

**BOROUGH OF MEDIA
MINUTES
PLANNING COMMISSION MEETING
August 1, 2006**

The Media Borough Planning Commission met on the above date with the following members present: Chairperson Robert Yosua, Vice Chairperson Chris Pavlou, Bill Payne, Kevin Matson, Larry Morroni and Tina Mason. Also present were Code Enforcement Officer Jeffery, Engineer Walton and Councilperson Peter Williamson. Steve Moss was absent. Chairperson Yosua opened the meeting at 7:30P.M.

Approval of Minutes

Larry Morroni made a motion to approve the Planning Commission Meeting minutes of June 6, 2006 and July 5, 2006. Kevin Matson seconded the motion. Motion carried unanimously.

Sign Applications

502 E. Baltimore Avenue-Manhattan Bagel

Joe C. Sign

Joe Costa represented the applicant. Applicant proposes to reface the existing free-standing sign and reface and reconfigure the two (2) wall signs. Code Enforcement Officer Jeffery completed technical review of application. There was some concern about the height of the stand-alone sign and a suggestion to lower the sign. Mr. Costa explained if sign lowered, it could be hit by tractor-trailers. There was additional discussion related to moving the sign and adding landscaping as this was at the gateway to Media Borough. It was determined that it would be necessary for the owner to be present to discuss this application. It was also suggested for applicant to provide site plan for future discussion. Tina Mason made the motion to table this application to the following month. Bill Payne seconded the motion. Motion carried unanimously.

29 W. Jasper Street-Pilates on Jasper-Marie Miller

Wood Masters

Marie Miller, applicant, reviewed the sign application. Applicant proposes to install a wall sign on Jasper Street face. Code Enforcement Officer Jeffery completed technical review of application. Chris Pavlou made a motion to approve the application as submitted. Tina Mason seconded the motion. Motion carried unanimously.

119 S. Monroe Street-County Beverage-Joe Ianelli

M.L. Sign Company

S. Hin represented the applicant. Applicant proposes to replace the existing, badly deteriorated awning. Code Enforcement Officer Jeffery completed technical review of application. Mr. Hin asked if they could put lettering on the awning. He was told he needed to make an additional application and return the following

month. Tina Mason made a motion that to approve the application as submitted. Larry Morroni seconded the motion. Motion carried unanimously.

111 W. State Street-L B Toys-James Burdette

K C Sign Company

James Burdette, applicant, reviewed the sign application. Applicant proposes to re-install a wall sign that was removed for renovations. Code Enforcement Officer Jeffery completed technical review of application. Larry Morroni made a motion to approve the application as submitted. Tina Mason seconded the motion. Motion carried unanimously.

105-107 W. State Street-Stephens on State-Stephen Scutti

Rainbow Awnings

Tom Anderson represented the applicant. Applicant proposes a wall sign on the State Street façade and a reface of the existing awning. Code Enforcement Officer Jeffery completed technical review of application. There was some discussion related to cantilevering canopy but it was deemed unsafe. Tina Mason made a motion to approve the application as submitted provided the sign lettering on the canopy not exceed 5 square feet. Chris Pavlou seconded the motion. Motion carried unanimously.

Façade Enhancement Review

208 W. State Street-Blake Strine

Bob Linn-Linn Architects

Bob Linn represented tenant, Pushpinder Singh. Mr. Linn reviewed application. He described location and dimensions of the building. Existing square footage of previous occupant Subway and the new tenant have same parking requirements. This application is parking neutral. At this time outdoor dining is not being considered. Applicant will return at a later time for a sign application. Bill Payne made the motion that Borough Council approve the application as submitted. Tina Mason seconded the motion. Motion carried unanimously.

Land development/subdivision applications

Minor Land Development-Twins-Final

404-406 Taylor Street-Vernon Street LLC

Bill Santora, applicant, presented final plan for single family, semi detached (twin) dwelling. Mr. Santora has reviewed and agreed to all items identified by the Borough Engineer in the NDI memo of 7/30/06. Kevin Matson identified areas of the final plan, which required update prior to Council review. Mr. Santora explained that the finalization of the plans that would be submitted for sign off are typically completed once final approval is received so all items required are included. Borough Engineer stated he reviews the final plan prior to submission to Council. Items identified will be on the final plan. Borough Engineer takes final responsibility for the engineer's signature. There was some discussion related to the pros and cons of installing sidewalks in front of this property. This could cause safety problems for next-door home and installation of sidewalks would

require removal of large, mature trees. Chris Pavlou made a motion to approve the application on condition that all items identified on Borough Engineer's memo of 7/30/06 be completed to Engineer's satisfaction, that the final plan contain a separate landscape plan incorporating comments from previous meetings and that all design items identified by Kevin Matson be reflected in the final plan. In addition, the motion included a recommendation to Borough Council to provide a sidewalk waiver for this property. Bill Payne seconded the motion. Motion carried unanimously.

**Review of matters enroute to August 24, 2006 Zoning Hearing Board
415 S. Providence Road-Hampton Inn
Pinnacle Hospitality Group LLC
Gary Hesselbacher and Chet Patel, Principals**

Applicant is seeking variances to construct a 117 room hotel with associated signage. Bill Kerr represented applicant. Mr. Kerr gave an overview of the organization and the principals. He described their previous experience with this type of development. Mr. Kerr reviewed application and detailed the variances they were seeking. Applicant is seeking relief from height variance and for both the number and size of the signs. Mr. Kerr identified applicant has sufficient parking for both guests and employees. The architect, Neil Bhatt, reviewed external facade and internal design of the proposed hotel design. The engineer, Bill Wendling, reviewed the site plan, building orientation and traffic flow. He discussed entrances on Beatty Road and Providence Road, screened trash area and parking spaces available. There was discussion related to reconfiguring the hotel in different ways to reduce the size. When questioned about excavating the property to reduce the hotel height, Mr. Wendling discussed water problems this would cause. When questioned about eliminating top floors that would make hotel height compliant, it was determined 72 rooms would need to be eliminated. Mr. Wendling cited a traffic study which was based on similar fully occupied/functioning medical center. It determined the traffic use of a hotel would be less intrusive to the neighborhood based on the arrival and departure time of the guests. Assuming a different configuration of the hotel was possible, a suggestion was made to consider seeking a variance related to parking requirements rather than height variance, which is more impactful to the neighbors. Applicant responded that parking is needed for each guest room. The landscape architect, Eric Sturm, reviewed proposed landscaping plan. He discussed utilization of existing large trees and the addition of other larger trees and shrubs to provide a buffer between hotel and neighbors. He reviewed hotel foundation plantings and perimeter plantings designed to block lights. When questioned as to what hardship is identified to allow variances, Bill Kerr explained hardship standard for dimensional variances is less onerous than the hardship variance for a use variance. Generally in redevelopment sites, the standard relates to the question are the variances requested necessary to allow reasonable use or reuse of the property. This property has been what it has been for a number of years with a slightly irregular configuration and is undersized for the hotel use, which is permitted on the property. There is no way

a modern hotel can be successful without the amenities described on the first floor and the number of rooms identified to make the hotel viable. The applicant has shrunk the footprint to provide the number of parking spaces required. It is their belief that they are seeking the minimum relief necessary to build the hotel, which is a permitted use on this site. When compared to the hotels near the Philadelphia airport, the proposed hotel is smaller. The applicant was looking to bring to the Media an upscale hotel. A hotel that was beneficial to the business community and the residents who were seeking rooms for out of town guests. Borough Engineer identified several areas including existing storm water easement with PNC Bank, easement with people on Allen Lane for electric service and a traffic impact study on Beatty Road. In addition, the Borough Engineer recommended a study related to the capacity for the sewer service pumped to Providence Road. The meeting was opened to input from the neighbors in attendance. Councilperson Peter Williamson reviewed standard application process and how an application is received and processed through the different review groups such as Planning Commission, Borough Council and Zoning Hearing Board. He also discussed Community Development Committee who met with applicant prior to this meeting because of the nature and scope of this particular application. The Community Development Committee consists of Councilpersons, Peter Williamson, Brian Hall and Bill Tyson. There were significant resident comments related to increased traffic in the area, the already high volume of traffic and high accident rate. There was a concern for the safety of their children. Additional concerns voiced by residents included additional noise and impact to their property values. When asked about fire safety, Code Enforcement Officer Jeffery responded that he did not see a fire truck access issue and stated building would be fully sprinkler. Bill Kerr reviewed proposed signage which included 3 building mounted signs, 2 driveway directional signs and one stand-alone pylon sign. There was some additional discussion related to reducing size of signs and reduce number of rooms. When applicant was asked about feasibility of other sites identified in the Borough, applicant responded that these were considered and rejected. Tina Mason made a motion that Council oppose the variances requested as submitted. Kevin Matson seconded the motion. Motion carried unanimously.

Adjournment

Larry Morrone made a motion to adjourn the meeting at 11:00 P.M.; seconded by Kevin Matson. Motion carried unanimously.

Respectfully Submitted
August 3, 2006
Mary Jane Boyland
Administrative Assistant