the survey was "How do you get East Fallowfield Township information?" Township Manager Swichar stated the purpose of this question was to gauge how residents like to receive Township information. The results of this question were as follows: 65.22% - Township website, 53.99% - Facebook, and 62.68% - Township Newsletter. Township Manager Swichar said that the second question was "Prioritize the following communication methods in order of importance to you." Email and the Township Facebook page were the preferred communication methods. The third question was "Should the Township install a digital sign at the Township Building and/or Township Park to better communicate with residents?" 34.55% of the respondents said yes. 44.00% respondents said no. 21.455% of respondents were undecided. Township Manager Swichar said that there were 253 comments submitted. Township Manager Swichar stated the survey results will be published on Facebook and the website.

QUESTIONS AND COMMENTS:

- a. Township Resident Ralph Buonomo stated that the residents come to Township meetings because they see the meeting information on the website or Facebook. Residents do not come to Township meetings because it was posted on a sign. He asked what percentage of people drive by the Township building to find out when meetings are scheduled.
 - b. Supervisor DiRado commented that out of 7,000+ residents, only 276 people responded. Supervisor DiRado stated that is not a high participation rate.
 - c. Township Resident Ralph Buonomo asked what the cost of one LED sign is. Chairman Herzog stated the cost of one LED sign is between \$25,000 - \$30,000.
 - d. Supervisor DiRado stated that perhaps the residents that did not do the survey do not have an opinion either way.
 - e. Supervisor Heffern commented that a LED sign would reach the segment of Township residents that are not being reached through the website or Facebook.
 - f. Supervisor Lambert discussed the benefits of a sign at the Township Community Park. He said a LED sign would increase awareness of community events and therefore encourage residents to use the park.
 - g. Supervisor DiRado said that she often hears from residents that they did not know about a Township event or meeting and a LED sign would keep residents more informed.
 - h. Township Resident Tom Nash asked how a LED sign works. Supervisor Herzog explained the mechanics of how the sign would work and that it must comply with the rules and regulations of the Township's Billboards and Electronic Signs Ordinance.
 - i. Supervisor Lambert commented that the LED signs that were trialed were brighter than a sign the Township would have.
 - j. Township Resident Tom Nash commented that the Weaver Mulch's sign is not overly intrusive. Chairman Herzog stated Weaver Mulch obtained a variance for their sign prior to the Township approving the Billboards and Electronic Signs Ordinance. The Weaver Mulch sign meets the new ordinance requirements. The Weaver Mulch's variance application sparked the Planning Commission to create an ordinance addressing billboards and electronic signs.
 - k. Westwood Fire Company Chief Sly commented that Westwood Fire Company has an electronic sign which was obtained through a federal grant.
 - l. Supervisor DiRado commented that community events such as the Bike the Brandywine could be advertised to residents on a LED sign.
 - m. Township Manager Swichar stated a LED sign's brightness could be adjusted/muted.
 - n. Township Resident Erwin Zeller asked if there will be one sign or two signs. Chairman Herzog said that initially they are looking into one sign and trying to determine whether the Township building, or the park is the better location.
- 4) Movie Night.

Township Manager Swichar stated residents should save the date of Wednesday, August 7 for a Township Movie Night. There will be another resident survey conducted to select the movie.

5) Star Spangled Parade.

Township Manager Swichar stated the Star-Spangled Parade is this Saturday, June 29 at 10:00 a.m. in the Township Community Park. Participants are encouraged to dress up and decorate bikes and wagons in patriotic colors. Township Manager Swichar announced that the Township received a generous donation of \$500 from ArcelorMittal thanks to Planning Commission member John Nielsen. Township Manager Swichar stated that bike helmets will be given away at the event. Bike Chester County, which is a non-profit group, will run a bike safety station during the event. Township Manager Swichar stated that two bikes donated by Walmart will be raffled at the event. The Boy Scouts will be doing the National Anthem.

G. LEGAL

1) Doutrich Agricultural Security Area Application.

Solicitor Crotty announced that the Township received an Agricultural Security Area Application from Ruth Doutrich for a 70.41-acre property that is located on Strasburg Road and Mt. Carmel Road. Solicitor Crotty discussed the Agricultural Security Law. He stated that property owners must enroll in the Agricultural Security Area and seek approval from the Township. There are benefits for a landowner. This does not affect the Township. Agricultural Security Area Law provides extra protection to landowners against eminent domain. The property owner needs to be in the Township's Agricultural Security Area to obtain County and State grants for agricultural preservation. Solicitor Crotty discussed the multistep process. Step one is once the application is received, a public notice must be published stating that the Township received an Agricultural Security Area application and will be starting this process. Residents have a certain number of days to apply if they wish to be considered for the Agricultural Security Area. Step 2 is to advertise the hearing date. Step 3 is the application is considered by the Board of Supervisors for approval.

MOTION: Chairman Herzog moved that the Township advertise notice of receipt of the Doutrich ASA Application and that the Township will accept any proposed additional modifications to the Township's Ag Security Area with fifteen days. Supervisor Kulp seconded.

QUESTIONS AND COMMENTS:

- a. Planning Commission Member and Township Resident John Nielsen asked Solicitor Crotty if this will change the property's assessment. Solicitor Crotty stated that it probably would not change the property's assessment because it is already being farmed. John Nielsen asked what the tax parcel number is. Solicitor Crotty stated the tax parcel number is 4-4-6.6.
- b. Township Resident Erwin Zeller asked if the property will be open space. Solicitor Crotty stated it is being used for farming.

VOTE: 5-0

2) Zoning Enforcement Update - 2035 West Chester Road Informational Only.

Solicitor Crotty presented an update on the current zoning enforcement process that the Township is going through for 2035 West Chester Road. He said the Township took the property owner to court last week. While at court, the owner conceded all violations. Solicitor Crotty and Zoning Officer Rob McLarnon worked with the property owner to fill out the required permits to demolish the building that is considered the nuisance. Zoning Code Officer McLarnon discussed with the owner, what action is needed to bring the property into compliance. The judge continued the hearing until mid-July to allow the property owner to take down the garage building and clean up the property. If the required actions are not taken, the Township will return to court.

3) Ordinances - Dumpster / POD Ordinance #2019-03.

MOTION: Chairman Herzog moved that the Township adopt the Dumpster and Temporary Storage Ordinance in the form as advertised. Supervisor Lambert seconded.

VOTE: 4-1 (Chairman Herzog, Supervisor Lambert, Supervisor Heffern, and Supervisor DiRado voted yea. Supervisor Kulp voted nae.)

4) Triple Fresh - Nitrate Reduction – Informational Only.

Solicitor Crotty reported that Triple Fresh Market reached out to Zoning Code Officer McLarnon about installing a water-underground holding tank. Solicitor Crotty stated he is still getting more information on this. The Township Sewer Engineer recommended the Township enter into an Operation and Maintenance (O&M) Agreement with Triple Fresh Market.

5) Ridgecrest Escrow Release No. 9.

Solicitor Crotty reported that the Township Engineer has provided a recommendation for the Board of Supervisors to approve Rouse Chamberlin's Escrow Release request No. 9 for \$27,925.15.

MOTION: Chairman Herzog made a motion that the Township approve Escrow Release No. 9 for the Ridgecrest Residential Subdivision, in the amount of \$27,925.15. Supervisor Kulp seconded.

QUESTIONS AND COMMENTS:

- a. Planning Commission Chairman Crook asked if this escrow release is only for phase 1. Solicitor Crotty stated this escrow release is only for phase 1.

VOTE: 5-0

H. PLANNING COMMISSION

1) Planning Commission Report - No Report.

Planning Commission Chairman Dennis Crook reported that the Planning Commission did not hold a meeting in May. Supervisor Lambert commented that he would like to see the Planning Commission members paid because the Planning Commission members work very hard.

I. POLICE DEPARTMENT

- 1) May Police Department Report submitted for Board and resident review.

J. PUBLIC WORKS DEPARTMENT

- 1) May Road Department Report submitted for Board and resident review.

K. NEW BUSINESS

1) Confederate Flags.

Supervisor DiRado commented that she has recently observed confederate flags flying in the Township. She said everyone is welcome in East Fallowfield Township. Supervisor Lambert stated he agrees that we are an inclusive and diverse Township. A discussion ensued.

L. PUBLIC PARTICIPATION


- 1) Township Resident Barry Lepori discussed the water runoff problem at the intersection of West Chester Road and South Caln Road in East Fallowfield Township. Mr. Lepori said he has been dealing with this problem for 25 years and his property is being destroyed by the water runoff from the intersection. Chairman Herzog stated the intersection improvement process is in motion and money is reserved to regrade the intersection. Mr. Lepori said his walkways are eroded. He said he needs to hire someone to fix the problem. Chairman Herzog asked Mr. Lepori to submit his pictures to the Township.

- 2) Township Resident Ralph Buonomo stated that after the last rainfall, it sounded like there was a creek running down South Caln Road. Mr. Buonomo said that his property has eroded because of the stormwater problem at that intersection. He said he has nothing but roots in his front lawn.
- 3) Township Resident Erwin Zeller asked for the status of the restroom in the park. Township Manager Swichar reported that the new park restroom is still in the planning stage. He reported that he met with the Township Sewer Engineer who will look at locations and provide feasibility data.

M. ADJOURNMENT

MOTION: Chairman Herzog made a motion to adjourn the Board of Supervisors meeting at 8:05 p.m. Supervisor Lambert seconded. VOTE: 5-0

Respectfully Submitted,



Lisa Valaitis,
Township Secretary