

East Bradford Township Comprehensive Plan Task Force Meeting Minutes June 3, 2015

The June meeting of the East Bradford Township Comprehensive Plan Task Force was held on June 3, 2015 in the East Bradford Township Building, 666 Copeland School Road, West Chester, County of Chester, PA 19380-1822.

Task Force members present:

Vince Pompo, Chairman, Board of Supervisors
Tom Egan, Vice Chair, Board of Supervisors
Mark Bedwell
Kathy Bergmann
Tony Biacchi
Ken Cavanaugh
Sheila Fleming
Harry Hatzipavlidis
John Johnson
Fred Rothman
John Spangler
Andrew Schaum
Jo Anne Yarnall

Task Force members absent:

John Snook, Member, Board of Supervisors
Scott Bohn
Kathryn Deaville

Staff/Professionals present:

Jennifer Leister Reitz, Thomas Comitta Associates
Jeannine Speirs, Chester County Planning Commission
Mandie Cantlin, Assistant Township Manager

Staff/Professionals absent:

Thomas Comitta, Thomas Comitta Associates
Dianne Herrin, Practical Energy Solutions
Natasha Manbeck, McMahon Associates, Inc.
Michael Lynch, Township Manager

Others in attendance: No guests were present

CALL TO ORDER: The meeting was called to order at 6:00 pm.

PUBLIC COMMENT: None

MINUTES: Mr. Schaum made a motion to approve the minutes from May 6, 2015. Mr. Spangler seconded the motion. There was no further discussion and the motion passed unanimously.

BUSINESS:

1. Bus tour debriefing – From 2:45 to 5:30, the following Task Force members participated in a bus tour of the Township:

Vince Pompo, Chairman, Board of Supervisors
Kathy Bergmann
Tony Biacchi
Ken Cavanaugh
Sheila Fleming
Fred Rothman
John Spangler

Jo Anne Yarnall
Thomas Comitta, Thomas Comitta Associates
Jennifer Leister Reitz, Thomas Comitta Associates
Erin Gross, Thomas Comitta Associates
Dianne Herrin, Practical Energy Solutions
Natasha Manbeck, McMahon Associates, Inc.
Jeannine Speirs, Chester County Planning Commission
Mandie Cantlin, Assistant Township Manager

The group discussed the bus tour and noted that it confirmed the outcome of last month's mapping exercise during which Mr. Comitta asked members to draw hearts on those areas of the Township that they love and boxes around the areas they would like to see improve. The Task Force members shared observations and feedback from the bus tour, including:

- a. Gracefully transforming the commercial areas between the Township and the Borough will be challenging
 - b. East Bradford could be considered the "green ocean" around West Chester
 - c. It will be challenging to prioritize the bike and pedestrian opportunities
 - d. The commercial property at the intersection of the Bypass and Rt 322 is both a challenge and an opportunity
 - e. The Township's recent purchase of the Strode's Mill property could enable a trail hub and help to improve the intersection
 - f. It's beneficial that this planning effort will focus on implementation; it will consider tools beyond the zoning ordinance
 - g. The comprehensive plan is intended to envision the next 10 years; 10 years will go fast
 - h. Sidewalks, although not desirable in all locations, improve safety in terms of school bus route planning
 - i. Task Force members are interested to know what areas residents consider iconic and meaningful
2. Web presence – Ms. Reitz introduced two methods of web presence: Mindmixer/MySidewalk and Facebook/Township Website. She explained that Mindmixer recently changed to MySidewalk and that some of the desirable capabilities were lost in that transition. The Task Force concluded that MySidewalk should not be used unless the side menu can be modified or eliminated.

The group recommended that the Township utilize its existing web resources (website and Facebook) and investigate a blog link from the website. The group sees value in utilizing the website because people who access the website to complete the survey may use the website more in the future. Although Facebook does not provide a continuous discussion on one topic, it is a format that many people already are using.

Dr. Egan emphasized the importance of framing the survey with a clear explanation of the purpose and scope of the comprehensive plan.

3. Online survey and outreach plan – Ms. Reitz reviewed the revised survey. The Task Force agreed that the survey was "moving in the right direction" and provided additional feedback, including:
- a. Asking respondents where they live
 - b. Justifying and explaining questions
 - c. Refining the questions to solicit the information the Township is really seeking
 - d. Seeking input about desired uses in focus areas
 - e. Asking respondents about the activities they enjoy

There was discussion about the commercial strips along Rt 322 and Lenape Roads. The group contemplated uses that could be successful in these transitional areas between the Township and the Borough. They talked about the potential value of a business advisory council. Mr. Bedwell opined that economics ultimately drives development – regardless of what is permitted, envisioned, or desired. The Task Force discussed reaching out to developers for input.

Ms. Reitz distributed the survey outreach plan. Dr. Egan again emphasized the importance of framing the survey with a clear explanation of the purpose and scope of the comprehensive plan. Additional outreach opportunities were identified – the digital sign board, and the Chamber of Commerce.

4. New Township Logo – Ms. Cantlin introduced five new concepts for the Township logo. She explained that the Township is in the midst of updating its website and the Supervisors recognize that this is a good opportunity to rethink/refresh the Township logo. She clarified that the goal of the discussion tonight is to provide input to the Supervisors; not to make a determination. Several Task Force members provided feedback in advance of the meeting. Ms. Cantlin summarized their input:
 - a. There is not a strong agreement for one particular logo.
 - b. There is not a strong consensus that the Township should change from its current logo. Several people are concerned that by dramatically altering the logo the Township will lose the “branding” that already has been established.
 - c. Some people feel that incorporating the Township outline is important; others do not.
 - d. Most people responded favorably to incorporating aspects of open space, trails, and/or historic preservation. However, one person noted, “You use a logo to tell the customers/residents what our Township is about. We have too many things to tell them.”
 - e. There was a general consensus that two distinct images – a brand and a seal – are not warranted.

After discussion, there was general consensus that the group would welcome a modified version – a gradual evolution – of the current logo

5. Next Steps –
 - a. Pilot live survey with Task Force and submit information to WCASD (Week of June 8th)
 - b. Launch survey and initiate outreach (tentatively June 16th)

PUBLIC COMMENT: None

NEXT MEETING: The next meeting of the Comprehensive Plan Task Force is scheduled for August 5 at 6:00 pm.

ADJOURNMENT / CONTINUANCE: At approximately 8:05 pm, the Task Force unanimously agreed to adjourn the meeting.

Mandie Cantlin
Recording Secretary