



EXETER COMMUNITY NEWS

Edition 4

Fourth Quarter, 2014

Strategic Planning Update

Over the past few months, the Strategic Planning Steering Committee has been actively spearheading the Township's planning project. They reviewed information about marketing and fiscal impacts associated with various land uses. They were also involved in several discussions regarding possible rezoning of an area off of Oak Parkway (between 47th Street and Gibraltar Road) for which a public hearing has not yet been scheduled.

The professional planning team conducted several "key person" interviews and shared the results with the Steering Committee. Information about the interview participants, questions posed and responses provided, as well as the names of others who were recommended to be interviewed but unable to accommodate, are available for review online or at the Township building.

The Board of Supervisors, staff and planning team sincerely thank all of the interview participants! They graciously shared their valuable time to meet with our representatives and not only answered specific questions compiled by the steering committee, but shared additional insight, suggestions and recommendations, all designed to aid in this economic development planning effort.

The Steering Committee concluded the visioning process by forming subcommittees to investigate and evaluate the following focal priorities:

The Reading Country Club: Retaining open space while maximizing potential for a positive revenue stream, employment and overall use of the facility. Also under consideration is the feasibility of making the site available for the addition of a hotel/conference center area creating a gathering place or destination.

Business Friendly: Stimulating business growth and development in Exeter Township by establishing and implementing a business-friendly culture that benefits the community. A detailed review of existing Township ordinances, policies, practices and procedures is proposed to achieve the goals and objectives.

Riverfront: Establishing a zone along the Schuylkill River from Trout Run Sports Complex to Rte. 345. Rezoning to create opportunities for riverfront development to include recreational/gathering uses as well as a broad array of mixed uses including a trail extension from Gibraltar Road to Rte. 345 with access points via Trout Run, Gibraltar Road and Rte. 345.

Town Center: Establishing a mixed use corridor/towncenter zone along Perkiomen Avenue between 36th Street and Shelbourne Road (the exact area to be further examined). This project may involve amending zoning requirements in what would be designated our main commerce area and encouraging both pedestrian and non-motorized movement.

The Steering Committee's reports, which are available for review on the Township website (www.exetertownship.com), were accepted by the Board of Supervisors on September 8th for further review and implementation. The Planner Steering Committee will continue to meet the 2nd Wednesday of each month at 6pm in the Township building to discuss and advance the above priorities. You are encouraged to attend and participate in the discussion.

Holiday Schedule

Exeter Township Offices will be closed

Election Day - November 4th

Veteran's Day - November 10th

Thanksgiving - November 27-28th

Christmas - December 24-25th

New Year's Day - January 1st

EXETER COMMUNITY NEWS

Exeter's New Businesses

Exeter is working hard to create opportunities for new businesses to operate in the Township. Residents are encouraged to support our businesses because they help serve the community's needs and support Exeter's commercial tax base through the Township's business privilege tax. "Welcome" to the following new businesses!

Coming Soon....

"ALDI"

At the corner of Perkiomen Avenue and DeMoss Road. Under construction now and opening soon!

Exeter is...



2015 Budget

That time of year is upon us where the Board of Supervisors and township staff must prepare for the 2015 budget. The township continues to work hard to control costs in every aspect of township operations and increase revenues where possible to balance the budget. This year, like recent years, budgeting challenges include stagnant or decreased real estate transfer and earned income tax revenue and continually rising costs. The Township will also consider implementing recommendations from the final report of the PA Economy League, which was prepared as part of the Township's participation in the PA DCED Early Intervention Program.

If you are interested in the process, budget discussions with the Board will take place during the 5 meetings below. They will all be held at the township municipal building at 4975 DeMoss Road starting at 6:30pm.

- September 16th • September 29th
- October 7th • October 29th
- November 5th

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EXETER COMMUNITY NEWS

Exeter Township Emergency Services



Exeter Township Police



Exeter Township Fire Department



Exeter Township Emergency Management



Exeter Ambulance Association



Exeter Township Fire Police

Exeter Township is fortunate to have a collection of dedicated professionals ready to serve at a moment's notice. This is possible through the efforts of an entire community. But your job is not over, and ours never ends. The Emergency Responders appreciate your continued support.

Will you respond when called upon?

Shown above, left to right: Fire Police Capt. Norman Willig; Fire Chief Robert Jordan; Police Chief Christopher Neidert; Ambulance Chief Jon Herbsleb; H. David Miller, Emergency Manager

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EXETER COMMUNITY NEWS

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www.exetertwpfire25.com

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The ETVFD is currently accepting new member applications for:

- Firefighting
- EMS / Medical Services
- Data Entry
- Record Keeping

Please visit our website at www.exetertwpfire25.com or contact Deputy Chief Christopher Jordan at cjordan@exetertwpfire25.com for more information.

OPEN HOUSES!

Saturday, October 11, 2014 – 10AM to 2PM at the Reiffton Station (ETVFD Station 25-2)

Sunday, October 12, 2014 – 10AM to 2PM at the Stonersville Station (ETVFD Station 25-3)

Please join us for refreshments, fire prevention, community awareness, and a great time as a COMMUNITY!

BLOOD DRIVE!

Saturday, October 11, 2014 – 9AM to 2PM at the Reiffton Station!!

Please sign up for your time slot to give blood with Deputy Chief Chris Jordan at cjordan@exetertwpfire25.com



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<p>Reading Health Physician Network, Internal Medicine Suite 200 John C. Heisey, MD Bertrand J. High, MD Alan P. Levine, MD 610-898-5660</p>	<p>Reading Health Physician Network, Women's Health Suite 101 Deborah P. Consoli, MD Thomas M. Ebersole, MD William J. West, Jr., MD Jeffrey C. Zerby, MD Rebecca McClure, CRNP Ashley A. Williams, PA-C 610-898-7000</p>
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For more information, call 484-628-HELP (4357) or visit www.readinghealth.org.



Christmas Tree Sale

The Exeter Township Volunteer Fire Department will be holding its 31st Annual Christmas Tree Sale starting Friday, November 28, 2014, at the Reiffton Fire Station at 33rd Street and James Avenue.

The Tree Sale will be open daily from 9am to 8pm. Great assortment of trees in Fraser Firs, Douglass Firs, Blue Spruce! Wreaths! Free Drilling for Stand Straight Tree Stands and bailing on all trees!!

Proceeds from the sale will be used to support the Volunteer Fire Department.

Volunteers will be giving tours of the Fire Station and the Fire Apparatus during the tree sale.

EXETER COMMUNITY NEWS

Santa to Visit Exeter Neighborhoods

Santa will be making his rounds through Exeter neighborhoods on four nights in December riding on a Fire Engine! Since Santa can not visit every street in the Township, parents and children are encouraged to gather at the closest intersection. In case of bad weather, Santa will try to make up the areas missed but there is no guarantee. The following is the rough schedule of the visit.

Monday, December 8 - Reiffton-South side of Route 422, Crestwood, Lorane Orchards to Lorane Road.

Tuesday, December 9 - Lorane Road East to the Township line, Lindstead, Pathfinder Valley, Kinsey Hill, Hunter's Run & Sagebrook.

Wednesday, December 10 - Hunter's Run & Sagebrook, (if not visited on Tuesday) Farming Ridge, Jacksonwald & Wyndam Hill.

Thursday, December 11 - St. Lawrence, Pennside & East side of Reiffton.

Santa also will be at Exeter's Dairy Queen on Friday, December 19th, from 6:30-8:30pm



Holiday House Tour Scheduled

The Woman's Club of Exeter Township will hold its 17th Holiday House Tour on Sunday, December 7th from 1pm to 5pm.

Tickets for the self-guided tour will be available at the Boscov's East Store and Exeter Community Library starting November 1st. The price per ticket is \$12.

Those wanting to have their home included on the tour or just wanting more information should call Fran Vogt at (610) 779-6506.

Christmas Tree Pick Up

Boy Scout Troop 319 will pick up used Christmas trees curbside on Saturday, January 10th for a fee of \$5.00. For more info call Brenda at 484-706-9727 email troop319reading@gmail.com, visit us online at www.troop319.us or mail check (payable to Troop 319) with name, address, phone number, and email address to: **Boy Scout Troop 319, c/o Brenda Nonnemaker, 135 Fairmount Ave., Reading, PA 19606**

The trees will be taken to Trout Run for recycling and the proceeds will benefit the scout troop. **Payments must be received by December 31, 2014**



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EXETER COMMUNITY NEWS

2014 Waste Collection News

Pharmaceutical Waste

Exeter residents have two options to dispose of their no longer needed pharmaceuticals.



A **Medication Drop Box** is located in the lobby of the Police Department at 4975 DeMoss Road and can be used during the normal business hours of 8am to 4:30pm

Monday through Friday.

A **Pharmaceutical Waste Collection Event**, sponsored by the Berks Solid Waste Authority, will be held on **Saturday, October 11, 2014**, at the First Energy Stadium, from 8am to 2pm Both the Medical Drop Box and pharmaceutical Waste Collection are free services.

Household Hazardous Waste

A Household Hazardous Waste Collection has been scheduled by the Berks County Solid Waste Authority for **Saturday, October 18, 2014 at First Energy Stadium, 8am-2pm.**



Items collected include products that are labeled: caution, flammable, toxic, corrosive, poison, danger, explosive, warning, volatile or a combination there of.

Paper Shredding



Help protect yourself and your family from identity theft by having your confidential information shredded.

The next event is scheduled for **Saturday, October 11, at First Energy Stadium from 8am-2pm.**

The limit is 10 boxes per car. Staples need not be removed.

Leaf Pick Up Begins on October 15th



Every fall Township residents eagerly await news about leaf pick up. Beginning the week of October 15th, highway crews will start collecting leaves from Exeter neighborhoods and will continue to do so through December 15th, or until the first snowfall. Crews will work on a continual basis without a published day or area schedule.

Leaves should be raked to the curb and residents are asked not to block storm drains or residential drainage pipes with leaves.

Residents living in rural areas, who would like their leaves collected, may call the Township office at (610) 779-5660 or email njack@exetertownship.com to have their addresses put on the collection list.

Curbside Brush Pick Up

Residents can request to have their brush picked up at the curb by calling (610) 779-5660 or emailing njack@exetertownship.com to make a reservation a week before the pick up is scheduled.



The fall pick up has been scheduled for the week of October 20th-24th.

Brush has to be placed at the curb by 7am; and has to be cut into lengths about 4 feet long, no larger than 4 inches in diameter, bundled together with twine in sizes that can be picked up by one person. Please do not put brush into plastic bags or use plastic bag strips to tie bundles.

Trout Run Recycling Center

Fall/Winter Hours are from 7am to 6pm
Beginning Saturday, November 1st

Security Gate will lock at 6pm

EXETER COMMUNITY NEWS



Farming Ridge Park Update

Our new park pavilion is nearing completion and it looks great!

Thanks to the Landis Mechanical Group Inc. for donating the



man-hours for all of the plumbing work for the bathrooms. Soon-to-be-Eagle-Scout J.R. Sciple

Painted the pavilion and the township Highway and Sewer Departments are responsible for the rest of the work. The next step in the project is the parking lot, drainage facilities, and playground area. The Lions Club of Exeter will be helping to install playground equipment. We will have more updates in the next newsletter, but we are hoping to have it open for rentals for the summer of 2015!

Exeter Prepares for Winter in the Parks

With summer behind us and cold weather approaching, winter preparations are being made at Exeter Parks.



Beginning Friday, October 17th, all winter park hours will be from 9am to 5pm.

All bathroom facilities will be closed and locked for the winter and the water fountains will be turned off as these facilities are not heated.

There will be no pavilion rentals until the parks reopen in the spring. At that time, pavilions in Community Park, Pineland Park, Lorane Hollow Park and Trout Run will be available for rental by reservation on a first-come, first serve basis. Hopefully the new Farming Ridge Park Pavilion will be open in the spring. We will let everyone know when we know for sure.

Special rates will continue to prevail for Exeter Township residents. Non-residents will pay higher rates depending on the park and days of the week being requested.

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PARKS AND

It's Hayride Time!

Join your neighbors... Join the fun at...

Exeter's 14th Annual Hayride scheduled for Friday, October 10th, Saturday October 11th, & Sunday, October 12th at Trout Run from 6:30pm to 9:30pm.



There will be games, snacks, music, dancing with DJ "Special D", and photo opportunities. The Hayride is suitable for younger children on the 10th and 11th. Sunday's Hayride is more scary and is not suitable for young children. Costume Contest scheduled for Saturday night! Next Level Karate Demo scheduled for Friday Night!

The Cost of admission is \$5 for adults and \$3 for children 5 years old and older. Children under 5 years old can enter free.

Don't miss the fun... see you at Trout Run!

Go through the Haunted House!

Open all three days
Price of Admission is \$4

Not as scary Friday & Saturday. Sunday may not be suitable for young children.



TRICK OR TREAT NIGHTS

Exeter's Board of Supervisors has designated Thursday, October 30th & Friday, October 31st from 5:30pm to 9pm as Trick or Treat nights in the Township.



Halloween Advice

Children trick-or-treating for Halloween are reminded to be safe, use flashlights in the dark, only visit homes with porch lights on, and watch out for cars moving through the same streets. Parents are advised to accompany children to ensure their safety.

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RECREATION

Festival of Lights Ceremony

Exeter Residents are cordially invited to join their local government officials at the Township's Annual "Festival of Lights Ceremony" being held on Monday, December 1st at the Reading Country Club, 5311 Perkiomen Avenue.

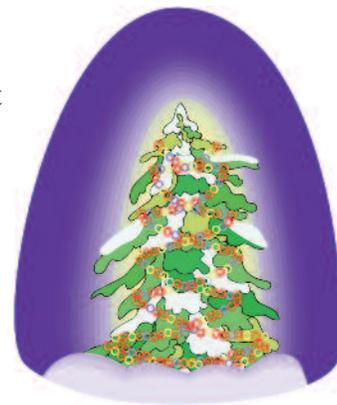
Festivities will begin at 6pm. Attendees can look forward to musical performances by the Exeter High School Brass Ensemble, and will continue to be delighted as young members of the Berks Ballet Theater perform selections from the "Nutcracker Suite".

Santa Claus will join the party when he arrives on the Exeter Volunteer Fire Company's ladder truck. He has promised to hear the wishes of all the children attending the event.



Refreshments will be served by Girl Scout Troops #1909 and #1576. Coloring Contest winners will be announced and prizes will be awarded; and craft projects will be available to the children free of charge.

Homemade tree ornaments brought to the Ceremony will be displayed on the Township's tree at the Dunn Community Center. The tree has been donated by Exeter's Volunteer Fire Company.



Annual Coloring Contest

Once again Exeter will hold a "Holiday Coloring Contest" for area children.

After Halloween, entry forms will be made available at Exeter's three elementary schools, for 5th & 6th grade students at the Reiffton School, and at Exeter Daycare Centers.

1st, 2nd, & 3rd Place Prizes will be given in the following categories: Kindergarten & under; 1st & 2nd Grades; 3rd & 4th Grades; and 5th & 6th Grades.

Contestants can drop off their forms at the Township Building, or mail them to 4975 DeMoss Road, Reading, PA 19606

Aerobics At the Dunn Community Center

Classes are ongoing and you can register any time. Flyers and registration forms can be obtained at Exeter Township's website at www.exetertownship.com or at the Township Building at 4975 DeMoss Road. More information is available by contacting Joe Seltzer at (610) 406-0263 or jseltzer@exetertownship.com or Amanda Moyer at (484) 855-9511. The cost is \$40 for one class; \$75 for two classes; & \$115 for three classes.

Strength and Tone- Mondays from 5:30pm to 6:20pm & Thursdays from 6pm to 6:50pm. This is a total infusion class using bars and weights with combined short cardio intervals for a maximum calorie and toning burn.

Zumba - Mondays from 6:30pm to 7:20pm, Thursdays from 7pm to 7:50pm, and Saturdays from 8:30am - 9:20am. Get in shape and have a blast. Zumba toning targets body sculpting using light weights and combines Zumba moves to great music for a high calorie-burning dance fitness class.



EXETER COMMUNITY NEWS

Exeter Park Wins Grant, Prize

This summer, Community Park won 2nd place in a contest run by *Mission: Healthy Living* and *Pottstown Area Health & Wellness Foundation*. The contest was based on votes from park visitors. Whoever received the most votes won the contest. We received the second most votes. Second prize was \$7,500 for park improvements. Thank you to the foundations and all of you who voted!

Also, our playground program from each park entered The Wright Build Design Competition, held by the Reading Recreation Commission. In the spirit of Frank Lloyd Wright, the competition was to design an original house or building using at least 75% recycled materials. Community Park's kids in the playground program won "Most Overall Thoughtfulness" for their "Lake House" design! Honorable mentions were awarded to Pineland and Lorane Hollow Parks for their designs.



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EXETER COMMUNITY NEWS

Cops Corner

Warning To Residents about Increase in Scams



The police department has seen an increase in Exeter Township Citizens who have been victims of scams and fraudulent schemes. Criminals are using mail, telephones, and internet to trick people into wiring money, purchasing Green Dot-type Cards, or cashing phony checks. The stories and scenarios criminals use to steal money are varied and often convincing. No doubt, the criminals are very clever, playing upon our human natures, fears and emotions to commit their crimes.

Do not become a victim. It is sad, but we must automatically be suspicious when contacted by anyone we do not know. **Never reveal personal, bank account, or credit card information. Never wire money or buy money cards in response to a stranger's request.** Once that money is sent, you are not going to get it back. Checks sent by mail from persons or organizations you do not know with strange instructions are always counterfeit.

Even if you think the stranger contacting you is legitimate, check it out first. You are always welcome to call your police department (610-779-1490) before you do anything. We want to help you.

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EXETER COMMUNITY NEWS

IMPORTANT NOTES FOR RESIDENTS

Exeter Highway crews are having a problem with trees and brush hanging over sidewalks, Township streets, and brush is covering street & traffic directional signs. Residents are asked to please remove tree branches and brush from these areas.

Since street sweeping and snow plowing will be occurring during fall and winter months, residents are asked to keep snow clear of fire hydrants in front of their property and to remove all freestanding basketball stands/hoops from public streets. The hoops block streets and, because they are prohibited on Township roadways, crews will remove them if you do not.



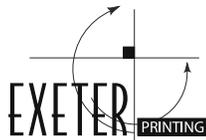
10 Things You Can Do to Prevent Stormwater Runoff Pollution

- Use fertilizers sparingly and sweep up driveways, sidewalks, and gutters
- Never dump anything down storm drains or in streams
- Vegetate bare spots in your yard
- Compost your yard waste
- Use least toxic pesticides, follow labels, and learn how to prevent pest problems
- Direct downspouts away from paved surfaces; consider a rain garden to capture runoff
- Take your car to the car wash instead of washing it in the driveway
- Check your car for leaks and recycle your motor oil
- Pick up after your pet
- Have your septic tank pumped and system inspected regularly

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EXETER COMMUNITY NEWS

Harvest Book & Bake Sale



The Friends of the Exeter Library Harvest Book and Bake Sale is scheduled for the following dates:

For Friends Members only:

October 14, from 4-8pm

For the Public: **October 16 & 17, 12 - 7pm**

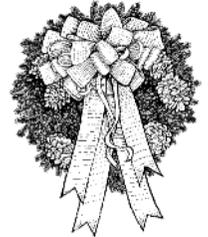
**October 19, 9am - 1pm
(bag of books for only \$5)**

We have adult and children's books, non-fiction, hard cover and paperback, and all kinds of special books. The baked goods are all homemade by the Friends. Something for everyone!

Holiday Sale

The Friends of the Exeter Community Library

Invite you to shop at our BIG HOLIDAY SALE. Beautiful wreaths and other special decorations, homemade holiday cookies, many quilts and knitted gifts.



At the Exeter Library
Saturday Dec. 6th from 9-4
Sunday Dec. 7th from 12-3

The sale will continue in the Library the following week. If you would like to donate or decorate a wreath, contact Bonnie Goulden at 610-582-8502 or bgoulden1@aol.com.

Friends at Chick-fil-A

The Friends of the Exeter Library will be at Chick-fil-A on Monday, December 1st to Spin-the-Wheel from 11 to 2 and 4 to 7. Stop by and drop in \$1 or more in our jar for the Friends and get a card for free food on your next visit. Get a coupon at the library before the event and buy food that day and we get a % of your check. Double funds for our library!

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Melanie A. Appler, AuD, FAAA

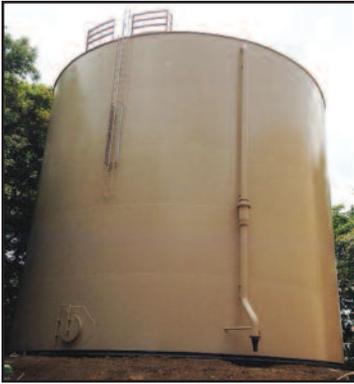


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EXETER COMMUNITY NEWS

Water Tank Rehabilitation



Pennsylvania American Water provided a rare look inside one of its Exeter Township water storage tanks this summer where crews put the finishing touches on rehabilitation work at the 500,000-gallon structure. The company conducted the tour for the media, fire officials and community representatives.

In addition to the 500,000-gallon tank, the company also rehabilitated and repainted a 1 million-gallon storage tank, which sits at the same location off Grant Street. Built in 1968, the 500,000-gallon tank was last painted in 1997. Rehab to the 1 million-gallon structure, which was built and last painted in 1990, began in March. It was placed back in service in June.

The combined cost of rehabilitating and repainting the two tanks was approximately \$620,000. During construction, crews inspected, sandblasted and repainted the tank to provide a protective barrier that prevents the steel from rusting and compromising water quality. The two structures are among eight storage tanks that Pennsylvania American Water operates in its local service area to supply drinking water to approximately 9,100 customers in Exeter and Amity townships.

"Storage tanks are a critical part of our water infrastructure, because they ensure that adequate, reliable water supplies are always available for the community," said Pennsylvania American Water Production/Field Operations Supervisor James Reynolds. "Rehabilitation projects like this one not only extend the tanks' lifespan, but they also represent a significant cost savings in contrast to replacing the structures." Reynolds said the company expects to refill and bring the tank back into service soon. During construction, the company maintained normal operations and customers experienced no water service disruptions.

The Exeter Township structures are among 13 existing tanks being rehabilitated by the company this year across Pennsylvania, along with four new water storage tanks that the company is constructing, which represents a total investment of approximately \$10 million.





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EXETER COMMUNITY NEWS

Free Commuter Services

Commuter Services of Pennsylvania is a non-profit organization that offers free services to commuters about their options for getting to and from work. Our Rideshare and Emergency Ride Home programs provide necessary tools to commuters in order for them to successfully switch from driving alone to a commuting alternative; such as carpooling, vanpooling, bicycling, walking or riding transit. Using a green commute mode is a great way to save money and help improve air quality.

For more information visit
www.PaCommuterServices.org or
 1.866.579.RIDE.



The **Exeter Area Food Pantry** continues to distribute food the 3rd Friday of every month from 2:00 P.M. - 5:30 P.M. at the Reformation Lutheran Church, 3670 Perkiomen Avenue. Pre-registration is required. Call **(610) 572-2344**




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THE TOWNSHIP OF EXETER

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PENNSYLVANIA

Upcoming PennDOT Roadway Improvement Projects

Shelbourne Jughandle - Eastbound

This project is part of a safety and congestion reduction program aimed at Rte. 0422 (Perkiomen Avenue) through Exeter Township. Accommodating the turning movements headed eastbound on 422 at Shelbourne Road has led to poor performance of the signal in an otherwise congested roadway corridor.

To improve the traffic flow and safety at the Shelbourne Road intersection, PennDOT is constructing a jughandle roadway in the southwest corner of the intersection. This roadway will connect Rte. 422 with Shelbourne Road and eliminate the need for left turns at the signal. The right-hand turn lane entering Shelbourne Square will remain.

Work is expected to start in late September, with minimal impacts to residents and motorists early in construction. It is projected to be completed by July 2015.

Rte. 562/Shelbourne Rd./Oley Turnpike Rd. Intersection

This project consists of the realignment of Shelbourne Rd. to Oley Turnpike Rd., the addition of turn lanes at each approach, overall widening, and other alterations. At present, the intersection is congested, misaligned, and turning movements on Rte. 562 restrict traffic flow.

Work is expected to start in late September and continue through October 2015. Early work will require some short-term lane closures. The bulk of the work and possible full road closures will take place in Spring/Summer 2015.

Important updates for both of these projects, such as potential detours, will be posted on our website, www.exetertownship.com, and sent out to our email list when available. Join our email list by clicking the “subscribe to our eNewsletter” icon at the top of our website homepage, next to “FOLLOW”.



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