

# AGENDA



## ECONOMIC DEVELOPMENT TASK FORCE

*Tuesday, December 15, 2015 @ 7:00 p.m.*

Township Administration Building

8230 Old York Road | Elkins Park, PA 19027

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- |           |    |  |
|-----------|----|--|
| 7:00 P.M. | 1. | Call to Order  |
| 7:01 P.M. | 2. | Election of Officers   |
| 7:05 P.M. | 3. | Approval of the October 20, 2015, and November 17, 2015, Regular Meeting Minutes                                   |
| 7:07 P.M. | 3. | Committee Reports  |
|           |    | A. Design  |
|           |    | B. Organization & Development  |
|           |    | C. Economic Restructuring  |
|           |    | D. Marketing and Promotions  |
|           |    | E. Liaison Reports   |
|           |    | 1) Elkins Park East  |
|           |    | 2) Glenside District   |
|           |    | 3) East Cheltenham Avenue  |
|           |    | 4) Cheltenham Village  |
|           |    | 5) Elkins Park West  |
|           |    | 6) West Cheltenham Avenue  |
| 7:20 P.M. | 4. | Chairman's Report  |
| 7:25 P.M. | 5. | Old Business (Status Report Updates)   |
|           |    | A. Letter of support for Multimodal Transportation Fund grant application for Elkins Park East Streetscape Project |
|           |    | B. Update on Status of Draft Zoning Ordinance  |
|           |    | C. Draft Off-Premises Advertising Sign Overlay District  |

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|-----------|----|-----------------|
| 7:45 P.M. | 6. | New Business    |
| 7:50 P.M. | 7. | Staff Report    |
| 8:00 P.M. | 8. | Citizen's Forum |
| 8:05 P.M. | 9. | Adjournment     |



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Bryan T. Havir  
Township Manager

## Havir, Bryan

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**From:** David Cohen <dlcohen1@ix.netcom.com>  
**Sent:** Monday, December 07, 2015 10:00 AM  
**To:** Havir, Bryan  
**Cc:** Dwight Lewis  
**Subject:** Resignation From EDTF

12/7/15

Bryan:

Due to my election to the Board of Directors of the School Board of Cheltenham Township and the time demands that position will have, I am resigning from the Economic Development Task Force. I greatly appreciate the opportunity to have served on the EDTF and for the work of the EDTF. Please contact me if I can be of any assistance in the transition from my role as Chair of the EDTF and from my involvement with the EDTF. I look forward to working with the Township in my role as School Board Director.

—

David L. Cohen, AICP  
[dlcohen1@ix.netcom.com](mailto:dlcohen1@ix.netcom.com)  
c. 610-348-6284

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members in attendance were: David Cohen, Fred Milbert, Ken Mirksy, David Kratzer, Jonathan Essoka. Guest present: Sif Malik. Staff present: Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER.** Mr. Cohen called the meeting to order at 7:10 p.m.
2. **APPROVAL OF MINUTES.** Approval of the minutes for the October 20, 2015, meeting was tabled until the next meeting as a quorum was not present.
3. **COMMITTEE REPORTS.**

**A. Design – Signage Applications.**

- 1) *24 East Glenside Ave., Glenside for G. C. Brewers Restaurant & Brewery* – Mr. Kratzer explained that the applicant's sign is constructed of reclaimed wood and does not have any external or internal lighting. Mr. Milbert commented that the applicant should include a property address somewhere on the building in accordance with Township regulations, if it is not located on the sign. Mr. Milbert also requested the applicant have a business license before being granted the Certificate of Appropriateness.

*Action:* Upon motion of Mr. Kratzer and seconded by Mr. Milbert, it was the consensus of those present (a quorum was not present) to recommend to the Planning & Zoning Department that a Certificate of Appropriateness be issued for the wall sign at 24 East Glenside Avenue, provide the applicant provide a property address visible from the street in accordance with the Township's regulations in an appropriate location on the property.

**B. Organization & Development – None.**

**C. Economic Restructuring – None.**

**D. Marketing & Promotions – None.**

**E. Liaison Reports**

- 1) *Elkins Park East* – Mr. Cohen reported that the Creekside Co-Op hired a new general manager as part of its restructuring process. The new manager from New Jersey will start next month. Mr. Cohen also noted that the Rail Stop property on Spring Avenue has been vacating for more than a year. There was an offer on it that fell through and he asked members to help promote it.
- 2) *Glenside District* – None.
- 3) *East Cheltenham Avenue* – None.
- 4) *Cheltenham Village* – None.

- 5) *Elkins Park West* – None.
- 6) *West Cheltenham Avenue* – None.

4. **CHAIRMAN'S REPORT.** Mr. Cohen announced that this would be his last meeting with the EDTF as he has been elected to serve on the School Board. He will be starting his term on December 8, 2015, and will be submitting his letter of resignation from the EDTF in the next week. He thanked staff and the members of the EDTF for their support and work on the EDTF.

Mr. Essoka arrived at the meeting at 7:15 p.m.

5. **OLD BUSINESS.**

- A. **Old York Road Community Organization (OYRCO) – Elkins Park Train Station Landscape Project.** The first phase of the landscape project occurred November 7, with more than 20 volunteers helping to install new landscaping to the outbound side of the Elkins Park Train Station. Mr. Cohen reported that he visited the site and was impressed with the scope of the project and the steepness of the slope that was planted. Mr. Essoka said the project was more than a year in the planning and included a significant amount of coordination with SEPTA and other stakeholders to make it a success. It is incumbent on the OYRCO to demonstrate to SEPTA that it will maintain and operate the improvements for the long-term. If they are successful in the maintenance and operation of the current improvements, they will be able to continue on with the next phase. Mr. Essoka said he hopes to increase the number of volunteers and fundraising for the next phase.
- B. **Update on Draft Zoning Ordinance Review.** Mr. Cohen reported that the second Zoning Ordinance public workshop meeting was held on November 16, 2015 to discuss the proposed commercial, industrial and overlay districts. Attendance at both the first and second meetings was good. A number of good comments were received and discussion ranged from points of clarification to thematic and philosophical discussions. Commissioner Sharkey suggested amending the zoning map to include most or all of Easton Road in Glenside in a Mixed Use district, rather than a commercial district to disallow driveway-centric design and encourage ground floor commercial with upper story residential uses. There was also discussion on expanding the sustainability bonuses to additional districts and reviewing the recommended sustainable measures to make sure they are meaningful and objective enough to offset the additional density bonuses. The third and final workshop is scheduled for December 17, 2015, from 6-9 p.m., which will focus on the mixed use districts and map boundaries.
- C. **Update on Way Finding Signage for Elkins Park East Commercial District.** Ms. Elliott reported that she and Mr. Havir will be meeting with the consultant to

go over final sign design and locations. Mr. Cohen said he plans to meet with them to provide his input on design and locations, as well.

**D. Status Report on Elkins Park West Streetscape and Traffic Calming Project.** Ms. Elliott reported that she and Mr. Havir met with PennDOT at the District Offices to go over increased right-of-way requirements, which are required by the Federal Highway Administration for federal grant projects. This project is funded by a \$1 Million grant through the Transportation Alternatives Program (TAP). The increased right-of-way requirements will require a reduction in the scope of improvements in order to accommodate the additional consultant costs. The project is otherwise on schedule.

**E. Clothing Bins.** Mr. Milbert asked if any progress has been made on citing properties who have them up. Ms. Elliott reported that she believes several locations have been cited, but does not know the outcome.

6. **NEW BUSINESS** – None.
7. **STAFF REPORT** – None.
8. **CITIZENS' FORUM** – None.
9. **ADJOURNMENT.** There being no further business, Mr. Cohen adjourned the meeting at 7:34 p.m.



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Bryan T. Havir  
Township Manager

Submitted by: Alyson Elliott



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, November 17, 2015, 7:00 P.M.

**Cheltenham Township Administration Building**  
8230 Old York Road | Elkins Park, PA 19027

*(Please Print Clearly)*

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	DAVID L. COHEN		Y
2	SIF MALIK		N
3	Ken Mirsky		Y
4	DAVID KRATZER		Y
5	Jonathan Essoka		Y
6	Fred Milbert		Y
7	Brad Bransky		Y
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The regular meeting of the **Economic Development Task Force (EDTF)** was held tonight. Members in attendance were: David Cohen, Brad Pransky, Kenneth Mirsky, Dwight Lewis, David Kratzer, Charley Harmer and Fred Milbert. Guests in attendance were: Ann Rappoport and Sif Malik. Staff present was: Bryan T. Havir, Township Manager.

**1. Meet and Greet**

**2. Call to Order**

Chairman Cohen called the meeting to order at 7:00 p.m. Chairman Cohen welcomed everyone to the meeting and asked that those in attendance introduce themselves and identify the areas they represent.

**3. Welcoming Remarks by Ward Commissioner**

Commissioner Ann Rappoport made welcoming remarks and thanked the management staff at Lynnewood Gardens for hosting this evening's meeting and for their investment in the apartment complex. In particular, she noted the recent construction of the Community Center and the ribbon cutting ceremony that was held in early September to open the new center and leasing offices. Members of the EDTF Committee were given a tour of the Community Center, leasing offices and gymnasium prior to the commencement of this evening's meeting.

Ms. Rappoport took this opportunity to mention several aspects which she believes the EDTF could provide valuable input and recommendation to the Township Commissioners through its Public Affairs Committee:

1. How the Township could maximize its Historic resources and all of its historic aspects throughout the Township.
2. Human Capital and Career Mix.
3. Business recruitment and business retention for new commercial opportunities and different types of mixed uses that would be attracted to the Township and within the business community as well as in the residential areas that would be attracted beyond and be a magnet for sustainability.

Ms. Rappoport asked the committee to explore these areas and provide input to the Public Affairs Committee over the upcoming months.

**4. Comments from the EDTF Chair**

Chairman Cohen would provide his comments throughout the various reports noted on the agenda and had nothing further to report.

**5. Approval of Minutes**

Chairman Cohen noted that the minutes for the July 21, 2015 and September 17, 2015 meetings were approved by acclamation.

**6. Committee Reports**

**A. Design - Signage Applications:** It was noted that there were two applications submitted in the Cheltenham Village Commercial Enhancement District to the EDTF for review of Certificates of Appropriateness. Mr. Cohen asked Mr. Kratzer to review the applications as follows:

1. Businesses located at 12 and 14 Township Line are side by side in a Twin building and share an awning. Several years ago, they were previously under a design challenge grant

application. The EDTF noted that they were okay with the colors of the sign for the awning and the color and size of the letters displayed across the awning. The only issue that was questioned is if the awning could be one color rather two colors for the individual businesses. It was noted that it appeared that the colors represented separate company logos for the two businesses. That being said, upon motion by Mr. Kratzer and second by Mr. Milbert, it was recommended to the Planning & Zoning Department that a Certificate of Appropriateness be issued for the awning sign for the above referenced location.

The EDTF also recommended that staff verify if both businesses applied for a Mercantile/Business license and that the Township staff verify with the Fire Marshal and/or Code Official that the display of the building number on the façade of each new business is properly displayed.

At this point, Mr. Kratzer commented on the number of sign applications that the Township staff has been receiving recently for requests to display digital signs in the Township. In particular, he reminded the EDTF of a dentist that made a request this past spring, for a new sign on Easton Road in the Glenside Commercial District. Also just recently, a digital billboard type sign was requested by the Towers at Wyncote. Discussion ensued by the EDTF members that the current Township Sign Code prohibits animated signs and therefore, digital display signs would need Zoning Hearing Board approval. After a lengthy discussion, it was the consensus of the EDTF that the Township maintain this ordinance provision in the sign code in that the Township should not permit these types of signs and that the Zoning Hearing Board should uphold this ordinance provision and should not grant any variances for sign applications if applicants appear before them for relief.

There was also a general discussion about this type of new technology being the wave of the future and perhaps the Township should look at developing a new ordinance which would prohibit digital signs in the C2 commercial districts but grant some type of limited relief for these types of signs in the C1 commercial districts.

Mr. Havir noted the proposed ordinance that will be introduced before the Building and Zoning Committee later this year for a billboard overlay district along Route 309, between Limekiln Pike and Cheltenham Avenues which will provide for display signs. However, this matter will be explored in greater detail with the Montgomery County Planner assigned to Cheltenham Township. Members of the EDTF agreed since more and more of these digital display signs are appearing every month in our neighboring communities such as Abington, in particular, we need to be proactive.

- B. Organization & Development:** No Report.
- C. Economic Restructuring:** Although no report was given, Mr. Cohen noted that the County Planning Commission is exploring information on Local Economic Revitalization Tax Assistance (LERTA) program.
- D. Marketing and Promotions**
  - 1) Liaison Reports
    - 1. Elkins Park East – Mr. Cohen commented on the Harvest dinner held on October 11<sup>th</sup> and noted that it was well attended by 140 people.

2. Glenside District – It was noted that the Glenside Food and Art Festival was well attended.
3. E. Cheltenham Avenue – No Report.
4. Elkins Park West – No Report.
5. W. Cheltenham Avenue – No Report.

**7. Chairman's Report**

Mr. Cohen noted that it is his intention to resign from the EDTF at the end of the year. He will be meeting with Mr. Lewis between now and December to discuss transition.

**8. Old Business (Status Report Updates)**

- A. **Old York Road Community Organization – Elkins Park Train Station Landscape Planting Project** – It was reported that the Community Organization was planning an implementation planting day on November 7<sup>th</sup> and 8<sup>th</sup> between the hours of 8:00 a.m. and 5 p.m. Scott Lampert was coordinating this project on behalf of the Old York Road Community Organization and is seeking volunteers for this project. All volunteers will need to sign a waiver which will be submitted to SEPTA since the property is owned by SEPTA.
- B. **Update on progress of the Draft Zoning Ordinance** – It was reported that the Commissioners will be having special workshops to review the draft zoning ordinance with the select Zoning Committee members and the Montgomery County Planning Commission staff on Thursday, October 29<sup>th</sup>, Monday, November 16<sup>th</sup> and Thursday, December 17<sup>th</sup>. Meetings will be held at the Township Administrative Building from 6:00 p.m. to 9:00 p.m. Public is invited to attend and provide brief comments.
- C. **Status Report on Elkins Park West Streetscape and Traffic Calming Project** – Mr. Havir provided a status report and noted that the plans are currently being reviewed by PennDOT District 6 office's Safety Unit. One of the issues that recently came to light was the right of way plans may need to be revised and resubmitted in a different format which may cost the Township an additional professional services' fee. There is a meeting scheduled on November 5<sup>th</sup> which Mr. Havir and the Assistant Township Manager will be attending at the PennDOT District 6 offices to discuss this matter.

**9. New Business**

- A. **Discussion on Business Recruitment/Business Retention Strategies** – Mr. Cohen led a brief discussion regarding this matter indicating how the Township may develop strategies for hiring a development officer to serve as a liaison between the Township and Realtors and Developers. This is similar to the former Main Street Manager program but could perhaps be a position that would be more involved with leveraging businesses to the Community and working directly with realtors and in particular, commercial realtors. This position perhaps could be cost-shared with the School District because the School District would benefit as well from an increased in Mercantile and Business Tax. After much discussion, it was the recommendation of the EDTF that this matter be listed on the next available agenda of the Township/School District Liaison Committee Meeting.
- B. **Classic Towns Haunts Photo Contest** – Mr. Havir referred to the October 2, 2015 e-mail attachment regarding this matter which was forwarded to him from the Classic Towns of the Greater Philadelphia program sponsored by the Delaware Valley Regional Planning Commission. Members were encouraged to participate by uploading their photos and forwarding them to [Classictowns.org](http://Classictowns.org).

**10. Staff Report**

- A. Multi Modal Transportation Fund Grant Applications due December 17, 2015** – Mr. Havir reported that an announcement was recently made by PennDOT and Department of Community and Economic Development (DCED) that applications for this grant will open during the first week of November. Mr. Havir noted that there is a workshop scheduled for early November which the Assistant Township Manager will be attending. It was his understanding that the Elkins Park East Commercial District would be eligible and if this round of funds would be similar to being administered like last year's round, we would have an opportunity to submit up to \$1 million for physical Streetscape and Traffic Calming improvements. Upon unanimous recommendation of the EDTF, it was recommended that the Township pursue a funding application for the Elkins Park East Commercial District.
- B. Update on Clothing Bins** – Much discussion ensued regarding this matter which was last discussed in detailed by the EDTF in the July meeting. Mr. Havir reminded members of the Task Force's recommendation that we explore publicly owned sites/locations which might conducive for the location of clothing bins, however it would not be permitted at the leaf disposal site in the response to questions raised by EDTF member. Mr. Havir also reminded members that there is no space at the Public Works Facility location.

Recently it was discussed during a Township staff meeting and the staff was not in favor of having any types of clothing bins on public property because experience and what is happening in surrounding communities such as Springfield and Abington and Upper Moreland, that the clothing bins becomes a dumping area for unwanted trash outside the bins. And often, the bins do not get emptied on a regular basis. The revenue that would be generated by these bins is minimal compared to the eyesore and possible rodent infestation and an attractive nuisance that could occur. The EDTF also noted that many non-profits within the area, do direct mailing to the residence in the Township on a monthly basis for door-to-door collection of clothing and felt clothing bin drop offs would only encourage non-residents to use them.

**11. Citizen's Forum**

No Report.

**12. Adjournment**

There being no further business to discuss, upon motion by Mr. Cohen, the EDTF meeting was adjourned at 9:05 p.m.



Bryan T. Havir  
Township Manager

Submitted by:  
Vicky Sykes



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, October 20, 2015, 7:00 P.M.

Lynnewood Gardens Community Center  
1950 Ashbourne Road  
Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Dulcany Pedro Luis		
2	SIF MALIK	SIF.MALIK@EISNERAMPER.COM	Y
3	DAVID K. KATHAR		N
4	Charley Harmon	CHARMAR@USREALTYCAPITAL.COM	Y
5	JENNIFER MIRSBY		Y
6	DAVID SUTON		Y
7	IAN SANDROTT		
8	FRED MILBURY		
9	Brian L. Zarosky		Y
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# Township of Cheltenham

Montgomery County, Pennsylvania

## Board of Commissioners

Harvey Portner, *President*  
Morton J. Simon, Jr., *Vice President*  
Baron B. Holland  
Charles D. McKeown  
Daniel B. Norris  
Ann L. Rappoport  
J. Andrew Sharkey

**Township Manager**  
Bryan T. Havir



**Administration Building**  
8230 Old York Road  
Elkins Park, PA 19027-1589

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Phone: 215 887-1000  
FAX: 215 887-1561  
[www.cheltenhamtownship.org](http://www.cheltenhamtownship.org)

December 15, 2015

Mr. David J. Bratina  
PennDOT Office of Multimodal Transportation  
Commonwealth Keystone Building  
400 North Street, 8<sup>th</sup> Floor  
Harrisburg, PA 17120-3457

RE: Elkins Park East Traffic and Pedestrian Improvements  
PennDOT Multimodal Transportation Fund Grant Application

Dear Mr. Bratina,

On behalf of the Cheltenham Township Economic Development Task Force (EDTF), I would like to express my support for Cheltenham Township's application under the Multimodal Transportation Fund grant program for \$1,540,000 to help fund traffic and pedestrian improvements in the Elkins Park East Commercial District.

Over the past 15 years, Cheltenham Township has been working to revive and improve the aesthetics and traffic and pedestrian safety in its five commercial districts. Through the generous financial support of funding agencies like PennDOT and Montgomery County, Cheltenham has made significant improvements to its Glenside Commercial District and is in the process of making improvements to its Elkins Park West Commercial District along Old York Road (State Route 611).

The Elkins Park East Commercial District is the next area slated for improvements. Elkins Park East already has a very active commercial, resident and volunteer community base and we believe this project will go along way in enhancing the vitality of this community. The Friends of High School Park (FHSP), a volunteer organization, has worked tirelessly over the past twenty years to transform the former 11-acre Cheltenham High School campus into a managed meadow. The FHSP has transformed a new center median at the intersection of Park Avenue, Harrison Avenue and Montgomery Avenue into a weather and salt-tolerant garden. Through the efforts of the Elkins Park East business community, the Cheltenham Center for the Arts and the Township, the historic Elkins Park Train Station was completely renovated in 2014 and now serves as the home of the Cheltenham Center for the Arts and plays host to community meetings and events. Finally, just this fall, the Old York Road Community Organization (OYRCO) and the Township worked with SEPTA to raise money and coordinate volunteers to add landscaping to the outbound side of the train station in an effort to enhance the dilapidated grounds of the station. The OYRCO is planning future plantings at the train station and will be responsible for garden maintenance.

This very active community would greatly benefit from the proposed traffic and pedestrian improvements proposed for this grant and, as such, the EDTF strongly supports Cheltenham Township's application for grant funding through the Multimodal Transportation Fund to implement these improvements. Thank you for your consideration.

Sincerely,

Economic Development Task Force

*A Home Rule Charter Community*