

101 Commerce Drive
Exton, Pennsylvania 19341



Tel: (610) 363-9525
www.westwhiteland.org

March 16, 2018

in re: Demonstration of electronic billboard on Monday, March 26, 2018

Dear Neighbor:

A company called Catalyst Outdoor is in the process of seeking Township permission to erect a two-sided electronic billboard at 500 N. Pottstown Pk., which is the northwest corner of Pottstown Pk. and Township Line Rd. The property was the site of a farm market operated by Felix Presto for many years, but it is now vacant and the building is deteriorating.

Current Township regulations do not allow billboards at this location, so we are in the process of determining whether we could be agreeable to the Catalyst proposal. Since the billboard will emit light, one of our principal concerns is the effect it will have on nearby residential properties. We have already had extensive discussions with Catalyst about brightness, picture resolution, and controls, but some things need to be seen in order to be understood.

Catalyst Outdoor will therefore be conducting a demonstration of their proposed billboard at the site on the evening of **Monday, March 26, 2018**. Catalyst will have a functioning sign panel of the proposed size mounted on a crane at the proposed height. Beginning at dusk, the panel will be facing south (toward Exton crossroads) and turned on. Please take this opportunity to determine if the sign is visible from your property, particularly from light-sensitive rooms of your house, like the bedrooms. It is our understanding that it will be in this position for approximately an hour. When that time is up, the sign panel will be moved to face north - toward Lionville - to show the impact of the other side of the sign. It appears that the north-facing panel will have little impact on West Whiteland properties, but this will allow us to confirm that assumption. We have notified Uwchlan Township staff of this demonstration so that they can tell their residents.

Township personnel will be in the area during the demonstration making observations. We will stay in public areas and will not go onto your property unless you give us permission. Please consider taking some pictures to document what you see, especially if you have concerns about what the billboard will look like from inside your house.

Catalyst Outdoor is scheduled to present the project to the Board of Supervisors at their meeting of Wednesday, April 11, 2018. This is a public meeting and will be held in the main meeting room of the Township Building at 101 Commerce Dr. beginning at 6:30 p.m. Staff will be sharing their observations from the demonstration, and this will also be your opportunity to ask questions and to express any concerns you may have.

If you have any questions, please contact me at jweller@westwhiteland.org or Township Planner Justin Smiley at jsmiley@westwhiteland.org, or by calling 610-363-9525.

Regards,

John R. Weller, AICP
Director of Planning and Zoning / Zoning Officer
West Whiteland Township

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