AGENDA

ECONOMIC DEVELOPMENT TASK FORCE

Tuesday, June 21, 2016 @ 7:00 p.m.

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

7:00 p.m. 1. Call to Order

7:01 p.m. 2. Approval of the May 17, 2016, Regular Meeting Minutes (*see attached*)

7:02 p.m. 3. Committee Reports

A. Design – None.

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

7:10 p.m. 4. Chairman's Report

7:35 p.m. 5. Staff Report

1) Township/School Board realtor meeting(s) for Fall 2016
2) Review draft Community Map
3) Discussion about Curtis Hall and Glenside Hall RFP for caterer
4) Discussion on potential for mobile applications in Township
5) Request by the Public Affairs Committee for a future presentation on EDTF's visions and goals
6) Proposal to encourage better tenant mix by requiring landlords to remove old signs and perform "vanilla box" conversions when tenants vacate

8:00 p.m. 6. Old Business

A. 2016 Goals

1) Messaging
2) Business Recruitment/Retention

3) Partnership
4) Strategic Planning

B. Sign Review Procedure

C. Community Meetings

8:20 p.m.	7.	New Business
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) for May 2016 was held tonight. Members in attendance were: Dwight Lewis, Sif Malik, Fred Milbert, Jonathan Essoka, Joan Brandeis, Caryl Levin, Judah Labovitz, Rita Rosen Poley, David Rosenberg, David Kratzer and Ken Mirksy. Guests present: Altoro Hall, Montgomery County Department of Commerce and Deb Campbell. Staff present: Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER**. Mr. Lewis called the meeting to order at 7:00 p.m.
2. **APPROVAL OF MINUTES**. A motion was made by Mr. Labovitz, seconded by Mr. Rosenberg, and unanimously passed to approve the minutes of April 19, 2016.
3. **COMMITTEE REPORTS**.

   A. **Design** – The EDTF asked that all future applications be submitted along with acknowledgement that they have a business license in the Township.

      1) *Signage Application for 107 South Easton Road, Glenside* – Ms. Elliott presented information about the proposed non-illuminated parallel wall sign with dark lettering on a white background to be inserted in the location of the current sign. The design on the current sign will remain on the edges of the sign. The design committee was supportive of this application

         Action: A motion was made by Mr. Labovitz, seconded by Mr. Essoka, and carried by an 11-0 vote, to convey to the Planning and Zoning Department a recommendation to issue a Certificate of Appropriateness for the proposed sign at 107 South Easton Road, Glenside, provided the sign is not internally illuminated.

      2) *Signage Application for 8110-B Old York Road, Elkins Park* – Ms. Elliott presented information about the proposed internally-illuminated parallel wall sign with dark lettering on a white background to be inserted in the location of the current sign. Opaque backgrounds are required to minimize light bleed from the sign. The applicant has upgraded the material to ensure that the white background will be opaque. The design committee was supportive of this application.

         Action: A motion was made by Ms. Brandeis, seconded by Mr. Rosenberg, and carried by an 11-0 vote, to convey to the Planning and Zoning Department a recommendation to issue a Certificate of Appropriateness for the proposed sign at 8110-B Old York Road, Elkins Park, provided the white sign background is opaque.

      3) *Signage Application for 8120 Old York Road, Elkins Park* – Ms. Elliott presented information about the proposed channel-lettered parallel wall sign on the side of the building that faces the interior of the site. The lettering will be dark. Additionally, the applicant proposes a vinyl window sign on the Church Road side of the building. The design committee was supportive of this application.

         Action: A motion was made by Mr. Malik, seconded by Mr. Rosenberg, and carried by an 11-0 vote, to convey to the Planning and Zoning Department a recommendation to issue a Certificate of Appropriateness for the proposed sign at 8120 Old York Road, Elkins Park.

      4) *Signage Application for 7400 Front Street/101 Cheltenham Avenue* – Ms. Elliott presented information about the proposed channel-lettered parallel wall signs to be located on each street frontage of the building. The letters will be red. The design committee was supportive of this application.

Action: A motion was made by Ms. Brandies, seconded by Mr. Rosenberg, and carried by an 11-0 vote, to convey to the Planning and Zoning Department a recommendation to issue a Certificate of Appropriateness for the proposed sign at 8120 Old York Road, Elkins Park.

B. **Liaison Reports**

1) *Elkins Park East* – Mr. Milbert reported about Arts in the Park, the Elkins Park East Business Association Dinner and the Creekside Coop.

2) *Glenside Business District* – None.

3) *East Cheltenham Avenue* – None.

4) *Cheltenham Village* – None.

5) *Elkins Park West* – None.

6) *West Cheltenham Avenue* – Mr. Lewis reported about progress at Cheltenham Mall, now being called "Greenleaf at Cheltenham," and the Fresh Grocer opening at Cedarbrook Plaza.

4. **CHAIR'S REPORT**

A. **Sewer Lateral Inspection Program.** Mr. Lewis reported there is a lot of interest in the community about the proposed sewer lateral inspection program. Ms. Elliott clarified some facts about the proposed program and announced that the Board of Commissioners would be discussing the program at its meeting on May 18, 2016. As the Board and staff understand that this will be a burden for many property owners, they are looking into options that will help reduce the impact of this program through reduced financing rates from local banks and third party home warranty programs, among other options.

5. **STAFF REPORT.**

A. **Zoning Workshop Meetings.** Ms. Elliott reported that the Zoning Workshop meetings are continuing, with more meetings scheduled in June.

6. **OLD BUSINESS** – Old Business was deferred until the June meeting.

7. **NEW BUSINESS**

A. **Presentation by Montgomery County Commerce Department.** Altoro Hall, Marketing and Business Development Manager of Economic Development at the Montgomery County Commerce Department talked with the EDTF about the opportunities provided by the Department of Commerce. He explained that the Commerce Department has developed a program called "Montgomery County 2 Business," which is a one-stop shop for businesses in Montgomery County including the Montgomery County Redevelopment Authority, the Montgomery County Industrial Development Authority, the Montgomery County Development Corporation, and Montco Works (see attached flyer for information on what each entity is responsible for).

Mr. Hall discussed the vast programs offered by these entities relating to promoting businesses in Montgomery County, including: low-interest and low-cost financing, workforce development and placement, help with revitalizing blighted areas and setting up Keystone Opportunity and Innovation Zones (Conshohocken, for example), helping businesses select sites in the County and familiarizing them with all the County and individual municipalities offer, providing resources for struggling companies and/or start ups, and generally helping to make connections.

The Commerce Department is a membership-driven organization and works to provide opportunities for businesses to succeed in Montgomery County, through grand opening events, available building and land tours, and industry-specific networking alliances.

The EDTF asked Mr. Hall what the Township could do to work with the Commerce Department to pursue economic growth in the Township. He responded with the following items:

- Develop a portfolio of available sites, whether vacant property or buildings, for promotion through the Commerce Department.
- Meet with the Commerce Department to discuss what types of development and/or businesses the Township is looking to promote.
- Decide whether offering incentives is appropriate for the Township (for example, establishing a Local Economic Revitalization Tax Assistance [LERTA] district or offering free or reduce rent for a year).
- Reducing or eliminating roadblocks to doing business or developing in the Township that would make a potential business choose another municipality (i.e. unfavorable zoning, lengthy development processes, lack of infrastructure, or other aspects that increase the cost of entry to or doing business in the Township.

B. **Vacant Building Registry Ordinance.** Ms. Elliott provided the EDTF with a brief outline of the Vacant Building Registry Ordinance that the Board of Commissioners will consider for adoption at its June 15, 2016, meeting. She explained that the ordinance, along with proposed revisions to the Property Maintenance Ordinance and the Nuisance Ordinance, seeks to provide the Township with more teeth to encourage property owners to maintain their properties and, if they are unable to do so, to move them on or demolish them expeditiously. The EDTF was supportive of this ordinance, saying that vacant properties, particularly those that are not maintained, are a significant factor in the Township's economic health.

8. **CITIZENS' FORUM** – Ms. Campbell introduced herself as a resident, a Glenside business owner, and member of the Glenside Merchants' Association.

9. **ADJOURNMENT.** There being no further business, Mr. Lewis adjourned the meeting at 8:35 p.m.

Bryan T. Havir, Township Manager

Submitted by: Alyson Elliott

Montgomery County *Pennsylvania*

Montgomery County Commerce Department

Carolina DiGiorgio
Director
CDigiorg@montcopa.org
610-278-3329

Montgomery County 2 Business
"One Stop Shop"
www.mc2b.org

The Montgomery County Redevelopment Authority

The Authority's principal purposes are assisting the County's townships and boroughs in stimulating economic revitalization and aiding in the provision of affordable housing through applications to state and federal sources. The Redevelopment Authority's activities are funded primarily through State and Federal Grant programs, reimbursements from municipalities and private sector entities

Jerry Nugent
Executive Director
jnugent@montcopa.org
610-275-5300

The Montgomery County Industrial Development Authority

Provides tax exempt financing for the following borrowers, typically for facilities and equiment:

-Private Manufacturers
-Non-profits, such as hospitals and private schools
-Tax-exempt facilities, such as for pollution control
-First time farmers

Greta Miles
Executive Director
greta.miles@gmailcom
610-275-5300

The Montgomery County Development Corporation

The Administrator for business loan programs offered by the County and the Commonwealth of Pennsylvania. As the Area Loan Administrator, the MCDC can provide low interest rate loans for businesses looking to acquire real estate, and make capital investments, We can also work with municipalities to provide special financing packages for businesses in improvement districts and other locations where substantial infrastructure improvements can change the fundamental business dynamics of a local community.

Brian Regli
Chairman
bregli@myrevere.com
610-275-5300

MontcoWorks

MontcoWorks goals are:

Guide CareerLink partners and staff in identifying and closing skill gaps

Inventory, assess, and broker employment support services to help facilitate the seamless delivery of educational training and employment support services to our County's adults, dislocated workers, incumbent workers, and youth for the growth and expansion of our County's economy.

Developed fully one-stop access for job seekers and employers to a total package of public sector loan programs, business planning and start-up information, as well as job training and placement programs and employment support services

Build upon the strong relationships that exist between public and private sectors in the County.

Jennifer Butler
jbutler@montcopa.org 610-278-7289

www.facebook.com/montgomery.county.pa
www.facebook.com/montcodcevents

www.linkedin.com/in/montcodcevents

@montcodcevents

Meeting Attendance Sheet

Economic Development Task Force

Tuesday, May 17, 2016, 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	Caryl Levin		Y
2	JOAN BRANDEIS		Y
3	JUDAH LABOVITZ		Y
4	Ken Mirsky		Y
5	SIF MALIK		Y
6	DAVID KRATZER		Y
7	Dwight Lewis		Y
8	Fred Milbert		Y
9	Jonathan Essoka		Y
10	Rita Rosen Poley		Y
11	David Rosenberg		Y
12	Alyson Elliott		
13	Altoro Hall		
14	Deb Campbell		
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