

IN RE: APPEAL OF SWEET STREET DESSERTS, INC., RELATIVE TO A PROPERTY LOCATED AT 722 HIESTER’S LANE, CITY OF READING, BERKS COUNTY, PENNSYLVANIA	: BEFORE THE ZONING HEARING : BOARD OF THE CITY OF READING, : PENNSYLVANIA : : APPEAL NO. 2607-0021 : : VARIANCE, INTERPRETATION : AND/OR SPECIAL EXCEPTION
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**DECISION OF THE ZONING HEARING
BOARD OF THE CITY OF READING**

AND NOW, this 9th day of September 2026, a hearing having been held on August 12, 2026, upon the application of Sweet Street Desserts, Inc., 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. The Applicant is Sweet Street Desserts, Inc., with a principal business address of 722 Hiester’s Lane, City of Reading, Berks County, Pennsylvania 19605 (hereinafter referred to as the “Applicant”).
2. Applicant is the fee simple owner of real property located at 722 Hiester’s Lane, City of Reading, Berks County, Pennsylvania 19605 (hereinafter referred to as the “Subject Property”).
3. The Subject Property is located in the Manufacturing-Commercial (M-C) 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 Joan E. London, Esquire, of Kozloff Stoudt, 2640 Westview Drive, Wyomissing, Pennsylvania 19610.
5. Applicant seeks a variance for eight (8) new directional signs at the Subject Property.

6. Applicant is seeking zoning relief under Sections 600-1712.C, 600-1707.I. and J. and 600-1703 of the Zoning Ordinance.

7. The Subject Property consists of 15.8 acres with four distinct uses, namely Applicant's corporate offices, the retail/restaurant known as Café Sweet Street, and manufacturing, production and distribution of its products.

8. The Subject Property has vehicular and pedestrian traffic from the general public, vendors, delivery trucks and tractor trailer trucks; and Applicant stated there are often problems with these groups of travelers not knowing where they are to access the proper areas of the Subject Property and thereby also endangering pedestrians accessing the Subject Property.

9. Applicant proposes eight directional signs to rectify the confusion as follows;

a. Four (4) signs with dimensions of 60" in height and 20" in width (8.33 sq. ft.);

b. Two (2) signs with dimensions of 88" in height and 51.5" in width (31.47 sq. ft.);

and

c. Two (2) signs with dimensions of 8" in height and 28" in width (9.33 sq. ft.).

10. Under Section 600-1712 of the Zoning Ordinance directional signs are permitted to have a maximum area of six (6) square feet and a height of four (4) feet.

11. The proposed signs are needed to facilitate safe vehicular and pedestrian travel due to its size and multiple permitted uses.

12. Applicant's manufacturing and commercial use, hours of operation, number of employees and visitors/vendors will not increase as a result of the sign installations.

13. The proposed signs are intended to make the Subject Property safer and more attractive.

14. The requested variance for sign number and size is the minimum variance needed to allow the reasonable use of the Subject Property.

15. The requested signs will not impede any vehicular site distance and will not be a detriment to the health, safety and welfare of the neighborhood, the zoning district, or the City of Reading in general.

16. There were no objections to the proposed signs and/or the requested variance.

DISCUSSION

Applicant seeks a variance for eight (8) new directional signs at the Subject Property under Sections 600-1712.C, 600-1707.I. and J. and 600-1703 of the Zoning Ordinance. The Zoning Board finds the proposed use is 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.

CONCLUSIONS OF LAW

1. Applicant is Sweet Street Desserts, Inc.
2. The Subject Property is located at 722 Hiester's Lane, City of Reading, Berks County, Pennsylvania 19605.
3. The Subject Property is located in the Manufacturing-Commercial (M-C) Zoning District.
4. Applicant seeks a special exception and/or variance to permit eight (8) directional signs on the Subject Property.
5. The Zoning Board is permitted to grant applications for variances and/or special exceptions and to interpret the Zoning Ordinance.
6. The Zoning Board incorporates the findings of fact as though fully set forth at length herein.
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 variances for eight (8) directional signs as set forth in its testimony and plans.
 - b. The required building and zoning permits/applications shall be prepared and submitted to the City of Reading in order to address all sign requirements.

- c. The signs shall comply with all fire, safety and accessibility requirements specified by the City of Reading prior to occupancy.
- d. Applicant shall comply with all relevant building codes and ordinances as well as the plans and testimony submitted before the Zoning Board.
- e. 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.
- f. 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 4 to 0.

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

/s/ Jared Barcz

JARED BARCZ, CHAIRMAN

Not present

PHILIP RABENA

/s/ Thomas Fox

THOMAS FOX

/s/ Jeffrey Gattone

JEFFREY GATTONE

/s/ Charles Jones

CHARLES JONES