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NEW HOPE BOROUGH COUNCIL  
BUCKS COUNTY, PENNSYLVANIA  
- - -  
COUNCIL WORKSHOP - FEBRUARY 2023  
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NEW HOPE BOROUGH COMMUNITY ROOM  
123 NEW STREET  
NEW HOPE, PENNSYLVANIA 18938  
- - -  
MONDAY, FEBRUARY 6, 2023  
COMMENCING AT 4:00 P.M.  
- - -

BOARD MEMBERS PRESENT:

CONNIE GERING - PRESIDENT  
LAURIE McHUGH - VICE-PRESIDENT  
TINA RETTIG  
DANIEL DOUGHERTY  
PETER MEYER  
LOUISE FEDER  
- - -

ALSO PRESENT:

PETER GRAY - BOROUGH MANAGER  
JOHN FENNINGHAM, ESQUIRE - BOROUGH SOLICITOR  
MARY STOVER - ZONING OFFICER  
MATTHEW DECKER - AUDIO TECHNICIAN

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1 FEBRUARY 2023 WORKSHOP  
2 PRESIDENT GERING: I would like to call the  
3 meeting to order.  
4 Pete, if you can take roll call.  
5 MR. GRAY: Certainly.  
6 Ms. McHugh?  
7 MS. McHUGH: I am here.  
8 MR. GRAY: Ms. Rettig?  
9 MS. RETTIG: Yep. Here.  
10 MR. GRAY: Ms. Feder?  
11 MS. FEDER: Here.  
12 MR. GRAY: Mr. Dougherty? Mr. Maisel?  
13 Mr. Meyer?  
14 MR. MEYER: Here.  
15 MR. GRAY: Mayor Keller? Ms. Gering?  
16 PRESIDENT GERING: Here. Thank you.  
17 Do we have any public comment regarding  
18 what is on the agenda for today? All right.  
19 Then we have the application by the  
20 Delaware and Lehigh National Heritage Corridor.  
21 That is you back there I am assuming.  
22 MS. ROSENCRANS: Yes.  
23 PRESIDENT GERING: Come on up. Identify  
24 yourself for the court stenographer.  
25 MS. ROSENCRANS: Elizabeth Rosencrans. The

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1 FEBRUARY 2023 WORKSHOP  
2  
3 I N D E X  
4 AGENDA ITEM PAGE NO.  
5 Delaware and Lehigh National Heritage ..... 3  
6 Formula Retail Ordinance ..... 18  
7 New Hope Borough Logo ..... 25  
8  
9  
10  
11  
12  
13  
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1 FEBRUARY 2023 WORKSHOP  
2 Trail and Stewardship Manager for the Delaware and Lehigh  
3 National Heritage Corridor. I know it is a mouthful.  
4 Thank you for having us to your working  
5 group meeting today to talk about interim signage at the  
6 D&L Trail crossing on Main Street, State Route 32. So we  
7 have got an overall map here that kind of shows the four  
8 sign locations in the three red circles and the one orange  
9 circle.  
10 The orange circle is on the Delaware Canal  
11 State Park's property. The three red are on Borough  
12 property. So we are only really talking about the three  
13 red ones but every one is working as a partnership so all  
14 signs will go in at the same time.  
15 - - -  
16 (Daniel Dougherty arrived at the meeting).  
17 - - -  
18 MS. ROSENCRANZ: We can see a couple of  
19 signs there at the bottom. I will grab example signs from  
20 my bag and bring them up for you guys to see. You can  
21 pass them around and take a look at them.  
22 So those are the six-inch aluminum  
23 wayfinding signs. They tell you with an arrow which way  
24 to go to get back to the trail and this interim solution  
25 identifies those three post locations with various

FEBRUARY 2023 WORKSHOP

1  
 2 versions of those signs on them on both sides to tell  
 3 people -- help people going northbound, southbound and  
 4 from town how to get back to the trail.  
 5 Right in that area as we keep going,  
 6 through the side locations are those details of exactly  
 7 which directional signs are proposed at each post  
 8 location.  
 9 When we get to the images, don't judge  
 10 these too harsh. This is me on PowerPoint. What a sign  
 11 might look like heading northbound which is where the  
 12 trail comes out from the new River Hotel, the old Odette's  
 13 location.  
 14 It comes up through kind of a joint  
 15 driveway area and pops people out and they kind of look  
 16 across the street, they kind of see the Delaware Canal  
 17 State Park sign and cross the road, which is just out of  
 18 shot. They don't really see the stairs across the road  
 19 where they start to go, they just start crossing. They  
 20 don't always look both ways.  
 21 It is a blind curve, you have people not  
 22 coming too fast out of town but maybe coming faster the  
 23 other way as they enter the town and it just kind of  
 24 creates a conflict zone for pedestrians, bicycles and  
 25 cars.

FEBRUARY 2023 WORKSHOP

1  
 2 Street right at Waterloo Street intersection and this is  
 3 trying to tell people to use the crosswalk. You can see  
 4 the person in the top image is coming from town so she has  
 5 signs on the other side that are telling her to also use  
 6 the crosswalk.  
 7 And then this image on the bottom is from  
 8 across the street telling people that once they cross they  
 9 need to go right to get back to the driveway. And the  
 10 same thing is repeated when we go down a little bit on the  
 11 other side of the crosswalk, the same type of signage on  
 12 both sides just to try to get people to come up -- they  
 13 don't want to pass the stairs that they are looking at to  
 14 get to the crosswalk.  
 15 We are really trying to get them to use the  
 16 safest route here. So that is pretty much what the  
 17 signage is for and once it gets them back to those stairs,  
 18 there will be the final post on the State Park's property  
 19 telling them to use the staircase to get back to the trail  
 20 where it continues.  
 21 PRESIDENT GERING: So did you get  
 22 permission from DCNR to put signs on their property  
 23 because that is where you are showing there on that hill  
 24 that you would have signage.  
 25 MS. ROSENCRANS: Yep. So this whole

FEBRUARY 2023 WORKSHOP

1  
 2 So the goal for these signs is to get them  
 3 to stay on the sidewalk and as we scroll through, you will  
 4 see the different sign locations. This is the same spot  
 5 looking southbound.  
 6 So as we keep going, the next stop will be  
 7 actually up once you hit Waterloo Street.  
 8 PRESIDENT GERING: Can I ask you a really  
 9 quick question? I drove there, you're showing poles where  
 10 these signs are to be placed on. There are no existing  
 11 poles now so would that require you to put poles in the  
 12 streets there?  
 13 MS. ROSENCRANS: If they go in the exact  
 14 locations proposed, they would require posts and it would  
 15 be any post that you choose. It probably would be the  
 16 same post that you use for most street signs, a square  
 17 aluminum post that is a breakaway post that is recommended  
 18 by PennDOT so that if a car hits it it doesn't damage the  
 19 car too badly. That would be up to your Public Works  
 20 folks to pick what type of post they would like. You can  
 21 do a wooden post as well. The State Park would like to  
 22 match any post that you choose to use so leave it up to  
 23 you to pick.  
 24 So then this location is the second sign  
 25 location and this is on the eastern I believe side of Main

FEBRUARY 2023 WORKSHOP

1  
 2 project started in 2021. We met out on the site with  
 3 Peter, with then Public Works Manager Tom, DCNR staff and  
 4 D&L staff and we all talked about what kind of crossing  
 5 solution would be. The goal was for a bigger crossing  
 6 solution.  
 7 I believe in 2020, I think it was DCED, the  
 8 Department of Community and Economic Development,  
 9 recommended that the Borough do a study to figure out  
 10 where the trail could safely cross instead of sending  
 11 people up to Waterloo, COVID hit, everything stalled.  
 12 So we met in 2021 just to get an interim  
 13 solution, which is the signage. So we are not asking to  
 14 get into the big study and building a brand new crossing  
 15 down at the Odette's building just yet, this is just the  
 16 signage that was developed with Borough and State Park and  
 17 Heritage Area staff.  
 18 PRESIDENT GERING: The other thing that  
 19 concerns me with your additional signage is we have very  
 20 narrow sidewalks. I drove through town twice today  
 21 because you were showing poles there and I found that  
 22 there weren't any. That is a serious concern.  
 23 We have narrow streets, you can't get  
 24 people with strollers to walk through and to be honest --  
 25 and this is just me, one voice, they will go past this

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1 FEBRUARY 2023 WORKSHOP  
2 sign and never see it. They will walk into the pole much  
3 quicker than to see what your sign is.  
4 Now again, I don't know how the rest of  
5 Council feels, I personally am not in favor of you putting  
6 these signs on Main Street.  
7 MS. FEDER: So as somebody who uses a  
8 stroller -- sorry. As somebody that uses a stroller at  
9 this crossing a lot, I am very in favor of these.  
10 I have gone up and down this stretch of the  
11 towpath with both of my kids and both of their ages,  
12 nobody knows how to find this next section of the towpath.  
13 I am confident that even with these poles at these  
14 locations, my big wide stroller could fit down the  
15 sidewalk no problem there.  
16 I agree with Connie, I think a number of  
17 people may miss these signs. As an interim solution where  
18 we are just getting people to try to figure out where the  
19 next stretch of the towpath is, I think it is a helpful  
20 intermediate solution and I would be very curious to see  
21 what your plan would be later. I know it is not at that  
22 stage yet.  
23 MR. MEYER: Let me add another question.  
24 It is distinctly possible that people are going to miss  
25 this unless they see similar signs elsewhere on the trail

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1 FEBRUARY 2023 WORKSHOP  
2 and are used to looking for them.  
3 So my question is how many of these exist  
4 in other places where they might actually see them because  
5 I think the question she's raising is a legitimate one.  
6 MS. ROSENCRANS: Yep. So the signs are  
7 part of the D&L signage package that we use throughout the  
8 trail which goes from Bristol, right outside of  
9 Philadelphia, all the way up to Wilkes Barre in Luzerne  
10 County.  
11 Right now the Delaware Canal State Park  
12 makes up the first 60 miles of the trail. They do not  
13 utilize our mile markers, which are the same symbol but  
14 they utilize the wayfinding which is the arrow version,  
15 anywhere that somebody has to navigate from a trail head  
16 to the trail. So up at the Ringing Rocks trail head they  
17 use it.  
18 Just south of this spot when you get to the  
19 new Odette's building there or hotel, pardon me, there is  
20 a fence and there are two routes that you can take through  
21 that new parking lot. They use a version of that signage  
22 to tell people to turn to either use the historic route  
23 which is right through the parking lot or an alternative.  
24 MR. MEYER: So they are likely to have  
25 seen these signs before they come into town?

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1 FEBRUARY 2023 WORKSHOP  
2 MS. ROSENCRANS: Yes.  
3 MR. MEYER: To me that is important.  
4 MS. FEDER: And that color scheme is  
5 consistent on trail markings up and down --  
6 MS. ROSENCRANS: Yeah, it is part of our  
7 whole package. Maybe you remember at the locktender house  
8 there is a different type of sign, it is not that small  
9 sign, it is a very tall kind of -- there it is on that  
10 bottom picture, it is very hard to see.  
11 But this sign here, that is part of our  
12 signage package so it meets the same colors, same fonts.  
13 It is all part of the same design standard. This is off  
14 the trail and the plan to develop this interim solution  
15 was a joint effort. So if there is another type of sign,  
16 a reflective component that you would like to see, a  
17 brighter yellow or something that you think would help  
18 raise awareness while fitting within the design parameters  
19 that your Borough likes to see, we can always look at  
20 several different types of signs for these locations.  
21 The places of the posts are meant to be off  
22 the path or as close to the curb as possible so they don't  
23 prohibit movement of people with strollers or different  
24 types of bikes and situations. But if there is a given  
25 format that you would like to see, like an arm that comes

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1 FEBRUARY 2023 WORKSHOP  
2 up or maybe something just like that wayfinding sign that  
3 exists, we can look at that too.  
4 This is really just getting a conversation  
5 going to put some sort of visual cue in to get people to  
6 use the crosswalk. And then the long term of course would  
7 be to develop a safer crossing where people are already  
8 crossing.  
9 MS. McHUGH: I can say I used to have a  
10 store on South Main across from Havana's and I was  
11 constantly giving people directions to the trail and it is  
12 not easy because it is very hard to describe. So if there  
13 was a sign and I could say go that way and you will see  
14 signs. I am not happy about putting poles on our  
15 sidewalks because I mean we got rid of all of our parking  
16 meters because of poles but I do believe that they we do  
17 need signs.  
18 And I think people -- if they are looking  
19 for it, they will find it and there is nothing there. It  
20 looks like you are going in somebody's backyard so people  
21 are hesitant to go down that way. Also you can probably  
22 direct them up the steps next to the carriage house,  
23 right?  
24 MS. ROSENCRANS: You could, the pathway --  
25 MS. McHUGH: Keep them from going back

## FEBRUARY 2023 WORKSHOP

1  
2 down.

3 MS. ROSENCRANS: Yeah. If they have a  
4 bike, they would have to hoist their bike to go up,  
5 whereas the wooden steps that go up near the sculpture  
6 have a bike channel that they are supposed to stick their  
7 tire in to get up the hill. But if you prefer moving  
8 certain signs to direct people that way, we can do that as  
9 well.

10 MS. FEDER: Those stairs are pretty dicey,  
11 I will just throw that out there.

12 MS. McHUGH: They are scary too.

13 MS. FEDER: I can't think of the last time  
14 I used them.

15 MR. DOUGHERTY: I am generally in favor of  
16 signage but -- and I could concur with Connie, curbside  
17 aspects of things and people tend to lose them too, I  
18 think they get knocked over and that kind of stuff. Then  
19 it could take a year -- it becomes a problem. The thing  
20 that I -- what I looked at, these aren't set in stone, is  
21 that what I am hearing?

22 MS. ROSENCRANS: These are our signs, they  
23 are what we recommend. We already have them so we provide  
24 them for free.  
25 If you wanted to design a new sign, we

## FEBRUARY 2023 WORKSHOP

1  
2 south, to Wilkes Barre is north.

3 MR. DOUGHERTY: Wilkes Barre, I have lived  
4 in -- I have never been to Wilkes Barre, shame on me. I  
5 think it is a hundred miles north of us or something. I  
6 am just kidding, it is pretty far. That is my feedback.

7 MS. McHUGH: It is a good point.

8 PRESIDENT GERING: I guess for me if you  
9 want to put your signs on the trail, I don't have an issue  
10 but where my problem is is the ones you're putting right  
11 on South Main Street. For example you have one right  
12 there, that is a really narrow sidewalk and you will be  
13 putting a pole. The other one is a little further up  
14 where it is residential property and the young lady  
15 sitting over there, it is her property.

16 So this is where my concern is, if you want  
17 to put your signs on DCNR property and you want to put  
18 them on the trails, I think that is fine. But on Main  
19 Street there, that gives me serious concern. We have been  
20 trying to clean up the curb appeal and adding these little  
21 signs is not going to add to it.

22 So I don't know how you guys feel because  
23 you are looking to put 12 signs up, three are on Main  
24 Street if I read this correctly. I have opposition to the  
25 three on Main Street. I don't have a problem with your

## FEBRUARY 2023 WORKSHOP

1  
2 would ask that we be involved.

3 MR. DOUGHERTY: My feedback -- I am not  
4 asking you to redesign. My feedback is I am not Louise, I  
5 don't traverse it. I have lived here for ten years -- to  
6 me to be useable, to help someone navigate and use the  
7 trail or whatever, having it say to Bristol, which is --  
8 it is like saying this is the direction to Florida. No  
9 one is going to get me to walk from New Hope to Bristol.

10 I mean to me it is Washington Crossing or  
11 something like that, the next town over and then each town  
12 might want to point south the next town there but to say  
13 to Bristol -- if you don't know Bristol is south of us and  
14 you don't realize the Delaware is -- sort of runs  
15 north/south, I don't know who is -- I don't know what D&L  
16 meant and -- until it had to be described to me. I have  
17 only lived here ten years.

18 Delaware and -- you know it just seems to  
19 me the DCNR and -- it confuses me. Like the D&L trail, I  
20 have not heard it called that. Maybe I just haven't been  
21 paying attention. I don't know. But to Bristol -- my  
22 feedback is telling people Bristol is that way when it is  
23 23 miles from here, which what you are really saying is  
24 south, right?  
25 MS. ROSENCRANS: Yeah. So to Bristol is

## FEBRUARY 2023 WORKSHOP

1  
2 other signs.

3 MS. ROSENCRANS: Just three posts. The 12  
4 signs is the number of signs attached to each post so  
5 there is multiple signs on each post. So the point of the  
6 signage here since none of them are on the trail, to get  
7 people back to the trail. None of these signs are being  
8 placed on the trail, it is in between that people are  
9 getting lost.

10 We can definitely talk about how you guys  
11 want to handle it, Borough staff and the State Park and  
12 the D&L to keep having their working meetings and take all  
13 of these comments into consideration and come up with a  
14 next draft. We can look at a version that cuts out the  
15 one at the crosswalk and has a more detailed sign  
16 somewhere in this vicinity so it catches people before  
17 they get to the road, maybe closer to the hotel where  
18 there is signage and then the one on the State Park  
19 property that maybe includes a map to direct people.

20 And instead of just using the word Bristol,  
21 it could say south/north, use the crosswalk and have a map  
22 of the crosswalk.

23 PRESIDENT GERING: That might be a better  
24 option.  
25 MR. MEYER: You also have room on here to

## FEBRUARY 2023 WORKSHOP

1  
2 say south to or north to or where it says to Bristol or to  
3 --  
4 MR. DOUGHERTY: You might want to keep the  
5 Bristol but south to Bristol.  
6 MR. MEYER: That is what I am saying.  
7 MS. ROSENCRANS: A map would allow more --  
8 MR. MEYER: South or S to simply is a way  
9 of handling it.  
10 MS. RETTIG: As somebody who bike rides the  
11 trail, I definitely think they are needed. I mean I know  
12 because I live here, but for people that don't live here I  
13 think it is important because I see it all of the time  
14 living in Riverwoods coming down the hill, I see people  
15 hop out from your driveway, Michelle, and trying to cross  
16 on a blind curve where we are trying to turn and New  
17 Street is coming in. It is a problem. I am surprised  
18 people have not been hurt.  
19 MS. FEDER: I think they have been. That  
20 is kind of the issue. The crash report in your packet  
21 here says that there were 13 incidents from 2012 to 2021;  
22 one fatal, five injuries, seven to property damage.  
23 MS. RETTIG: I am --  
24 MS. FEDER: Me too. I know and I think --  
25 I appreciate how everybody is saying how the signs could

## FEBRUARY 2023 WORKSHOP

1  
2 some problems about the way it is being interpreted and my  
3 understanding from this Council when it was put together,  
4 it was to keep out franchises out of the Borough so we  
5 didn't have, you know lined up with ice cream stores and  
6 pretzel stores like Aunt Annie's and others that wanted to  
7 come in, but chains.  
8 So I think it was never meant to keep the  
9 mom and pop stores from having more than one or two stores  
10 to do that. So John, I guess you're going to have to open  
11 this -- what we need to tweak this.  
12 MR. FENNINGHAM: Well I think it needs to  
13 be clarified along the lines of what you just mentioned,  
14 Connie. The language tracks the 2007 language that  
15 defined a formula restaurant.  
16 So this current amendment to the formula  
17 retail again tracks those criteria that uses terms common  
18 to a similar business. So that phrase relates to the  
19 business name, of the use, the interior decor,  
20 architectural or exterior signage, use of tradename or  
21 logo.  
22 Again, each of those elements of the  
23 definition of formula retail precludes a common usage  
24 similar to another business. To give you an example --  
25 well there is two points to be made. The Borough Zoning

## FEBRUARY 2023 WORKSHOP

1  
2 be tweaked and maps and everything else but I think  
3 because this is a proposed interim solution because it is  
4 literally three poles and to my -- I know these placements  
5 pretty well and I have road tested it with a double-wide  
6 stroller, single-wide stroller, I go on mom walks with  
7 multiple strollers all of the time.  
8 I am not concerned about pinch points at  
9 those three spots, I am much more concerned about people  
10 losing track of where the trail is and about further  
11 accidents at that corner. I have seen so many near  
12 misses, I have been involved in near misses. People come  
13 flying around that corner. I would love to see a more  
14 permanent solution but in the meantime, I am okay with  
15 three poles if it helps these people find their way across  
16 this part of Main Street to get back onto it.  
17 PRESIDENT GERING: Thank you, Louise.  
18 So Council, I guess should we send them  
19 back to the drawing board or send them back to Pete?  
20 Pete, we will send them back to you and the  
21 Borough staff to work this out.  
22 All right. Thank you so much. Don't  
23 forget your signs.  
24 Next on the agenda is a discussion for our  
25 Formula Retail Ordinance. Apparently we have run into

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1  
2 Officer really cannot interpret an ordinance and vary from  
3 the strict language of the ordinance provision, even an  
4 amendment. That principle was established back in a  
5 Zoning Hearing Board decision in 2008 dealing with Kilwins  
6 candy store and the zoning officers tasked with applying  
7 the ordinance as it is written.  
8 There are two applications presently filed  
9 with the Borough that raised the need to consider whether  
10 -- what the intent behind the ordinance -- the formula  
11 retail ordinance has been. So I will give you one point  
12 that -- I don't have specific language yet to recommend,  
13 but the goal is to make a recommendation on February 21 so  
14 that this could be addressed by Council and if Council  
15 approves of the tweaking of this provision, it could be  
16 advertised and so the time sequence might be within a  
17 90-day period.  
18 But the issue is -- one issue is what about  
19 a store that has a common owner? So someone in the  
20 Borough may have a retail store now and wants to open up a  
21 second retail store in the Borough. This ordinance could  
22 be applied to say that can't happen. Another situation  
23 might be a mom and pop store, proposed store --  
24 MR. DOUGHERTY: Existing as it stands  
25 today it might be interpreted -- it might say that someone

FEBRUARY 2023 WORKSHOP

1 is not allowed to own two stores?  
 2  
 3 MR. FENNINGHAM: They can't use the same  
 4 name and the logic and practicality is I own a store and I  
 5 have good will associated with my store and my signage and  
 6 I am precluded from relying on that good will. I have to  
 7 come up with a different name even though it is the same  
 8 store owned by the same person. My presumption is that is  
 9 not what you intended.  
 10 The other application is truly an  
 11 application filed of record with a young couple that wants  
 12 to operate a store and they own two other -- own and  
 13 operate two other stores in Williamsport and Jim Thorpe.  
 14 The strict reading of the ordinance  
 15 provision says any similar store in any location. So the  
 16 question comes down to what is the harm? I am asking what  
 17 is the negative impact on having a store in the Borough,  
 18 particularly in the central commercial district, even  
 19 though there is similar stores in Jim Thorpe, Pennsylvania  
 20 or Williamsport, Pennsylvania?  
 21 So that -- this isn't an academic exercise,  
 22 we have applications currently that we have worked with  
 23 the zoning officer and the manager to say this isn't  
 24 really what is intended, this is not protecting the  
 25 interest of the Borough or any of the other commercial

FEBRUARY 2023 WORKSHOP

1 clearer. Perhaps there is some reason. I don't see in  
 2 the Borough files any legal memoranda that addressed that  
 3 issue so that is really what I will be addressing and to  
 4 clarify and make it clear that -- what is the intent of  
 5 protecting commercial enterprises in the commercial  
 6 district that are truly the boutique or mom and pop type  
 7 stores.  
 8  
 9 MR. DOUGHERTY: So a question I have, then  
 10 we -- as far as applicability and geographic, we have the  
 11 shopping center, could you detail -- educate me as to how  
 12 the shopping center has what would be chains; CVS,  
 13 McDonalds, some are franchises, some are corporate. I  
 14 don't know. There is a hoagie shop that is a chain.  
 15 Is that location exempt from this? How are  
 16 those all --  
 17 MS. McHUGH: That is the central business  
 18 district.  
 19 MR. DOUGHERTY: That is my question.  
 20 MS. McHUGH: That is what I assumed. They  
 21 are not downtown.  
 22 MR. FENNINGHAM: Your formula retail  
 23 amendment is incorporated into other zoning districts by  
 24 the language of the F sections of the amendment. I  
 25 haven't --

FEBRUARY 2023 WORKSHOP

1 constituents.  
 2  
 3 So this issue needs to be tweaked a bit  
 4 prompted by those -- frankly by those two applications.  
 5 MR. MEYER: John, can we possibly modify  
 6 the definition of the formula retail to make it associated  
 7 with or to exempt, if you will, common ownership?  
 8 MR. FENNINGHAM: Yes.  
 9 MR. MEYER: All right. Because it seems to  
 10 me that that is what we are going out after. But the  
 11 problem is common ownership, let me now add to that, is  
 12 you can own seven franchises of a company that has a  
 13 thousand franchisees.  
 14 So it seems to me on the one hand exclude  
 15 franchise but on the other hand possibly provide the cover  
 16 for the common ownership if it is not a franchised  
 17 operation or something on that order.  
 18 MR. FENNINGHAM: Correct.  
 19 MR. MEYER: Would that be the kind of  
 20 language you will be trying to put together?  
 21 MR. FENNINGHAM: I will be working with  
 22 some generic language. I am not sure exactly the  
 23 legislative history behind both the formula restaurant and  
 24 formula retail, I don't know why -- it may not -- those  
 25 zoning provisions didn't use the word franchise to be

FEBRUARY 2023 WORKSHOP

1 MR. DOUGHERTY: What does that mean?  
 2 MR. FENNINGHAM: A shopping center --  
 3 MR. DOUGHERTY: I am sorry.  
 4 MR. FENNINGHAM: It covers the shopping  
 5 center district.  
 6 MR. DOUGHERTY: That is what I thought.  
 7 MS. RETTIG: Everything that is there now  
 8 is grandfathered in but nothing new could come in.  
 9 MR. DOUGHERTY: But new stuff has gotten in  
 10 there at least since 2008, the hoagie shop and McCaffrey's  
 11 arguably is multi-locations, half a dozen locations.  
 12 MS. McHUGH: It is not franchised.  
 13 PRESIDENT GERING: Not franchised.  
 14 MS. STOVER: If you want me to clarify, the  
 15 shopping center in the highway commercial up on the  
 16 northern part of West Bridge Street is a different zone  
 17 and formula retail and formula restaurant is allowed  
 18 there.  
 19 MR. DOUGHERTY: So that is not what we are  
 20 talking about?  
 21 MS. STOVER: We are talking about stuff in  
 22 the central commercial district downtown.  
 23 MR. DOUGHERTY: So that is not an issue.  
 24 PRESIDENT GERING: You know what, we  
 25

## FEBRUARY 2023 WORKSHOP

1 brought that up when Jersey Mike's came in, that is what  
 2 it was and it was clarified in the shopping center. It is  
 3 the business district in the downtown.  
 4 MR. DOUGHERTY: Not commercial?  
 5 PRESIDENT GERING: Right.  
 6 MS. RETTIG: Not the highway commercial?  
 7 MS. STOVER: Right.  
 8 PRESIDENT GERING: Thank you.  
 9 Any other comments?  
 10 MR. FENNINGHAM: I am not sure because  
 11 again I have to study this.  
 12 MR. DOUGHERTY: I know she is not allowed  
 13 to interpret stuff so I go with her.  
 14 PRESIDENT GERING: All right. So John,  
 15 you have your homework assignment to do for the 21st.  
 16 Thank you so much.  
 17 Next on the agenda is a discussion for the  
 18 New Hope Borough logo to see how Council feels about  
 19 redoing the logo or if you want to stay with what we have.  
 20 There is money in the budget for a new logo. So here we  
 21 go.  
 22 MS. McHUGH: This is our original logo from  
 23 -- sorry, this has been around for a really long time and  
 24 that one up there. You like that one? Well we had it  
 25

## FEBRUARY 2023 WORKSHOP

1 here like that.  
 2 MS. McHUGH: It doesn't have a yellow roof.  
 3 MR. DOUGHERTY: This is definitely cleaner  
 4 than --  
 5 MS. McHUGH: That is what we are going  
 6 for. We wanted to clean it up.  
 7 MS. FEDER: So what would the plan be, are  
 8 you talking changing the colors?  
 9 MS. McHUGH: This is the first step to see  
 10 if Council even will -- I haven't done anything. I  
 11 haven't researched anything. I don't think it is going to  
 12 cost as much as we allocated for it but we don't even have  
 13 a font. We don't have colors that are our Borough colors.  
 14 We should have a brand. This will be on the website and  
 15 all of the signs. We should have a font that is ours, we  
 16 should have colors that are ours that are branded to New  
 17 Hope Borough.  
 18 So this conversation is to see if everybody  
 19 is fine with things how they are and just move on and keep  
 20 it or do I start the process of finding out who we would  
 21 have to do it. I would like it to be a local artist and  
 22 see how much it would cost.  
 23 MS. RETTIG: I would love to see something  
 24 that is more the river and the bridge and just, you know  
 25

## FEBRUARY 2023 WORKSHOP

1 updated during the pandemic because the file we have is so  
 2 crappy and the colors were -- we couldn't put it on the  
 3 mask and that is how this all came about. We don't have  
 4 proper files, we don't have it how it should be, we don't  
 5 have it in different colors. So I thought I would love to  
 6 update the logo.  
 7 MR. DOUGHERTY: This updated one -- pardon  
 8 me, is very different than the previous one.  
 9 MS. McHUGH: It is just colored.  
 10 MR. DOUGHERTY: This is the same one?  
 11 MS. McHUGH: The other one was so faded.  
 12 MR. DOUGHERTY: This is the same one?  
 13 MS. McHUGH: We just colored it to make it  
 14 so that you could print it on a mask and -- but I don't  
 15 think it really reflects our community.  
 16 MS. FEDER: The lines are different; right,  
 17 Laurie? Look at the boat and you look at the one that is  
 18 on the podium, it is a little different.  
 19 MS. McHUGH: They changed the Parry  
 20 Mansion to look more like the Parry Mansion.  
 21 MR. DOUGHERTY: What?  
 22 MS. McHUGH: The Parry Mansion looks more  
 23 like the Parry Mansion in this updated one.  
 24 MR. DOUGHERTY: It does? I think it looks  
 25

## FEBRUARY 2023 WORKSHOP

1 less about a boat and an artist's palette and a house that  
 2 could or could not be the Parry Mansion.  
 3 MS. McHUGH: Minimalistic?  
 4 MS. RETTIG: Right, minimalistic. Just  
 5 something that definitely when you see the picture -- like  
 6 if this didn't say Borough of New Hope, it could be any  
 7 place. If we had a picture of like something maybe like  
 8 the view from the Playhouse -- you know like the  
 9 Playhouse, a corner of it, the bridge, the river. That  
 10 would -- I would look at that and say I recognize that.  
 11 That looks like New Hope.  
 12 MR. DOUGHERTY: Maybe the Playhouse will  
 13 pay for it then.  
 14 PRESIDENT GERING: Louise, do you have a  
 15 comment?  
 16 MS. FEDER: Not necessarily about the  
 17 bridge versus the ink palette or any of that. I am  
 18 curious what the history of the three objects in the logo  
 19 are. Like was this like the seal of New Hope? How long  
 20 has it been around? Was it a more recent decision?  
 21 I would be curious about just -- as the  
 22 process of this moves on, I would be curious for how long  
 23 we have had that logo. And my only thing to consider as  
 24 the process moves forward if we will include the bridge,  
 25

FEBRUARY 2023 WORKSHOP

1  
 2 to take a look at what the other river towns along the  
 3 river have in their logo. My guess there would be a  
 4 number that feature a bridge that probably looks somewhat  
 5 similar. So just something to consider.  
 6 I love that we have heritage and the arts  
 7 on the seal. I think it is an important part of the  
 8 town's history. I would be sad to see if that was taken  
 9 out.  
 10 MS. McHUGH: I mean this is the starting  
 11 point. We would -- once we find somebody to do it, they  
 12 would issue a questionnaire to all of the Council members;  
 13 what is important, what do you think New Hope is and try  
 14 to look at that.  
 15 I think we are an artist colony and I would  
 16 love to see artist colony on the river so I would love to  
 17 see -- maybe New Hope is -- the H is a paint brush with  
 18 two brushes. Maybe incorporate that. I don't know, I am  
 19 not a designer.  
 20 PRESIDENT GERING: So I guess the question  
 21 is is Council okay with Laurie putting this out there and  
 22 trying to see if she can get some -- I guess a graphic  
 23 designer or something. This has to be a Council decision  
 24 if you feel you want to do this or not.  
 25 MR. DOUGHERTY: I think to Louise's point,

FEBRUARY 2023 WORKSHOP

1  
 2 who are on Council now, if we are designing a logo that  
 3 will last for a while, do we want to go with the opinion  
 4 of the seven people on Council or broader input from the  
 5 community at large?  
 6 And it seems to me that that may be another  
 7 way of approaching this. This does not need to be a full  
 8 Council meeting or anything like it but we certainly are  
 9 in a position to be able to certainly with the budget we  
 10 have in here, if we decide to hold some sort of a public  
 11 meeting and see what kind of input we get.  
 12 MS. McHUGH: We can do like three or four  
 13 options then have them pick from it. I would definitely  
 14 -- I love to get the public's input on it. I don't want  
 15 to say here is our new logo, like it or leave it.  
 16 MR. DOUGHERTY: Then you come back to us  
 17 and tell us okay, this is the game plan. I want to go out  
 18 and get the public's input, talk to everybody and in  
 19 90 days to come back with two, three designs and based on  
 20 what I have just described, this will cost X dollars.  
 21 MS. McHUGH: Yeah.  
 22 MR. DOUGHERTY: That part is important to  
 23 me.  
 24 MS. McHUGH: Very Important to me too.  
 25 MR. DOUGHERTY: I don't want to go down

FEBRUARY 2023 WORKSHOP

1  
 2 I think the artist or the -- that person or whatever is  
 3 probably the least of our problem. I think what is on it  
 4 if you will, the content and getting pulled in many  
 5 directions if we are not careful. The canal boat that is  
 6 sitting there, canal boats haven't run for 15 years or  
 7 some number like that. It looks even -- I don't even know  
 8 what it looks like but arguably there is stuff all over  
 9 the place that is part of the history, all of the stuff  
 10 that is on that wall.  
 11 I think I would prefer to see you gather  
 12 information first rather than go and find an artist.  
 13 Gather information as to what sort of things should be  
 14 included and come back and say here -- you can't have 16  
 15 things on the logo but you will have 16 different people  
 16 wanting 16 different things if you're not careful then you  
 17 will have --  
 18 MS. McHUGH: Most of -- graphic designers  
 19 deal with that. They deal with --  
 20 MS. FEDER: I agree with Dan, I think  
 21 trying to funnel down the Council feedback before you get  
 22 to the designer, then the designer doesn't have to feel  
 23 seven different people's opinions.  
 24 MR. MEYER: More importantly, if I may, we  
 25 have a slightly different issue which is the seven people

FEBRUARY 2023 WORKSHOP

1  
 2 this path where we spend \$8,000 and we are not happy with  
 3 any of them because we really start scratching our head  
 4 and go the one we have is probably -- there is no burning  
 5 platform here.  
 6 MS. McHUGH: No. Right.  
 7 MR. DOUGHERTY: There is no cry from the  
 8 public saying I hate that, we have to spend \$10,000 to get  
 9 a new one. But I think it would be helpful to have a  
 10 canal boat on it.  
 11 MS. McHUGH: So we all agree that I will  
 12 move forward with this. Everybody is okay with that?  
 13 PRESIDENT GERING: Yes.  
 14 MS. McHUGH: I will send out something to  
 15 Council to get your ideas of what you think are important  
 16 to you and what colors are important. Do you want the  
 17 historical color chart I think would make sense, right?  
 18 So I can send that and what colors do you like? There is  
 19 also questionnaires that I can put together of photos.  
 20 MR. DOUGHERTY: Don't put the Cintra  
 21 Mansion on it.  
 22 MS. McHUGH: All right. That is what I  
 23 will do, I will send something out and see what everybody  
 24 wants, then --  
 25 PRESIDENT GERING: You have a homework

FEBRUARY 2023 WORKSHOP

1  
 2 assignment.  
 3 Mr. Clapper, go ahead.  
 4 MR. CLAPPER: My name is Bill Clapper. I  
 5 just like to make a few comments about this discussion.  
 6 It seems to me that the logo of the town  
 7 should be the primary vehicle to reflect how we want to  
 8 position this town. When I use the word position, I mean  
 9 from a marketing standpoint. How we want the public to  
 10 perceive New Hope in a way that differentiates it from all  
 11 competition that we might have, other river towns, et  
 12 cetera.  
 13 So I think that is an important point that  
 14 it should reflect the positioning, the image that New Hope  
 15 wants to project to the outside world.  
 16 Number two; it seems to me we might be  
 17 getting the cart before the horse here if we already  
 18 allocated a budget to begin the comprehensive plan. The  
 19 comprehensive plan itself should define exactly what this  
 20 town desires to be going forward and so the logo should  
 21 reflect that. So that is my two cents.  
 22 PRESIDENT GERING: Thank you. Yes. If you  
 23 can identify yourself.  
 24 MS. MILLER: Amy Miller, Riverstone Circle.  
 25 What I was going to suggest -- I think,

FEBRUARY 2023 WORKSHOP

C E R T I F I C A T E

1  
 2  
 3  
 4  
 5 I hereby certify that the proceedings  
 6 and evidence are contained fully and accurately in the  
 7 notes taken by me in the above cause and that this is a  
 8 correct transcript of the same.  
 9  
 10  
 11 Karen W. Browndorf, RPR  
 Official Court Reporter  
 12  
 13  
 14  
 15  
 16  
 17  
 18  
 19  
 20  
 21  
 22  
 23  
 24  
 25

FEBRUARY 2023 WORKSHOP

1  
 2 Louise, you had a really good point. I think you should  
 3 start with the historical society, find out like you said,  
 4 the points that were made in putting this logo together  
 5 and maybe you can use that as a starting point going  
 6 forward.  
 7 You know, like Bill said, you know,  
 8 utilizing what your plan is, what your goal is and what is  
 9 our vision of the town and tying historical in. That is a  
 10 big part of it and big appeal. So talk to them too. I  
 11 think it is important to talk to them.  
 12 PRESIDENT GERING: Thank you. Anyone else  
 13 have a comment?  
 14 Can I have a motion to adjourn?  
 15 MS. RETTIG: I will make that motion.  
 16 MS. McHUGH: I will second.  
 17 PRESIDENT GERING: All in favor?  
 18 MS. FEDER: Aye.  
 19 MR. MEYER: Aye.  
 20 MS. McHUGH: Aye.  
 21 MS. RETTIG: Aye.  
 22 MR. DOUGHERTY: Aye.  
 23 PRESIDENT GERING: Aye. Thank you.  
 24 - - -  
 25 (The proceedings were concluded.)

<b>\$</b>	23:3	<b>assuming</b> [1] - 3:21	<b>brighter</b> [1] - 11:17	<b>Clapper</b> [2] - 33:3, 33:4
<b>\$10,000</b> [1] - 32:8	<b>addressing</b> [1] - 23:4	<b>AT</b> [1] - 1:11	<b>bring</b> [1] - 4:20	<b>CLAPPER</b> [1] - 33:4
<b>\$8,000</b> [1] - 32:2	<b>adjourn</b> [1] - 34:14	<b>attached</b> [1] - 16:4	<b>Bristol</b> [12] - 10:8, 14:7, 14:9, 14:13, 14:21, 14:22, 14:25, 16:20, 17:2, 17:5	<b>clarified</b> [2] - 19:13, 25:3
<b>1</b>	<b>advertised</b> [1] - 20:16	<b>attention</b> [1] - 14:21	<b>broader</b> [1] - 31:4	<b>clarify</b> [2] - 23:5, 24:15
<b>12</b> [2] - 15:23, 16:3	<b>agenda</b> [3] - 3:18, 18:24, 25:18	<b>AUDIO</b> [1] - 1:21	<b>brought</b> [1] - 25:2	<b>clean</b> [2] - 15:20, 27:7
<b>123</b> [1] - 1:7	<b>AGENDA</b> [1] - 2:4	<b>Aunt</b> [1] - 19:6	<b>Browndorf</b> [1] - 35:10	<b>cleaner</b> [1] - 27:4
<b>13</b> [1] - 17:21	<b>ages</b> [1] - 9:11	<b>awareness</b> [1] - 11:18	<b>brush</b> [1] - 29:17	<b>clear</b> [1] - 23:5
<b>15</b> [1] - 30:6	<b>agree</b> [3] - 9:16, 30:20, 32:11	<b>aye</b> [6] - 34:18, 34:19, 34:20, 34:21, 34:22, 34:23	<b>brushes</b> [1] - 29:18	<b>clearer</b> [1] - 23:2
<b>16</b> [3] - 30:14, 30:15, 30:16	<b>ahead</b> [1] - 33:3		<b>BUCKS</b> [1] - 1:3	<b>close</b> [1] - 11:22
<b>18</b> [1] - 2:6	<b>allocated</b> [2] - 27:13, 33:18	<b>B</b>	<b>budget</b> [3] - 25:21, 31:9, 33:18	<b>closer</b> [1] - 16:17
<b>18938</b> [1] - 1:8	<b>allow</b> [1] - 17:7	<b>backyard</b> [1] - 12:20	<b>building</b> [3] - 8:14, 8:15, 10:19	<b>colony</b> [2] - 29:15, 29:16
<b>2</b>	<b>allowed</b> [3] - 21:2, 24:18, 25:13	<b>badly</b> [1] - 6:19	<b>burning</b> [1] - 32:4	<b>color</b> [2] - 11:4, 32:17
<b>2007</b> [1] - 19:14	<b>ALSO</b> [1] - 1:19	<b>bag</b> [1] - 4:20	<b>business</b> [5] - 19:18, 19:19, 19:24, 23:17, 25:4	<b>colored</b> [2] - 26:10, 26:14
<b>2008</b> [2] - 20:5, 24:11	<b>alternative</b> [1] - 10:23	<b>Barre</b> [4] - 10:9, 15:2, 15:3, 15:4		<b>colors</b> [9] - 11:12, 26:3, 26:6, 27:9, 27:14, 27:17, 32:16, 32:18
<b>2012</b> [1] - 17:21	<b>aluminum</b> [2] - 4:22, 6:17	<b>based</b> [1] - 31:19	<b>C</b>	<b>coming</b> [5] - 5:22, 7:4, 17:14, 17:17
<b>2020</b> [1] - 8:7	<b>amendment</b> [4] - 19:16, 20:4, 23:23, 23:24	<b>becomes</b> [1] - 13:19	<b>canal</b> [3] - 30:5, 30:6, 32:10	<b>COMMENCING</b> [1] - 1:11
<b>2021</b> [3] - 8:2, 8:12, 17:21	<b>amy</b> [1] - 33:24	<b>begin</b> [1] - 33:18	<b>Canal</b> [3] - 4:10, 5:16, 10:11	<b>comment</b> [3] - 3:17, 28:16, 34:13
<b>2023</b> [2] - 1:5, 1:10	<b>Annie's</b> [1] - 19:6	<b>behind</b> [2] - 20:10, 22:23	<b>candy</b> [1] - 20:6	<b>comments</b> [3] - 16:13, 25:10, 33:5
<b>21</b> [1] - 20:13	<b>appeal</b> [2] - 15:20, 34:10	<b>better</b> [1] - 16:23	<b>cannot</b> [1] - 20:2	<b>commercial</b> [8] - 21:18, 21:25, 23:6, 24:16, 24:23, 25:5, 25:7
<b>21st</b> [1] - 25:16	<b>applicability</b> [1] - 23:10	<b>between</b> [1] - 16:8	<b>car</b> [2] - 6:18, 6:19	<b>common</b> [6] - 19:17, 19:23, 20:19, 22:7, 22:11, 22:16
<b>23</b> [1] - 14:23	<b>application</b> [3] - 3:19, 21:10, 21:11	<b>bicycles</b> [1] - 5:24	<b>careful</b> [2] - 30:5, 30:16	<b>Community</b> [1] - 8:8
<b>25</b> [1] - 2:7	<b>applications</b> [3] - 20:8, 21:22, 22:4	<b>big</b> [4] - 8:14, 9:14, 34:10	<b>carriage</b> [1] - 12:22	<b>COMMUNITY</b> [1] - 1:7
<b>3</b>	<b>applied</b> [1] - 20:22	<b>bigger</b> [1] - 8:5	<b>cars</b> [1] - 5:25	<b>community</b> [2] - 26:16, 31:5
<b>3</b> [1] - 2:5	<b>applying</b> [1] - 20:6	<b>bike</b> [4] - 13:4, 13:6, 17:10	<b>cart</b> [1] - 33:17	<b>company</b> [1] - 22:12
<b>32</b> [1] - 4:6	<b>appreciate</b> [1] - 17:25	<b>bikes</b> [1] - 11:24	<b>catches</b> [1] - 16:16	<b>competition</b> [1] - 33:11
<b>4</b>	<b>approaching</b> [1] - 31:7	<b>Bill</b> [2] - 33:4, 34:7	<b>center</b> [6] - 23:11, 23:12, 24:3, 24:6, 24:16, 25:3	<b>component</b> [1] - 11:16
<b>4:00</b> [1] - 1:11	<b>approves</b> [1] - 20:15	<b>blind</b> [2] - 7:10, 22:3	<b>central</b> [3] - 21:18, 23:17, 24:23	<b>comprehensive</b> [2] - 33:18, 33:19
<b>6</b>	<b>architectural</b> [1] - 19:20	<b>BOARD</b> [1] - 1:13	<b>cents</b> [1] - 33:21	<b>concern</b> [3] - 8:22, 15:16, 15:19
<b>6</b> [1] - 1:10	<b>area</b> [2] - 5:5, 5:15	<b>board</b> [1] - 18:19	<b>certain</b> [1] - 13:8	<b>concerned</b> [2] - 18:8, 18:9
<b>60</b> [1] - 10:12	<b>Area</b> [1] - 8:17	<b>boat</b> [4] - 26:18, 28:2, 30:5, 32:10	<b>certainly</b> [3] - 3:5, 31:8, 31:9	<b>concerns</b> [1] - 8:19
<b>9</b>	<b>arguably</b> [2] - 24:12, 30:8	<b>boats</b> [1] - 30:6	<b>certify</b> [1] - 35:5	<b>concluded</b> [1] - 34:25
<b>90</b> [1] - 31:19	<b>arm</b> [1] - 11:25	<b>Borough</b> [19] - 2:7, 4:11, 8:9, 8:16, 11:19, 16:11, 18:21, 19:4, 19:25, 20:9, 20:20, 20:21, 21:17, 21:25, 23:3, 25:19, 27:14, 27:18, 28:7	<b>cetera</b> [1] - 33:12	<b>concur</b> [1] - 13:16
<b>90-day</b> [1] - 20:17	<b>arrived</b> [1] - 4:16	<b>BOROUGH</b> [4] - 1:2, 1:7, 1:20, 1:20	<b>chain</b> [1] - 23:14	<b>confident</b> [1] - 9:13
<b>A</b>	<b>arrow</b> [2] - 4:23, 10:14	<b>bottom</b> [3] - 4:19, 7:7, 11:10	<b>chains</b> [2] - 19:7, 23:12	<b>conflict</b> [1] - 5:24
<b>able</b> [1] - 31:9	<b>artist</b> [5] - 27:22, 29:15, 29:16, 30:2, 30:12	<b>boutique</b> [1] - 23:7	<b>changed</b> [1] - 26:20	<b>confuses</b> [1] - 14:19
<b>academic</b> [1] - 21:21	<b>artist's</b> [1] - 28:2	<b>brand</b> [2] - 8:14, 27:15	<b>changing</b> [1] - 27:9	<b>CONNIE</b> [1] - 1:14
<b>accidents</b> [1] - 18:11	<b>arts</b> [1] - 29:6	<b>branded</b> [1] - 27:17	<b>channel</b> [1] - 13:6	<b>Connie</b> [3] - 9:16, 13:16, 19:14
<b>accurately</b> [1] - 35:6	<b>aspects</b> [1] - 13:17	<b>breakaway</b> [1] - 6:17	<b>chart</b> [1] - 32:17	<b>consider</b> [3] - 20:9,
<b>add</b> [3] - 9:23, 15:21, 22:11	<b>assignment</b> [2] - 25:16, 33:2	<b>Bridge</b> [1] - 24:17	<b>choose</b> [2] - 6:15, 6:22	
<b>adding</b> [1] - 15:20	<b>associated</b> [2] - 21:5, 22:6	<b>bridge</b> [5] - 27:25, 28:10, 28:18, 28:25, 29:4	<b>Cintra</b> [1] - 32:20	
<b>additional</b> [1] - 8:19	<b>assumed</b> [1] - 23:20		<b>Circle</b> [1] - 33:24	
<b>addressed</b> [2] - 20:14,			<b>circle</b> [2] - 4:9, 4:10	
			<b>circles</b> [1] - 4:8	

28:24, 29:5 <b>consideration</b> [1] - 16:13 <b>consistent</b> [1] - 11:5 <b>constantly</b> [1] - 12:11 <b>constituents</b> [1] - 22:2 <b>contained</b> [1] - 35:6 <b>content</b> [1] - 30:4 <b>continues</b> [1] - 7:20 <b>conversation</b> [2] - 12:4, 27:19 <b>corner</b> [3] - 18:11, 18:13, 28:10 <b>corporate</b> [1] - 23:13 <b>correct</b> [2] - 22:18, 35:8 <b>correctly</b> [1] - 15:24 <b>Corridor</b> [2] - 3:20, 4:3 <b>cost</b> [3] - 27:13, 27:23, 31:20 <b>COUNCIL</b> [2] - 1:2, 1:5 <b>Council</b> [15] - 9:5, 18:18, 19:3, 20:14, 25:19, 27:11, 29:12, 29:21, 29:23, 30:21, 31:2, 31:4, 31:8, 32:15 <b>County</b> [1] - 10:10 <b>COUNTY</b> [1] - 1:3 <b>couple</b> [2] - 4:18, 21:11 <b>course</b> [1] - 12:6 <b>court</b> [1] - 3:24 <b>Court</b> [1] - 35:11 <b>cover</b> [1] - 22:15 <b>covers</b> [1] - 24:5 <b>COVID</b> [1] - 8:11 <b>crappy</b> [1] - 26:3 <b>crash</b> [1] - 17:20 <b>cream</b> [1] - 19:5 <b>creates</b> [1] - 5:24 <b>criteria</b> [1] - 19:17 <b>cross</b> [4] - 5:17, 7:8, 8:10, 17:15 <b>Crossing</b> [1] - 14:10 <b>crossing</b> [8] - 4:6, 5:19, 8:4, 8:5, 8:14, 9:9, 12:7, 12:8 <b>crosswalk</b> [8] - 7:3, 7:6, 7:11, 7:14, 12:6, 16:15, 16:21, 16:22 <b>cry</b> [1] - 32:7 <b>cue</b> [1] - 12:5 <b>curb</b> [2] - 11:22, 15:20 <b>curbside</b> [1] - 13:16 <b>curious</b> [4] - 9:20, 28:19, 28:22, 28:23 <b>current</b> [1] - 19:16 <b>curve</b> [2] - 5:21, 17:16	<b>cuts</b> [1] - 16:14 <b>CVS</b> [1] - 23:12  <b>D</b>  <b>D&amp;L</b> [6] - 4:6, 8:4, 10:7, 14:15, 14:19, 16:12 <b>damage</b> [2] - 6:18, 17:22 <b>Dan</b> [1] - 30:20 <b>Daniel</b> [1] - 4:16 <b>DANIEL</b> [1] - 1:16 <b>days</b> [1] - 31:19 <b>DCED</b> [1] - 8:7 <b>DCNR</b> [4] - 7:22, 8:3, 14:19, 15:17 <b>deal</b> [2] - 30:19 <b>dealing</b> [1] - 20:5 <b>decide</b> [1] - 31:10 <b>decision</b> [3] - 20:5, 28:21, 29:23 <b>DECKER</b> [1] - 1:21 <b>decor</b> [1] - 19:19 <b>define</b> [1] - 33:19 <b>defined</b> [1] - 19:15 <b>definitely</b> [5] - 16:10, 17:11, 27:4, 28:6, 31:13 <b>definition</b> [2] - 19:23, 22:6 <b>Delaware</b> [8] - 2:5, 3:20, 4:2, 4:10, 5:16, 10:11, 14:14, 14:18 <b>Department</b> [1] - 8:8 <b>describe</b> [1] - 12:12 <b>described</b> [2] - 14:16, 31:20 <b>design</b> [3] - 11:13, 11:18, 13:25 <b>designer</b> [4] - 29:19, 29:23, 30:22 <b>designers</b> [1] - 30:18 <b>designing</b> [1] - 31:2 <b>designs</b> [1] - 31:19 <b>desires</b> [1] - 33:20 <b>detail</b> [1] - 23:11 <b>detailed</b> [1] - 16:15 <b>details</b> [1] - 5:6 <b>develop</b> [2] - 11:14, 12:7 <b>developed</b> [1] - 8:16 <b>Development</b> [1] - 8:8 <b>dicey</b> [1] - 13:10 <b>different</b> [14] - 6:4, 11:8, 11:20, 11:23, 21:7, 24:17, 26:6, 26:9, 26:17, 26:19, 30:15, 30:16, 30:23, 30:25	<b>differentiates</b> [1] - 33:10 <b>direct</b> [3] - 12:22, 13:8, 16:19 <b>direction</b> [1] - 14:8 <b>directional</b> [1] - 5:7 <b>directions</b> [2] - 12:11, 30:5 <b>discussion</b> [3] - 18:24, 25:18, 33:5 <b>distinctly</b> [1] - 9:24 <b>district</b> [6] - 21:18, 23:7, 23:18, 24:6, 24:23, 25:4 <b>districts</b> [1] - 23:23 <b>dollars</b> [1] - 31:20 <b>done</b> [1] - 27:11 <b>double</b> [1] - 18:5 <b>double-wide</b> [1] - 18:5 <b>Dougherty</b> [2] - 3:12, 4:16 <b>DOUGHERTY</b> [30] - 1:16, 13:15, 14:3, 15:3, 17:4, 20:24, 23:9, 23:19, 24:2, 24:4, 24:7, 24:10, 24:20, 24:24, 25:5, 25:13, 26:8, 26:11, 26:13, 26:22, 26:25, 27:4, 28:13, 29:25, 31:16, 31:22, 31:25, 32:7, 32:20, 34:22 <b>down</b> [11] - 7:10, 8:15, 9:10, 9:14, 11:5, 12:21, 13:2, 17:14, 21:16, 30:21, 31:25 <b>downtown</b> [3] - 23:21, 24:23, 25:4 <b>dozen</b> [1] - 24:12 <b>draft</b> [1] - 16:14 <b>drawing</b> [1] - 18:19 <b>driveway</b> [3] - 5:15, 7:9, 17:15 <b>drove</b> [2] - 6:9, 8:20 <b>during</b> [1] - 26:2  <b>E</b>  <b>eastern</b> [1] - 6:25 <b>easy</b> [1] - 12:12 <b>Economic</b> [1] - 8:8 <b>educate</b> [1] - 23:11 <b>effort</b> [1] - 11:15 <b>either</b> [1] - 10:22 <b>elements</b> [1] - 19:22 <b>Elizabeth</b> [1] - 3:25 <b>elsewhere</b> [1] - 9:25 <b>enter</b> [1] - 5:23 <b>enterprises</b> [1] - 23:6 <b>ESQUIRE</b> [1] - 1:20	<b>established</b> [1] - 20:4 <b>et</b> [1] - 33:11 <b>evidence</b> [1] - 35:6 <b>exact</b> [1] - 6:13 <b>exactly</b> [3] - 5:6, 22:22, 33:19 <b>example</b> [3] - 4:19, 15:11, 19:24 <b>exclude</b> [1] - 22:14 <b>exempt</b> [2] - 22:7, 23:15 <b>exercise</b> [1] - 21:21 <b>exist</b> [1] - 10:3 <b>existing</b> [2] - 6:10, 20:24 <b>exists</b> [1] - 12:3 <b>exterior</b> [1] - 19:20  <b>F</b>  <b>faded</b> [1] - 26:12 <b>far</b> [2] - 15:6, 23:10 <b>fast</b> [1] - 5:22 <b>faster</b> [1] - 5:22 <b>fatal</b> [1] - 17:22 <b>favor</b> [4] - 9:5, 9:9, 13:15, 34:17 <b>feature</b> [1] - 29:4 <b>February</b> [1] - 20:13 <b>FEBRUARY</b> [2] - 1:5, 1:10 <b>Feder</b> [1] - 3:10 <b>FEDER</b> [13] - 1:17, 3:11, 9:7, 11:4, 13:10, 13:13, 17:19, 17:24, 26:17, 27:8, 28:17, 30:20, 34:18 <b>feedback</b> [5] - 14:3, 14:4, 14:22, 15:6, 30:21 <b>fence</b> [1] - 10:20 <b>FENNINGHAM</b> [10] - 1:20, 19:12, 21:3, 22:8, 22:18, 22:21, 23:22, 24:3, 24:5, 25:11 <b>few</b> [1] - 33:5 <b>figure</b> [2] - 8:9, 9:18 <b>file</b> [1] - 26:2 <b>filed</b> [2] - 20:8, 21:11 <b>files</b> [2] - 23:3, 26:5 <b>final</b> [1] - 7:18 <b>fine</b> [2] - 15:18, 27:20 <b>first</b> [3] - 10:12, 27:10, 30:12 <b>fit</b> [1] - 9:14 <b>fitting</b> [1] - 11:18 <b>five</b> [1] - 17:22 <b>Florida</b> [1] - 14:8 <b>flying</b> [1] - 18:13	<b>folks</b> [1] - 6:20 <b>font</b> [2] - 27:14, 27:16 <b>fonts</b> [1] - 11:12 <b>forget</b> [1] - 18:23 <b>format</b> [1] - 11:25 <b>Formula</b> [2] - 2:6, 18:25 <b>formula</b> [10] - 19:15, 19:16, 19:23, 20:10, 22:6, 22:23, 22:24, 23:22, 24:18 <b>forward</b> [4] - 28:25, 32:12, 33:20, 34:6 <b>four</b> [2] - 4:7, 31:12 <b>franchise</b> [2] - 22:15, 22:25 <b>franchised</b> [3] - 22:16, 24:13, 24:14 <b>franchisees</b> [1] - 22:13 <b>franchises</b> [3] - 19:4, 22:12, 23:13 <b>frankly</b> [1] - 22:4 <b>free</b> [1] - 13:24 <b>full</b> [1] - 31:7 <b>fully</b> [1] - 35:6 <b>funnel</b> [1] - 30:21  <b>G</b>  <b>game</b> [1] - 31:17 <b>gather</b> [2] - 30:11, 30:13 <b>generally</b> [1] - 13:15 <b>generic</b> [1] - 22:22 <b>geographic</b> [1] - 23:10 <b>GERING</b> [23] - 1:14, 3:2, 3:16, 3:23, 6:8, 7:21, 8:18, 15:8, 16:23, 18:17, 24:14, 24:25, 25:6, 25:9, 25:15, 28:15, 29:20, 32:13, 32:25, 33:22, 34:12, 34:17, 34:23 <b>Gering</b> [1] - 3:15 <b>given</b> [1] - 11:24 <b>goal</b> [4] - 6:2, 8:5, 20:13, 34:8 <b>grab</b> [1] - 4:19 <b>grandfathered</b> [1] - 24:9 <b>graphic</b> [2] - 29:22, 30:18 <b>GRAY</b> [6] - 1:20, 3:5, 3:8, 3:10, 3:12, 3:15 <b>group</b> [1] - 4:5 <b>guess</b> [6] - 15:8, 18:18, 19:10, 29:3, 29:20, 29:22 <b>guys</b> [3] - 4:20, 15:22,
---	---	--	---	--

16:10	12:22, 28:2 <b>hundred</b> [1] - 15:5 <b>hurt</b> [1] - 17:18	<b>J</b>	9:14, 11:20, 24:12 <b>locktender</b> [1] - 11:7 <b>logic</b> [1] - 21:4 <b>logo</b> [15] - 19:21, 25:19, 25:20, 25:21, 25:23, 26:7, 28:19, 28:24, 29:3, 30:15, 31:2, 31:15, 33:6, 33:20, 34:4 <b>Logo</b> [1] - 2:7 <b>look</b> [13] - 4:21, 5:11, 5:15, 5:20, 11:19, 12:3, 16:14, 26:18, 26:21, 28:11, 29:2, 29:14 <b>looked</b> [1] - 13:20 <b>looking</b> [5] - 6:5, 7:13, 10:2, 12:18, 15:23 <b>looks</b> [7] - 12:20, 26:23, 26:25, 28:12, 29:4, 30:7, 30:8 <b>lose</b> [1] - 13:17 <b>losing</b> [1] - 18:10 <b>lost</b> [1] - 16:9 <b>Louise</b> [4] - 14:4, 18:17, 28:15, 34:2 <b>LOUISE</b> [1] - 1:17 <b>Louise's</b> [1] - 29:25 <b>love</b> [7] - 18:13, 26:6, 27:24, 29:6, 29:16, 31:14 <b>Luzerne</b> [1] - 10:9	<b>McHugh</b> [31] - 1:15, 3:6, 3:7, 12:9, 12:25, 13:12, 15:7, 23:17, 23:20, 24:13, 25:23, 26:10, 26:12, 26:14, 26:20, 26:23, 27:3, 27:6, 27:10, 28:4, 29:10, 30:18, 31:12, 31:21, 31:24, 32:6, 32:11, 32:14, 32:22, 34:16, 34:20 <b>mean</b> [6] - 12:15, 14:10, 17:11, 24:2, 29:10, 33:8 <b>meant</b> [3] - 11:21, 14:16, 19:8 <b>meantime</b> [1] - 18:14 <b>meeting</b> [4] - 3:3, 4:5, 31:8, 31:11 <b>meeting</b> [1] - 4:16 <b>meetings</b> [1] - 16:12 <b>meets</b> [1] - 11:12 <b>MEMBERS</b> [1] - 1:13 <b>members</b> [1] - 29:12 <b>memoranda</b> [1] - 23:3 <b>mentioned</b> [1] - 19:13 <b>met</b> [2] - 8:2, 8:12 <b>meters</b> [1] - 12:16 <b>Meyer</b> [1] - 3:13 <b>MEYER</b> [13] - 1:16, 3:14, 9:23, 10:24, 11:3, 16:25, 17:6, 17:8, 22:5, 22:9, 22:19, 30:24, 34:19 <b>Michelle</b> [1] - 17:15 <b>might</b> [11] - 5:11, 10:4, 14:12, 16:23, 17:4, 20:16, 20:23, 20:25, 33:11, 33:16 <b>Mike's</b> [1] - 25:2 <b>mile</b> [1] - 10:13 <b>miles</b> [3] - 10:12, 14:23, 15:5 <b>MILLER</b> [1] - 33:24 <b>Miller</b> [1] - 33:24 <b>minimalistic</b> [2] - 28:4, 28:5 <b>miss</b> [2] - 9:17, 9:24 <b>misses</b> [2] - 18:12 <b>modify</b> [1] - 22:5 <b>mom</b> [4] - 18:6, 19:9, 20:23, 23:7 <b>MONDAY</b> [1] - 1:10 <b>money</b> [1] - 25:21 <b>most</b> [2] - 6:16, 30:18 <b>motion</b> [2] - 34:14, 34:15 <b>mouthful</b> [1] - 4:3 <b>move</b> [2] - 27:20, 32:12	
<b>H</b>	<b>I</b>	<b>K</b>	<b>M</b>		
<b>half</b> [1] - 24:12 <b>hand</b> [2] - 22:14, 22:15 <b>handle</b> [1] - 16:11 <b>handling</b> [1] - 17:9 <b>happy</b> [2] - 12:14, 32:2 <b>hard</b> [2] - 11:10, 12:12 <b>harm</b> [1] - 21:16 <b>harsh</b> [1] - 5:10 <b>hate</b> [1] - 32:8 <b>Havana's</b> [1] - 12:10 <b>head</b> [3] - 10:15, 10:16, 32:3 <b>heading</b> [1] - 5:11 <b>heard</b> [1] - 14:20 <b>Hearing</b> [1] - 20:5 <b>hearing</b> [1] - 13:21 <b>help</b> [3] - 5:3, 11:17, 14:6 <b>helpful</b> [2] - 9:19, 32:9 <b>helps</b> [1] - 18:15 <b>hereby</b> [1] - 35:5 <b>Heritage</b> [4] - 2:5, 3:20, 4:3, 8:17 <b>heritage</b> [1] - 29:6 <b>hesitant</b> [1] - 12:21 <b>highway</b> [2] - 24:16, 25:7 <b>hill</b> [3] - 7:23, 13:7, 17:14 <b>historic</b> [1] - 10:22 <b>historical</b> [3] - 32:17, 34:3, 34:9 <b>history</b> [4] - 22:23, 28:19, 29:8, 30:9 <b>hit</b> [2] - 6:7, 8:11 <b>hits</b> [1] - 6:18 <b>hoagie</b> [2] - 23:14, 24:11 <b>hoist</b> [1] - 13:4 <b>hold</b> [1] - 31:10 <b>homework</b> [2] - 25:16, 32:25 <b>honest</b> [1] - 8:24 <b>hop</b> [1] - 17:15 <b>HOPE</b> [3] - 1:2, 1:7, 1:8 <b>Hope</b> [11] - 2:7, 14:9, 25:19, 27:18, 28:7, 28:12, 28:20, 29:13, 29:17, 33:10, 33:14 <b>horse</b> [1] - 33:17 <b>Hotel</b> [1] - 5:12 <b>hotel</b> [2] - 10:19, 16:17 <b>house</b> [3] - 11:7,	<b>ice</b> [1] - 19:5 <b>ideas</b> [1] - 32:15 <b>identifies</b> [1] - 4:25 <b>identify</b> [2] - 3:23, 33:23 <b>image</b> [3] - 7:4, 7:7, 33:14 <b>images</b> [1] - 5:9 <b>impact</b> [1] - 21:17 <b>important</b> [10] - 11:3, 17:13, 29:7, 29:13, 31:22, 31:24, 32:15, 32:16, 33:13, 34:11 <b>importantly</b> [1] - 30:24 <b>inch</b> [1] - 4:22 <b>incidents</b> [1] - 17:21 <b>include</b> [1] - 28:25 <b>included</b> [1] - 30:14 <b>includes</b> [1] - 16:19 <b>incorporate</b> [1] - 29:18 <b>incorporated</b> [1] - 23:23 <b>information</b> [2] - 30:12, 30:13 <b>injuries</b> [1] - 17:22 <b>ink</b> [1] - 28:18 <b>input</b> [4] - 31:4, 31:11, 31:14, 31:18 <b>instead</b> [2] - 8:10, 16:20 <b>intended</b> [2] - 21:9, 21:24 <b>intent</b> [2] - 20:10, 23:5 <b>interest</b> [1] - 21:25 <b>interim</b> [6] - 4:5, 4:24, 8:12, 9:17, 11:14, 18:3 <b>interior</b> [1] - 19:19 <b>intermediate</b> [1] - 9:20 <b>interpret</b> [2] - 20:2, 25:14 <b>interpreted</b> [2] - 19:2, 20:25 <b>intersection</b> [1] - 7:2 <b>involved</b> [2] - 14:2, 18:12 <b>issue</b> [9] - 15:9, 17:20, 20:18, 22:3, 23:4, 24:24, 29:12, 30:25 <b>ITEM</b> [1] - 2:4 <b>itself</b> [1] - 33:19	<b>Jersey</b> [1] - 25:2 <b>Jim</b> [2] - 21:13, 21:19 <b>John</b> [3] - 19:10, 22:5, 25:15 <b>JOHN</b> [1] - 1:20 <b>joint</b> [2] - 5:14, 11:15 <b>judge</b> [1] - 5:9	<b>Karen</b> [1] - 35:10 <b>keep</b> [8] - 5:5, 6:6, 12:25, 16:12, 17:4, 19:4, 19:8, 27:20 <b>Keller</b> [1] - 3:15 <b>kidding</b> [1] - 15:6 <b>kids</b> [1] - 9:11 <b>Kilwins</b> [1] - 20:5 <b>kind</b> [11] - 4:7, 5:14, 5:15, 5:16, 5:23, 8:4, 11:9, 13:18, 17:20, 22:19, 31:11 <b>knocked</b> [1] - 13:18 <b>knows</b> [1] - 9:12	<b>Lady</b> [1] - 15:14 <b>language</b> [7] - 19:14, 20:3, 20:12, 22:20, 22:22, 23:24 <b>large</b> [1] - 31:5 <b>last</b> [2] - 13:13, 31:3 <b>Laurie</b> [2] - 26:18, 29:21 <b>LAURIE</b> [1] - 1:15 <b>least</b> [2] - 24:11, 30:3 <b>leave</b> [2] - 6:22, 31:15 <b>legal</b> [1] - 23:3 <b>legislative</b> [1] - 22:23 <b>legitimate</b> [1] - 10:5 <b>Lehigh</b> [3] - 2:5, 3:20, 4:2 <b>less</b> [1] - 28:2 <b>likely</b> [1] - 10:24 <b>lined</b> [1] - 19:5 <b>lines</b> [2] - 19:13, 26:17 <b>literally</b> [1] - 18:4 <b>live</b> [2] - 17:12 <b>lived</b> [3] - 14:5, 14:17, 15:3 <b>living</b> [1] - 17:14 <b>local</b> [1] - 27:22 <b>location</b> [6] - 5:8, 5:13, 6:24, 6:25, 21:15, 23:15 <b>locations</b> [9] - 4:8, 4:25, 5:6, 6:4, 6:14,	<b>Main</b> [9] - 4:6, 6:25, 9:6, 12:10, 15:11, 15:18, 15:23, 15:25, 18:16 <b>Maisel</b> [1] - 3:12 <b>MANAGER</b> [1] - 1:20 <b>Manager</b> [2] - 4:2, 8:3 <b>manager</b> [1] - 21:23 <b>Mansion</b> [6] - 26:21, 26:23, 26:24, 28:3, 32:21 <b>map</b> [4] - 4:7, 16:19, 16:21, 17:7 <b>maps</b> [1] - 18:2 <b>markers</b> [1] - 10:13 <b>marketing</b> [1] - 33:9 <b>markings</b> [1] - 11:5 <b>MARY</b> [1] - 1:21 <b>mask</b> [2] - 26:4, 26:15 <b>match</b> [1] - 6:22 <b>MATTHEW</b> [1] - 1:21 <b>mayor</b> [1] - 3:15 <b>McCaffrey's</b> [1] - 24:11 <b>McDonalds</b> [1] - 23:13



<p>28:23, 28:25  <b>prohibit</b> [1] - 11:23  <b>project</b> [2] - 8:2, 33:15  <b>prompted</b> [1] - 22:4  <b>proper</b> [1] - 26:5  <b>property</b> [9] - 4:11, 4:12, 7:18, 7:22, 15:14, 15:15, 15:17, 16:19, 17:22  <b>proposed</b> [4] - 5:7, 6:14, 18:3, 20:23  <b>protecting</b> [2] - 21:24, 23:6  <b>provide</b> [2] - 13:23, 22:15  <b>provision</b> [3] - 20:3, 20:15, 21:15  <b>provisions</b> [1] - 22:25  <b>public</b> [4] - 3:17, 31:10, 32:8, 33:9  <b>Public</b> [2] - 6:19, 8:3  <b>public's</b> [2] - 31:14, 31:18  <b>pulled</b> [1] - 30:4  <b>put</b> [12] - 6:11, 7:22, 12:5, 15:9, 15:17, 15:23, 19:3, 22:20, 26:3, 32:19, 32:20  <b>putting</b> [6] - 9:5, 12:14, 15:10, 15:13, 29:21, 34:4</p>	<p><b>recommendation</b> [1] - 20:13  <b>recommended</b> [2] - 6:17, 8:9  <b>record</b> [1] - 21:11  <b>red</b> [3] - 4:8, 4:11, 4:13  <b>redesign</b> [1] - 14:4  <b>redoing</b> [1] - 25:20  <b>reflect</b> [3] - 33:7, 33:14, 33:21  <b>reflective</b> [1] - 11:16  <b>reflects</b> [1] - 26:16  <b>regarding</b> [1] - 3:17  <b>relates</b> [1] - 19:18  <b>relying</b> [1] - 21:6  <b>remember</b> [1] - 11:7  <b>repeated</b> [1] - 7:10  <b>report</b> [1] - 17:20  <b>Reporter</b> [1] - 35:11  <b>require</b> [2] - 6:11, 6:14  <b>researched</b> [1] - 27:12  <b>residential</b> [1] - 15:14  <b>rest</b> [1] - 9:4  <b>restaurant</b> [3] - 19:15, 22:23, 24:18  <b>Retail</b> [2] - 2:6, 18:25  <b>retail</b> [9] - 19:17, 19:23, 20:11, 20:20, 20:21, 22:6, 22:24, 23:22, 24:18  <b>RETTIG</b> [10] - 1:15, 3:9, 17:10, 17:23, 24:8, 25:7, 27:24, 28:5, 34:15, 34:21  <b>Rettig</b> [1] - 3:8  <b>rid</b> [1] - 12:15  <b>rides</b> [1] - 17:10  <b>Ringing</b> [1] - 10:16  <b>river</b> [6] - 27:25, 28:10, 29:2, 29:3, 29:16, 33:11  <b>River</b> [1] - 5:12  <b>Riverstone</b> [1] - 33:24  <b>Riverwoods</b> [1] - 17:14  <b>road</b> [4] - 5:17, 5:18, 16:17, 18:5  <b>Rocks</b> [1] - 10:16  <b>roll</b> [1] - 3:4  <b>roof</b> [1] - 27:3  <b>ROOM</b> [1] - 1:7  <b>room</b> [1] - 16:25  <b>ROSENCRANS</b> [13] - 3:22, 3:25, 6:13, 7:25, 10:6, 11:2, 11:6, 12:24, 13:3, 13:22, 14:25, 16:3, 17:7  <b>Rosencrans</b> [1] - 3:25</p>	<p><b>ROSENCRANZ</b> [1] - 4:18  <b>route</b> [2] - 7:16, 10:22  <b>Route</b> [1] - 4:6  <b>routes</b> [1] - 10:20  <b>RPR</b> [1] - 35:10  <b>run</b> [2] - 18:25, 30:6  <b>runs</b> [1] - 14:14</p> <p style="text-align: center;"><b>S</b></p> <p><b>sad</b> [1] - 29:8  <b>safely</b> [1] - 8:10  <b>safer</b> [1] - 12:7  <b>safest</b> [1] - 7:16  <b>scary</b> [1] - 13:12  <b>scheme</b> [1] - 11:4  <b>scratching</b> [1] - 32:3  <b>scroll</b> [1] - 6:3  <b>sculpture</b> [1] - 13:5  <b>seal</b> [2] - 28:20, 29:7  <b>second</b> [3] - 6:24, 20:21, 34:16  <b>section</b> [1] - 9:12  <b>sections</b> [1] - 23:24  <b>see</b> [33] - 4:18, 4:20, 5:16, 5:18, 6:4, 7:3, 9:2, 9:3, 9:20, 9:25, 10:4, 11:10, 11:16, 11:19, 11:25, 12:13, 17:13, 17:14, 18:13, 23:2, 25:19, 27:10, 27:19, 27:23, 27:24, 28:6, 29:8, 29:16, 29:17, 29:22, 30:11, 31:11, 32:23  <b>send</b> [6] - 18:18, 18:19, 18:20, 32:14, 32:18, 32:23  <b>sending</b> [1] - 8:10  <b>sense</b> [1] - 32:17  <b>sequence</b> [1] - 20:16  <b>serious</b> [2] - 8:22, 15:19  <b>set</b> [1] - 13:20  <b>seven</b> [5] - 17:22, 22:12, 30:23, 30:25, 31:4  <b>several</b> [1] - 11:20  <b>shame</b> [1] - 15:4  <b>shop</b> [2] - 23:14, 24:11  <b>shopping</b> [6] - 23:11, 23:12, 24:3, 24:5, 24:16, 25:3  <b>shot</b> [1] - 5:18  <b>showing</b> [3] - 6:9, 7:23, 8:21  <b>shows</b> [1] - 4:7  <b>side</b> [4] - 5:6, 6:25,</p>	<p>7:5, 7:11  <b>sides</b> [2] - 5:2, 7:12  <b>sidewalk</b> [3] - 6:3, 9:15, 15:12  <b>sidewalks</b> [2] - 8:20, 12:15  <b>sign</b> [15] - 4:8, 5:10, 5:17, 6:4, 6:24, 9:2, 9:3, 11:8, 11:9, 11:11, 11:15, 12:2, 12:13, 13:25, 16:15  <b>signage</b> [15] - 4:5, 7:11, 7:17, 7:24, 8:13, 8:16, 8:19, 10:7, 10:21, 11:12, 13:16, 16:6, 16:18, 19:20, 21:5  <b>signs</b> [33] - 4:14, 4:19, 4:23, 5:2, 5:7, 6:2, 6:10, 6:16, 7:5, 7:22, 9:6, 9:17, 9:25, 10:6, 10:25, 11:20, 12:14, 12:17, 13:8, 13:22, 15:9, 15:17, 15:21, 15:23, 16:2, 16:4, 16:5, 16:7, 17:25, 18:23, 27:16  <b>similar</b> [6] - 9:25, 19:18, 19:24, 21:15, 21:19, 29:5  <b>simply</b> [1] - 17:8  <b>single</b> [1] - 18:6  <b>single-wide</b> [1] - 18:6  <b>site</b> [1] - 8:2  <b>sitting</b> [2] - 15:15, 30:6  <b>situation</b> [1] - 20:22  <b>situations</b> [1] - 11:24  <b>six</b> [1] - 4:22  <b>six-inch</b> [1] - 4:22  <b>slightly</b> [1] - 30:25  <b>small</b> [1] - 11:8  <b>society</b> [1] - 34:3  <b>SOLICITOR</b> [1] - 1:20  <b>solution</b> [9] - 4:24, 8:5, 8:6, 8:13, 9:17, 9:20, 11:14, 18:3, 18:14  <b>someone</b> [3] - 14:6, 20:19, 20:25  <b>somewhat</b> [1] - 29:4  <b>somewhere</b> [1] - 16:16  <b>sorry</b> [3] - 9:8, 24:4, 25:24  <b>sort</b> [4] - 12:5, 14:14, 30:13, 31:10  <b>south</b> [8] - 10:18, 14:12, 14:13, 14:24, 15:2, 17:2, 17:5,</p>	<p>17:8  <b>South</b> [2] - 12:10, 15:11  <b>south/north</b> [1] - 16:21  <b>southbound</b> [2] - 5:3, 6:5  <b>specific</b> [1] - 20:12  <b>spend</b> [2] - 32:2, 32:8  <b>spot</b> [2] - 6:4, 10:18  <b>spots</b> [1] - 18:9  <b>square</b> [1] - 6:16  <b>staff</b> [5] - 8:3, 8:4, 8:17, 16:11, 18:21  <b>stage</b> [1] - 9:22  <b>staircase</b> [1] - 7:19  <b>stairs</b> [4] - 5:18, 7:13, 7:17, 13:10  <b>stalled</b> [1] - 8:11  <b>standard</b> [1] - 11:13  <b>standpoint</b> [1] - 33:9  <b>stands</b> [1] - 20:24  <b>start</b> [5] - 5:19, 27:21, 32:3, 34:3  <b>started</b> [1] - 8:2  <b>starting</b> [2] - 29:10, 34:5  <b>State</b> [9] - 4:6, 4:11, 5:17, 6:21, 7:18, 8:16, 10:11, 16:11, 16:18  <b>stay</b> [2] - 6:3, 25:20  <b>stenographer</b> [1] - 3:24  <b>step</b> [1] - 27:10  <b>steps</b> [2] - 12:22, 13:5  <b>Stewardship</b> [1] - 4:2  <b>stick</b> [1] - 13:6  <b>stone</b> [1] - 13:20  <b>stop</b> [1] - 6:6  <b>store</b> [13] - 12:10, 20:6, 20:19, 20:20, 20:21, 20:23, 21:4, 21:5, 21:8, 21:12, 21:15, 21:17  <b>stores</b> [8] - 19:5, 19:6, 19:9, 21:2, 21:13, 21:19, 23:8  <b>STOVER</b> [4] - 1:21, 24:15, 24:22, 25:8  <b>street</b> [3] - 5:16, 6:16, 7:8  <b>STREET</b> [1] - 1:7  <b>Street</b> [12] - 4:6, 6:7, 7:2, 9:6, 15:11, 15:19, 15:24, 15:25, 17:17, 18:16, 24:17  <b>streets</b> [2] - 6:12, 8:23  <b>stretch</b> [2] - 9:10, 9:19  <b>strict</b> [2] - 20:3, 21:14</p>
<b>Q</b>				
<p><b>questionnaire</b> [1] - 29:12  <b>questionnaires</b> [1] - 32:19  <b>quick</b> [1] - 6:9  <b>quicker</b> [1] - 9:3</p>				
<b>R</b>				
<p><b>raise</b> [1] - 11:18  <b>raised</b> [1] - 20:9  <b>raising</b> [1] - 10:5  <b>rather</b> [1] - 30:12  <b>read</b> [1] - 15:24  <b>reading</b> [1] - 21:14  <b>realize</b> [1] - 14:14  <b>really</b> [14] - 4:12, 5:18, 6:8, 7:15, 12:4, 14:23, 15:12, 20:2, 21:24, 23:4, 25:24, 26:16, 32:3, 34:2  <b>reason</b> [1] - 23:2  <b>recent</b> [1] - 28:21  <b>recognize</b> [1] - 28:11  <b>recommend</b> [2] - 13:23, 20:12</p>				

<p><b>stroller</b> <sup>[5]</sup> - 9:8, 9:14, 18:6</p> <p><b>strollers</b> <sup>[3]</sup> - 8:24, 11:23, 18:7</p> <p><b>study</b> <sup>[3]</sup> - 8:9, 8:14, 25:12</p> <p><b>stuff</b> <sup>[6]</sup> - 13:18, 24:10, 24:22, 25:14, 30:8, 30:9</p> <p><b>suggest</b> <sup>[1]</sup> - 33:25</p> <p><b>supposed</b> <sup>[1]</sup> - 13:6</p> <p><b>surprised</b> <sup>[1]</sup> - 17:17</p> <p><b>symbol</b> <sup>[1]</sup> - 10:13</p>	<p>10:16, 11:5, 11:14, 12:11, 14:7, 14:19, 15:9, 16:6, 16:7, 16:8, 17:11, 18:10</p> <p><b>trails</b> <sup>[1]</sup> - 15:18</p> <p><b>transcript</b> <sup>[1]</sup> - 35:8</p> <p><b>traverse</b> <sup>[1]</sup> - 14:5</p> <p><b>trial</b> <sup>[1]</sup> - 10:12</p> <p><b>truly</b> <sup>[2]</sup> - 21:10, 23:7</p> <p><b>try</b> <sup>[3]</sup> - 7:12, 9:18, 29:13</p> <p><b>trying</b> <sup>[8]</sup> - 7:3, 7:15, 15:20, 17:15, 17:16, 22:20, 29:22, 30:21</p> <p><b>turn</b> <sup>[2]</sup> - 10:22, 17:16</p> <p><b>tweak</b> <sup>[1]</sup> - 19:11</p> <p><b>tweaked</b> <sup>[2]</sup> - 18:2, 22:3</p> <p><b>tweaking</b> <sup>[1]</sup> - 20:15</p> <p><b>twice</b> <sup>[1]</sup> - 8:20</p> <p><b>two</b> <sup>[12]</sup> - 10:20, 19:9, 19:25, 20:8, 21:2, 21:12, 21:13, 22:4, 29:18, 31:19, 33:16, 33:21</p> <p><b>tying</b> <sup>[1]</sup> - 34:9</p> <p><b>type</b> <sup>[5]</sup> - 6:20, 7:11, 11:8, 11:15, 23:7</p> <p><b>types</b> <sup>[2]</sup> - 11:20, 11:24</p>	<p><b>version</b> <sup>[3]</sup> - 10:14, 10:21, 16:14</p> <p><b>versions</b> <sup>[1]</sup> - 5:2</p> <p><b>versus</b> <sup>[1]</sup> - 28:18</p> <p><b>VICE</b> <sup>[1]</sup> - 1:15</p> <p><b>VICE-PRESIDENT</b> <sup>[1]</sup> - 1:15</p> <p><b>vicinity</b> <sup>[1]</sup> - 16:16</p> <p><b>view</b> <sup>[1]</sup> - 28:9</p> <p><b>vision</b> <sup>[1]</sup> - 34:9</p> <p><b>visual</b> <sup>[1]</sup> - 12:5</p> <p><b>voice</b> <sup>[1]</sup> - 8:25</p>	<p style="text-align: center;"><b>Z</b></p> <p><b>zone</b> <sup>[2]</sup> - 5:24, 24:17</p> <p><b>Zoning</b> <sup>[2]</sup> - 19:25, 20:5</p> <p><b>ZONING</b> <sup>[1]</sup> - 1:21</p> <p><b>zoning</b> <sup>[4]</sup> - 20:6, 21:23, 22:25, 23:23</p>
<b>T</b>	<p style="text-align: center;"><b>U</b></p> <p><b>unless</b> <sup>[1]</sup> - 9:25</p> <p><b>up</b> <sup>[29]</sup> - 3:23, 4:20, 5:14, 6:7, 6:19, 6:22, 7:12, 8:11, 9:10, 10:9, 10:12, 10:16, 11:5, 12:2, 12:22, 13:4, 13:5, 13:7, 15:13, 15:20, 15:23, 16:13, 19:5, 20:20, 21:7, 24:16, 25:2, 25:25, 27:7</p> <p><b>update</b> <sup>[1]</sup> - 26:7</p> <p><b>updated</b> <sup>[3]</sup> - 26:2, 26:8, 26:24</p> <p><b>usage</b> <sup>[1]</sup> - 19:23</p> <p><b>useable</b> <sup>[1]</sup> - 14:6</p> <p><b>uses</b> <sup>[3]</sup> - 9:7, 9:8, 19:17</p> <p><b>utilize</b> <sup>[2]</sup> - 10:13, 10:14</p> <p><b>utilizing</b> <sup>[1]</sup> - 34:8</p>	<b>W</b>	<p><b>walk</b> <sup>[3]</sup> - 8:24, 9:2, 14:9</p> <p><b>walks</b> <sup>[1]</sup> - 18:6</p> <p><b>wall</b> <sup>[1]</sup> - 30:10</p> <p><b>wants</b> <sup>[4]</sup> - 20:20, 21:11, 32:24, 33:15</p> <p><b>Washington</b> <sup>[1]</sup> - 14:10</p> <p><b>Waterloo</b> <sup>[3]</sup> - 6:7, 7:2, 8:11</p> <p><b>wayfinding</b> <sup>[3]</sup> - 4:23, 10:14, 12:2</p> <p><b>ways</b> <sup>[1]</sup> - 5:20</p> <p><b>website</b> <sup>[1]</sup> - 27:15</p> <p><b>West</b> <sup>[1]</sup> - 24:17</p> <p><b>whereas</b> <sup>[1]</sup> - 13:5</p> <p><b>whole</b> <sup>[2]</sup> - 7:25, 11:7</p> <p><b>wide</b> <sup>[3]</sup> - 9:14, 18:5, 18:6</p> <p><b>Wilkes</b> <sup>[4]</sup> - 10:9, 15:2, 15:3, 15:4</p> <p><b>Williamsport</b> <sup>[2]</sup> - 21:13, 21:20</p> <p><b>wooden</b> <sup>[2]</sup> - 6:21, 13:5</p> <p><b>word</b> <sup>[3]</sup> - 16:20, 22:25, 33:8</p> <p><b>Works</b> <sup>[2]</sup> - 6:19, 8:3</p> <p><b>WORKSHOP</b> <sup>[1]</sup> - 1:5</p> <p><b>world</b> <sup>[1]</sup> - 33:15</p> <p><b>written</b> <sup>[1]</sup> - 20:7</p>
<p><b>tall</b> <sup>[1]</sup> - 11:9</p> <p><b>tasked</b> <sup>[1]</sup> - 20:6</p> <p><b>TECHNICIAN</b> <sup>[1]</sup> - 1:21</p> <p><b>ten</b> <sup>[2]</sup> - 14:5, 14:17</p> <p><b>tend</b> <sup>[1]</sup> - 13:17</p> <p><b>term</b> <sup>[1]</sup> - 12:6</p> <p><b>terms</b> <sup>[1]</sup> - 19:17</p> <p><b>tested</b> <sup>[1]</sup> - 18:5</p> <p><b>Thorpe</b> <sup>[2]</sup> - 21:13, 21:19</p> <p><b>thousand</b> <sup>[1]</sup> - 22:13</p> <p><b>three</b> <sup>[13]</sup> - 4:8, 4:11, 4:12, 4:25, 15:23, 15:25, 16:3, 18:4, 18:9, 18:15, 28:19, 31:12, 31:19</p> <p><b>throughout</b> <sup>[1]</sup> - 10:7</p> <p><b>throw</b> <sup>[1]</sup> - 13:11</p> <p><b>TINA</b> <sup>[1]</sup> - 1:15</p> <p><b>tire</b> <sup>[1]</sup> - 13:7</p> <p><b>today</b> <sup>[4]</sup> - 3:18, 4:5, 8:20, 20:25</p> <p><b>together</b> <sup>[4]</sup> - 19:3, 22:20, 32:19, 34:4</p> <p><b>Tom</b> <sup>[1]</sup> - 8:3</p> <p><b>top</b> <sup>[1]</sup> - 7:4</p> <p><b>town</b> <sup>[13]</sup> - 5:4, 5:22, 5:23, 7:4, 8:20, 10:25, 14:11, 14:12, 33:6, 33:8, 33:20, 34:9</p> <p><b>town's</b> <sup>[1]</sup> - 29:8</p> <p><b>towns</b> <sup>[2]</sup> - 29:2, 33:11</p> <p><b>towpath</b> <sup>[3]</sup> - 9:11, 9:12, 9:19</p> <p><b>track</b> <sup>[1]</sup> - 18:10</p> <p><b>tracks</b> <sup>[2]</sup> - 19:14, 19:17</p> <p><b>tradenname</b> <sup>[1]</sup> - 19:20</p> <p><b>Trail</b> <sup>[2]</sup> - 4:2, 4:6</p> <p><b>trail</b> <sup>[21]</sup> - 4:24, 5:4, 5:12, 7:19, 8:10, 9:25, 10:8, 10:15,</p>	<p style="text-align: center;"><b>V</b></p> <p><b>various</b> <sup>[1]</sup> - 4:25</p> <p><b>vary</b> <sup>[1]</sup> - 20:2</p> <p><b>vehicle</b> <sup>[1]</sup> - 33:7</p>	<b>Y</b>	<p><b>year</b> <sup>[1]</sup> - 13:19</p> <p><b>years</b> <sup>[3]</sup> - 14:5, 14:17, 30:6</p> <p><b>yellow</b> <sup>[2]</sup> - 11:17, 27:3</p> <p><b>young</b> <sup>[2]</sup> - 15:14, 21:11</p> <p><b>yourself</b> <sup>[2]</sup> - 3:24, 33:23</p>