

**IN RE: APPEAL OF READING
COLLISION CENTER A/K/A VMDT
PARTNERSHIP RELATIVE TO A
PROPERTY LOCATED AT 1001
LANCASTER AVENUE, CITY OF
READING, BERKS COUNTY,
PENNSYLVANIA**

**: BEFORE THE ZONING HEARING
: BOARD OF THE CITY OF READING,
: PENNSYLVANIA
:
: APPEAL NO. 2602-0005
:
: VARIANCE, INTERPRETATION
: AND/OR SPECIAL EXCEPTION**

**DECISION OF THE ZONING HEARING
BOARD OF THE CITY OF READING**

AND NOW, this 8th day of April, 2026, a hearing having been held on March 11, 2026, upon the application of Reading Collision Center a/k/a VMDT Partnership, notice of such hearing having first been sent and advertised in accordance with the provisions of the Pennsylvania Municipalities Planning Code and the City of Reading Zoning Ordinance, as amended, the Zoning Hearing Board of the City of Reading (hereinafter referred to as the “Zoning Board”) renders the following decision:

FINDINGS OF FACT

The Zoning Board finds the following facts:

1. Applicant is Reading Collision Center a/k/a VMDT Partnership, with a principal business address of 1001 Lancaster Avenue, City of Reading, Berks County, Pennsylvania 19607 (hereinafter referred to as the “Applicant”).
2. Applicant is the fee simple owner of the real property located at 1001 Lancaster Avenue, City of Reading, Berks County, Pennsylvania 19607 (hereinafter referred to as the “Subject Property”).
3. The Subject Property is located in the C-H Commercial Highway Zoning District as that term and district is defined by the Zoning Ordinance of the City of Reading, as amended (hereinafter referred to as the “Zoning Ordinance”).

4. Applicant was represented by Christopher Muvdi, Esquire, of Masano Bradley, 875 Berkshire Boulevard, Suite 100, Wyomissing, Pennsylvania 19610.

5. Applicant seeks a dimensional variance from Section 600-1707.C. to install a pylon sign at the Subject Property that is 78.75 square feet.

6. The maximum square footage allowed for a free-standing sign under Section 600-1707 is 60 square feet.

7. The Subject Property was previously used as an Acura car dealership and Applicant will be replacing the Acura dealership with its Mazda dealership that was previously located in Muhlenberg Township.

8. Applicant desires to replace the Acura sign, which has been at the Subject Property since approximately 1990 with the Mazda sign that was previously used at its Mazda dealership in Muhlenberg Township.

9. The proposed Mazda sign is approximately 21.35 square feet smaller than the existing Acura sign on the Subject Property, which will bring the signage into closer compliance with the terms of the Zoning Ordinance.

10. Applicant contends that the requested relief is de minimis in nature.

11. The Board finds the signage is contained within the property line and not located in the right of way.

12. There were no objections to the requested relief.

DISCUSSION

Applicant seeks a dimensional variance from Section 600-1707.C. to install a pylon sign at the Subject Property that is 78.75 square feet which is in excess of the allowed maximum square footage of 60 square feet.

The Zoning Board finds the proposed use in keeping with the spirit and intent of the Zoning Ordinance and will not be detrimental to the health, safety and welfare of the neighborhood or the zoning district subject to the conditions set forth in the Conclusions of Law.

CONCLUSIONS OF LAW

1. Applicant is Reading Collision Center a/k/a VMDT Partnership.
2. The Subject Property is located at 1001 Lancaster Avenue, City of Reading, Berks County, Pennsylvania 19607.
3. The Subject Property is located in the C-H Commercial Highway Zoning District.
4. Applicant seeks a dimensional variance from Section 600-1707.C. to install a pylon sign at the Subject Property that is 78.75 square feet which is in excess of the allowed maximum square footage of 60 square feet.
5. The Zoning Board incorporates the findings of fact as though fully set forth at length herein.
6. The Zoning Board is permitted to grant applications for variances and/or special exceptions and to interpret the Zoning Ordinance.
7. In order to grant the requested relief and variance, Applicant must show it has satisfied the relevant sections of the Zoning Ordinance.
8. After reviewing the Applicant's request in detail, the Zoning Board enters the following decision:
 - a. Applicant is granted the requested dimensional variance to replace the Acura sign with the Mazda sign at the Subject Property.
 - b. Applicant must either provide the Zoning Office with a letter of approval for installation along the state road or an email indicating that PennDOT approval is not required.

c. Applicant shall comply with all relevant building and occupancy codes and ordinances as well as the plans and testimony submitted before the Zoning Board.

d. Applicant may not use, expand, alter or otherwise use the Subject Property inconsistent with the contents of this Decision without making application requesting further relief from the Zoning Board.

e. Failure to comply with any of these conditions shall mean the immediate revocation of the relief granted herein.

The decision of this Board is by a vote of 5 to 0 .

**ZONING HEARING BOARD OF THE CITY
OF READING**

/s/ Jared Barcz

JARED BARCZ, CHAIRMAN

/s/ Philip Rabena

PHILIP RABENA

/s/ Thomas Fox

THOMAS FOX

/s/ Jeffrey Gattone

JEFFREY GATTONE

/s/ Charles Jones

CHARLES JONES