Economic Development Task Force Meeting Minutes
Township Administration Building
January 15, 2013

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Charles Harmar, David Kratzer, Dwight Pedro Lewis, Brad Pransky, David Rosenberg, Steven C. Tolliver, and Steven Vahey. Staff present was: Bryan T. Havir, Township Manager. Guest Present: Harold Lichtman, GLP Architects.

1. ***Call to Order.*** Chairman Cohen called the meeting to order at 7:05 p.m.

2. Approval of Minutes. Chairman Cohen asked for approval of the December 18, 2012 meeting minutes. The meeting minutes were unanimously approved by acclamation.

3. ***Main Street Committee Reports by Chairpersons***:

A. Design – Mr. Kratzer reported there were no signage applications for review.

B. Organization & Development – No report

C. Economic Restructuring: Recruitment/Retention – Mr. Dwight Lewis distributed a copy of The Economic Development Task Force Goal Planning document dated January 15, 2013. (See attached.) Mr. Lewis quickly reviewed the main discussion points such as contact person for potential new business; updating the Township's website Business Directory possibly taking offsite via a link (Mr. Havir asked that the Township's Public Information Officer be involved in the discussions); the sculpture on the triangle in front of the PECO substation at Church and York Roads and Business Retention, Fund Development, Task Force Structure and EDTF Partnerships. It was suggested that a tour of the Township, visiting each district be arranged for the EDTF members. Members should review for continued discussion at the next meeting.

D. Marketing and Promotions Committee – Reports were provided from the following liaisons:

- District Liaison for Elkins Park East – Chairman Cohen reported that CreekSide

Co-Op was holding its grand opening on January 16, 2013. The space formerly occupied by Provence is for rent.

- District Liaison for Glenside – No report.
- District Liaison for East Cheltenham Avenue – Mr. Lewis had no report.
- District Liaison for Cheltenham Village – Mr. Vahey had no report.
- District Liaison for Elkins Park West – Mr. Rosenberg reported that the Kitchen & Bath Store is open on the corner of Stahr and Old York Roads. The "for sale" sign at Sousan Pharmacy has been removed.
- District Liaison for W. Cheltenham Avenue – Cheltenham Square Mall is in default. However, the anchor stores, Shop Rite, Home Depot and Target are doing well.
- **Cheltenham Charm** – No report.

4. ***Presentation-*** Mr. Harold Lichtman, Architect for 560 East Church Road, Elkins Park, stated that the Zoning Code provides for shared parking. (See attached.) Six spaces are required and only two will be on-site. In order to comply with the Township's parking requirements, and because the EDTF is involved with Commercial Districts, he was requesting the EDTF's consideration for approval to allow the balance of the parking requirement, four (4) spaces to be allocated to the public parking lots which are adjacent to this property and across Church Road. Following discussion, Mr. Pransky made a motion to support the allocation of four (4) parking spaces in the combined lots; seconded by Mr. Tolliver and unanimously approved. It was noted that Building and Zoning should keep track of parking allocations.

Informal discussion ensued on feasibility for installing mid-block crossing and pedestrian street flashing warning lights within the vicinity of the Township and Library parking lot to provide safe access across Church Road. The EDTF suggested this matter be considered as a

separate matter to the nail salon parking issue but that the Township's Police Department Highway personnel evaluate this matter in light of the pedestrian death that occurred in 2011.

*5. **Chairman's Report*** – Chairman Cohen asked Mr. Harmar to report on the meeting he attended at Abington Township Economic Development Committee (EDC) Meeting on January 8, 2013 regarding the Abington, Jenkintown and Cheltenham Gateway Improvement Study. As a result of a discussion at the meeting, it was suggested that Abington and Cheltenham Township EDTF members send representatives to each other's meetings. Mr. Havir reported that Abington Township's Assistant Township Manager and EDTF Staff Liaison, supported the idea. Chairman Cohen agreed with the concept and suggested that this should be indicated as a standing item on the EDTF Agenda. It was decided that the Cheltenham Township EDTF should send a letter to the Abington EDTF asking that Steve Vahey, Cheltenham EDTF member and Charles Harmar as alternate be allowed to attend Abington meetings.

*6. **New Business*** - Mr. Havir noted that representatives of CreekSide Co-op made a presentation at the Public Affairs Committee (PAC) on January 9, 2013 regarding application to the Pennsylvania Liquor Control Board for an E-License to sell artisan beer up to two six packs per transaction per person to increase sales and traffic at the Co-op. The PAC recommended this application for consideration by the Board of Commissions at the February 20, 2013 meeting. Following discussion, Mr. Pransky made a motion to support the CreekSide Co-op in pursuing an E-License; seconded by Mr. Harmar and unanimously approved.

*7. **Staff Report*** –

A. Mr. Havir noted that the Township received a notice for membership renewal from the Valley Forge Convention & Visitors Bureau. Following a lengthy discussion, Mr. Pransky made a motion to renew the membership dues of $300.00; seconded by Mr. Lewis.

B. Mr. Havir noted that Delaware Valley Regional Planning Commission is hosting an Expo on April 5, 2013 at the PECO Building showcasing municipalities and reaching out to developers. Mr. Havir will e-mail information to the membership.

C. The 2013 Eastern Montgomery county Chamber of Commerce Membership Card and list of activities will be e-mailed to the EDTF members.

D. Mr. Havir reported the Township has been assigned a new County Planner, Joe Nixon who will be working with the Township to finish the re-writing of the final draft of the Zoning Ordinance. A meeting of the Ad Hoc Zoning Committee needs to be scheduled. Mr. Havir suggested scheduling an evening work session of the Ad Hoc Zoning Committee either the last week of February or the first week in March. There was a mixed provisions that needed further discussion in order to permit an area for research and medical research as permitted uses. Mr. Cohen noted that at one point the Ad Hoc Zoning committee had drafted a bed and breakfast ordinance.

E. Mr. Havir noted that the Cheltenham Township Draft Act 537 Sewage Facilities Plan will be presented by the Township consultant at the January 16, 2013 Public Works Committee. This will be the first time the public hears about the Act which has been two years in the works. Sewer shed areas in Abington, Jenkintown, Cheltenham, Springfield, and Philadelphia are included in the Plan. After this presentation, the timeline of sixty days begins for the Township and Montgomery County Planning Commission and the public to review the Plan and submit comment. A public hearing will need be scheduled by the Board to consider adoption of the Plan most likely in May 2013. Once the Township adopts the Plan, it will be submitted to the Department of Environmental Protection (DEP) for its review and approval. Twenty year plan improvements on lines as well as improvement to Philadelphia Northeast Water Treatment

plant are included. Costs will be shared by suburban communities. Discussion followed about the consultant's role and the Philadelphia treatment plant cost.

F. Mr. Cohen noted that the property owners of 1509 Ashbourne Road have requested a modification to their original variance and have opted to demolish the historic mansion. The original variance was granted based on the mansion being maintained. Mr. Cohen noted that it is a Trumbauer building which is quite imposing and there is an economic opportunity to have it there. The owners have indicated that it is a liability, needs a fair amount of work, cannot be renovated and it is not saleable.

8. Adjournment: Mr. Pransky made a motion to adjourn the meeting at 8:50 PM; seconded by Mr. Rosenberg and unanimously approved.

Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt

Meeting Attendance Sheet

Economic Development Task Force

Tuesday, January 15, 2013, 7:00 P.M.

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	DWIGHT PEDDO LEWIS		X
3	David Rosenberg		✓
4	HAROLD LICHTMAN		N
5	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
6	Steve VAHey		
7	DAVID KRATZER		Y
8	BRAD PRANSKY		
9	Steven C. Tolliver		Y
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Economic Development Task Force Goal Planning

January 15, 2013

(prev. version was 12/18/2012)

BUSINESS RECRUITMENT

1. Work on new business recruitment (action steps can be determined)
2. Solidify contact person for potential new business (Maureen, David Rosenberg and Sheila worked on a plan last year, but no action has been taken)
3. Update the Township's web site's Business Directory
   a) The list of businesses currently on the web site is not inclusive (there are about 1,500 listed) and it is not arranged in any order other than alphabetical. Those two flaws make it unusable and irrelevant. The search function does not work in any useful way. For instance, there's no way to search for a plumber - typing "plumber" came up with one result. Typing "lawyer" came up with no entries. The list is also not current and may not be accurate - for example Sousan Pharmacy is still listed, and it has an old phone number for my business which is five years out of date.
   b) When you look up a business by its name and find it, the only thing you can do is to click on its address and that takes you to Google maps with that address and you get the phone number, and nothing more. No link to the businesses web site, no other information at all about the business.
   c) There are now about 1,500 entries which must be based on mercantile licenses.
   d) I propose we take that entire function away from the Township web site and create a new web site with a fully functional searchable List of Businesses for use by people and by businesses and that it be regularly promoted. It can't be an addition to the Township web site because that's too chock full of text and it will get lost. We have to start fresh with the List.

e) The businesses listed will be subscribers, paying let's say $20 per year to be included. The list will link to web sites, will be sortable in all kinds of different ways for useful searches, and will give other information. The subscription money will be used to set-up and maintain and develop the List of Businesses and promote its existence with email blasts and direct mail. If there are 5,000 businesses listed for example, you can see how there will be enough money to get this done. But I think it may require seed money to get started.

f) This project fits the EDTF mission since it is geared to business retention, helping to optimize success of existing businesses in an inexpensive advertising opportunity. It can develop over time in many directions including communication between businesses or forming associations of related businesses or advertising events that would be of interest to certain businesses. There can be lots of other creative functions, limited only by the creativity of the people who run this web site.

4. Sculpture on the triangle in front the PECO substation at Church and York Roads. Funded by corporation support (PECO); creating an important visual aesthetic identity for the Township; something seen by everyone passing through; sculpture and sculptor chosen by vote on invited proposals. I've wanted to do this for a long time.

BUSINESS RETENTION

1. Rethink / Determine if the liaison model, as exists, is effective, if not, then what?
2. Develop a plan to support existing business
3. Publicize EDTF's purpose and activities to the community and strategically reaching out to businesses that we can bring into the community
4. Develop a plan to host each Business District at least once annually
5. Review Business Retention and Recruitment Plan and determine at least one goal to pursue for each district

- Share the plan with each business district and get them to weigh in on the priority

FUND DEVELOPMENT

1. Finalize Fund Development Plan / Develop Rollout Plan

EDTF TASK FORCE STRUCTURE

1. Review outcome from SWOT exercise and identify potential goals
2. Review membership list / Scrub the list of non-participants

EDTF PARTNERSHIPS

1. Hosting an event at Arcadia where businesses promote and sell their products.
2. Develop a plan to get the CDC's to work in partnership with the EDTF
3. Downtown Glenside Community Partnership to continue developing a relationship with Arcadia University

GLP Architects, PC
ARCHITECTS & PLANNERS

Harold Lichtman, AIA
(NJ 7694, PA 7971, FL 8288)

January 7, 2013

RECEIVED
JAN 09 2013
CHELTENHAM TOWNSHIP

Mr. Carmen Reitano, Assistant to the Director of Engineering, Zoning & Inspections
Cheltenham Township
8230 Old York Road
Elkins Park, PA 19027

Re: 560 East Church Road
Elkins Park, PA
Pn: 12029

Dear Mr. Reitano:

In accordance with Section 295-221 G (2), please accept this letter as the property owner's formal request for approval of the following reduction in parking in accordance with paragraph (a) of the above noted portion of the Cheltenham Township Zoning Code, latest edition.

As you know, the Cheltenham Township Zoning Hearing Board recently approved the application for a 440 square foot additional to the existing Salon located t 560 East Church Road, Elkins Park, PA. In order to comply with the parking requirements of the Township we have shown two (2) parking spaces on-site and ask for approval to allow the balance of the parking requirement, four (4) spaces to be allocated to the public parking lot adjacent to this property from the Township Engineer, The Cheltenham Township Economic Development Taskforce and the Township Commissioners. Patrons of the Salon currently use the public parking lots when the existing four on-site parking spaces are not available.

The public parking lot currently has 60 metered parking spaces and is joined with a second public parking lot across Church Road that has 25 metered parking spaces (not including parking allocated for the Elkins Park Library). The Zoning Code allows for a reduction in parking spaces on-site with the allocation of up to 10% of the public parking lot parking spaces to off-site locations. To date no other application for allocation of these spaces has been applied for and therefore all 8 parking spaces are available of which this site requires only four (4).

New Jersey
927 Larkspur Place South
Mt. Laurel, NJ 08054
Phone: 856.234.2389
Facsimile: 215-885-7966

E-Mail :GLP@GLPArch.com

Pennsylvania
400 Greenwood Avenue
Wyncote, PA 19095
Phone: 215.885.1500
Facsimile: 215.885.7966

GLP Architects, PC
ARCHITECTS & PLANNERS

Harold Lichtman, AIA
(NJ 7694, PA 7971, FL 8288)

The expanded Salon would utilize these four spaces for employees of the Salon and reserve the two (2) spaces on-site for the customers. Additional patrons would also use the metered parking lots. A recent review of the parking pattern of the public lot shows the availability of these spaces during the Salons normal operating hours and its use would not impact the adjacent commercial or public facility employees or visitors.

We look forward to meeting with you to discuss this request and will make ourselves available to meet with the committees noted above if required by this request. Please contact me immediately if you have any questions.

For GLP Architects, PC

Harold Lichtman, AIA

New Jersey
927 Larkspur Place South
Mt. Laurel, NJ 08054
Phone: 856.234.2389
Facsimile: 215-885-7966

E-Mail :GLP@GLPArch.com

Pennsylvania
400 Greenwood Avenue
Wyncote, PA 19095
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Facsimile: 215.885.7966

(c) Aisles shall not be less than 24 feet wide for ninety-degree parking, 16 feet wide for sixty-degree parking, 14 feet wide for 45 degree parking and 12 feet wide for parallel parking (See Figure 2.[EN(36)]) The angle shall be measured between the center line of the parking space and the center line of the aisle. No parking shall be allowed in the aisles. Driveway entrances shall not exceed 24 feet when crossing sidewalks.

D. Parking use requirements. Parking space requirements by use or multiple uses on a site shall follow the standards found in the following tables or follow the standards from § 295-221G, On-site parking reduction.

E. Bicycle parking. Parking lots containing more than 50 spaces, shall provide one bicycle parking space for every 10 parking spaces in bike racks in close proximity to the building entrance.

F. Maximum parking. No more than 120% of the required minimum parking is permitted.

G. On-site parking reduction.

(1) For existing uses or existing parking lots, parking spaces cannot be reduced below the minimum required parking under this article or the number of existing spaces on the property whichever is less.

(2) For each application submitted to the Township, the applicant shall supply the required parking, except that for each use the Township Zoning Officer, with a recommendation from the Economic Development Task Force and concurrency by the Board of Commissioners, may reduce the number of required on-site spaces up to 100% based on a parking study provided by the applicant that demonstrates that parking spaces are supplied. Parking spaces can only be counted once. On-site parking can be reduced up to 100% if the requirements are met by one of the following or a combination of the following to meet the necessary requirements:

(a) The use is located within 400 feet walking distance from a public parking facility. The use can count up to maximum of 10% of the public parking facility.

(b) On-street parking is provided directly in front of the building.

(c) Shared parking meets the requirements of § 295-221I.

(d) The use is within 400 feet of a train station. The use can count up to maximum of 10% of the train station parking facility.

H. Parking requirements by land use.