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MONTGOMERY COUNTY
PLANNING COMMISSION

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SCOTT FRANCE, AICP
EXECUTIVE DIRECTOR

January 25, 2024

Mr. Roman Pronczak, P.E., Township Manager
Whitpain Township
960 Wentz Road
Blue Bell, Pennsylvania 19422

Re: MCPC #24-0005-001
Plan Name: Keystone Outdoor Advertising Company - 1273 DeKalb Pike
(1 lot comprising 0.83 acres)
Situate: Dekalb Pike and Michaels Lane
Whitpain Township

Dear Mr. Pronczak:

We have reviewed the above-referenced conditional use proposal and plan as you requested on January 9, 2024. We forward this letter as a report of our review.

BACKGROUND

The applicant, Keystone Outdoor Advertising Company, is seeking a conditional use approval to construct a new off-premises LED advertising sign on a leased parcel, zoned C-Commercial and located with the Off-premises Advertising Sign overlay district. The parcel also supports an existing building commercial use.

The sign will be located in the rear paved parking lot along the Pennsylvania Turnpike, in a 5-foot diameter area. The sign will be a single faced 10-foot by 36-foot (360 square feet) digital billboard advertising to the southbound travel lane of the Turnpike (NE Extension). The sign is part of a license or right to temporarily use surrounding Lessor Property as may be needed for installation, maintenance, operation, repairs, and upgrades of the sign. Signed agreements have been included as part of this application.

The conditional use request is made under Section 191.2, as amended by Ordinance 4-262 which states, *"that a sign height above 35 feet may be granted by the Board of Supervisors as a conditional use where good cause is shown related to the safe visibility from the roadway.*" The proposed sign height is to be 25 feet above the Pennsylvania Turnpike elevation and an additional 5 feet to clear existing structures on the hill to maintain visibility, equaling 59 feet in total height.

RECOMMENDATION

The Montgomery County Planning Commission (MCPC) generally supports the applicant's proposal as it generally complies with the requirements of Zoning Section 160-191.2, General Regulations for Off-Premises Advertising Sign Overlay District. With regards to the height of the sign, we default to the township engineer's expertise to confirm that 59 feet is the minimum height in order for the sign to be safely visible to vehicles traveling on the Pennsylvania Turnpike.

CONCLUSION

We wish to reiterate that MCPC generally supports the applicant's proposal.

Please note that the review comments and recommendations contained in this report are advisory to the municipality and final disposition for the approval of any proposal will be made by the municipality.

Sincerely,

Erin Feehily, PLA, Design Planning Assistant Manager
610-278-3757 – erin.feehily@montgomerycountypa.gov

c: Keystone Outdoor Advertising Company Inc., Applicant
Vincent B. Mancini, Applicant's Representative
Kenneth Corti, Chair, Township Planning Commission
James Blanch, Township Engineer
Michael P. Clarke. Esq., Township Solicitor

Attachment A: Aerial Image of Site
Attachment B: Reduced Copy of Applicant's Proposed Site Plan

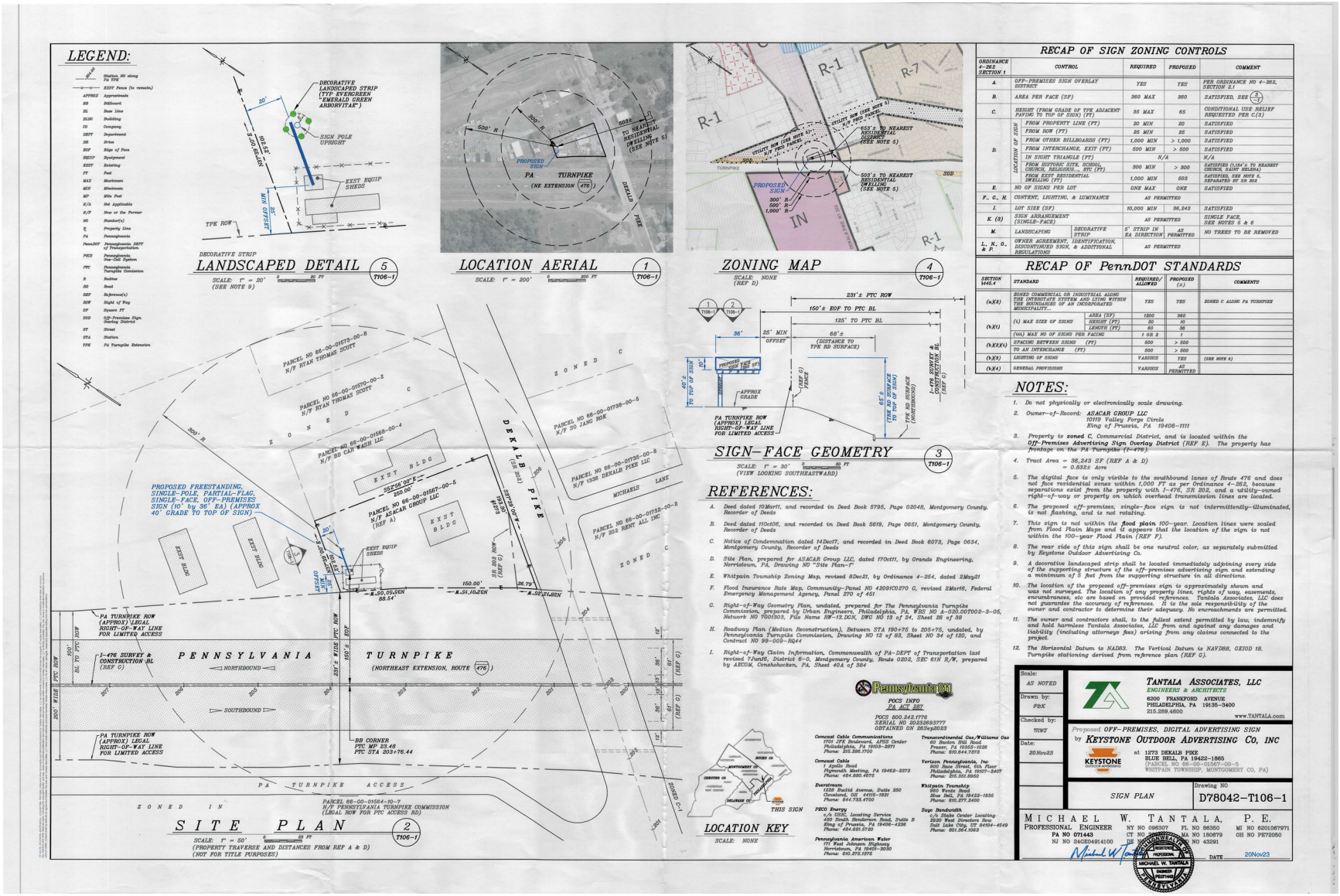


Keystone Outdoor Advertising Co.
1273 Dekalb Pike
MCPC#240005001

Montgomery County Planning Commission

0 50 100 200 Feet

N


LEGEND:
LANDSCAPED DETAIL
LOCATION AERIAL
ZONING MAP
SIGN-FACE GEOMETRY
REFERENCES:
SITE PLAN
LOCATION KEY
RECAP OF SIGN ZONING CONTROLS
RECAP OF PennDOT STANDARDS
NOTES:
PROPOSED FREESTANDING, SINGLE-POLE, PARTIAL-FLAG, SINGLE-FACE, OFF-PREMISES SIGN (10' by 36' EA) (APPROX 40' GRADE TO TOP OF SIGN)
PENNSYLVANIA TURNPIKE (NORTHEAST EXTENSION, ROUTE 476)
DEKALB PIKE (SR 202)
MICHAELS LANE
TANTALA ASSOCIATES, LLC
ENGINEERS & ARCHITECTS
Proposed OFF-PREMISES, DIGITAL ADVERTISING SIGN
by KEYSTONE OUTDOOR ADVERTISING CO, INC
SIGN PLAN
Drawing NO D78042-T106-1
MICHAEL W. TANTALA, P.E.
PROFESSIONAL ENGINEER
PA NO 071443
NJ NO 24GE04914100
DATE 20Nov23