



TOWNSHIP OF FERGUSON

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**Pine Grove Mills Small Area Plan Advisory Committee
Regular Meeting Agenda
Thursday, April 28, 2022
4:00 p.m.**

Zoom Link: <https://us02web.zoom.us/j/82033558920>

I. CALL TO ORDER

II. CITIZEN'S INPUT

III. APPROVAL OF MINUTES

1. March 24, 2022, Regular Meeting

IV. UNFINISHED BUSINESS

1. REVIEW OF THE DRAFT PINE GROVE MILLS SMALL AREA PLAN ADVISORY COMMITTEE LOGO

Staff has completed a draft PGMSAP logo that the Committee reviewed in 2021 to be used in its branding and marketing strategy. Provided with the agenda is the final rendering for review by the Committee this evening. This draft is based on feedback received from the Committee at the May and June 2021 meetings.

Staff Recommendation: That the PGMSAP approve the final draft logo.

2. PINE GROVE MILLS SMALL AREA PLAN IMPLEMENTATION UPDATE

The Committee divided up the Action Steps described in the Small Area Plan based on general categories. As a reminder, the responsibility of each "champion" is to oversee their respective categories and ensure the Action Steps are prioritized and implemented in accordance with the goals described in the plan document. The following are the assignments for each Committee member:

Land Use/Regulatory/Recreation – J. Robb

Community Engagement/Events – L. Grove

- a. Postcard Mailer

History and Heritage – S. Holliday

Public Infrastructure/Multimodal Transportation – P. Tomkiel

- a. Banners – choose (4) banners for purchase

Economic Development – M. Heller

- a. Black Bear Fiber

Follow the link below to access the web tracker.

[Pine Grove Mills Small Area Plan Action Steps Tracker](#)

V. NEW BUSINESS

VI. OPEN DISCUSSION

VII. ADJOURNMENT



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Regular Meeting Minutes
Thursday, March 24, 2022
4:00 p.m.**

Zoom Link: <https://us02web.zoom.us/j/82033558920>

I. CALL TO ORDER/ATTENDANCE

The Pine Grove Mills Small Area Plan Advisory Committee held its Regular Meeting on Thursday, March 24, 2022, via Zoom. In attendance were:

Committee: Matt Heller, Chair; Paul Tomkiel, Vice Chair; Liz Grove; Shannon Holliday

Staff: Jenna Wargo, Planning and Zoning Director; Kristina Bassett, Community Planner; Liza Ruhf, Planning and Zoning Administrative Assistant

Citizens: Lisa Strickland; Laura Dininni

Mr. Heller called the meeting to order at 4:00 p.m.

II. CITIZEN'S INPUT

There was none.

III. APPROVAL OF MINUTES

Mr. Heller moved that the Advisory Committee approve the February 24, 2022, Regular Meeting Minutes. Mr. Tomkiel seconded the motion.

IV. UNFINISHED BUSINESS

1. PINE GROVE MILLS WORK PROGRAM REVIEW AND APPROVAL

Ms. Wargo stated that staff had not made any amendments since the last meeting; Mr. Tomkiel and Ms. Grove had no additional input. Mr. Heller was in favor of adopting the program. Mr. Tomkiel moved to adopt the agreed upon 2022 Work Program; Ms. Grove seconded the motion.

The Pine Grove Mills Work Program would be on the Board's agenda for approval at the April 5, 2022, meeting.

2. REVIEW OF THE DRAFT PINE GROVE MILLS SMALL AREA PLAN ADVISORY COMMITTEE LOGO

Ms. Wargo stated that the draft logo was reviewed last in June of 2021. Feedback from the group included looking at the mountain range in the Township and to consider a color scheme. Mr. Heller showed the group suggested colors from a website (Lightning Bug); Ms. Grove requested the information to be sent to the group and Ms. Wargo would do so.

3. PGM “CALL TO ACTION” POSTCARD

Mr. Tomkiel informed the group of the village tagline “Proud of our past! Planning our Future!” and believed that it had been developed at the bicentennial. Ms. Grove discussed timing and the goal of the postcard, which was to meet the need of having something physical to hand out to people; could be used for meetings, events, etc., in order to help with community engagement. The postcard could include the logo, a QR code, a link to the plan PDF, with meeting time, etc., and perhaps the tagline.

Mr. Heller enquired if it could be ready for the watershed event.

Ms. Grove discussed the font and including the names of committee members. Mr. Tomkiel stated that he preferred topics over names. Ms. Wargo would put together some color samples and share them. The postcard could be placed at the farmers market, post office, local businesses, churches, etc.

Mr. Heller enquired about the funding; Ms. Wargo reported that it was covered in the budget and the Board would have to approve the request.

4. PINE GROVE MILLS SMALL AREA PLAN IMPLEMENTATION UPDATE

Mr. Tomkiel broached the subject of the alleyways. Ms. Wargo reported that the Township had not acknowledged alleyways in their ordinances, so the question remained as to how to holistically address alleys and apply standards to the village. The Township would be starting a zoning rewrite for the Terraced Streetscape zoning district, which also had alleyways and which would be discussed with the consultant. The subject would be addressed further at the Planning Commission meeting.

The Committee divided up the Action Steps described in the Small Area Plan based on general categories. As a reminder, the responsibility of each “champion” is to oversee their respective categories and ensure the Action Steps are prioritized and implemented in accordance with the goals described in the plan document. The following are the assignments for each Committee member:

Land Use/Regulatory/Recreation – J. Robb

- Mr. Heller voiced concern about what was being taught at schools regarding the Active Shooter Protocol and if the Township integrated that with maps of the area. Ms. Bassett commented that no discussions had happened with police and planning, albeit they might want to consider such.

Community Engagement/Events – L. Grove

- April 23 would be the Clearwater Watershed Cleanup Day.
- Ms. Dininni discussed where volunteers could register at the event.
- Ms. Dininni reported that volunteers would meet at Pine Grove Hall and would bring their own gloves, equipment, etc.
- Mr. Tomkiel stated that bags would be provided.
- Ms. Grove discussed grant opportunities.

History and Heritage – S. Holliday

- Ms. Holliday reported that stories were being collected still in preparation for “Our Town” and that 24 stories needed to be collected, but Ms. Holliday would settle for 20. Ms. Holliday would like the topics before considering discussing the underwriting.
- The link to add to the Pine Grove Mills stories document: https://fergusontownshipgt-my.sharepoint.com/:x:/g/personal/dpribulka_twp_ferguson_pa_us/EYMIB7KgrrlNrpTQ6SiGOV8Bc5IB2Wg2SikuWiv6prN86Q?rttime=IX58guET2kg

- Ms. Strickland wondered if anyone had been in contact with the Community in Action (CIA) members or members of churches to collect stories.
- Mr. Tomkiel reported that he could reach out to the cemetery association.
- Ms. Holliday enquired as to the possibility of having an ad hoc group; Ms. Wargo reported that it could be no more than 2 committee members, to avoid Sunshine Act issues. No members volunteered to join the ad hoc group and Mr. Tomkiel offered to introduce Ms. Holliday to Carol Ziegler.

Public Infrastructure/Multimodal Transportation – P. Tomkiel

- Ms. Bassett reported that every other streetlight had the mechanics to hold flags. The Township could order more flag holders for every light. The Township had budgeted for decorations of the streetlights in Pine Grove Mills.
- Mr. Heller suggested utilizing the established spreadsheet for ideas on decorations for the streetlights.

Economic Development – M. Heller

- Mr. Heller reported that he had not been able to unravel the mystery regarding the bank closure, as he had received no responses to date.
- Mr. Heller showed where the prospective mural would be located on the building, with measurements, and was open to ideas regarding such; suggested ideas were a list of businesses in Pine Grove Mills, logo, faces in the window, a design to slow traffic, and the history of the mills.
- Mr. Heller added a sheet to the spreadsheet for ideas.
- Ms. Wargo suggested that they be cognizant of the text and shared the ordinance regulations regarding exempt signs.

[Pine Grove Mills Small Area Plan Action Steps Tracker](#)

V. NEW BUSINESS

VI. OPEN DISCUSSION

Mr. Tomkiel provided an update on the Clearwater Watershed Cleanup Day. Ms. Dininni asked if the Committee could send out a letter for landowner recruitment and if there was a budget for it. Ms. Wargo informed the Committee that the request would need to go in front of the Board for approval. Mr. Tomkiel suggested that Ms. Grove announce the new Pine Grove Hall hours; Ms. Grove reported that they were staffed fully now and would be doubling their opening hours – 38 hours in total, adding Wednesdays and Sunday nights, and opening at 4:00 p.m. starting in April.

VII. ADJOURNMENT

Mr. Tomkiel moved to adjourn the March 24, 2022, Pine Grove Mills Small Area Plan Advisory Committee Regular Meeting. Ms. Grove seconded the motion at 5:59 p.m.

PRIMARY SIGNATURE

Clear Space

Observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified space.



The radius of the Clear Zone for the Primary Signature must equal the size of a box represented in the box labeled “A” (equaling the height of the letters in “PINE GROVE MILLS”). This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines.



PRIMARY COLOR PALETTE

Color chips are presented in CMYK, RGB and hexadecimal values (web). These are all the primary colors for use with relevant Pine Grove Mills Small Area Plan Committee applications. Regardless of color, it is important that all marks and text are legible.

PINESAP GOLDENROD



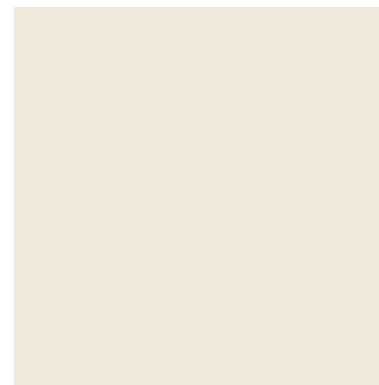
CMYK	16 / 51 / 94 / 2
RGB	209 / 137 / 51
WEB	# D18933

PINESAP GREEN



CMYK	85 / 40 / 61 / 23
RGB	34 / 104 / 96
WEB	# 226860

PINESAP CREAM



CMYK	6 / 6 / 13 / 0
RGB	238 / 232 / 219
WEB	# EEE8DB

PINESAP DARK GRAY



CMYK	66 / 60 / 60 / 45
RGB	65 / 65 / 65
WEB	# 414142

SECONDARY COLOR PALETTE

All secondary colors are for use as accents
in relevant Pine Grove Mills Small Area Plan
Committee applications.



CMYK	0 / 80 / 96 / 0
RGB	241 / 91 / 40
WEB	# F15B28



CMYK	39 / 8 / 8 / 0
RGB	151 / 201 / 222
WEB	# 97C9DE



CMYK	30 / 100 / 81 / 31
RGB	120 / 316 / 35
WEB	# 7B0021



CMYK	83 / 59 / 35 / 14
RGB	58 / 93 / 121
WEB	# 3A5D79



CMYK	70 / 100 / 19 / 8
RGB	105 / 39 / 117
WEB	# 692875

TYPEFACES

ABC

tone

Strong, Confident, Rustic,
and Nature

best used in

Headlines, subheading

CALDER

Calder is a great headline typeface due to its clean appearance, large x-height and wide, open proportions.

Any typeface within the Calder family (e.g. dark, LC, , dark grit, etc) is available for use at the designer's discretion.

CALDER DARK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CALDER GRIT SHADOW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calder LC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACES

Aa

Tone

Modest, technical

Best Used In

Headlines, body copy

Yrsa

Yrsa is a versatile typeface that projects a clean, linear feeling when used. This typeface should be employed when Calder is too strong or heavy or when a more refined tone is needed.

Any typeface within the Yrsa family (e.g. light, regular, medium, bold, etc) is available for use at the designer's discretion.

Yrsa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Yrsa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Yrsa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789