

New Township Branding: Including Updated Newsletter Design



Rivercrest neighborhood kids pose with police officers after they stopped at the precinct to show the officers their support. The neighbors brought the officers cookies and snacks to show their gratitude.

As you read this newsletter, you may have noticed an updated contemporary and vibrant design and new Township Seal. The updated look and feel of this publication is one of the many changes that has been a part of the exciting Township of Upper Providence rebranding project.

In 2015 the Township was seeking to proactively rebrand in order to capitalize on the Township's growth, new leadership, and new direction. The Township engaged the integrated marketing and public relations services of Furia Rubel in order to develop the new brand and help guide the implementation of the new brand strategically across all channels.

"To some Township Residents we are Collegeville, to others we are Phoenixville, and at times we are referred to as Oaks. We recognized the need to rebrand the Township of Upper Providence to establish a strong presence in the community and to reflect the voice and composition of the Township's residents," says Township Manager Tim Tieperman.

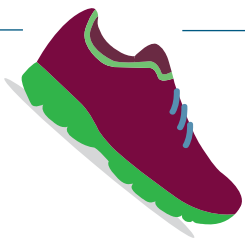
The rebranding project was broken out over four phases: Brand Analysis and Research, Brand Positioning, Finalize Seal (Brand), and Brand Standards Manual. Also, a new seal, Public Education Government (PEG) TV Channel, letterhead, business collateral, and flag have been developed.

(continued on page 4)

Free Emergency Notification System Launching January 2017

Beginning January 2017, Township of Upper Providence Township will start using ReadyMONTCO as its Emergency Notification System to notify the community of valuable, relevant information. ReadyMONTCO is a system currently being used by Montgomery County to alert interested people of the county to emergencies and other information regarding specific events occurring in the region.

Township Residents wishing to participate in receiving valuable information pertaining to Upper Providence Township and Montgomery County can enroll for free. Notifications by ReadyMONTCO can be made via email, text and/or voice once enrolled. If you have previously enrolled in Upper Providence Township specific Blackboard Connect system, you will need to create a new account with ReadyMONTCO or update your existing ReadyMONTCO account to receive Township specific information before January 1st, 2017. Upper Providence Township encourages all residents and persons interested in information regarding the Township to enroll in our new notification system. To sign up, please visit www.ReadyMONTCO.org. ❖



Register for Recreation Programs & Events

Registration for all Winter 2016-2017 programs and events is open. Registering for recreation programs is easier than ever at our recreation website: www.uptrc.com. You can also download a registration form on www.uprov-montco.org and mail it to the township office. **Become a Member of the Upper Providence Township Recreation Center and save on all programs below!**

Winter Musical Theater Week: "Elf"

Presented by: Valley Forge Dance School

Dates: December 26 - December 30

Time: 9:00 am to 3:00 pm

Ages: 7 to 14

Cost: \$195.00 Resident,

\$195.00 Non-Resident

UPTRC Discounted Price: \$150.00

ELF is the hilarious tale of Buddy, a young orphan who mistakenly crawls into Santa's bag of gifts and is transported to the North Pole where he is raised with Santa's elves. Please wear flat shoes that are not too bulky and loose fitting clothing. We will supply all costumes for our Friday afternoon show at 2 pm; when family members are invited to watch our performance. On Thursday, we go to Dutch Apple Theater's production of "Jingle AARGH the Way!" on our field trip to Lancaster.

Basketball - by Impact Sports

Location: Recreation Center Gym 1

Dates: All Fridays, Now - December 23

Time: 4:30 pm to 5:20 pm

Cost: \$70 Resident,

\$70 Non-Resident

UPTRC Discounted Price: \$60

Ages: 3-5 years

Dates: All Fridays, Now - December 23

Time: 5:30 pm to 6:20 pm

Cost: \$70 Resident,

\$70 Non-Resident

UPTRC Discounted Price: \$60

Ages: 6-10 years

Learn basketball techniques, workouts and drills, and play a variety of basketball games. Please wear non-marking sole athletic shoes.



On September 17, 2016, Township residents enjoyed the family fun activities of Community Day.

Soccer - by Impact Sports

Location: Recreation Center Gym 1

Dates: All Mondays, Now - December 12

Time: 4:30 pm to 5:20 pm

Ages: 6 to 10 years

Cost: \$70 Resident, \$70.00 Non-Resident

UPTRC Discounted Price: \$60

Weekly program providing the opportunity to learn new, and enhance existing soccer skills. Please wear non-marking sole athletic shoes.

Volleyball

Location: Recreation Center Gym 2

Dates: All Fridays, Now - December 16

Time: 6:00 pm - 6:50 pm

Ages: 12-15 years

Dates: All Fridays, Now - December 16

Time: 5:00 pm - 5:50 pm

Ages: 8-11 years

Cost: \$60 Resident, \$60 Non-Resident

UPTRC Discounted Price: \$50

Come play in our beautiful gym, and learn all the basic skills to make you a top notch player. A variety of drills and volleyball games will be played. Bring a water bottle and knee pads.

Mahjong

Dates: Wednesdays, Now - December 28

Time: 1:00 pm to 3:00 pm

Ages: 18+

Cost: \$5 Resident, \$5 Non-Resident

Free for Silver Sneakers and Silver & Fit members.

This afternoon game program is a great way to meet new friends and workout your brain! While this is not an instructional game, all skill levels are welcome! No registration required

Silver Sneakers Classic

Location: Recreation Center Multi-Purpose Room

Dates: All Tuesdays, Now-December 29

All Thursdays, Now-December 27

All Fridays, Now-December 30

Time: 10:00am - 10:50 am

Cost: \$5 Resident, \$5 Non-Resident

Free for Silver Sneakers and Silver & Fit members.

Move to music through a variety of exercises designed to increase muscular strength, range of movement, and activities for daily living. A chair is used for support.

Silver Sneakers Yoga

Location: Recreation Center Multi-Purpose Room

Dates: All Mondays, Now–December 26
All Wednesdays, Now–December 28

Time: 10:00 am - 10:50 am

Cost: \$5 Resident, \$5 Non-Resident
Free for Silver Sneakers and Silver & Fit members.

Class is designed to increase flexibility, balance and range of movement. Restorative breathing exercises and final relaxation promote stress reduction and mental clarity.

Breakfast with Santa

Date: December 10

Time: 9:00 am to 11:00 am

Cost: Family of 4 - \$20, UPTRC member
Cost: Family of 4 - \$15, Each additional persons with your party, \$5

Bring the whole family for a continental breakfast, crafts, story time, and moon bounce with Santa and Mrs. Claus! Don't forget to bring your camera to take pictures! This event is popular, so please remember to pre-register.

Financial Wellness Series - Presented by Univest Bank and Trust Co.

Location: Recreation Center at Anderson Farm Park - Meeting Room

Date: December 15

Time: 6:00 to 6:45 pm

Cost: \$10 Resident, \$10 Non-Resident, UPTRC Member Cost: \$5

Come join us and Univest Bank and Trust Co. for our "Financial Wellness Series"! The seminars will run on the third Thursday of each month, September through December. They will be touching on different topics, and providing tips for a financially healthier you! Register for individual sessions or for the series as whole!

Parents' Night Out!

Locations: Recreation Center Gym and Multipurpose Room

Date: December 16

Time: 6:00 to 10:00 pm

For Ages: 4 to 14 years old

Cost: \$20 Resident, \$20 Non-Resident
UPTRC Member Cost: \$15

Plan a date night and leave the babysitting to us! While you are out on the town, children will enjoy fun at the Rock wall, games, pizza, and more!

Police Contract Settlement

On November 19, the Township received an arbitration decision to settle the collective bargaining impasse with the Upper Providence Police Union. The major changes relate to wages, health insurance, and pensions. The new 5-year agreement calls for 3% retroactive wage adjustments for the contract for 2015 & 2016; 3.5% in 2017, 3.5% in 2018, 3.25% in 2019. In 2017, employees of the Upper Providence Township Police Department will be transitioning to a high-deductible plan with the Township providing deductible contributions of 100% in 2017; 75% in 2018; and 50% in 2019. The officers will begin making pension contributions of 1% in 2017, 1.5% in 2018; and 2% in 2019. ❖

Public Compost Site Winter Hours

Our Township public compost site, located at 1094 Longford Road, is proud to offer free mulch and compost to township residents. Please bring a photo ID to the compost site. Be sure to call the Public Works office before stopping by the compost site to confirm that mulch and compost are available: 610-933-9179.

Wednesdays, 1 p.m. to dusk

Saturdays, 8 a.m. to 3 p.m.

Recycle Your Christmas Tree

Between December 26, 2016 and January 31, 2017 please bring your ornament-free trees to:

- The township offices at 1286 Black Rock Road.
*During township office hours
- The public compost site at 1094 Longford Road.
*During public compost site hours

Newsletter Moving to All-Online Format

This will be the very last edition of the print newsletter for Upper Providence Township. Starting in 2017 with the Spring issue, this informative publication which has a goal of keeping our Township residents engaged, informed, and enlightened will move to an online format and will be sent to all Township residents via e-mail and will be available electronically on the Township's website at www.uprov-montco.org.

"Our lives today are immensely intertwined with technology. At Upper Providence Township, we recognize the need to stay current and we are passionate about making every effort to stay up-to-date with technology trends. Switching to an E-newsletter also comes at a cost savings for the Township and ultimately for our residents," says Township Manager Tim Tieperman.

Migrating to an all-online publication will also help the newsletter become a more useful tool for Residents. For example, all links to register for popular events and programs will link directly to our webpages, and an all-online format will even allow for the Township to be able to embed video content. The E-Newsletter will also be easy to share with friends and neighbors via e-mail and social media. Moving to an all-online format also allows the Township to be able to produce a newsletter three times a year instead of just two times a year. Not sure if you are signed up to receive e-Communications from the Township? Visit our homepage at www.uprov-montco.org.

Still interested in a hard copy version of the Newsletter? No problem! Contact admin@uprov-montco.org or call the office 610-933-9179 to sign up. ❖



In Development

The Planning Commission reviews development plans at public meetings on the second and fourth Wednesdays of each month at 7 p.m. at the township building. If you have questions about development, call the township office at 610-933-9179, or stop by to review development plans or talk with a township staff member. Learn more at www.uprov-montco.org/planning.

Plans in Final Review

Residential:

- **1095 Black Rock Rd.** This project by Freeland/Curry located on 15.22 acres proposes 52 units to be developed under the new Township Mixed Residential Community zoning district.
- **1112 Collegeville Rd.** This project located by Morgan Tract/Gambone located on 24.15 acres proposes 89 units to be developed under the new Township Mixed Residential Community zoning district.
- **Borough Line Rd.** Applicant Hess requests sub-division of 40.35 ac to create 31 residential building lots for single family homes.
- **628 Black Rock Rd.** Bard Property applicant proposes a three lot sub-division.
- **Campus Dr. off Arcola Rd.** Madison Apartments phase II seeks approval for an additional 64 apartments at their location.

Commercial:

- **Audubon Land Development. – Synthane Tract.** Applicant proposes an outside trailer and equipment storage use for 10.25 ac. at the rear of this property.

- **Oaks Properties Inc – Smythe Tract.**

Applicant proposes the use of outside storage for a four acre property at the end of New Mill Road adjacent to the Lower Perkiomen Valley Park.

- **Volpe.** Applicant requests a 5ac. Subdivision of the Hukanir property to provide for additional outside storage of trailers.

- **Patient First.** Applicant proposes to build a Patient First care facility on the property at 1415 S. Collegeville Rd.

- **Jeb Group/ All Time Storage.** Applicant seeks Preliminary sketch plan approval of a storage locker facility to be located at the corner of Kline Rd and Ridge Pike on a 5.31ac site.

- **Shoppes at Upper Providence.** Applicant seeks Preliminary sketch approval for 2 lots on 10.331 acres at 1831/1835 Ridge Pike.

Plans Requesting Preliminary Review

Residential:

- **615 Egypt Rd.** Applicant requests preliminary approval for 49 units on 13.31 acres.
- **Linfield Trappe Rd.** The Ridgewood project located on 42.6 acres proposes 236 units to be developed under R4 Zoning.

Commercial:

- **Glaxosmithkline.** Applicant seeks preliminary approval of a proposed 10,000 sq ft new building and the addition of 1311 Parking spaces on a new location on their facility at 1250 S. Collegeville Rd.
- **Parkhouse.** Applicant requests approval for a 2 lot subdivision at 1600 Black Rock Road.

Plans Requesting Tentative Approval

Residential:

- **Global Packing.** Applicant requests Land Development Approval to build a 225,000 square foot industrial building.

Zoning Proposals

Zoning proposals under consideration by the Board of Supervisors

- **PTC 106.** Applicant is requesting a Zoning Text Amendment to allow 656 Apartments on Arcola Rd. behind the Providence Town Center.

New Branding (continued from page 1)

The rebranding project is an evolution. Future projects that are slated for rebranding in 2017 are an all-electronic newsletter, updated website, Township signage, county vehicle branding, Facebook page, Twitter account, and a renovated Township building.

About the new Township Seal

In the upper right corner of this newsletter, you will find the new Township Seal which also debuts the new Township colors. The color burgundy reflects brand elements currently displayed throughout the Township such as Township building roofs and signage. The use of burgundy in the seal ties the new seal into the current Township brand. The color green represents scenic parks and the color blue represents the waterways that surround the Township. The seal also communicates the Township's "elements" which include: Family, waterways, walking paths / scenic parks, fire, police, economic development, and flagship commerce center. ❖





Public Works & Police Updates



Security Tips from Upper Providence Township Police Department

Protect your residence while you are away: Before you head out of town for an extended holiday, it is always a safe idea to notify the police department. You can call the police department at: 610-933-7899. Also, look into using timers for your lights to give the impression that someone is home. You can also place a hold on mail or have someone collect them for you while you are away.

Maintain your property in a secure manner: Ensure that all the locks for your doors, perimeter fences, and windows are in good working order.

Report suspicious activity: If you see something, say something. Reporting this information to the can prevent burglaries and other property crimes in our community.

Holiday shopping reminders: Periodically check your credit report for unauthorized transactions and maintain the security of your credit and personal information. Deter pick-pocketing by keeping wallets in front pockets and purses closed and strapped to your person. The holiday shopping season causes larger crowds in stores. If shopping with children keep them close and create a plan as to what to do if separated. Also, be sure to park in well-lit areas and after shopping, be sure to bring all packages and valuables in from your vehicle.

Winter Reminders for Residents!

Winter Shoveling Etiquette

Keep these snow etiquette rules in mind to help Upper Providence, PennDOT, and private contractor crews keep our roads safe during the winter months:

- Park all vehicles off the street before, during, and after a snowstorm.
- Refrain from throwing snow onto the roadway when shoveling.
- For recycling and garbage day pickup, please shovel an area for containers on your curb or driveway.
- Parents, please watch your children closely during snow play!
- Keep all sleds/toys out of the street.
- Remove snow from the end of your driveway and from your mailbox.
- Shovel snow to the right of the driveway to avoid having plows push snow back into your driveway.

Check Your Mailbox Placement

Check your mailbox now, and be worry-free when snow plows are on the roads! To prevent damage from passing snowplows, mailboxes should be installed following these specifications:

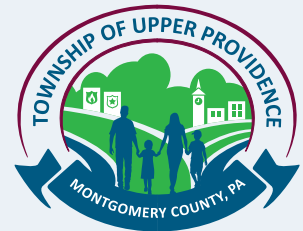
- Top of mailbox is 41-45 inches ground.
- Mailbox should be set back 6-8 inches from the front of the curb or road edge

The township is not responsible for damage caused by improper mailbox placement or rotten mailbox posts.

UPTN-Public, Educational, and Government TV Channel Launched

In Fall of 2016 Township of Upper Providence, Montgomery County, launched its very first 24-hour Public, Educational and Government access cable TV channel (PEG), accessible only within the Township. The PEG channel, known as Upper Providence Township Network (UPTN), is available on Comcast channel number 965 (Local Government Access) and features a variety of non-commercial programming including Township Meetings, government announcements, community news, and educational bulletins. The mission of the UPTN PEG channel is to communicate; educate; inform; and engage the residents and businesses of Township of Upper Providence.

The Board of Supervisors saw the need for the UPTN PEG channel to further improve communication between the Township and its residents, and secondly, to promote the Township's brands within the community. As such, launching this UPTN PEG channel will not only be instrumental in the Board achieving its communication goals, it will also keep residents and businesses abreast of on goings in the Township. Township residents and businesses are welcome to submit content which aligns with the overarching mission of the UPTN PEG channel to be aired on the Township's PEG channel. ❖



1286 Black Rock Road, PO Box 406 •
Oaks PA 19456 • Phone: 610-933-9179
Website: www.uprov-montco.org

Township Supervisors

- ❖ Philip A. Barker, *Chairman*
- ❖ Lisa Mossie, *Vice Chairman*
- ❖ Albert Vagnozzi, *Supervisor*

Township Manager

- ❖ Timothy J. Tieperman

Limited Seats Remain For Winter Bus Trips!

Make an awesome family memory, and leave the planning and driving to us! All bus trips depart from the Upper Providence Township Building or another local township building. To make your reservation, register online or call the Recreation Center at 484-391-2391. All tickets are limited, book in advance to avoid disappointment! Bus trips are being offered cooperatively with Lower Providence, Upper Providence & Worcester Townships. Pick-up locations will be determined 1 week before the trip at two Township locations.

Family Friendly Tailgate Pre- Game Super Bowl Party



Date: February 5
Time: 3:30 pm to 5:30 pm
Where: Upper Providence Township Recreation Center
Cost: Free

The Upper Providence Recreation Center Gym will be open for games, contests, raffles for a family friendly event prior to the Super Bowl. Come have fun tossing the football, playing corn hole, or other type events with your kids.

We will have a large projection screen with pre-game showings. This event is sponsored by the The Friends of Upper Providence Township Parks and is free for all to attend. Please register online at uptrc.com/info/activities/

2017 Bus Trips

- St. Michael's Maryland**
Tuesday, May 16th
- NY Ellis Island and Statue of Liberty**
Thursday, June 29th
- New York on Your Own**
Wednesday, April 5th, Wednesday, July 19th & Wednesday November 8th
- Washington DC**
Tuesday, September 26th
- Apple Harvest Festival**
Saturday, October 7th

Stay connected with eNews

Stay in-the-know with frequent e-mail communications sent to you from our Township offices. Add your family's e-mail address to the list on Upper Providence Township website homepage at www.uprov-montco.org and at our Recreation Center website at www.uptrc.com.

Fall/Winter 2016

What's Inside:

- ❖ New Township Branding Debuts.
- ❖ See page 1.
- ❖ Stay safe this winter! Read all the tips from Township officials on page 5.
- ❖ Enjoy events for the whole family! See pages 2 & 3.

CURRENT RESIDENT OR

POSTAL CUSTOMER

Township of Upper Providence
1286 Black Rock Road
PO Box 406, Oaks PA 19456

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