

AGENDA



ECONOMIC DEVELOPMENT TASK FORCE

Tuesday, January 19, 2016 @ 7:00 p.m.

Curtis Hall & Arboretum

1250 West Church Road | Wyncote, PA

- | | | |
|-----------|----|--|
| 7:00 P.M. | 1. | Call to Order |
| 7:01 P.M. | 2. | Election of Vice Chair |
| 7:05 P.M. | 3. | Approval of the December 15, 2015, Regular Meeting Minutes |
| 7:07 P.M. | 3. | Committee Reports |
| | | A. Design |
| | | 1) 81 Limekiln Pike Awning |
| | | B. Liaison Reports |
| | | 1) Elkins Park East |
| | | 2) Glenside District |
| | | 3) East Cheltenham Avenue |
| | | 4) Cheltenham Village |
| | | 5) Elkins Park West |
| | | 6) West Cheltenham Avenue |
| 7:25 P.M. | 4. | Chairman's Report |
| 7:30 P.M. | 5. | Old Business |
| | | A. Update on Status of Draft Zoning Ordinance |
| 7:45 P.M. | 6. | New Business |
| | | A. Membership |
| | | B. 2016 Goals |
| | | C. EDTF Role in Business Recruitment and Retention |
| | | D. EDTF Role in Marketing |
| | | E. Business Liaison Membership Model |

- 8:15 P.M. 7. Staff Report
- A. Easton Road detour through Glenside
 - B. Habitat for Humanity Neighborhood Revitalization Program
- 8:25 P.M. 8. Citizen's Forum
- 8:30 P.M. 9. Adjournment



Bryan T. Havir
Township Manager

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE (EDTF)** was held tonight. Members in attendance were: Dwight Lewis, Brad Pransky, David Rosenberg, Charley Harmar, Kenneth Mirksy, Sif Malik. Guest present: Caryl Levin. Staff present: Bryan T. Havir, Township Manager and Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER.** Mr. Lewis called the meeting to order at 7:07 p.m.
2. **ELECTION OF OFFICERS.** Mr. Havir announced that the Township recently received the resignation of David Cohen as Chair and member of the EDTF since he officially took the oath of office as a School Board member on December 8, 2015.
 - A. Chair – Upon motion of Mr. Pransky, seconded by Mr. Rosenberg, it was unanimously agreed, to elect Mr. Lewis Chair of the EDTF.
 - B. Vice Chair – Election of Vice Chair was tabled until the January 2016 meeting.
3. **APPROVAL OF MINUTES.**
 - A. October 2015 – Upon motion of Mr. Harmar, seconded by Mr. Rosenberg, it was unanimously moved, to approve the October 20, 2015, EDTF meeting minutes.
 - B. November 2015 – Upon motion of Mr. Pransky, seconded by Mr. Harmar, it was unanimously moved, to approve the November 17, 2015, EDTF meeting minutes with the addition of Mr. Pransky to the attendance list.
4. **COMMITTEE REPORTS.**
 - A. **Design – Signage Applications – None.**
 - B. **Organization & Development –** Members of the EDTF were not sure of the status or direction of this committee. Mr. Lewis said he would do some research and talk to Mr. Cohen to determine this committee’s purpose in 2016.
 - C. **Economic Restructuring –** Mr. Pransky said that this committee had been looking into new tax structures; however, there had not been much support. As Commissioner, Mr. Pransky said he will be requesting the Board of Commissioners and staff look into alternative taxation methods to raise income for the Township, so this may come back to the EDTF in the near future. Mr. Lewis said he would look into the types of tax structures the committee had been looking into to see if there might still be some viable options for the EDTF to pursue.
 - D. **Marketing & Promotions –** Mr. Rosenberg and Ms. Levin said they liked the “I Choose Cheltenham” bumper magnets. Mr. Havir reported that Wawa underwrote the first 10,000 and they are almost gone. Frank Lindy (The Towers) has agreed to underwrite another 10,000 bumper magnets and will be putting them in new/prospective resident packets for his property. The Township is also including them in its new resident packets. Ms. Elliott said an “I Choose Cheltenham” section has been added to the Township’s website, which allows residents and businesses to discuss reasons why they have chosen Cheltenham. She encouraged EDTF members to submit their reasons, as well.

E. Liaison Reports

- 1) *Elkins Park East* – Since Mr. Cohen was the liaison for this commercial district, it was recommended that Mr. Milbert serve as the liaison.
- 2) *Glenside District* – Mr. Harmar said he was not able to attend the Downtown Community Partnership meeting. Mr. Havar reported that he heard from Commissioner Sharkey that Winterfest (the Saturday after Black Friday) was well attended. It was promoted on the Classic Towns website.
- 3) *East Cheltenham Avenue* – None.
- 4) *Cheltenham Village* – It was determined that no one was assigned to this district and members agreed to look for someone to serve as liaison.
- 5) *Elkins Park West* – Mr. Mirksy inquired about the clothing bins. Mr. Havar reported that a hearing is scheduled before Elizabeth McHugh's court. Mr. Havar reported that Gannet Fleming was granted a change order in the amount of \$20,000 to perform additional work necessary to meet grant requirements for temporary construction easements on the Elkins Park East Streetscape project. Removal of the "No Right Turn" on eastbound Church Road to Route 611 is being vetted by PennDOT as part of the streetscape project. The removal of this lane will be used to make a gateway with public green space to hide the PECO substation.
- 6) *West Cheltenham Avenue* – Mr. Havar reported that the Cheltenham Mall land development will be on the January Public Works Committee agenda for review. Elevations of the mall were distributed to the EDTF for review. It is estimated that building permits will be submitted as early as February; the owners are looking to open some of the new store fronts as early as November 2016. This is a \$29 million investment in the mall and will be good for Cheltenham. Mr. Lewis asked if there has been any attempt to market the mall as a Cheltenham mall, not a Philadelphia mall. Mr. Havar said the owners are looking to change the address from Philadelphia to Wyncote; however, there are some politics that need to be worked through with respect to having the Philadelphia Post Office agree to turn the zip code over to the Wyncote and Jenkintown post offices. Mr. Lewis suggested they contact state elected officials as this is a critical issue to pursue.

5. **CHAIRMAN'S REPORT** – None.

6. **OLD BUSINESS.**

- A. **Letter of support for Multimodal Transportation Fund grant application for Elkins Park East Streetscape Project.** Mr. Havar reported that Cheltenham will be applying for a \$1.54 million grant with a \$660,000 Township match to fund streetscape improvements around the Elkins Park East Train Station. The improvements are based off a 2008 plans by Carroll Engineering, which are on the Township website, and include crosswalks, pedestrian lights, and new parking configurations. Decorative pavers and granite curbing will not be included as previous streetscape projects have proven these items not practical. A support letter from the EDTF will be sent along with the grant application.
- B. **Update on Draft Zoning Ordinance Review.** The third and final workshop is Thursday, December 17, 2015. The discussion will be focused on the mixed use districts

and zoning map. Mr. Pransky said the draft zoning ordinance is based on the recommendations of the 2005 Comprehensive Plan, which called for a more mixed-use community. It is not a perfect document, but it will be a significant help to the Township in expanding its tax base.

- C. **Draft Off-Premises Advertising Sign Overlay District.** Mr. Havir and Ms. Elliott explained the Off-Premises Advertising Sign Overlay District Ordinance that will be considered by the Board of Commissioners on February 17, 2016. This ordinance is an overlay ordinance that will include the existing LED billboard sign at the corner of Ogontz Avenue and Limekiln Pike and extend east on Ogontz Avenue to Shopper's Lane. This overlay will permit LED billboards and has been drafted so the existing billboard conforms to the proposed ordinance. The G Manufacturing & Industrial District was revised in July to ensure that the existing billboards in the district conform to the ordinance. The G Manufacturing & Industrial District does not permit LED, animated or moving signs. These are the only two areas in the Township where billboards are permitted.
7. **NEW BUSINESS** – Mr. Pransky announced his intent to resign from the EDTF in order to fulfill his duties as Commissioner. Mr. Lewis requested members submit a list of potential members to replace Mr. Pransky, Mr. Cohen and other vacancies on the EDTF.

Ms. Levin suggested that members of the Creekside Coop might make good candidates for membership. She also mentioned that the trash at the Cheltenham Avenue underpass at Old York Road is not improving. She and other residents have made efforts to clean it up, but they cannot keep up with it. Mr. Havir said additional trash receptacles have been ordered and will be placed on the 300, 400 and 500 blocks and trash crews have been instructed to do more frequent collections. He explained that PennDOT used to be responsible for trash clean ups along state highways; however, they were eliminated/cut back with budget cuts and it has created the adopt-a-highway program. PennDOT can also bring out chain gangs to help with roadside clean ups, which requires coordination with Township staff and police. The Township sends its own crews out to clean up the concrete islands on Old York Road in the spring and fall, but it requires significant safety measures to keep the crews safe.

Mr. Malik suggested the Township consider a blog to promote businesses and Township events. He said the Township could hire an unpaid intern from Arcadia to write the blog.

Mr. Lewis thanked Mr. Pransky for his commitment, knowledge and hard work on the EDTF. He asked that the EDTF work on the following for the January meeting: recruiting new members, 2016 goals, how the EDTF can be more helpful in business recruitment and retention, and whether they can improve the effectiveness of the business liaison model of the EDTF.

8. **STAFF REPORT** – None.
9. **CITIZENS' FORUM** – None.
10. **ADJOURNMENT.** There being no further business, Mr. Lewis adjourned the meeting at 8:24 p.m.

Bryan T. Havir, Township Manager

Submitted by: Alyson Elliott



TOWNSHIP OF CHELTENHAM, MONTGOMERY COUNTY, PENNSYLVANIA
BUILDING PERMIT APPLICATION

PERMIT NO. _____

Montco. Parcel # 31-00- Zoned _____ Block _____ Unit _____

To the Township Manager:

This is to certify that I have examined the within detailed statement, with a copy of the plans relating thereto, and find them to be in accordance with the provisions of the Cheltenham Township Building Code, accordingly they have been approved and entered in the records.

Building Inspector Signature: _____

ADA Control # _____

This permit is granted on the express condition that the said construction shall, in all respects, conform to the ordinances of this jurisdiction including the zoning ordinance, regulating the construction and use of the buildings, and may be revoked at any time upon violation of any provisions of said ordinances.

If this application is in the floodplain, then all required information must be supplied prior to approval.

Submital Date _____ Cost \$ _____ Fee \$ _____ Check No. _____ Cash _____

PROPERTY IN FLOODPLAIN AREA	YES <input type="checkbox"/>	FP ZONE:	FEMA FP MAP/PANEL ID:
	NO <input type="checkbox"/>		

(IF ANSWER TO THE ABOVE IS YES, ITEM 17 MUST BE COMPLETED)

The undersigned applies for a permit to construct the following described work:

- Give the exact location: 81 Larch Ln Ph, Glenside
- General description of work: Install Awning
- Applicant: Bob McCune As Applicant, your relationship to project is: Property Owner
 Address: 501 Easton Rd Willow Grove Contractor
 Architect
 Other
 Tele Nos: Business 215-830-9960
 Home _____
 Cell 100-930-8053
 FAX 215-830-9963
 Email Bob.McCune@fastsigns.com
 Type of Construction: _____
 Type of Structure: _____
 Use & Occupancy Classification: _____
- Property Owner: Maria - Eugeni - Lombardi Address: 81 Larch Ln Ph, Glenside
 Please Print: _____
 Tele No: _____ Fax: _____
- Architect/Engineer: _____ Address: _____
 Please Print: _____
 Tele No: _____ Fax: _____
- Contractor or Builder: Fastsigns - Willow Grove Address: 501 Easton Rd Willow Grove
 Please Print: _____
 Tele No: 215-830-9960 Fax: 215-830-9963
- What is the present building used for? Nail Salon
- If new building or new addition, what will it be used for? _____

9 Upon what kind of soil will any new foundation be laid? _____

10 Is the present building occupied? YES NO

If NO, provide date last vacated: _____
If NO, provide water meter/billings for last quarter occupied: _____

ARE EDU'S REQUIRED YES NO

REMARKS: _____

11 List all contractors/sub-contractors. Copies of Workers' Compensation or Exemption must be included with application. All sub-contractors must be registered in Cheltenham Township before applying for a permit. Higher permit application must be signed by the registered contractor and must be submitted with and as part of a complete building permit application submission.

a. Plumbing
Name _____ Address _____

Tele No _____ Cost _____ Reg # _____

b. HVAC
Name _____ Address _____

Tele No _____ Cost _____ Reg # _____

c. Electrical
Name _____ Address _____

Tele No _____ Cost _____ Reg # _____

d. Excavation
Name _____ Address _____

Tele. No. _____ Cost _____ Reg # _____

e. Concrete
Name _____ Address _____

Tele No. _____ Cost _____ Reg # _____

f. Masonry
Name _____ Address _____

Tele No _____ Cost _____ Reg # _____

g. Drywall
Name _____ Address _____

Tele. No _____ Cost _____ Reg # _____

h. Fire Protection
Name _____ Address _____

Tele. No _____ Cost _____ Reg # _____

i. Other
Name _____ Address _____

Tele No. _____ Cost _____ Reg # _____

12. Approximate Start Date 2/15/16 Approximate Completion Date 2/16/16

13. Estimated Cost \$ 3,153.50 Permit Fee \$ _____

(Estimated Cost should be for building portion only, not to include any sub-contractor costs as they are separate permit applic.)
(Must include labor and all material regardless of who purchased materials)

14 Area of New Impervious Surfaces: (Structures, Paving, Sidewalks, etc)

15. NOTES

- PLEASE NOTE THAT STATE LAW REQUIRES YOU TO CONTACT THE PENNSYLVANIA ONE CALL SYSTEM @ 1-800-242-1776 AT LEAST THREE (3) WORKING DAYS PRIOR TO ANY DIGGING OR EXCAVATION ACTIVITIES EITHER WITHIN THE STREET RIGHT OF WAY OR ON PRIVATE PROPERTY TO ALLOW UTILITY COMPANIES TO LOCATE AND MARK THEIR UNDERGROUND FACILITIES.
- PLEASE NOTE THAT TWO (2) WORKING DAYS NOTICE MUST BE GIVEN FOR ANY INSPECTIONS.
- This is the Application for Permit for Additions, Alterations, Roofing, Siding, Repairs, Razing, Removal or Tearing down of any building or part of same, the Erection, Removal or Alteration of Awnings, Signs or Billboards, etc
- FILE WITH APPLICATION.
 - Two copies of all construction plans (existing and proposed)
 - All sub-contractor permit applications that are part of this building permit application
 - Workers' Compensation Insurance w/Chatham Township named as certificate holder or a notarized exemption form for each person(s) working on the job site not covered by Workers' Comp.
- All sub-contractors must be currently registered in Chatham Township in order to apply for a building permit.
- There is a 30-day period after the issuance of a building permit during which time an approved person may file an Appeal to contest the approval of the permit by a Municipality. Applicants that begin construction during the 30-day appeal period do so at their own risk.
- NOTICE TO TAXPAYERS - UNDER THE PROVISIONS OF ORDINANCE NO. 2022-02, YOU MAY BE ENTITLED TO A PROPERTY TAX ABATEMENT ON YOUR CONTEMPLATED ALTERATION OR NEW CONSTRUCTION. AN APPLICATION FOR ABATEMENT MAY BE SECURED FROM THE OFFICE OF ENGINEERING, ZONING AND INSPECTIONS, AND MUST BE FILED WITH SAME, AT THE TIME A BUILDING PERMIT IS ISSUED.

16 Does the applicant agree that all provisions of the Chatham Township Building Code will be complied with, whether specified herein or not?

YES NO

Further, does the applicant certify that he/she is the owner of record of the named property, or that the proposed work is authorized by the owner of record and that he/she has been authorized by the owner to make this application as his/her authorized agent. In addition, if a permit for work described in this application is issued, he/she agrees that the authorized code official or that official's authorized representative shall have the authority to enter areas covered by such permit at any reasonable hour to enforce the provisions of the code(s) applicable to such permit.

YES NO

APPLICANT SIGNATURE [Signature] DATE 1/5/16

PROPERTY OWNER SIGNATURE [Signature] DATE 1/5/16

PERMIT FEE SCHEDULE: PERMIT FEES ARE BASED ON THE COST OF THE WORK FOR WHICH THE PERMIT IS BEING APPLIED FOR. THIS COST SHOULD INCLUDE ALL MATERIALS AND LABOR. THE COST IS THEN ROUNDED UP TO THE NEAREST THOUSAND \$ AND FEES ARE CALCULATED AS FOLLOWS: 1ST THOUSAND \$ = \$39.00 WITH EACH ADDITIONAL THOUSAND \$ = \$20.00 OR 2% OF THE TOTAL COST + A ONE TIME CHARGE OF \$19.00.

UPON APPROVAL AND PAYMENT OF ALL APPLICABLE FEES, THE APPLICANT WILL RECEIVE A PERMIT PLACARD WHICH IS TO BE POSTED AT THE WORK SITE ALONG WITH A SET OF APPROVED DRAWINGS. THE APPLICANT WILL ALSO BE GIVEN A LIST OF REQUIRED INSPECTIONS THAT WILL BE PERFORMED BY A TOWNSHIP INSPECTOR.

CLIENT

Prince Tailors

ESTIMATE NO.
OF PANELS

PRICE NO.
OF PANELS **186- 35436-01**

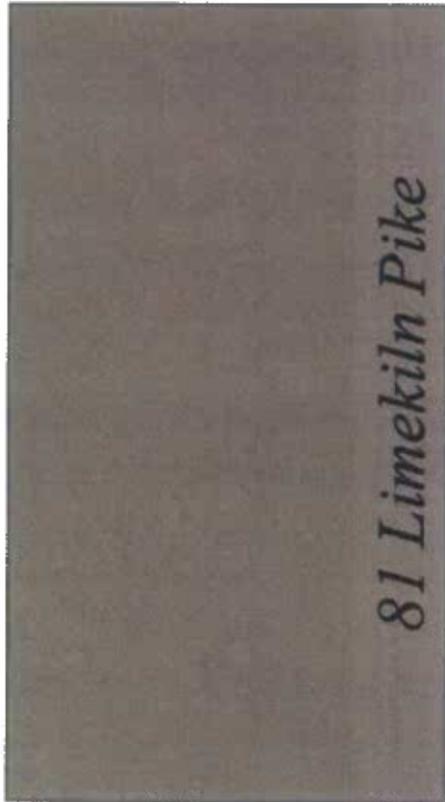
JOB OVERVIEW

81 Limekiln Pk Awning

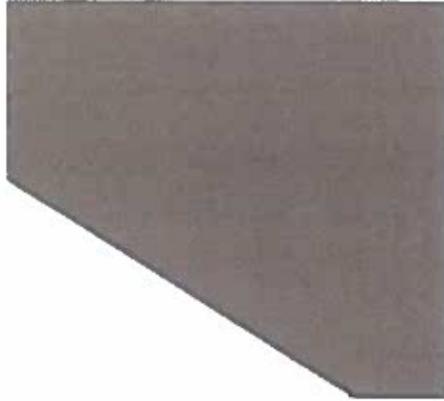
SPECIFICATIONS

Custom manufactured awning with 1"x1" square tube welded frame and Sunbrella Mocha Tweed fabric cover with 1 color imprint

72"



40"



36" PROJECTION

Sunbrella Mocha Tweed



PROOF NUMBER

1

BE ADVISED:

First and second proofs complimentary. Further proofs will be billed at \$15.00 minimum each.

PROOF DATE **12/23/15**

DESIGNED BY **Sam**

186@FASTSIGNS.COM www.FASTSIGNS.COM/186

1019A Edison Road, Willow Grove, PA 19090 T 215.830.9960 F 215.830.9963

IMPORTANT - PLEASE READ

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Cheltenham Township Press Release

8230 Old York Road, Elkins Park, PA 19027-1589

For more information, please contact:

Nancy K. Gibson, Public Information Officer

Phone: 215-887-6200, ext. 230

Email: ngibson@cheltenham-township.org

Web: www.cheltenhamtownship.org

FOR IMMEDIATE RELEASE

ADVERTISE YOUR BUSINESS IN CHELTENHAM'S UPCOMING CALENDAR

ELKINS PARK, PA, January 13, 2016 – Local businesses can promote their goods and services to local customers by advertising in Cheltenham Township's 2016-17 Annual Report and Calendar. The 36-page publication is mailed to approximately 14,000 residences in June, distributed via libraries, community centers, township administration building and other public buildings and sent to homebuyers throughout the year. Residents refer to it throughout the year for its wealth of information, including a complete list of township events, public meetings, school closings, special activities and municipal program guidelines. As an extra bonus, the ads will also be featured in an electronic version of the publication that's posted on the township's website www.CheltenhamTownship.org, which gets 14,000 – 15,000 visits per month.

Ad prices are \$175 for a business-card size ad, \$350 for a 3.5" x 4" ad or \$600 for a 7" x 4" ad. The submission deadline is Friday, April 22, 2016. This is an opportunity to advertise specifically to Cheltenham Township consumers. For complete information, contact the Cheltenham Township Public Information Office at 215-887-6200, ext. 230, or NGibson@Cheltenham-Township.org.

###

2015 Cheltenham Township and EDTF Community Event



Sponsorship Levels



Diamond Level Sponsor (\$2,500) will receive all the benefits of Platinum Level sponsorship, including your business name on any event Banners.

Platinum Level Sponsor (\$1,000) will receive all the benefits of Silver Level sponsorship, including your company name on event materials.

Silver Level Sponsor (\$500) will be invited to enjoy the event, including an invitation to set-up a display table to feature your business, if applicable.

To Participate

1. Identify the event you want to sponsor: _____
2. Circle your sponsorship level of choice, and return this document with the following information:
 - Business card
 - A printed document with information you want included in the event promotional materials and communication.
 - Check payable to Cheltenham Township C/O EDTF.
3. Mail to:
Cheltenham Township Administration Building C/O EDTF
8230 Old York Road
Elkins Park, PA 19027-1589
4. A portion of the funds will go towards business-related promotions.

INFORMATION: Nancy K. Gibson, Public Information Officer
Phone: 215-887-6200, ext. 230
Fax: 215-887-1561
Email: ngibson@cheltenham-township.org

2015 Cheltenham Township and EDTF Community Events (Business Sponsorship Needed!!)

Glenside Arts Festival – April 25, 2015

Where: Downtown Glenside at Wesley Plaza and along Easton Road between Glenside Avenue & Waverly Road

Time: 12 to 6 PM **Admission:** FREE!

Enjoy food, music and a variety of arts and crafts.
Sponsored by the Downtown Glenside Community Partnership and the Cheltenham Township Economic Development Task Force.

58th Annual Fishing Derby – June 6, 2015

Where: Kleinheinz Pond on Tookany Creek Parkway

Time: 9:00 AM - Noon **Cost:** \$2 (fee includes food, a pole and a line!)

Children can test their skill and luck at the Annual Fishing Derby.
The derby is open to boys and girls up to age 15.

20th Annual Arts in the Park – June 7, 2015

Where: High School Park, High School Road & Montgomery Avenue in Elkins Park

Time: 10 AM to 5 PM **Admission:** FREE!

One of the area's largest outdoor festivals featuring select artists, live music, delicious food, children's activities, and a showcase of local sustainable efforts and this year's Sustainable Cheltenham Awards winners. Proceeds support ecological restoration of the park's award-winning 11-acre native plant preserve.

25th Annual Community Harvest Festival October 17, 2015 (Rain Date: October 18)

Where: Curtis Arboretum, 1250 W. Church Road in Wyncote

Time: 12:00 PM - Dark **Admission:** FREE!

All-day music and entertainment ends after dark with a fireworks finale.
Promises to be fun for all ages with a lineup of exciting events including hayrides, a craft fair, pumpkin decorating, and much, much more!

WinterFest – December 4, 2015 (1st Friday)

Where: Wesley Plaza off Easton Road between in Downtown Glenside

Time: 5 pm - 8 pm **Cost:** FREE!

Santa's traditional visit on a shiny, red fire truck highlights the event, which includes live holiday music, refreshments and great shopping opportunities. WinterFest and "First Fridays" are sponsored by Cheltenham Township and the Downtown Glenside Community Partnership.

Included are some representative photos from events that businesses like you have made happen for the Cheltenham community, including the *Community Harvest Festival*, *Winter Fest*, *Glenside Arts Festival*, *Arts in the Park* featuring Sustainable Cheltenham and *Fishing Derby*:

