

**BOROUGH OF MEDIA
MINUTES
PLANNING COMMISSION MEETING
October 3, 2006**

The Media Borough Planning Commission met on the above date with the following members present: Chairperson Robert Yosua, Vice Chairperson Chris Pavlou, Kevin Matson, Steve Moss, Larry Morroni, Daniel P. Costello and Michael Kinsley. Also present were Code Enforcement Officer Jeffery, Engineer Walton, Town Planner Comitta and Councilperson Peter Williamson. Bill Payne and Tina Mason were absent. Steve Moss needed to leave at 10:15 p.m. Chairperson Yosua opened the meeting at 7:30P.M.

Chairperson Yosua introduced and welcomed new members Daniel P. Costello and Michael Kinsley. He explained the new members would not participate in the Hampton Inn application, as they had not been involved in previous hotel presentations.

Approval of Minutes

Chris Pavlou made a motion to approve the Planning Commission Meeting minutes of September 5, 2006 with the correction that the minutes reflect the change in wording from approve to not oppose and the word item be changed to items. Steve Moss seconded the motion. Motion carried unanimously with Kevin Matson, Daniel P. Costello and Michael Kinsley abstaining as they were not present last month.

Sign Applications

208 W. State Street-Shere-E-Punjab-Indian Restaurant

K. C. Sign Company

Greg Feld represented the applicant. Applicant proposes a wall sign 2' high x 10' wide with gooseneck lighting. Code Enforcement Officer Jeffery completed technical review of application. Application is fully compliant. There was discussion around coloring and lettering. Chris Pavlou made the motion to approve the sign application as submitted. Kevin Matson seconded the motion. Motion carried unanimously.

Land development/subdivision applications

Minor Land Development-Change of Use

114-116 S. Olive Street-Anthony Bellapignia

Robert Linn, Architect

Bob Linn reviewed the proposed application to establish a gelato and light Italian fare restaurant. Mr. Bellapignia discussed the gelato shop on the first floor with sandwiches and pizza being served on the second floor. Mr. Linn described the physical characteristics of the design and the impact to the Baker Street corridor. There was discussion concerning the parking variance that was previously approved. Mr. Linn read the adjudication from 1999 granting the variance. Mr.

Linn agreed to work with Engineer Walton in relation to storm water management, installation of grease trap, sanitary sewer and any other issues that he identifies based on the September 18, 2006 plan. Chris Pavlou made a motion that Council approve the change of use and minor land development application on condition the applicant comply fully with conditions of the Borough Engineer. Kevin Matson seconded the motion. Motion carried unanimously.

**Minor Land Development-Change of Use
101 W. State Street-Ten Thousand Villages
Sign Application-Alton Sign Company**

Paula Kurtz, Director of Sales, represented the applicant. She reviewed the background and history of the company. Ms. Kurtz discussed the fair trade items they carry and the educational component of their business. Deliveries will be made to rear of property. The business does not generate excessive trash as they recycle their shipping materials. In other locations, they keep the trash indoors and put out on trash days. They would prefer a dumpster but can go either way. Code Enforcement Officer Jeffery discussed trash issues requiring an enclosure be built with a need of a right a way agreement with the Borough. The company will purchase parking permits for their employees. The employees will use the public parking garages. Ten Thousand Villages will mirror the hours of the business community in the Borough. Code Enforcement Officer Jeffery identified a sprinkler system would be required for compliance with the fire code. There was discussion that this would be a landlord issue and Ms. Kurtz assumed these items would be addressed as part of their lease. Jim Malin of Alton Sign reviewed the sign application. The sign on Olive Street exceeded the square footage allowed. Applicant made the decision not to request a variance. They will install a 15 square foot sign, which is permitted. Larry Morroni made a motion to approve the sign application as submitted in revision #5 dated 10/3/06 which details that the State Street sign is 30 square feet and the Olive Street sign is 15 square feet with awnings over the windows. Motion seconded by Kevin Matson. Motion carried unanimously. Kevin Matson made a motion that Council approve the change of use from Business to Mercantile with the condition that the applicant meet the requirements of the Borough Engineer which includes storm water management and disposal of commercial solid waste and to bring the building into fire code compliance by installing sprinkler system. Dan Costello seconded the motion. Motion carried unanimously.

**Review of matters enroute to October 26, 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 116-room hotel with associated signage. Bill Kerr represented applicant. Mr. Kerr reviewed revised proposal which lowered the height of the building from 48' to 39', and from 6", six (6) floors to four (4) floors with a reconfigured parking plan and traffic patterns. There was some discussion related to determination of base point of elevation. Mr. Kerr's

interpretation is 496' and Code Enforcement Officer Jeffery is 494.5. Mr. Kerr will review his interpretation with Code Enforcement Officer Jeffery. If Code Enforcement Officer Jeffery's interpretation is correct, Mr. Kerr will comply with this interpretation and not seek a height variance. Mr. Kerr believes they are in compliance with the intent of the ordinance of three floors as one of the floors is occupied by space that offers clients different amenities. These amenities attract a higher end clientele. There are 12 rooms on this floor. The elimination of this floor will not impact traffic generation or parking demand. Bill Wendling, applicant engineer, reviewed the traffic study performed in September at commission request along with the previous trip generation report. Mr. Wendling also reviewed new building elevation explaining building footprint grew 20% to accommodate the rooms. He also described new traffic flow. There is no entrance to Providence Road. There is also an addition of a three-foot high wall along the perimeter of Beatty and Providence Roads as requested. Sidewalks will be addressed at the time of the subdivision/land development submission. The dumpster will be in the same location. The dumpster will be enclosed by a fence and evergreen plantings. Engineer Walton questioned issues previously identified by residents. These included addressing privacy and noise issues and impact to property value. Privacy and noise issues will be addressed via enhanced landscaping. In addition, an acoustical type solid fence will be erected on the top of the berm running the length of the property to the rear of the property. There was significant discussion related to size and quantity of proposed landscaping. Real Estate agent, Carey Dyer reviewed additional research he was able to do related to the effect on residential property values adjacent to a hotel. There was limited information available. He circulated pictures of Hampton Hotel in Ephrata with surrounding residential property. He discussed existing Holly House and residential values surrounding that property. To the best of his knowledge, there were no examples of a negative impact to residential property value caused by a hotel being built next to a residential area. Town Planner Comitta commented favorably on change in number of floors and the addition of a 3' high wall. He further discussed sidewalks, a separate landscaping plan and potential of vertical detailing on the building. Mr. Kerr reviewed the changes from the previous sign application. The previous application requested signs for the 3 sides of building, Providence Road, Beatty Road and PNC area. These signs were approximately 140 square feet each using 4' lettering. The new proposal is eliminating the sign on Providence Road and reducing the size of the remaining two signs to approximately 79 square feet each, using 3' lettering. The previous application was for approximately 520 square feet total for the three signs as compared with the total of approximately 158 square feet for the two signs. There is no change to the Pylon sign, at the entrance, which is 47 square feet and the directional sign which is 8 square feet. Applicant is interpreting the code as he is allowed a total of 117 square feet of signage. Applicant is requesting a total of 213 square feet. Mr. Kerr will still require variances for the revised sign application. There was significant discussion related to signage and the size of the building. Many residents identified that they were opposed to the size of the hotel because it was

physically too big next to a residential area. They were also concerned with traffic, noise, safety issues, parking, and impact to property values. There was support from the Media Borough business community for erection of the hotel. A signed petition was given to Chairman Yosua detailing their support. Steve Moss made the motion that Council oppose the variances requested for the sign application as the applicant has not demonstrated that the size of the signs requested represents the minimal variance necessary for the location. Larry Morroni seconded the motion. Motion carried three (3) to two (2) with Chris Pavlou and Robert Yosua voting nay. Chris Pavlou made a motion that Council not oppose the variance request for four (4) stories as he believes this represents a minimal variance and has the minimal impact on density on condition that the height of the building be no more than forty (40) feet using a base elevation point of 494.5'. Mr. Pavlou further recommended ingress and egress for Providence Avenue entrance be limited to emergency vehicles, the back side of property be planted with 18' to 20' foot evergreens to screen property facing Allen Lane and other neighbor areas on the perimeter impacted also be screened. The motion included details defined in Pennoni & Associates plan dated 9/20/06 and the architectural rendering submitted with current application. Motion included the color of hotel be other than white. Steve Moss verified with applicant that it was acceptable to add current date to color rendering of hotel that applicant submitted at the meeting. This rendering, as closely as possible, depicts the color to be used for construction. Kevin Matson seconded the motion. The motion carried four to one with Steve Moss voting nay.

Adjournment

Kevin Matson made a motion to adjourn the meeting at 11:20 P.M.; seconded by Chris Pavlou. Motion carried unanimously.

Respectfully Submitted
October 5, 2006
Mary Jane Boyland
Administrative Assistant