

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka Maureen Haff, David Kratzer, Dwight Pedro Lewis, Kenneth Mirsky, Fred Milbert, Sheila Perkins, Brad Pransky and David Rosenberg Staff present was: Bryan T. Havir, Township Manager. Guests: Miriam Einhorn, Donna Powell and Ann Rappoport, Commissioner-elect. (Attendance Sheet Attached.)

1. **Call to Order.** Mr. Cohen called the meeting to order at 7:00 p.m.

2. **Approval of Minutes.** Mr. Cohen asked for approval of the October 15, 2013 meeting minutes. The meeting minutes were approved as amended by acclamation.

3. **Introductions** - Each person in attendance introduced themselves.

4. **Proposed Wawa at Ogontz Avenue and Limekiln Pike.** Mr. Cohen noted that he had been in contact with Ms. Powell, a resident of the Wyngate community, during the last month to discuss her concerns regarding the proposed project.

As a reminder and for background purposes, during the July 16, 2013 EDTF meeting, the EDTF unanimously recommended to the Public Affairs Committee the following position statement regarding the proposed Wawa development: "The EDTF supports this project and the associated land development process. However, as part of the process it is our expectation that the developer and the Township will address concerns of the community including: traffic, scale of the project, noise, lighting, signage, pollution, pedestrian safety and crime."

The appeal for variances is currently before the Zoning Hearing Board and has been continued to December 9, 2013. The developer/owner completed testimony on November 18, 2013. Residents start their testimony on December 9, 2013. If the appeal is approved by the Zoning Hearing Board, the matter still goes through the land development process.

Mr. Cohen stated that Ms. Powell asked to attend the EDTF meeting and requested the Task Force take no action on the development application rather than support the project. Ms. Powell then addressed the Task Force with her concerns. She said a decision was made without input from the community; the proposed project is only 25 feet from one section of homes; the parcel is not zoned for a gas station; concerns were expressed for safety of children, crime, traffic accidents, development proximity to Rock Creek; ground water contamination; air pollution - lack of a vapor recovery system at the pumps; no economic analysis done and misrepresentation of traffic study conducted during the summer months when traffic would be lighter on Limekiln Pike. She spoke of economics: impact on other area businesses (Dunkin Donuts, AJ Diner) and impact on Township tax revenue if property values fall. Ms. Powell also noted that the Environmental Advisory Committee (EAC) is formulating its recommendations to the Public Works Committee on environmental issues. Mr. Essoka noted that he is also a member of the EAC and did forward the EDTF statement to the EAC members. Mr. Essoka emphasized that the EDTF supported the process.

Discussion ensued. A member asked Ms. Powell if the project was of a smaller scale, a lesser amount of fueling pumps, would Ms. Powell think the concept is a good idea? She stated that there would still be pollution and safety concerns. Ms. Powell was asked if the Wyngate resident group had someone interested in developing the property? She stated that they were working on it. Another member had recalled previous offers being made in the past which had not been accepted. Mr. Cohen noted that the developer/owner has an agreement in place with Wawa. Until the zoning process is completed, the owner/developer has the right to pursue his use of the property. Ms. Einhorn, guest, offered her comments. She stated that Abington Township went through a similar process. The proposed Wawa in Abington Township was located near a residential community and very close to a Nursery School. During that process the Abington Township residents were able to get some concessions on setbacks and landscaping, etc. Ms. Einhorn suggested that Ms. Powell work on securing concessions.

Following discussion, the EDTF agreed that their statement in full from the July 2013 meeting minutes should remain. Mr. Cohen thanked Ms. Powell for her comments.

##### **5. *Committee Reports by Chairpersons:***

**A. Design** – Mr. Kratzer reported on the following commercial signage applications that were received by the Building and Zoning Department:

- 1.) **8031 Old York Road, Elkins Park – for façade signage.** Mr. Kratzer reported that the Design Committee recommended approval of the channel letter, lighted facade sign as to appropriate scale and size and meeting zoning approval with the condition that the lights are not flashing lights. Based on the rendering submitted and said conditions, the EDTF concurred by majority and recommended approval. Two abstentions were recorded.
- 2.) **240 S. Easton Road, Glenside – for façade signage.** Mr. Kratzer reported that the Design Committee recommended the approval of the replacement sign based on corporate logos. EDTF concurred and recommended unanimously to approve.
- 3.) **8339 Old York Road, Elkins Park - for signage.** The Design Committee had questions about the size of the existing free standing sign and requested photographs of

the existing sign for review. Recommendation is withheld until photographs are reviewed.

- 4.) **300 S. Easton Road, Glenside – for canopy signage.** The Design Committee understood that a free standing sign had been previously approved by the Zoning Hearing Board with the condition no other signage on the property would be permitted. The EDTF made a motion to deny recommendation for Certificate of Appropriateness based on the conditions set forth by the Zoning Hearing Board that no more signage be installed on the property.
- 5.) **8080 Old York Road, Elkins Park – for façade signage.** The Design Committee recommended the approval of the white illuminated letters on non-illuminated panel façade replacement sign (name change) based on corporate logos; the replacement of the free standing sign face; and directional signage. EDTF made a motion to recommend approval of the signage. The motion was approved by majority. One abstention was recorded.
- 6.) **316 Central Avenue, Cheltenham Village – free-standing signage.** The Design Committee recommended approval of the double-sided sign as to appropriate scale and size and meeting zoning approval. EDTF made a motion to recommend approval of the sign. The motion was unanimously approved.
- 7.) **45 S. Easton Road, Glenside – facade signage.** The Design Committee recommended approval of two replacement channel letter wall signs on the condition that the text on the two new and one existing wall sign are all the same size. EDTF made a motion to recommend approval of the signage based on the condition above. The motion was unanimously approved.

**B. Organization & Development** – Mr. Essoka reported that a fundraising letter was mailed out on November 1, 2013 to local banks and several businesses to support six Township events. The Township received one inquiry regarding sponsorship and number of events included in each sponsorship category. Mr. Essoka asked for assistance from the fundraising committee members to make follow-up contacts. He will e-mail information to those members.

**C. Economic Restructuring: Recruitment/Retention** – Mr. Cohen tabled the discussion on the conceptual changes to Business and Commercial Tax Structure in the Township until next month.

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

- District Liaison for Elkins Park East – Mr. Cohen reported that Federation Housing rejected a proposal for a 30-room hotel option for the adaptive reuse of the former

Stephano Mansion located on Ashbourne Road at their last board meeting on October 29, 2013. Mr. Cohen expects to receive a letter from Federation Housing shortly advising the group who made the proposal of their decision. This information will be forwarded to the Township. Discussion ensued regarding the status of the Zoning Hearing Board Appeal regarding use or reuse of the Mansion.

Creekside Co-Op has completed its first year in operation and continues efforts to increase revenue.

- District Liaison for Glenside – Ms. Haff mentioned American Express is supporting Small Business Day on Saturday November 30, 2013. Winterfest will be celebrated on December 6, 2013. There will be two a cappella groups from Cheltenham High School and The Cassidy Dance Studio performing at the event. Cookies and hot chocolate will be provided. Contributions for the snowflake holiday decorations continue. The snowflakes have been received and will be installed on November 25, 2013.
- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Mirsky reported that the former Rosenbluth Travel space has been rented. The backhoe at the corner of Old York Road and Starr Road has been removed.
- District Liaison for W. Cheltenham Avenue – No report.

**6. Chairman's Report** – Mr. Cohen stated that he wished to welcome Ms. Rappoport as our new Commissioner –elect of Ward 4.

**7. Old Business** – Chairman Cohen reported on the following:

**A. Classic Towns Program** – Mr. Cohen noted that Oxford Borough had been added as a Classic Town. Ms. Haff mentioned that she had sent information regarding the Farmer’s Market and Winterfest to the Public Information Officer for posting on the Classic Towns website.

**B. Old York Road Community Organization** – Mr. Essoka reported that a group of members of the AIB subcommittee visited downtown Elkins Park East on November 3, 2013 to begin to develop a beautification/landscape design plan proposal for the area around the Elkins Park Train station, High School Park and business and restaurant area with the assistance from a member of Pennsylvania Horticultural Society.

**C. Glenside Day** – Plans are being formalized for a new event in downtown Glenside scheduled for April 26, 2013 from Noon to 6:00 P.M at Wesley Plaza and along Easton Road between Glenside Avenue & Waverly Road. Details regarding road closures and traffic control and requirements of the public works staff will be forthcoming. Mr. Pransky made a motion to support/endorse Glenside Day as a new event; seconded by Mr. Essoka and unanimously approved.

**8. New Business:**

**A. Eastern Montgomery County Chamber of Commerce (EMCCC) Business Expo** – Ms. Perkins reported that the event went off well and many new contacts were made. She thanked Mr. Cohen for providing cookies and Mr. Harmar, Mr. Havir and Ms. Charlyn Battle, Township HR Director, for staffing the booth at this event on Thursday, October 24, 2013 from 4 to 7 at Salus University. Ms. Perkins observed that there seemed to be less business booths and less attendance from last year. She suggested that more effort be put into improving the Cheltenham Township booth display for next year.

**B. Montgomery County 2040 Comprehensive Plan** – It was noted that an e-mail was forwarded to the EDTF members regarding Workshop schedules for community input.

**9. Staff Report:**

**A. Ad Hoc Zoning Ordinance Revision Committee Meeting Announcement** – Mr. Havir noted that a meeting was held on October 30, 2013 at 6:30 p.m. to go through the Ordinance one more time. Comments from that meeting were incorporated into the draft Township Zoning Code Ordinance and sent to the Building and Zoning Committee for its November 6th meeting. Community meetings were scheduled to roll out the draft ordinance for public comment. The workshops will be held at Glenside Hall from 7:00 – 9:00 p.m. beginning on January 29, 2013 (Introduction and power point presentation), February 26, 2013 (Residential District and Mixed Use), March 26, 2013 (Commercial and Industrial District) and April 23, 2013 (Overlay Districts) with an overflow meeting scheduled for April 30, 2013, if needed.

**B. Announcements** - Because the regular annual Commercial Realtor's Breakfast meeting scheduled for October 24, 2013 from 9-10:30AM at Glenside Elementary School had been cancelled, Mr. Havir extended an invitation to local Realtors to attend an EDTF meeting in an effort to work with realtors to promote Main Street businesses in the Township's commercial district downtowns. Mr. Cohen thanked Ms. Einhorn, CRP, Berkshire Hathaway Fox & Roach for joining the meeting.

**10. Adjournment:** Mr. Cohen made a motion to adjourn the meeting at 8:45 p.m.

  
Bryan T. Havir  
Township Manager

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, November 19, 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	Dwight Pecklews		X
2	Dave Rosby		Y
3	Jonathan Esvoka		
4	Sheila Perkins		X
5	Maureen Huff		
6	Miriam Gershon		NO
7	FRED MILBERT		Y
8	DAVID KRATZER		Y
9	Ken Mursity		Y
10	DAVID C. COHEN		Y
11	Donna Powell		Y
12	Ann Rappaport		
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