

DOVER TOWNSHIP
INDUSTRIAL COMMERCIAL DEVELOPMENT COMMITTEE
MAY 27, 2015

The Dover Township Industrial Commercial Development Committee (I/CDC) meeting for May 27, 2015, was brought to order at 4:00 PM by Dover Township Supervisor Liaison Stephen Parthree in the Meeting Room of the Dover Township Municipal Building. Present were Robert Wright, Robert Stone, Benjamin Bode, and Shane Patterson (arrived at 4:15PM). Township Representatives in attendance were Laurel Oswalt, Township Manager; Matthew Menges, Township Supervisor; Stephen Parthree, Township Supervisor; Charles Richards, Township Supervisor; Georgia Sprenkel, Township Zoning Officer; and Trena Hall, Recording Secretary. There were no citizens in attendance. This meeting has been recorded for minute purposes only.

Stephen Parthree began by having everyone introduce themselves. Rob Stone is the owner of Covenant Insurance in Dover. Robert Wright is semi-retired; still working at a funeral home is has a background in economic development. Ben Bode is a Brokerage Advisor with Rock Commercial Real Estate. Chuck Richards, Matt Menges and Steve Parthree are Dover Township Supervisors with Steve Parthree also serving as liaison for the I/CDC. Laurel Oswalt is the Dover Township Manager. Georgia Sprenkel is the Zoning Officer for Dover Township. Trena Hall is the Township Secretary and Recording Secretary for this Committee.

Manager Oswalt stated that this committee is an advisory committee to the Dover Township Board of Supervisors, to give ideas and recommendations to help plan for business growth within the Township. She indicated that this committee first needed to nominate a Chairperson who would run the meetings and give staff ideas for the agenda and a Vice-Chairperson who would fill in when the Chairperson was not present. All members will receive an agenda and packet before each scheduled meeting containing information to be discussed that evening.

Motion by Mr. Stone and seconded by Mr. Wright to have Mr. Benjamin Bode hold the position of Chairperson for I/CDC. **Passed** with 3 ayes

Motion by Mr. Stone and seconded by Mr. Bode to have Robert Wright hold the Vice-Chairperson position for I/CDC. **Passed** with 3 ayes

Mr. Parthree asked members to think of other people who would be of value and willing to serve on this committee. The prior I/CDC had at least 6 members. Members suggested inviting local business owners, the agricultural community, high school business advisory personnel, marketing experts, interns from colleges, etc. Mr. Patterson suggested having someone from the Borough attend since there was a joint effort with the Borough on the Zoning and Comprehensive Plans.

Mr. Bode inquired if you needed to be a resident of Dover to be on this committee. In the past, this committee was more regional with people participating from the Dover Borough and Washington Township. There are no requirements by ordinance that members be residents. Mr. Bode questioned this because he may be moving out of the area but felt that he could still serve on this committee because of his current job position. Those in attendance felt that a person who has a business interest and has business experience will help this committee look at new ideas and see where Dover Township is insufficient compared to other municipalities.

Mr. Parthree provided the current mission statement for this committee and asked members to review it and determine if the statement should be revised. Mr. Patterson agreed that the statement needed to be revised and asked members to consider what this committee is doing and stands for, what are the goals of this committee and bring suggestions to consider for the next meeting.

Manager Oswalt continued the meeting by outlining topics, ideas and tasks for the committee to ponder. Previously this committee created parcel maps identifying all the commercial and industrial parcels available, who owned them, and the size and the zoning of the parcel. Today, this committee has access to the Township's GIS which can be updated easily, the York County Economic Alliance who has programs to help promote primary business parcels, and Township staff who can work on ideas and present information back to the I/CDC for review.

Currently, the Township website is being redeveloped. Township staff is looking to create an interactive parcel map with details of the parcels for the business community. The Township discontinued mailing the Community Newsletter last year but did publish the newsletter on the website. Event attendance is down and residents have been noting that they feel less informed on Township information without receiving the newsletter by mail. The Township would like to begin distributing the newsletter again but funding is needed. Thoughts were to have businesses sponsor the newsletter with advertisements. Those sponsoring businesses could then be promoted on the Township website by providing details on the services of the business, what they do in the community, a picture of the building, any other information promoting the business and provide a review on the business. Manager Oswalt suggested developing a good list of the current operating businesses in the Township and posting the list on the website. She also suggested providing a list of links for business development, promoting information on why a business should establish in Dover Township and who to contact for assistance. A demographics report can also be made on Dover to show businesses why to come to Dover to work and live. A mission statement and tag line can also be added to this site along with other ideas from this committee.

An Economic Development Plan has been designed for the county. The plan was revised last year to make sure their objectives meet the municipalities' objectives. The York County Economic Alliance (YCEA) can help promote Dover on job opportunities and make sure our Zoning Ordinances are current to help attract businesses. Dover Township is currently in the process of updating the Zoning Ordinance. The YCEA can attend a I/CDC meeting to help educate the group on programs that are available, provide guidance on helping the Township

develop strategies for business growth, review how Township staff interacts with the business community and provide ways to improve that interaction.

Manager Oswalt opened the discussion for new ideas on how to attract new businesses.

Mr. Stone inquired when the I/CDC last met and if there were any known ideas in consideration. This committee last met back in 2000 and there are no current committee members present from that prior group. The prior committee developed parcel maps, worked with YCEA to promote key locations in the commercial area, promoted LERTA (a tax exemption program) for new or expanding businesses. LERTA helped two businesses expand but no new businesses arrived.

Mr. Stone inquired if this committee has any resources available or if any money is budgeted for this committee. There are no funds allotted for this committee and Township staff can be used as resources and manage information to display on the Township website. Mr. Stone suggested contacting a marketing firm because there can be cost benefits in hiring professionals to advertise. He also noted that economic development was different in the year 2000. Today, many businesses are driven by the internet.

Mr. Stone noted that a municipal tax was discussed at the last Board of Supervisors meeting. It was said that if you move away from this tax, it cannot be reinstated because it is no longer permitted. Mr. Stone inquired if this tax could be amended. Manager Oswalt noted the tax can be amended or removed but the amendment cannot be expansion of the tax.

Questions that were posed included: Why would someone want to bring business to Dover? What kind of businesses does Dover want to see and need in this community? With the relocation of Memorial Hospital to West Manchester Township opportunity is there to draw in doctor offices, medical facilities, bio-medical, research facilities, medical supplies, dialysis centers, etc. into this area. Committee members also suggested satellite schools/campuses. One concern is not to attract too many more not-for-profit organizations or transportation centers bringing heavy traffic onto Route 74.

Mr. Wright noted that the Township needs to prepare for what businesses can be handled. Ordinances need to be reviewed on the uses and requirements and make the needed changes to help satisfy businesses that may want to come into the Industrial/Commercial areas and Business Park. Business Park areas could have clusters of offices, service industries, restaurants, banks, etc. These businesses will strengthen our local economy by enticing office workers to spend money in Dover Township and allow residents to stay local for services.

Mr. Menges noted that dense building in one area and agriculture within a few miles is one thing that makes Dover Township interesting. Land has been set aside for business areas and agriculture areas to preserve. Chuck Richards noted that some Commercial areas have no depth in the Commercial Zone making it hard to build a restaurant.

Mr. Stone asked if the zoning ordinance changes could be summarized. Georgia Sprenkel noted that more uses were added to the Business/Commercial Park Zones and more Commercial type businesses to the Industrial Zone. These changes have been proposed because the Planning Commission did not believe these zones will ever get the heavy truck traffic. Mr. Patterson noted if an exit is ever built off of 83 to Canal Road this may bring more truck traffic to Dover.

Mr. Patterson presented the great opportunities for businesses to locate in the Hilton Avenue area and at Grandview Golf Course. These parcels can be subdivided into multiple uses and will pull residents from West Manchester, from the Bull Road and Route 74, to come into Dover and use the new services that would be available. Both of these properties have Water and Sewer available. Mr. Bode suggested a mixture of residential, commercial businesses and restaurants would be great behind a golf course of 9 holes.

Mr. Patterson asked the committee what a business is looking for when choosing a location and what does Dover Township have to attract a business to want to locate here. Some ideas were the wealth of the area, access to main routes, and liquor licenses are available. Mr. Bode noted that transportation deals with employees coming and going, not just visiting customers. Mr. Menges stated that the Township Board has been working on having Route 116 cross over to South Salem Church Road and continue onto Canal Road, appearing as a main route coming into Dover. Mr. Bode felt this would be false advertising if the road is not really accessible. Georgia Sprenkel noted that the heavy traffic should be using the Bull Road.

Mr. Patterson inquired when enough wealth will be attracted to Dover to open a small coffee shop, Dunkin' Donuts, Starbucks, etc. Mr. Patterson then inquired on the status of the empty Shurfine property. Recently, a grocery store, that is new to the U.S., has purchased the property and hopefully will attract others into the area. Concern was expressed as to whether the competition would adversely affect Weis and Giant. Mr. Wright inquired on the status of the homes on Pine Road, across from Grandview. Currently the Township has received a grant to acquire and demolish 5 of the properties. The process is to acquire the properties, demolish the structures, and then the Township will be responsible for that property.

Mr. Patterson noted that Agri-tourism is becoming popular. These businesses promote farmers markets, educational tours, fall harvest events, and wineries. All these businesses would attract more travel throughout the Township. Farmers do pay mercantile tax on their farm products. Members inquired if Industrial Farms are allowed. Yes, there are already some in the Township. Dover Township currently has a business coming in who will be making prepackaged salads. On the recreational side of business, people travel through Dover to visit Pinchot Park, the Conewago Creek and for the use of our own community park activities.

Manager Oswalt suggested inviting the YCEA to an I/CDC meeting to give ideas on what they are hearing on the Dover area and reasons why a business would want to locate in Dover over another location. Mr. Stone noted that we do not want to copy other areas on what makes their area attractive. Hi-speed internet is very attractive to businesses today. He noted that

the connections need to be hard and not wireless. Manager Oswalt noted that this could be discussed with Comcast when discussing the franchise agreement.

Mr. Patterson inquired if there is a way to control what businesses locate into the Hilton Avenue area. This area has been subdivided. Currently, a landscaping company has purchased 15 acres and the farmhouse with property will be some type of farm market/winery business. Parcels are still available. Mr. Patterson noted that more corner lots need to be created for commercial use. He suggested working with buyers to purchase old structures, to tear down and rebuild. He suggested taking Hilton across Route 74 and attach to Greenway, creating some nice corner lots.

Mr. Patterson questioned the Board of Supervisors members in attendance, what the future plan was for the golf course that is owned by the Township. Mr. Menges noted that this will be discussed at a future meeting.

Members pushed that Dover Township needs to market what they have available to attract new businesses. Such items available are: live-in fire staff and good call boxes with neighboring townships possessing ladder trucks; area where liquor licenses are available, area for a larger sit down restaurant or shopping plaza.

Mr. Menges questioned the parcels between Hilton Road and Poplars Road. No more information has been discussed. Currently, the West Manchester Mall will be competition for retail businesses. Members suggested pulling away from larger restaurants and businesses and targeting the more small unique/"boutique" businesses and restaurants. Members also suggested building "boutique" store fronts down through the Borough on Route 74. Dover Township's staff is business friendly if the incoming business will work with our ordinances.

One way to attract small businesses would be if there were any tax incentives the township could offer. Members inquired if the Township could create small grants to help small business owners. This could help attract small business and not the larger businesses. Members questioned if there are any benefits to having independent businesses compared to large franchise companies. Manager Oswalt noted that there are grants like this through the county.

Mr. Menges questioned if the Township can do anything to make Crone's Gas and Goodies clean up their area. Renovations for a restaurant began two years ago. On that note, Mr. Wright inquired about the empty mobile home sitting on Davidsburg Road close to where Terra Vista will begin building. Georgia Sprenkel noted that she will look into this.

Mr. Patterson suggested writing down names and types of businesses as you are out driving around in other areas, that you would like to see locate to Dover.

Mr. Wright inquired if there are any regulations for food trucks. There are no regulations. He also noted that there are currently no Bed and Breakfasts or hotels in Dover. Members

questioned if an attraction is needed to have these accommodations. The York Fairgrounds is nearby.

Manager Oswalt noted that there have been many good ideas given. She inquired where this committee would like to begin. Mr. Stone would like to see what other townships and organizations are doing and how Dover compares. He agreed to have the YCEA attend a meeting and use what resources have already been gathered to move forward. Using their resources may cost money but would be considered an investment.

Mr. Patterson questioned the signs on route 74 coming into the township. This committee would like to see that these two signs are remodeled. Some believed the school helped with this project before. The one north on 74 is a joint sign for Washington Township, Dover Borough and Dover Township. Township staff will research this matter.

Mr. Richards noted that many residents in Washington Township want no development in their area. Any development that Dover will allow will benefit them and bring business closer for them. Mr. Parthree inquired if Washington Township had mercantile tax. Manager Oswalt noted that rates of surrounding townships are in one of the handouts she provided as examples of township overviews.

Mr. Bode noted at the next meeting the committee will discuss topics to update the mission statement and a tag line and what the committee's tasks will be. He stated that he has access to the demographics on the township and can pull details for the commercial parcels in the greater area. Route 74 at the Township line will be the key point area.

Manager Oswalt will work on what is attractive about our community, the utilities, and what draws people to Dover. Committee members can send her ideas to put into a packet for the next meeting.

Mr. Patterson inquired if future meetings can be put on an outlook calendar.

The meeting was adjourned at 5:45 PM. The next meeting is scheduled for June 24, 2015 at 4:00 PM in the Meeting Room of the Dover Township Municipal Building.

Respectfully submitted by:

Trena M. Hall, Recording Secretary