

THE SMITHFIELD TOWNSHIP BOARD OF SUPERVISORS AND
SMITHFIELD TOWNSHIP PLANNING COMMISSION JOINT WORK SESSION
JANUARY 9, 2025, AT 6:00PM

A Joint Work Session of the Smithfield Township Board of Supervisors and Planning Commission (“Group”) was held on January 9, 2025, at the Smithfield Township Municipal Center, at 1155 Red Fox Rd, East Stroudsburg, PA 18301, and via Zoom.

Present are Supervisors Jacob Pride (arrives 6:16PM), Robert Lovenheim, and Michael Albert; Commissioners Scott Amori, Dr. Nicole Carney (arrives at 6:02PM), James Munet, David Strunk, Doug Schryver, and Jean Turn; Conservation & Recreation Director Dr. Alex Jackson, and Township Manager Julia Heilakka. Commissioner Chris Bowers is not present.

Also present is Kristine Karol.

1. Chair Scott Amori calls the meeting to order at 6:00PM. A quorum is present.

2. Old Business:

a. Discuss: Draft Signage Ordinance.

Alex Jackson states items color-coded in blue are slated for discussion. Dr. Nicole Carney arrives at 6:02PM. The Group discusses Chapter 19, Section 101 for billboards and nonconforming uses. Michael Albert discusses nonconforming temporary signs and how or if they may be removed after the new ordinance is enacted. The Group discusses #8 in Ron Karasek’s memo, and will add the recommended language.

The Group confirms that repetitive signs are not permitted, and discusses that signs are not permitted in the PennDOT right-of-way. Jacob Pride arrives at 6:16PM. The Group discusses political signs and timeframes temporary signs are permitted to stay up, which will remain at 30 days.

The Group discusses general signage in the right-of-way, PennDOT’s sign guidance, notifying Homeowner Associations (HOAs) if these regulations are adopted, and enforceability in an HOA versus PRD. The Group has no comments on Robert’s comment #7, and will keep a reference to the outdoor lighting and footcandles on page 9, understanding the more restrictive clause will prevail.

Jon Tresslar states a nit measures light emitted from a screen. At night, he suggests a maximum of 500 nits, which may be reduced to 250 nits if the light becomes a nuisance. Robert Lovenheim suggests setting the maximum at 250 nits. Kristine Karol asks about the brightness of a nit. Scott Amori replies 500 nits is 1,700 lumens, which is about a 100-watt bulb. Jacob Pride states the iPhone 15 and 16 have a maximum screen brightness of 850 nits. The Group changes the maximum to 250 nits.

The Group discusses the length of time a message remains on a digital billboard before changing to another image; it is currently 8 seconds. Robert Lovenheim suggests standard billboard sizes 12’ by 24’ and 6’ by 12’ for uniformity. Michael Albert states directional

signs should be small. Robert Lovenheim states standard sizes will make it easier for businesses to understand the regulations.

James Munet states 250 nits is equivalent to ambient light for a screen in a room; he recommends 500 nits for outdoor usage, because 250 may cause a driver to squint to see the sign. David Strunk agrees with James Munet. The Group discusses and then confirms that sign duration shall be a minimum of 8 seconds with a 500-nit maximum. Scott Amori leaves at 6:41PM and returns at 6:43PM. The Group discusses the 250 vs 500 nits again, and decides to keep the text as written.

The Group discusses standards for external illumination near residential districts, and increases the minimum distance from the district to 500ft.

The Group discusses off-premises signs and PennDOT's Tourist Oriented Direction Signing (TODS) program, which are blue directional signs erected by PennDOT. Michael Albert states directional signs are off-premises signs and discusses the TODS program. Alex Jackson states the United States Sign Council suggests that speed limits determine sign sizes.

- b. Discuss: Next Steps for Draft Ordinance.

The Group will meet next on February 27, 2025, at 6:00PM.

3. **Public Comment: none.**

- 4. **Adjournment:** Jacob Pride motions to adjourn, Robert Lovenheim seconds: meeting adjourned at 6:59PM.

Minutes recorded by Julia Heilakka

Respectfully submitted:



Julia Heilakka
Township Secretary