

UPPER MERION TOWNSHIP BOARD OF SUPERVISORS
WORKSHOP MEETING
DECEMBER 7, 2017

The Board of Supervisors of Upper Merion Township met for a Workshop Meeting on Thursday, December 7, 2017, in the Township Building. The meeting was called to order at 6 p.m., followed by a pledge of allegiance.

(Due to technical difficulties, there was no audio available for the first two agenda items at this meeting)

The Board of Supervisors of Upper Merion Township met for a Workshop Meeting on Thursday, December 7, 2017, in the Township Building. The meeting was called to order at 6 p.m., followed by a pledge of allegiance.

ROLL CALL:

Supervisors present were: Greg Philips, Greg Waks, Bill Jenaway, Erika Spott and Carole Kenney. Also present were: Dave Kraynik, Township Manager; Sally Slook, Assistant Township Manager; Joe McGrory, Township Solicitor and Rob Loeper, Township Planner.

DISCUSSIONS:

KOP DISTRICT PRESENTATION

Mr. Eric Goldstein, Executive Director, King of Prussia Business Improvement District (BID), provided an update on the potential rebranding of the Business Park as Moore Park, KOP and the 2018 KOP Business District Physical Improvement Project. A PowerPoint was shown. Highlights as follows:

- The new identity for the KOP business park is evolving into an active, 24/7 neighborhood – and to communicate its importance, centrality, and location with authenticity and resonance.
- Phase 1: Research and Positioning
- Four brand therapy group sessions were held with the business park's current commercial property owners, tenants/employees, hotel employees, industrial property owners, and community/civic leaders.
- Research conducted by AgileCat served as a compass, pointing to the most resonant themes that were used to create powerful and robust messaging for the business park.
- "Moore Park KOP" is rooted in history. At the center of the KOP business park is the Moore-Irwin House – a historic property on 4.8 acres, which served as quarters for General Muhlenberg during the 1777-1778

encampment at Valley Forge National Historical Park. It is a name that bridges past with present and indicates a new neighborhood as a central feature of KOP.

- With an unbeatable location at the heart of a thriving community in the midst of rapid growth, Moore Park KOP connects individuals with an enviable array of amenities and opportunities.
- Moore Park KOP is home to 20,000+ employees, 100,000+ square feet of corporate meeting and event spaces, and 3.5 million+ square feet of commercial and industrial space – making it an economic powerhouse for the suburban Philadelphia Region.
- Moore Park KOP is a regional nexus, and places businesses, employees, residents, and visitors on the map at the very center of the Eastern Seaboard.
- With a prime location at the center of over \$1 billion in active development and a clear vision for smart growth, Moore Park KOP is where ambitions thrive.
- 76,148 square feet of landscape projects installed since 2011.
- The 10-year physical improvement action plan includes 19 short, medium and long term projects.

DAS NODE INSTALLATIONS AROUND THE KOP TOWN CENTER AREA

Claire DiNardo of Arionda Wireless and Christopher Schubert of Riley Riper Hollin & Colagreco, appeared on behalf of Cellco Partnership, (doing business as Verizon Wireless). Ms. DiNardo explained that Verizon is proposing to place 18 additional “DAS” (distributed antenna system) nodes within the public right-of-way (ROW) around the KOP mall. A map of the proposed locations was provided to the Board of Supervisors. Eleven (11) nodes are proposed on existing PECO utility poles. Two (2) nodes are proposed on existing Verizon Teleco poles and five (5) are proposed on existing street lights owned by the Township (identified as Nodes 1, 8, 11, 13 and 15, as shown on the plan).

The DAS nodes are required to provide additional wireless capacity which is needed for Verizon customers in a very busy area of the Township. Mr. Schubert explained he had worked with the Township Solicitor to develop a master license agreement (MLA) form, which the Township can use on this project and future installations of Verizon and other providers. The MLA form contemplates installations on Township owned and controlled property, as well as within the public ROW on township-owned and controlled facilities, like street lights.

In terms of process, the MLA contemplates that an applicant like Verizon will file for a wireless communications facilities permit for any poles located within the ROW, to be reviewed and approved by the zoning officer in accordance with the Township’s wireless facilities ordinance. If an applicant requests an installation on Township-owned property (like the Community Center or a Township park), the applicant would present site plans to the supervisors for

review and approval. Each approved location on Township property or within the ROW on Township-owned facilities (street lights) would then be confirmed by an individual site license agreement” (SLA), which would detail the location, incorporate the site plans, confirm the starting term for the installation, and base licensing fee, all consistent with the MLA.

The Supervisors reviewed and discussed each of the 5 DAS node locations on Township street lights. The Supervisors were in agreement with each of these locations identified as Nodes 1, 8, 11, 13 and 15 on the map. The supervisors also reviewed and discussed the appropriate licensing fee for attachment of DAS equipment on Township-owned facilities located in the public ROW. It was agreed that the fee should be set at \$500/year, which is the same fee which was applied to ExteNet Systems, another DAS provider, for DAS nodes placed at the Community Center and at Leo Ross Park.

On further review and discussion, the supervisors were supportive of the MLA form and procedures as presented. The supervisors authorized the solicitor to finalize the MLA and SLA forms/templates, and to present the final MLA and 5 township node locations, with the supporting SLA form for each of the Township facility locations, at the January regular business meeting for final action. In the meantime, the solicitor advised Verizon that it could move forward with submission of permit applications for each of the nodes locations, if it so desired.

OVERVIEW OF NEW TOWNSHIP WEBSITE

Mr. Jenaway reconvened the December 7, 2017 workshop meeting after the conclusion of the business meeting.

Allison Pimm, Chief Public Information Officer, previewed the new township website. The current website was designed by CivicPlus and after looking at other independent designers and developers it was decided to use a company called New Concepts Online. While much of the content will be the same, Ms. Pimm described the new look and visuals which will more accurately reflect the very real feeling of Upper Merion Township as an exciting, welcoming and dynamic place to live, work and have fun. Additional highlights are as follows:

- The PIO will have administrative right to the new site, allowing her to adjust and update the site in a timely and consistent manner.
- In final stages of working with the developer in correcting some minor technical issues relating to functionality of the CivicPlus site currently in use.
- CivicPlus provided a proprietary template that CivicPlus owns and controls. The new developer provides website content the township will own.

Mr. Waks commented the Media Board has discussed a photo contest as

a way to obtain photos from around the township. Selected photos may be recognized with some type of credit or gift certificate.

Mr. Philips asked if it would be necessary to obtain releases from those who are photographed. Ms. Pimm responded any of the photos on the department pages would be stock photos. A discussion followed about the issue of when releases are required for photos and times when it is appropriate to ask for permission.

Highlights continue:

- Old website was not mobile responsive; the new website will be completely mobile responsive, which means it will function exactly the same no matter what size browser you are using to view.
- New website will be more economical as a revamp than CivicPlus and the annual hosting fees are less than half of what CivicPlus charges.
- There will be a central repository for all documents and forms.

Mrs. Spott asked about obtaining data on website traffic. Ms. Pimm responded Google Analytics will be used going forward and it will be possible to find out what pages people are visiting, where they are coming from, what they are viewing and how long they are spending on any given page.

- Additional training will be provided by the web developer in the coming week.

Mrs. Spott asked if the new website would allow interaction with constituents in real time similar to what the state used for reporting potholes. Ms. Pimm discussed the "Request for Service" feature on the current website. She also mentioned SeeClickFix which is a communication tool and work management system to improve citizen service.

Mrs. Spott asked for additional clarification about SeeClickFix. Ms. Pimm responded it is not currently part of the new website.

Mrs. Spott asked if there is a fee for SeeClickFix. Ms. Pimm responded there is an annual fee and mentioned there is a 15% discount if purchased before the end of December.

Mr. Waks asked for additional details. Mr. Kraynik responded this was discussed at the Goals and Objectives meeting and there are funds in the 2018 budget for this and it is something that can be implemented relatively early.

Mr. Philips asked if it is intended to incorporate the TRAISR system for snow emergencies on the front page rather than "buried" in the public works pages. Ms. Pimm described the red alert bar that would activate during a snow

emergency and the use of “sliders” during snow events. The public road status map will be highlighted as one of the main slider images and will link residents directly to the snow information.

Mr. Philips asked if it is intended to link the snow removal information from the front page or place it on the front page. Ms. Pimm responded in the affirmative. She indicated this would not stay on the home page year round, but only as needed for weather events.

Mrs. Kenney asked about the website needs of the Library and Park and Recreation Department. A discussion followed about possible solutions for these departments.

Mr. Waks asked if the new website will be fully mobile integrated. Ms. Pimm responded in the affirmative and said it is still in the process of being worked out.

ADJOURNMENT:

There being no further business to come before the Board, it was moved by Mr. Waks, seconded by Mrs. Spott, all voting “Aye” to adjourn the meeting. None opposed. Motion approved 5-0. Adjournment occurred at 10:20 p.m.

DAVID G. KRAYNIK
SECRETARY-TREASURER/
TOWNSHIP MANAGER

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Minutes Approved:
Minutes Entered: