

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, Alan Cohen, Maureen Haff, Denise Marshall, Kenneth Mirsky, Brad Pransky, Virginia Helm and Diane Williams. Staff present were: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Ex-officio member present was Drusilla Buscemi representing Arcadia University. Guests present were Andrew Hamilton, Carter van Dyke Associates (CVDA), and Hannah Mazzaccaro, Montgomery County Planning Commission (MCPC); Kate Peyton, Hope Tsingelis and Harvey Fishman from Lynnewood Gardens Apartments.

1. Call to Order. Mr. Alan Cohen, Chairman, called the meeting to order at 7:00 p.m.
2. Approval of Minutes. The minutes of the October 13, 2009 meeting were approved as submitted.

3. Cheltenham Township Community Revitalization Plan Update. Mr. Hamilton, of CVDA, reviewed the findings and recommendations of the updated draft of the Community Revitalization Plan, dated November, 2009, for LaMott Census Tract 2024.02, Block Group 6, and Lynnewood Gardens Census Tract 2024.01, Block Group 1. Mr. Hamilton distributed correspondence which explained the changes that were made to the plan per the eleven comments noted in the October 15, 2009 review letter that was presented to the Township by the County last month, (see attached). Each item was reviewed in detail noting the changes that had been made. It was noted that the highlighted areas on a handout will be in his report. Some EDTF members suggested grammatical changes. Mr. Havir also discussed some recommended changes to the public safety and crime statistics that were

indicated in the plan per the recommendation of Police Chief Norris. The EDTF concurred with the recommendation and requested that the comparison to county-wide crime statistics be removed. Mr. Mazzaccaro said there is no County requirement to report safety statistics on a county-wide basis. Mr. Hamilton will rework this portion and send it to Mr. Havar for review.

Mr. Hamilton also described a meeting he and Messrs Havar, Lynch and Reitano recently had with the two property owners of Kobawoo Shopping Center. Mr. Hamilton was asked to verify the future plan use of the Kobawoo site as noted in the Township's Comprehensive Plan to determine if it is mixed use or commercial. A parking study for the Kobawoo site is of primary importance per the consensus of the EDTF, if the rear property is to be developed in order to determine to what extent the easement agreement can be modified. The EDTF suggested having both properties (the strip center and the food market) treated as one project, even though there are two separate owners. Hopefully the owners will also effectuate a façade enhancement on the Cheltenham Avenue side. The plan presented to the Township informally by the Kobawoo owners for improvements was dated 2006. Mr. Havar suggested striping Penrose Avenue for on-street parking so it would not appear to be so wide which encourages speeding, now that the students from the former Tyler School of Art no longer parking along the street.

Ms. Williams then suggested some additional text changes such as eliminating the use of the word "only" on p. 16. On p. 6, there is no new development on Penrose so eliminate that phrase. Don't use the term "cleaner/safer". Change all misspellings of the word to Kobawoo. Ms. Williams also said that regarding the Willow Avenue wall, the plan should specify a proposed or pending action. The EDTF then reviewed the format for the December

1 community meeting agenda. Ms. Williams would like the property owners in adjacent Block Group 5, which comprises the entire LaMott Historic District, to be notified even though they are not within the eligible census tract. This area includes the property owners between Cheltenham Avenue and Willow Avenue, and Sycamore Avenue and School Lane. Discussion ensued and it was the majority consensus to recommend that the additional 125 property owners be mailed invitations to attend the December 1, 2009 community meeting at the LaMott Community Center. Ken Mirsky made the motion, Brad Pransky seconded, to incorporate all the changes discussed this evening into a final revised plan for placement on the website prior to the December 1, 2009 community meeting. The motion was approved.

4. Main Street Committee Reports by Chairpersons:

A. Design – Mr. Shaw reviewed the proposal for Fitness 19, an application for a sign at 8080 Old York Road. The EDTF agreed that if the Design Committee recommended this sign for approval, then it would be approved by the EDTF. It has been vetted by the Zoning Officer and does meet Zoning. Discussion ensued that the EDTF did not like the Co-op design for façade and they questioned why their recommendation was not taken into consideration by the Zoning Hearing Board.

B. Organization and Development – Mr. Carboni reported there was no report.

C. Economic Restructuring- The Chair 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 - It was reported that the holiday decorating will occur in Downtown Glenside on Saturday, November 21. After

trying to get more money from merchants to pay for decorations, Ms. Haff made a motion for the Celebration account to pick up a deficit of \$400 for help with the cost of the decorations which includes pine garland roping, lights and red bows. Ken Mirsky seconded, and the motion was approved. First Friday was a great success, and the next First Friday is scheduled for December 4, 2009. WinterFest will be held December 5 with hot chocolate and cookies given to kids, hot dogs and pretzels sold to make money. Great entertainment in store and Santa will arrive on a Glenside fire truck.

- 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 but Chairman Cohen acknowledged the written report provided by Mr. Hoch, a copy of which is attached.
- District Liaison for Elkins Park West – Mr. Mirsky reported about the new restaurant that opened earlier in the month called Tiffin, which features Indian cuisine.

5. Chairman's Report – Mr. Cohen stated he would give a full report at the December 15, 2009 Joint EDTF/Main Street meeting.

6. Old Business - Mr. Havir updated the EDTF concerning the Delta Development Group feasibility studies and referred to steering committee meeting minutes dated October 28, 2009 for the Business Retention and Business Recruitment plan study in the five commercial districts and the feasibility study for the formation of a Business Improvement District. Mr. Havir noted that the Steering Committees are scheduled to meet next on

December 2, 2009. Mr. Havir also stated that he was completing the grant application for the Delaware Valley Regional Planning Commission (DVRPC), Transportation and Community Development Initiative (TCDI) proposal which is due November 20, 2009. He reminded the EDTF that the Transit Revitalization Investment District (TRID) Phase II project was being submitted for an additional \$30,000 to complete the feasibility study.

Mr. Havir also said that the next job meeting with the signage contractor (Eastern Sign Tech, LLC) for the District Banners in Glenside is scheduled for November 23, 2009. He noted that the contractor contacted him recently and said the project is on schedule and the banners will be installed on Easton Road during the first week of December.

7. New Business – There was no new business to report.

8. Main Street Manager – Ms. Shaw reported the following:

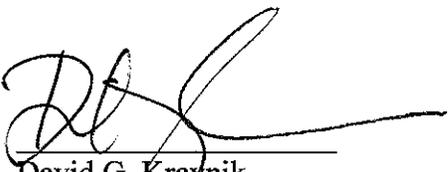
- Business Recognition Awards: Established business: LaMott Cleaners, New business: Peas in a Pod, Beautification: Beth Sholom Congregation for its new sign, Volunteer of the Year: Jim Bell for work in Glenside with the Downtown Glenside Merchants' Association. Mr. Pransky made a motion to approve the committees' report of awards recipients, Ms. Williams seconded it and the motion was approved. Awards will be presented at the December 15, 2009 EDTF meeting.
- Cheltenham in Bloom: Anita T. Conner, Elkins Park West and The Hungry Heart, Elkins Park East were noted as the winners as recommended and judged by the Elkins Park Rotary Club. Awards will be presented at the December 15, 2009 EDTF meeting.
- America in Bloom: After much discussion by the EDTF of the written report presented by Ms. Shaw, it was recommended that a formal presentation be given by Diana Wiener in January at the EDTF meeting.

9. Assistant Manager's Report:

Mr. Havir advised that the preliminary community revitalization grant applications are due on January 15, 2010. The Township is eligible to request up to \$469,400 from the County. Mr. Havir asked for direction from the EDTF on which project or projects it was likely to recommend based on the revised community revitalization plan. It was noted that

the Willow Avenue streetscape improvement project listed in the implementation chapter was a high priority project that the County Revitalization Board would be likely to fund in multiple grant cycles. The condition of the Willow Avenue wall was mentioned. Discussion ensued. The EDTF recommended that the Cheltenham Township Community Development Corporation (CDC) provide some funds to survey the location of the stone wall on Willow Avenue and revise the property deeds so the wall may become public property. The EDTF recommended that Mr. Havir and Ms. Mazzaccaro draft a scope of work to be reviewed by at the December 15, 2009 EDTF meeting with a project budget that provides some funds being brought to the table by the Cheltenham Township CDC. Ms. Mazzaccaro noted that the preliminary application due on January 15, 2010 did not have to address all of the details concerning the Willow Avenue stone wall, however by the April 1, 2010 filing deadline for the actual grant application, those details would need to be finalized. Mr. Pransky to investigate the Cheltenham CDC's likely involvement.

10. Adjournment: The meeting adjourned at 9:30 p.m. The next meeting will be on December 15, 2009.



David G. Kraynik,
Township Manager

Submitted by:
Bryan T. Havir and
Ruth Littner Shaw