

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Kratzer, Dwight Pedro Lewis and Sheila Perkins. Guest present was Kimberly Mehler. Staff present was: Bryan T. Havir, Township Manager.

1. Call to Order. Mr. Lewis called the meeting to order at 7:05 p.m.

2. Approval of Minutes. Mr. Lewis noted that one correction should be made, Item 2. Approval of Minutes... Mr. "Havir" should be changed to Mr. "Cohen" made a motion to approve the February 18, 2014 meeting minutes. Mr. Lewis made a motion to accept the March meeting minutes as amended; seconded by Ms. Perkins and unanimously approved.

3. Mural Art Project Presentation - Ms. Mehler presented several conceptual designs for the Phase II mural art project at the Glenside Train Station underpass along South Easton Road. Ms. Mehler noted that she had received very positive feedback on the Phase I mural art design and with that in mind suggested a historic theme with muted colors compatible with the Phase I mural. With input from those in attendance, Ms. Mehler will revise the rendering to add some elements to a ribbon scroll image containing the words "Celebrate Community" that will include the ribbon wrapping around the stairway and adding the words, "live-work-play" to the first few steps on the stairway. The EDTF also noted that they preferred one of the geometrical design concepts for a future phase mural art project on the opposite side of the Easton Road underpass. Ms. Mehler will prepare a revised design in anticipation of presenting it to the Public Affairs Committee Meeting on May 7, 2014.

4. Committee Reports by Chairpersons:

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

- 1.) **584 Township Line Road, Cheltenham - for façade sign.** The Design Committee recommended to the EDTF that based on the photographs and information submitted that only graphic and text may be illuminated. Upon motion by Mr. Kratzer; seconded

by Ms. Perkins, the EDTF recommended approval of the illuminated sign as long as it complies with Zoning Code 295-194 (f) (1) b., which was unanimously accepted by the EDTF.

- 2.) **1329 W. Cheltenham Avenue, (More Shopping Center) Melrose Park - for façade signage.** The Committee recommended to the EDTF that based on the photograph and information submitted that the standard logo was acceptable. Following discussion, the EDTF recommended that the AT&T logo and authorized dealer signs be approved with the following conditions: 1) that the previous tenant's signage be removed from the windows; 2) that Building and Zoning a) clarify the location address and b) verify other non-forming signs in the photograph.
- 3.) **69 E. Cheltenham Avenue, Cheltenham, PA – for façade signage.** The Design Committee recommended to the EDTF that based on the photographs and information submitted that the sign was acceptable as long as the blue part of the sign is opaque and only letters are lit. Following discussion, the EDTF recommended that the sign be accepted, which was unanimously approved.
- 4.) **60 Township Line Road, Elkins Park – for free-standing signage.** The Design Committee recommended to the EDTF that based on the photographs and information submitted for two signs on Township Line Road and one sign on Church Road at hospital entrances, two items needed to be clarified. Are the signs illuminated and does the amount of signage in the immediate area exceed the amount of signage allowed in the Zoning Code? Following discussion the EDTF requested more information such as a manufacturer's cut sheet to determine if the signs are illuminated, and if so, only letters can be illuminated based on the Township's Zoning Code; and a determination from the Planning and Zoning Department to see if the signs displaying the message "ER" that were recently installed exceed the amount of signage allowed in the immediate area.

B. Organization & Development – Mr. Lewis tabled report to the May meeting.

C. Economic Restructuring: Recruitment/Retention – Mr. Lewis tabled the discussion on the conceptual changes to Business and Commercial Tax Structure in the Township until next month or when Finance Officer, Mr. Burns can attend a meeting.

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

- District Liaison for Elkins Park East – Mr. Cohen was not present to make his report.
- District Liaison for Glenside – Ms. Haff was not present to make her report. However, Ms. Perkins felt that plans are moving along well for the Glenside Arts Festival to be held on April 26, 2014. Ms. Perkins stated that volunteers are needed. Ms. Perkins

noted that the EDTF should institute a calendar for planning for Township events and Mr. Lewis asked Ms. Perkins if she would take the initiative on this. Ms. Perkins inquired about the Roberts Block building. Mr. Havar noted that he believes the new owners submitted plans for a new restaurant space on the first floor. The developer will also be required to submit plans for a planning module for EDU's and parking spaces.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Havar stated that the gas station located at Stahr and Old York Road has opened. It is a Getty Station again. Some non-conforming signage was observed.
- District Liaison for W. Cheltenham Avenue – Mr. Lewis noted that a Hibachi Restaurant is planned for the former location of Andy's Diner.

5. Chairman's Report –

A. *Ad Hoc Zoning Ordinance Revision Update* – Mr. Lewis reported that the fourth of four informational meetings will be held at Glenside Hall on April 23, 2014 to provide to discuss three proposed Overlay Zoning Districts (Cluster Residential, Campus Development and Mixed Use). Mr. Lewis asked the EDTF members to attend these meetings if you are interested in being represented.

6. Old Business -

A. *Classic Towns Program* – Mr. Havar suggested that if anyone has information on special events to promote on the Classic Towns website to get the information to the Township Public Information Officer.

B. *Delaware Valley Regional Planning Commission's (DVRPC) Transportation and Community Development Initiative (TCDI) Grant Opportunity* – Mr. Havar will be submitting an application for a Walkability and Bikeability Project in May.

C. *Old York Road Community Organization* – Mr. Essoka was not present to make a report.

7. Staff Report:

A. *Montgomery County Comprehensive Plan* – Mr. Havar reminded the members about the Montco: 2040 Comprehensive Plan and an April 24th Workshop on Effective Sign Control to be held at Plymouth Township. The workshop is free of charge to EDTF members.

B. *EMCCC Business and Community Awards Celebration* - Mr. Havar asked if any of the voting members would be interested in attending the Awards Celebration on Wednesday, May 21, 2014, to please let him know as soon as possible. Ms. Perkins, Mr. Lewis and Mr. Cohen will attend.

8. Adjournment: Mr. Lewis made a motion to adjourn the meeting at 8:33 p.m.



Bryan T. Havar
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, April 15, 2014, 7:00 P.M.

Township Administration Building
8320 Old York Road, Elkins Park, PA 19027

(Please Print Clearly)

| No. | Name | E-mail or Other Contact Info, if desired | Member (Y/N) |
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| 1 | Kirkley, Mark | | |
| 2 | Sheela PERKINS | | Y |
| 3 | Robert Tedzo Lewis | | |
| 4 | DAVID KRATZER | | |
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