



# ***CITY COUNCIL***

## ***Standards of Living Committee***

**Monday, December 15, 2014**  
**Council Office**  
**5:00 pm**

**The Standards of Living Committee's responsibilities and topics include but are not limited to Housing Planning strategies, Building, Trades and Property Maintenance Inspection and Enforcement, Public Safety, Public Works, Police, Fire, Neighborhood Parks, Neighborhood Revitalization, Community Development, Customer Service, Graffiti Abatement, Community Group Organization and Support**

**Committee Members:** Mr. Sterner, Mr. Daubert (Co Chairs) and Mr. Marmarou

*Although Council committee meetings are open to the public, public comment is not permitted at Council Committee meetings. However, citizens are encouraged to attend and observe the meetings. Comment from citizens or professionals during the meeting may be solicited on agenda topics via invitation by the Committee Chair.*

*All electronic recording devices must be at the entry door in all meeting rooms and offices, as per Bill No. 27-2012*

- I. Review Revision of Naming Policy**
- II. Snow Emergency Plan and Snow Removal**
- III. UGI Gas Meter Relocation – position statement review**
- IV. Define 2015 Topics and Timelines**
- V. Updates**
  - 1. Wyomissing Park Street Lighting – in progress**
  - 2. UGI Meter Relocation**
  - 3. Update of Trades Codes & New Language re PVC vs Copper Piping – currently in Law Department**

4. **SALDO Ordinance and Official Map** – currently in Law Department
5. **Agreements with Playground Associations**



# *CITY COUNCIL*

## *Standards of Living Committee*

**Monday, September 15, 2014**  
**Meeting Report**

**Committee Members Attending:** D. Sterner (Co-Chair), S. Marmarou

Others Attending: S. Katzenmoyer, F. Acosta, T. Coleman, F. Denbowski

The meeting was called to order at 6:23 pm by Mr. Sterner.

### **I. Agreements with Playground Associations & Other Organizations**

Mr. Denbowski explained that playground associations are created by the City. He stated that the Recreation Commission is reviewing the current playground associations. He stated that at one time there were so many playground associations that the City had a federation of associations. He stated that the last time the playground associations were reviewed was in 1998.

Mr. Denbowski distributed a draft agreement between the City and the Recreation Commission giving the Recreation Commission the authority to oversee the playground associations.

Mr. Denbowski stated that there are currently three active playground associations – Hillside, Keffer Park, and 6<sup>th</sup> & Amity. He noted his hope that others can be reinstated.

Mr. Sterner questioned if the playground associations would be overseen by the Recreation Commission or by the City Administration. Mr. Denbowski recommended that they be overseen by the Recreation Commission. He noted the need for playground association members to have background checks to protect the children.

He stated that playground associations collect funds and there must be oversight to ensure that these funds are used for recreation or on capital needs of the playground itself.

Mr. Sterner stated that Hillside is struggling. He stated that the current treasurer is wondering what to do with its funds. Mr. Denbowski stated that the funds should be used to benefit Hillside or a recreation program. He noted the need for playground associations to submit financial statements annually for review by the City Auditor.

Mr. Marmarou questioned if Rotary would fall within this agreement. Mr. Denbowski stated that Rotary is not a playground association. He stated that current agreements with the City will not be grandfathered into the agreement with the Recreation Commission for oversight.

Mr. Acosta questioned why residents would become active for their playgrounds if they did not control how their funds were spent. Mr. Denbowski stated that there needs to be some accountability of how the funds are spent.

Mr. Acosta agreed with the need to oversee funds. However he expressed concern that the Recreation Commission not have too much power. He stated that residents will not be motivated to make a change if they are told how that change must be made. He noted his agreement with oversight of the funds but not with the Recreation Commission controlling how those funds are spent.

Mr. Sterner stated that there have been issues between the Hillside members and Ms. Klahr. He noted that there are personality conflicts.

Mr. Acosta stated that Ms. Klahr has a goal and vision for City recreation.

Mr. Sterner suggested that the agreement also include a level of City oversight. Mr. Denbowski suggested that it be a representative of Public Works.

Mr. Marmarou agreed and stated that there is also friction between Ms. Klahr and Public Works.

Mr. Coleman stated that the agreement between the City and the Recreation Commission would give management to the Recreation Commission for programs, audits, and background checks.

Mr. Sterner stated that there is an active concession stand at Hillside. He stated that during the summer program, the playground leader used their supplies without permission. The costs were not reimbursed.

Mr. Coleman stated that he has been working with Public Works on several issues. He stated that residents approach him and describe work that needs to be done. He expressed the belief that residents are motivated to make improvements.

Mr. Marmarou stated that he personally knows of two associations in the past who used association money for personal expenses. He noted the need to know the character of those who will be leaders.

Mr. Denbowski expressed the belief that the playground associations that exist must be maintained and that more associations are needed.

Mr. Sterner agreed with the need for annual audits.

## **II. Review Revision of Naming Policy**

Ms. Katzenmoyer reviewed the proposed changes. She stated that the need for change was discovered when a recent application to dedicate the baseball field at Schlegel Park was processed.

Mr. Acosta requested additional time to review the changes to the naming policy and also requested a copy of the application to rename the baseball field at Schlegel Park.

## **III. UGI Gas Meters**

Mr. Coleman stated that the PUC put out its new regulations very recently. He noted the need to review the new regulations and give a further update at a future meeting.

Mr. Coleman reviewed how residents can make complaints to the PUC about utilities.

Mr. Marmarou described the destruction done at his home by UGI. Mr. Coleman suggested that Mr. Marmarou follow the complaint process.

Mr. Coleman stated that City residents are very transient. He stated that mailings will be sent to "Resident" in the future to avoid undeliverable mail. He stated that the City will be creating a complaint form and that there will be a message in a future bill to explain to residents how to have their external meters repainted. He stated that there

has been some improvement in the process and that all this information will be placed on the City website.

Mr. Coleman described the difference between federal historic places and local historic districts. He stated that they are treated differently by the PUC. He noted the need to review the new regulations to determine if their position on historic districts has changed.

#### **IV. Inclusion of RAWA in the Street Cut Permit Process**

Mr. Acosta questioned if RAWA is being billed for their street cuts. Mr. Coleman stated that it is.

#### **V. Updates**

Mr. Acosta recommended that the list of updates be reviewed and items removed that are completed.

The meeting adjourned at 7:07 pm.

Respectfully submitted,  
*Shelly Katzenmoyer*  
Deputy City Clerk



CITY OF READING,  
PENNSYLVANIA

MEMORANDUM

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**TO:** Members of Council  
**FROM:** Linda A. Kelleher, City Clerk  
**DATE:** December 3, 2014  
**SUBJECT:** Amendment to the Naming Policy

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In 2002 Council staff was asked to draft a Naming Policy in response to a request to rename Buttonwood Street. When the issue was researched the only Naming Policies available were from newer municipalities that were building new buildings and streets. The original Naming Policy was drafted to define the process and criteria by which the public facilities and streets could be named, renamed, or dedicated. However, the same process and criteria applied to the renaming of streets and facilities also applied to requests for dedication plaques. The policy also did not seek input from the Planning Commission and HARB.

Before this year, Council staff did not recognize the need to treat the renaming of streets and facilities differently from requests for tribute plaques. This year a request was made to place a simple honorary plaque on a field house to recognize the service of a Reading resident who dedicated much of his life to caring for a city playground, which inspired Council staff to research the issue again.

When researching the issue during the summer of 2014, a wide range of Naming Policies from municipalities like Reading were identified. The policies from municipalities in the Washington DC area were found to be the most comprehensive. A work group composed of Public Works, Planning, Historic Preservation, the Business Analyst and Council staff was formed to review the policies collected and to amend our local Naming Policy.

The amendment to the Naming Policy drafted by the work group and being considered by Council:

1. Eliminates the ability to seek the renaming of current streets



2. Places a timeframe on honorary streets and places maintenance responsibility on the sponsoring party
3. Retains the need for the sponsoring party to provide a gift equal to 1/3 of the cost of the facility to be named or renamed
4. Requires the candidate to have made exceptional contributions to the City and/or the community at large in the form of money, land, time, or overall service to the community
5. Adds provisions for the maintenance of the signs and plaques
6. Adds a process to name newly opened streets
7. Refines the review process beginning with the Public Works Director making a recommendation to the Memorial Review Committee (MRC), which allows input from HARB and the Planning Commission. The MRC then makes a recommendation for City Council approval

C: Members of Council  
Managing Director  
Solicitor

POLICY

# Naming of Public Facilities

Approval Date: \_\_\_\_\_

Last Amendment: 6-23-04

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## **PURPOSE:**

The purpose of this policy is to define the process and criteria by which the public facilities ~~and streets~~ shall be named, renamed, or dedicated.

*City of Reading streets and facilities are generally named for a geographic area, a theme or a natural historic feature. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy, but meeting all criteria does not ensure that the renaming will be approved.*

*While City streets cannot be renamed, honorary street names will be considered. Honorary street name signs are posted above the standard street name sign to recognize and honor certain individuals or groups for a period of time without changing the official name of the street or the official addresses of residences and businesses on the street. The honorary street name sign may stay in place for a period of ten (10) years, after which it will be removed by the City unless a new application is submitted to the City by the requesting party or organization and approved by the process contained herein.*

## **INTENT:**

The success and vitality of the City depends on the contribution and support from citizens, volunteers, financial donors, community leaders and officials. The City welcomes the opportunity to honor those who have demonstrated outstanding service and have worked to enhance the community of Reading *along with our state and country.*

The number of facilities owned by the City is finite. As a result, a fair and impartial policy is necessary to assure that naming or dedicating a facility based on an individual, group or corporation is reserved for those most deserving and appropriate, and to recognize substantial gifts *and/or contributions.*

## KEY DEFINITIONS:

**Accessories** – Segments of facilities such as rooms, walkways, fields, gardens, trees, walls, art, equipment, etc.

**Candidates** – Individuals, groups, companies or corporations nominated for the purpose of naming a facility.

**Facilities**- Buildings, field houses, stand alone parks, and playgrounds.

**Gifts** – A monetary payment, grant, donation or bequest to the City for a specific purpose.

**Community service** – substantial contribution of leadership and outstanding service to a local organization or social service agency/program that has had a major impact or benefit to a large sector of the Reading community.

**Multiuse Facility** – a facility that offers a combination of recreational activities with assorted outbuildings, playing fields, playgrounds that can be used simultaneously.

*Memorial Review Committee Review Committee*— a group, *as per City Code Chapter 396, Section 500 (Bill No. 55-2013)*, ~~composed of the Council Public Works Committee, Managing Director and Public Works Director,~~ *composed of the Historic Preservation Specialist, a City Planner, the Public Works Operations Division Manager, the City Clerk; and the Director of the Berks County Office of Veterans Affairs. The Director of Public Works shall appoint a MRC chairperson from the membership. The Committee shall* ~~who will~~ receive and review nominating petitions for the renaming or dedication of City owned facilities, *as recommended by the Director of Public Works.* The group will forward their recommendation to the full body of Council.

## POLICY:

1. **Naming Criteria for facilities such as buildings and stand-alone parks and playgrounds.**
  - a. A facility may be named *or renamed* if the City receives a gift that represents approximately 1/3 of the capital cost of a new or renovated facility or project improvement *and if the candidate has made exceptional contributions to the City and/or the community at large in the form of money, land, time, or overall service to the community. City Council designation of the name of a park, public open space, building or an area within a park, public open space or building will only apply to that*

*particular building or tract of land and the name cannot be transferred to another park, public open space, or building without being proposed under the formal process outlined in this policy. See "Procedures" below.*

2. Naming/dedication of accessories such as individual components of a multiuse recreation area. An accessory may be named if the following applies:
  - a. The candidate gives a monetary gift to the City designated for the specific accessory or to the City's endowment fund; and
  - b. The candidate has made a substantial and/or long-term "in-kind" contribution to the life and spirit of the neighborhood community in Reading *or at large community*.
  - c. *See "Procedures" below.*
3. ~~Honorary Street Renaming of a City Street~~
  - a. 51% of the property owners on the given street must provide written consent on the petition, as described under the "Procedures" Section. The petitioning party shall purchase the honorary street signage and be responsible for repairs or replacement of the signage.
  - b. *See "Procedures" below.*
4. Designation or Tribute Plaque
  - a. The petitioning party shall purchase the designation plaque. See section below pertaining to the purchase of designation plaques. *No more than one designation or tribute plaque may be placed on one facility or accessory.*
  - b. *See "Procedures" below"*
5. *Naming a newly opened street.*
  - a. *See Procedures below.*

## Procedures

1. Any group or individual may nominate a candidate *as follows*:
  - a. *Naming or renaming a new or existing facility, or accessory* - by submitting a petition containing the signatures of at least 200 City residents (see attached sample) to the *Public Works Director Review Committee* ~~composed of the Council Public Works Committee, Managing Director and Public Works Director~~ *and answering the questions identified in 2 below.*

- b. *Honorary street names – by submitting a petition containing the signatures of at least 51% of those owning property on the existing street and answering the questions identified in 2 below.*
  - c. *Tribute or dedication of an accessory – by submitting a letter addressing the questions identified in number two (2) below.*
  - d. *Naming of newly opened streets - by submitting a petition containing the signatures of at least 51% of those owning property on the new or existing street and making a recommendation for the street name that follows the theme or history of the area, does not re-use a name of a street that has been closed or vacated at any time and answering the questions identified in 2 below.*
2. The nominating petition shall be supported by accompanying documentation that provides evidence of the outstanding contributions the candidate has made to the City of Reading *or to the broader community at large*. Nominators shall address the following questions in their preparation of a nomination. The nominators must also provide a financial statement that shows sufficient monetary support for the upkeep and maintenance of the item to be dedicated *and/or for the purchase of the plaque, marker or sign and make a recommendation for the location of a plaque or marker that may be modified by the City*.
- What are the candidate’s outstanding contribution(s) to the community in terms of activities or gifts? How did the candidate enhance the *overall community or its history*?
  - How will the candidate’s contributions be recognized in the future?
  - The candidate’s contributions have the greatest impact on whom?
  - How does the candidate relate to the facility proposed for naming?
  - Are funds available to purchase and install identification plaques?
  - *Whether and to what extent the appropriate and/or impacted communities support the proposal*
  - *Any other factors, which would support the request.*
3. Within thirty (30) days of receiving a nomination, *the Director of Public Works Review Committee* shall review the application petition and *forward it with a recommendation* to the *Memorial Review Committee* ~~Recreation Advisory Council and the Planning Commission~~ for their review  
 The *Memorial Review Committee* ~~Recreation Advisory Council and the Planning Commission~~ shall submit a recommendation *in the form of a resolution* to City Council ~~the Review Committee~~ within 30 days of the receipt of the

~~petition~~ *recommendation of the Director of Public Works.* The resolution shall identify the candidate, facility *or accessory* to be named *or street where the honorary name sign will be located*, and the justification for such naming based on the established policy. The candidate shall not be re-nominated ~~for the naming of any other accessories or facilities~~ for a period of one (1) year.

## Identification plaques

1. Upon ~~an~~ *City Council's* affirmative vote to name a facility *or accessory*, *approve an honorary plaque or tribute, approve an honorary street name or name a newly opened street*, the Administration shall contract to fabricate a bronze plaque *or sign* that generally meets the following specifications. All costs to purchase and install plaques, *signs* or tribute markers shall be secured by the person(s) or organization nominating the candidate. *Maintenance and repair/replacement costs must also be covered by the person or group nominating the candidate.*

- a. Building Plaques

A facility may be formally identified by a bronze plaque bearing the name of the building, the year construction was completed or dedicated and other information as appropriate. Plaques generally shall have the dimensions of 12 inches wide by 18 inches high. The plaque shall be cast in bronze with raised polished lettering and shall be mounted near the principal entrance. If the building is named after an individual, the plaque shall contain a portrait and short biography of the individual after whom the building is named.

- b. Room Plaques

Rooms inside facilities shall be identified with a modest bronze plaque 4 inches wide by 5 inches tall and shall bear the name of the candidate for which the room is named and a brief description of the candidate's contribution to the city *or the broader community.*

- c. Tribute Markers – Dedication Plaques

Accessories dedicated to a candidate shall be identified by a custom designed tribute marker. Marker shall be designed to minimize long-term maintenance, vandalism and sized to the appropriate scale *that is*

*determined by the City. There shall be no more than one tribute marker or dedication plaque per building or accessory.*

*d. Honorary Street Name Signs*

*The honorary name sign is of a similar size and shape as a standard street name sign but it will be of a different color than the standard street sign. The sign must contain the name of the person or organization that requested the sign and the date the sign request was approved by City Council. Only one honorary name sign will be allowed per street sign.*

*The honorary name street sign may stay in place for a period of ten (10) years, after which it will be removed unless a new application is submitted to the City by the requesting party or organization and approved by the process contained herein.*

*Honorary street name signs will not be placed on any Federal Highway. The party requesting honorary name street signs on State Highways must obtain approval by the Pennsylvania Department of Transportation before the request is submitted to the City. Honorary street name signs will be placed on ground mounted signs only.*

*e. Signs for newly opened streets*

*The signs shall be of the same size, shape, color and style of the City's existing street naming signs.*

## ADMINISTRATIVE PROVISIONS

1. To respect the candidates, the application petitions shall be reviewed discretely to avoid unnecessary public attention. Public meetings, media attention and competition among candidates should be avoided. Exposure and competition may embarrass the individuals the City is considering honoring.
2. All costs to purchase and install plaques or tribute markers shall be secured by the person or group nominating the candidate.
3. ~~The Chair of the Planning Commission and the~~ Director of Public Works or their designee shall have complete and sole authority to approve the size, content, location and material of plaques and tribute markers *that are authorized by City Council.*

4. This policy will apply to the majority of situations and is intended to maintain fairness and consistency. The City recognizes that there may be unique circumstances or events that may warrant a departure from this policy for the overall good of the City. These unique circumstances will be considered by the *Memorial* Review Committee. The *Memorial* Review Committee will provide justification for any such departure from this policy.