

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, Maureen Haff, David Kratzer, Dwight Lewis, Fred Milbert, Brad Pransky, Stephen Vahey and Diane Williams. Staff present were: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Ex-officio members were: Drusilla Buscemi and Jonathan D. Essoka. Guests were Robert Graebner of CreekSide Co-op, Andy Hamilton of CVDA, Hannah Mazzaccaro of the Montgomery County Planning Commission (MCPC) and Ryan Youngman, General Manager, Creekside Co-Op.

1. *Call to Order.* Mr. Havir, Staff Liaison, called the meeting to order at 7:00 p.m. and asked the members to introduce themselves to the new members recently appointed by the Board of Commissioners. The new members also introduced themselves. New voting members were Stephen Vahey, David Kratzer and Dwight Lewis. New ex-officio member was Jonathan Essoka.
2. *Annual Reorganization of Officers* - Mr. Havir opened the floor for nominations for Chairman. Mr. Pransky made a motion, seconded by Ms. Williams, to nominate Alan Cohen, as Chairman. Hearing no other nominations, Mr. Havir made a motion to close nominations for Chairman which was seconded by Ms. Haff. The members voted unanimously for Mr. Cohen as Chairman. Mr. Cohen opened the floor for nominations for Vice-Chairman. Ms. Haff nominated Mr. Carboni for Vice-Chairman, seconded by Ms. Williams. In Mr. Carboni's absence, Mr. Havir said he spoke to Mr. Carboni earlier today and although he couldn't make tonight's meeting, he said he would be willing to serve as Vice-Chair if nominated. Nominations were closed for Vice-Chairman. The members unanimously voted for Mr. Carboni as Vice-Chairman.

3. *Approval of Minutes.* Upon reaching a quorum, the minutes of the January 19, 2010 meeting were unanimously approved.

4. *Cheltenham Township Community Revitalization Plan Update.* Mr. Havir reported that a power point presentation was presented to the Montgomery County Revitalization Board (MCRB) by Messrs. van Dyke and Havir on January 26, 2010 at 8:00 a.m. Mr. Havir noted that Cheltenham's plan makes a number of recommendations, including:

- Improving the KoBaWoo Shopping Center and the adjacent commercial center.
- Redeveloping the Ashbourne Road site next to the Elkins Park Post Office.
- Enhancing the Willow Avenue streetscape on the 1700, 1800 and 1900 blocks.
- Continuing housing rehabilitation efforts.
- Creating an attractive gateway at Penrose and Cheltenham Avenues.
- Installing and instituting traffic calming measures on various residential streets.
- Retaining the community gardens.

The MCRB has conditionally recommended approval of the Plan subject to Plan adoption by the Township on or before April 1, 2010. The Plan was subsequently presented to the Public Affairs Committee at the February 3, 2010 meeting at which time it was the consensus to schedule a public hearing for adoption at the March 17, 2010 Board of Commissioners' meeting. Mr. Havir reiterated that the Plan needs to be adopted on or before April 1st in order to be eligible for submission of a FY2010 Community Revitalization Implementation Grant Application by April 1, 2010.

Chairman Cohen said he asked for comments regarding the draft from the EDTF members at the January EDTF meeting, and Ms. Williams e-mailed her comments directly to the EDTF members about two weeks ago. No other comments were submitted in writing from any other EDTF member. Mr. Havir said that he and Mr. Hamilton reviewed Ms. Williams' comments and found the comments acceptable to add to the final revised draft with the exception of one which referred to the opting-in of the adjacent Block Group 5 in LaMott, extending the Block Group 5-6. It was

noted that by not including the block group now, it will not exclude the Township from applying the opt-in criteria for a portion of Block Group 5 in the future. Mr. Havar's recommendation was to not add this recommendation now unless the County concurs. At this time, no final decision was rendered by the County staff.

Mr. Havar explained that the programmatic differences for considering opting-in a smaller portion of the Glenside Commercial District versus a residential neighborhood in LaMott. He will follow up with county staff for further direction. If the County determines the matter is not a problem, the Plan will be amended accordingly.

At this point in the meeting, Ms. Williams was given the opportunity to openly review the comments that she had previously e-mailed to the EDTF members, and it was agreed that the following will be incorporated by Andy Hamilton of Carter van Dyke Associates in the final revised draft; a summarized version as noted.

- Date on each page of draft and Final Plan will be incorporated
- The funding source for the Montgomery County Affordable Housing Trust Fund will be identified on page 8.
- A grammatical error on page 8 will be corrected.
- Discussion on community tradesmen on page 9 will be clarified.
- The summary meeting notes from the community meeting held on December 1, 2009 will be incorporated as an appendix.
- It was noted that the Township is currently undertaking a survey of public rights-of-way on all of the streets in LaMott in Block Group 6. If it is found that the Willow Avenue wall is not within the public right of way, reference to making public improvements to the wall will be removed.
- A data source for the Real Estate transaction information on page 6 will be identified.
- The paragraph on page 12 will be re-written to remove any reference to the words 'duplex units' and replaced with the word 'semi-detached.'
- The Housing Rehabilitation Program discussion on page 13 will be clarified to state...“up to \$25,000.”
- The word “opportunity” will be added to the discussion on page 19 as it relates to reducing accidents.
- Page 21 will be modified to incorporate the following: ‘The rear parking lot of KoBaWoo shopping center is in poor condition and appears to be in hazardous condition.’
- The data source for Block Group 5 information on page 22 will be incorporated.

- Reference to the words ‘suburban center’ and ‘development center’ on page 23 will be changed as it was interpreted incorrectly on the County’s future land use map.
- Page 25 will be amended to incorporate the recommendations of screening the side view of the shopping center to buffer the center from the residential neighborhood of LaMott.
- A typographical error on page 33 will be corrected to “2010”.
- The reference to community gardens on page 37 will be amended to remove the words ‘LaMott Civic Association.’
- The recommendation on page 39 for adaptive reuse of Beech Hall will be elaborated upon.
- The recommendation on page 42 pertaining to personal property maintenance will be elaborated upon.
- The recommendation on page 43 pertaining to street tree maintenance in the Lynnewood Gardens census tract will be modified.
- A grammatical error on page 44 will be corrected to properly reference the LaMott BHAR.
- Estimated project costs will be provided to the action plan recommendations on page 48.

The EDTF did not concur with the recommendation noted by Ms. Williams pertaining to pedestrian crosswalk markings on all residential streets in LaMott. The EDTF suggested only referencing those noted along Willow Avenue and Sycamore Avenue, Cedar Lane and Penrose Avenue on Page 20 as suggested by Carter van Dyke Associates and its traffic consultant, Frank Tavani Associates.

The EDTF members were in favor of the above referenced changes and Mr. Pransky made a motion to include the changes in the January 2010 draft, which was seconded by Alan Cohen. The Plan will be revised and submitted to the Township by the first week of March for distribution to the public prior to the March 17, 2010 public meeting.

5. Main Street Committee Reports by Chairpersons:

- A. Design** – Mr. David Kratzer reported that there was nothing new to report for this month.
- B. Organization and Development** – Mr. Carboni was not present and no report was given.
- C. Economic Restructuring-** Mr. Milbert was not present and no report was given.
- D. Marketing and Promotions Committee** –

- District Liaison for Elkins Park East, Mr. Cohen was not present and no report was given.
- Ms. Haff, District Liaison for Glenside - Ms. Haff reported that the Downtown Glenside Merchants' Association (DGMA) met this past month. At the February 3 meeting, approximately fifteen (15) retail merchants attended. Discussion was restricted to the Glenside BID Feasibility Study being conducted by Teresa Sparacino of the Delta Development Group, and she was well received. The merchants present were asked to become ambassadors and talk to those who were not able to attend the meeting. The DGMA initiated First Friday "themes" which have been placed on the calendar. The February Valentine's Day event was celebrated on February 5, 2010. As part of the Valentine's Day theme, Sweet Magnolia hosted a storyteller and served champagne and chocolates. In March, the theme will be St. Patrick's Day. More stores are open every month and the response is growing. Ms. Haff stated that she will meet with David Green of Primex, a Glenside retailer to talk about the flowers along Easton Road. Ms. Haff stated that she is working with four high school students who are performing community service and they recently assisted with cleaning sidewalks and shoveling snow from around parking meters.
- District Liaison for E. Cheltenham Avenue – Ms. Helm was not present at this time so no report was given.
- District Liaison for Cheltenham Village – Mr. Hoch was not present at this time so no report was given.

- District Liaison for Elkins Park West – Mr. Mirsky reported that there was nothing new to report.

6. *Chairman's Report* – Mr. Cohen reported that he attended a recent Public Affairs meeting as a representative of the EDTF to present the work done by our consultant and committee. At that meeting, the Public Affairs Committee recommended approval by the Board of Commissioners to hold a public hearing on March 17, 2010 for the LaMott Census Tract 2024.02, Block Group 6 and Lynnewood Gardens, Census Tract 2024.01, Block Group 1 Community Revitalization Plan. Mr. Cohen asked if anyone had received the e-mail he sent to the voting members earlier in the month. Mr. Pransky responded that he did receive the e-mail. Mr. Cohen passed out a copy of this referenced e-mail to those in attendance and also requested that Mr. Havar e-mail this memorandum to the voting members again and copy him on the e-mail. Mr. Cohen requested a response from each of the voting members. Mr. Cohen felt that his memorandum addressed issues that are critical for the operation of the EDTF and asked the members to act accordingly.

7. *Old Business* –

A. Mr. Havar noted that the Glenside BID and the Business Recruitment and Retention Plan Steering Committees are scheduled to meet on February 17, 2010. The Feasibility Study should wrap up by June with a draft plan being presented to the Pennsylvania Department of Community and Economic Development (PADCED) for review.

B. America in Bloom - The America in Bloom (AIB) Program discussion was tabled at last month's meeting for continued discussion at the February meeting. Mr. Havar stated that the \$600 application fee for participation in the AIB program has increased in 2010 to \$1,099.00. This fee is followed by annual fees as long as the municipality continues to participate. Mr. Havar noted the \$600 application fee was encumbered. Mr. Pransky made a motion to postpone the

Township's participation in the America in Bloom program until 2011; this was seconded by Ms. Williams and unanimously approved by the members. The EDTF suggested that the \$600.00 be reprogrammed for start-up costs to spruce up the entranceways to the Township parks with new perennial and annual plants in anticipation of participation in the 2011 AIB program. It was noted these were important gateways to our public parklands and will be judged accordingly by the National AIB judges in 2011. It was suggested a sub-committee be formed at the next meeting to work with The Friends of High School Park and perhaps the Environmental Advisory Council on this project for the spring and summer months. Mr. Havar noted he already spoke with FHSP and there was interest to form a partnership.

C. Mr. Havar reported that due to the inclement weather and recent snow, the sign contractor was granted a thirty day extension until March 15, 2010 to complete the project. Mr. Havar stated that if weather conditions don't improve due to the overwhelming amount of snow, it may be possible to consider an additional extension.

Ms. Haff stated that the students at Arcadia University expressed their concern about the pedestrian crossing (at the intersection by the white flashing light) right-of-way on Easton Road and Limekiln Pike where the pedestrian right-of-way is impacted by a concurrent right hand vehicle turn from Limekiln Pike. Ms. Buscemi described the condition in detail. Mr. Havar stated that he would refer this matter to the Public Works Coordinator for review by PennDOT.

8. *New Business* – Mr. Havar reported that as a follow-up to recent e-mails regarding a proposal to establish an outdoor Farmers' Market on the property of High School Park (which would operate similarly to the Glenside Farmers' Market), Mr. Ryan Youngman, General Manager for CreekSide Co-Op and Robert Graebner of CreekSide Co-op asked to bring this matter before the EDTF. Mr. Youngman stated that he began with a discussion with the Board of the Friends of

High School Park (FHSP) about the idea of setting up the Elkins Park Farmers Market to create a co-op. This would bring fresh, local, available food back to Elkins Park. Following a meeting with the Township Engineer, it was hoped that the High School Park venue would attract three to ten vendors who would set up tables in the area where the Arts in Park event takes place. The Market would operate on Sundays from 10 a.m. to 2 p.m. The FHSP would be responsible for providing any additional containers necessary to collect garbage in addition to Township containers. All of the containers would be put out for collection following the event, and the containers put back in place following trash collection.

Mr. Youngman was asking for a favorable recommendation from the EDTF to the Board of Commissioners. Mr. Havir stated that insurance certificates would be necessary with the Township listed as additional insured. Mr. Havir noted that if the original conversation with the Township Engineer noted four vendors and if the actual number of vendors has now increased to ten vendors, then Mr. Youngman should consider discussing this again with the Township Engineer. Mr. Havir also suggested that Mr. Youngman refine his proposed site plan prior to the Public Affairs Committee meeting. Ms. Shaw noted that a meeting was being scheduled for Mr. Youngman to meet with Jesse Howe of the Glenside Farmers' Market. Mr. Havir also noted that the County conducts reviews of food vendors either through the Department of Agriculture or through the County Health Department.

Mr. Graebner stated that they planned to form a volunteer group to provide outreach to the surrounding neighborhood that borders High School Park to foster good communications with the community and to address any concerns or objections. After noting the early starting time for Sunday mornings, Ms. Shaw noted that there is a Noise Ordinance. A motion was made by Mr. Cohen and seconded by Mr. Kratzer to recommend support of the Elkins Park Farmers' Market

operating on Sundays from 10 a.m. to 2 p.m. on the grounds of High School Park from the spring to the fall of 2010, to the Public Affairs Committee. All were in favor with the exception of Mr. Milbert who recused himself from voting, as he is on the Board of the Co-op.

9. *Main Street Manager* – Ms. Shaw announced that there is a change in the Design Committee meeting date schedule, now moved to the second Monday of each month. It was explained that the Design Committee, a program committee, reports to the EDTF and the EDTF reports to the Public Affairs Committee. This schedule change will have a positive effect in that applicants will only have to wait two days for approval of applications because of the timing of the meeting. The EDTF agreed to the meeting schedule change.

10. *Assistant Manager's Report* - Mr. Havir reported that the Planning Commission and the EDTF Ad Hoc Zoning Committee meeting will meet on Monday, February 22, 2010 to reorganize and reformat the structure of its monthly meetings to accelerate the code revisions to the Zoning Ordinance. The next meeting will be held at Curtis Hall at 5:30 p.m.

11. *Adjournment*: The meeting adjourned at 8:45 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt