

OCTOBER 30, 2019
WAYNESBORO, PA 17268
PUBLIC HEARING

Council President C. Harold Mumma called the public hearing of the Waynesboro Borough Council to order at 6:25 p.m. with the following in attendance:

Borough Council Members – Jarred Knott, Patrick Fleagle, Niccole Rolls, C. Harold Mumma, Dade Royer and Michael Cermak

Mayor Richard Starliper

Borough Staff – Jason Stains, Borough Manager
Sam Wiser, Borough Solicitor
Kevin Grubbs, Head of Engineering Services
S. Leiter Pryor, Director of Utilities

President Mumma noted that the purpose of the public hearing was to hear appeals from the Waynesboro Zoning Ordinance No. 1158. Appeal No. 547: Wellspan/Summit Health, is seeking a conditional use pursuant to Article IX, §295-100 – Electronic Message Center, of the Borough's Zoning Ordinance No. 1158 in regard to the installation of an electronic sign in front of Waynesboro Medical Office Building, on real estate identified as Franklin County Tax Parcel 24-5D19.-001.-000000, existing on East Main Street. Those in attendance will be given the opportunity to present evidence and ask questions concerning the hearing. The public may inspect this material in the Office of Zoning & Code Enforcement, 55 E. Main Street, between the hours of 7:00 a.m. to 4:00 p.m., Monday through Friday, by appointment.

Solicitor Wiser asked if there were any objectors in attendance -- Jacob Brown of 11 Sunnyside Avenue noted he would like to ask questions and/or make comments.

Melissa Dubrow (Vice President/COO of Wellspan Waynesboro Hospital) and Andrew Barbuzanes (Owner/Designer of Wertner Signs) were present. Mr. Barbuzanes advised that Wellspan would like to install an electronic message board sign in front of the Medical Office Building located at 601 E. Main Street. The Waynesboro Planning Commission, at their meeting on 09/09, recommended approval of the conditional use; and the Zoning Hearing Board, at their meeting on 09/19, approved the variance to exceed the number of signs allowed per street frontage. He provided specifications on the sign itself and offered to answer any questions.

In summary, Ms. Dubrow noted the following facts:

- The sign will be single-colored LED, with one (1) message center.
- Messages will have at least seven (7) seconds between them.
- The message would be static, not flashing/waving/scrolling, etc.

- The sign will be less than 32 s.f.
- The sign will not project beyond the property lines.
- The sign will be within 20' of the intersection.
- The total area of the sign would be approximately 108 s.f.
- The sign complies with all conditional use criteria, both specific and general.
- The sign will be utilized to display messages regarding services offered in the Medical Office Building and upcoming community events regarding health care.
- The sign is also in compliance with the Waynesboro Zoning Ordinance, as its purpose is to promote public health, safety and general welfare of the community.
- The sign will not detract from the character of the neighborhood ... the adjacent Hospital has an electronic message sign that is located in the H-O district, Martin's grocery store has a static electronic sign for fuel prices, CVS pharmacy on Virginia Avenue has a changeable electronic sign, and the Chamber of Commerce has an electronic sign in the H-O district. The H-O district is adjacent to the G-C district, which allows electronic message signs; and the proximity of the districts themselves demonstrates that the character of the neighborhood will be preserved.
- A competent sign company has designed the sign.
- No effects are anticipated on traffic hazards or congestion.
- The sign is a desirable feature that will benefit the community from a health message perspective.

Councilman Cermak noted that a similar proposal was made several years ago for the sign in front of the Hospital, which (in his opinion) is of no use to the public, as it mainly advertises sale items in the gift shop. Ms. Dubrow stated his point is well taken, but argued that all the money raised by the Hospital Auxiliary sales go right back to the Hospital, which is a benefit to the community. The sign at the Medical Office Building, however, will not be used for the Hospital Auxiliary.

President Mumma asked if the sign will, on occasion, list doctors who are in the building. Ms. Dubrow noted it is their intent to promote new physicians and services in the building.

Mayor Starliper asked about the timeframe involved in installation of the sign. Mr. Barbuzanes stated, approximately eight (8) weeks.

Discussion ensued regarding stipulations placed on the conditional use for the electronic message sign currently located at the Hospital ... the messages on that sign cannot rotate any more than once every 24 hours. Solicitor Wisner clarified that there is criteria included in the Zoning Ordinance adopted within the last two (2) years that delineates how often the message may rotate ... it is once every seven (7) seconds. Secondly, he explained that Council is authorized to attach reasonable conditions to the approval that would make it compatible with the neighborhood.

Councilman Fleagle reminded Council that the Medical Office Building cost \$15,000,000, which is probably the largest developed taxable property in the last 20 years, and it is a very significant institution to the community.

Solicitor Wiser noted that Jacob Brown of 11 Sunnyside Avenue has requested to be a party to this discussion. He advised that this is Mr. Brown's opportunity to ask questions of Ms. Dubrow or Mr. Barbuzanes. When those questions are completed, he can then offer any testimony or evidence and representatives of Wellspan will be afforded the same opportunity.

Mr. Brown noted his understanding that the sign will be located at the corner of the property, however Ms. Dubrow stated it will be more towards the middle of the block. Solicitor Wiser advised that Wellspan submitted pictures indicating the location of the sign with their application, and Mr. Brown was invited to view those for clarification.

Mr. Brown noted concern about resale of his property since you will be able to see lighted signs that are scrolling/flashing/changing through the windows of his house. He stated that he is not in favor of the sign being installed there, but suggested a compromise (perhaps) that the sign could be turned off after dark, as LED lights are very intensely bright.

Ms. Dubrow noted that the sign would be further away from Sunnyside Avenue than the current Martin's sign on the corner, and Mr. Barbuzanes added that the sign will not be flashing. In addition, he explained that these LED's are programmed so that they are brighter in the daytime and dim (approximately 40-50%) at nighttime.

Hearing no further questions or comments from Council or the public in attendance, the hearing was closed at 6:47 p.m.

Respectfully Submitted,

Melinda S. Knott
Borough Secretary