

MAYORS PROPOSED INITIATIVES

Proposed Initiatives

1. Replace lower portion of sign at Borough hall with digital sign
2. Install poles to on both sides of King Street for hanging banners across the street

Borough Hall Sign



Borough Hall Sign

1. Looking at replacing lower portion with a digital sign
2. Examine digital sign that will limit light pollution. Can be done with type of lights and limiting colors that are used per the Dark Skies Presentation given at the Planning Commission meeting.
3. There are two sections of the Borough Code that need to be addressed
 1. 220-2603 (B)(3) – Digital signs are only located in the Commercial District.
 1. Section 220-2604 (A) states it may be authorized for Governmental use with a conditional use hearing for the size.
 2. 220-2603 (B)(6) – Size is limited to eight square feet. Current lower portion is 21 square feet
 3. Could be addressed by changing the ordinance or taking it to the Zoning Hearing Board
4. Once approved, fundraising from the businesses and public would be done to cover all costs
5. Fundraising would be done through the Malvern Business and Professional Association or another private non-profit.

King Street Banner



King Street Banner



King Street Banner

1. Looking at installing poles on either side of King Street to hang banner across street.
2. This has been done in the past, hanging from existing poles.
3. Poles can be used by both the Borough and the MBPA. Banners could include the following
 1. Welcoming people to the Borough.
 2. Banners to promote different events in the Borough.
 3. Lighted banner during the holiday season.
 4. Cost of banners would be the responsibility of the organization. This includes the cost to install and remove the banner.
 5. Banner height shall meet Section 220-2603 (7)(c), 15 feet above the roadway.
4. Preliminary investigation has determined a few potential locations. Survey will need to be done to locate elevation of existing power lines.
5. Preliminary discussion has occurred with Dan Daley to locate underground utilities. Borough was not charged for this consultation.

King Street Banner



King Street Banner



King Street Banner



King Street Banner



King Street Banner

1. Potential alternate would be to use at least one PECO pole. Coordination with PECO will need to be done.
2. Plans would be prepared by myself so there is no cost to the Borough for plan preparation.
3. Only potential cost to the Borough is review by Borough Engineer and the bidding process.
4. Once plans are approved, fundraising from the businesses and public would be done to cover all costs.
5. Fundraising would be done through the Malvern Business and Professional Association or another private non-profit.

QUESTIONS