

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, Alan Cohen, David Cohen, Virginia Helm, Fred Milbert, Kenneth Mirsky, Brad Pransky, Fredericka Waugh and Diane Williams. Staff present was: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Guests present were Andrew Hamilton, CVDA, and Hannah Mazzaccaro, Montgomery County Planning Commission (MCPC).

1. Call to Order. Mr. Alan Cohen, Chairman, called the meeting to order at 7:08 p.m.
2. Approval of Minutes. The minutes of the June 22, 2009 meeting were accepted as submitted.
3. Cheltenham Township Community Revitalization Plan Update. Mr. Hamilton, of Carter van Dyke Associates, presented a status report for a modified block survey area for Glenside census tract 2026.03. Mr. Hamilton noted a fifty percent response rate would be needed to make the survey meaningful according to the County guidelines. The response rate has not changed significantly since the update at the last EDTF meeting. The responses received indicate a 2:1 above average median income. It was the consensus of the EDTF to recommend that the Township send a second mailing to those residential addresses that did not respond. Mr. Havir stated that the Public Affairs Committee endorsed the recommendation from the EDTF for a second mailing. Ms. Mazzaccaro suggested that she would verify if it would be possible to pare down the geographic area by the block group level even further. Mr. Hamilton felt that would be helpful. Mr. Havir noted that Commissioner Sharkey has also offered to visit each residence when provided with a list of

addresses, following the second mailing. Mr. Hamilton indicated that a one or two page report will then need to be prepared per the County guidelines indicating the results which will need to be presented to the Montgomery County Revitalization Board.

Mr. Hamilton then presented a synopsis of the June 29, 2009 community meeting for review by the EDTF (See attached). Mr. Hamilton described the participation as positive. There were thirty-seven (37) attendees. An aerial map of the project census tract areas was displayed and used to map the priority needs and concerns expressed at that meeting for presentation to the EDTF. Discussion ensued on the seven priorities discussed at the community meeting: 1) Tradesmen in the community assisting neighbors; 2) Traffic calming, signal alterations, pedestrian safety, signage and beautification at Penrose and Cheltenham Avenues intersection; 3) Ongoing tree maintenance and replacement; 4) Willow Avenue sidewalk, wall and street tree restoration and replacement; 5) Community Garden (Temple University property); 6) Walking tour of historic community and historic sculptures; and 7) Willow Avenue and Cedar Road stop sign and school bus ingress/egress location control.

4. Main Street Committee Reports by Chairpersons:

A. Design – In Mr. Cross's absence, Ms. Shaw reported that there was no design committee meeting in July.

B. Organization and Development – Chairman Carboni stated that he and his committee continue to pursue funding and sponsorship for the various Main Street activities. He is working with Ms. Shaw to formulate and send out letters for fundraising. Mr. Hoch has

offered to serve as co-chair for fundraising. Mr. Carboni, Mr. Hoch and Ms. Shaw will meet to discuss the budget.

C. Economic Restructuring/Asset Enhancement – Mr. Milbert met with Ms. Shaw regarding the needs and goals of the committee and will endeavor to work towards those goals now that CreekSide Co-op will have a manager in place in the very near future.

D. Marketing and Promotions Committee –

- David Cohen, District Liaison for Elkins Park East. Mr. Cohen reported that the Friends of High School Park have moved into a new office building at Montgomery Avenue, Elkins Park and are sharing space with the Co-op. The CreekSide Co-op is interviewing manager candidates and meeting with USDA regarding guaranteed loans for the Co-op.
Maureen Haff, District Liaison for Glenside. Ms. Haff was not present. Ms. Shaw provided an update on the Committee's activities. Please see attached July 1, 2009 Marketing and Promotions Committee meeting minutes.
Ms. Helm, District Liaison for E. Cheltenham Avenue, reported that she is looking for someone to assist her in her efforts to reach out to the district businesses.
- Mr. Hoch, District Liaison for Cheltenham Village, Mr. Hock was not present. He submitted a written report which was read by Ms. Shaw (see attached report).
- Mr. Mirksy, District Liaison for Elkins Park West, reported that he plans to have a meeting with his group to encourage a committee in the very near future. He reported that Tiffin, a new restaurant, is opening in Elkins Park Square in the

- former Bistro LaTerasse space. A visitor center and museum shop is opening at Beth Sholom Synagogue.

Mr. Mirksy reported that an application for a use variance at the Yorktown came up for review at the July 7, 2009 Building and Zoning Committee Meeting to permit an adult day care center, a non-commercial business in a commercial business district in the former Cartridge World rental space. Discussion ensued. The EDTF made a recommendation that if a non-retail entity makes application for a zoning use variance in a commercial district, that this application should be at least reviewed by the EDTF for comments and the recommendation be submitted to the Building and Zoning Committee.

5. Chairman's Report – Mr. Cohen reported that Mr. Cross has given his verbal intent to resign as Chairman of the Design Committee and member of the EDTF, but offered to assist until the end of the year. Mr. Cohen asked the members if they knew of anyone with an architectural background who could serve in this capacity.

6. Old Business – Nothing to report.

7. New Business: Mr. Havir presented a draft copy of an ordinance amending Chapter 255, Section 8 which will be presented at the Public Works meeting next week. Mr. Pransky discussed the topic of including a maintenance endowment and stockpiling of pavers from Phases I & II. Discussion ensued with the majority consensus in support of the draft ordinance procedures/process as written. A motion was made to recommend approval by Mr. David Cohen and seconded by Mr. Pransky and unanimously agreed upon.

Mr. Havir discussed the proposed grant program that will be offered by the Delaware Valley Regional Planning Commission in early September called the Transportation and Community Development Initiative. He suggested that the Township consider a second round of funding in the amount of \$30,000 to complete the Cheltenham/Ogontz Avenue Transit and Reinvestment District (TRID) study for improvements affecting the Ogontz Avenue corridor and the SEPTA bus loop. Discussion ensued. A motion was made to recommend the proposed project as discussed by Ms. Helm and seconded by Mr. Pransky. All were in favor with the exception of Mr. David Cohen who abstained.

8. Main Street Managers Report – Ms. Shaw reviewed her report (see attached).

9. Assistant Manager's Report – Mr. Havir reported that the Greater Cheltenham Avenue Business Improvement District anticipates holding its next meeting on July 28, 2009 at Cheltenham Square Mall to announce the new Executive Director.

Mr. Havir reminded everyone of the Target Grand Opening scheduled for July 26, 2009.

Mr. Havir also updated the EDTF on the consultant proposal for the Business Retention and Business Recruitment Study for all five commercial districts and Glenside Business Improvement District Feasibility Study. Proposals are due Friday, July 10, 2009 at noon. The intent is to award a contract either at the July 21st or August 18th Board of Commissioners meeting.

Other Business:

Mr. Alan Cohen, on behalf of the EDTF members, also offered his thanks to Ms. Waugh for her valued participation on the EDTF and for serving as the School Board's liaison noting

this will be her last meeting as the EDTF's monthly meetings will be changed to the third Tuesday of each month starting in September.

A discussion ensued about the development of offering education to the public regarding the Cheltenham Township's Economic Development Task Force goals and objectives. Members felt they need to look for direction from the Board of Commissioners. Mr. Cohen will investigate.

10. Adjournment: Mr. Cohen adjourned the meeting at 9:10 p.m. The next meeting will be September 15, 2009 at 7:00 p.m. at the Township Administration Building.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn Mc Devitt



Meeting Attendance Sheet

Economic Development Task Force



Wednesday, July 8, 2009, 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	FRED MILBERT	FIMILBERT@GMAIL.COM	Y
2	DAVID COHEN	david.cohen@sep.benfranklinpa.gov	Y
3	VIRGINIA L HELM	vhelm@verizon.net	Y
4	Fredericka E. Waugh		Y
5	DIANE WILLIAMS	dcbmwilliams@msn.com	Y
6	Alan Cohen		Y
7	Kenneth Mirsky		Y
8	Tom Carboni		Y
9	Hannah Mazzaccaro	MCPC	N
10	BRAD PRAUSKY		Y
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			

CVDA

Landscape Architects|Planners

40 Garden Alley
Doylestown, Pennsylvania
18901-4386

Voice: 215 345 5053
Fax: 215 345 4324
Web: www.CVDA.com

MEETING NOTES

MEETING DATE: June 29, 2009
ISSUE DATE: June 30, 2009
MEETING: LaMott 2024.02 Block Group 6 & Lynnewood Gardens 2024.01 Public Meeting
WRITTEN BY: Andy Hamilton, RLA
SUBJECT: Public – Community Input for the Revitalization Plan Update

This meeting was attended by 37 members of the public. It was held at the LaMott Community Center on Sycamore Avenue. It started at 6:30 and continued until 9:00. Township Manager, David Kraynik opened the meeting with a description of the project. Hannah Mazzaccaro of Montgomery County presented what the Montgomery County Revitalization process has done in the past throughout the County and touched on the completed projects in Cheltenham. Bryan Havir presented Township specific revitalization efforts that stemmed from the original Cheltenham Township Revitalization Plan.

The public process started after the above mentioned presentations. The discussion started with reviewing the goals that were discovered through the public process in the original Revitalization Plan in 2002. The goals in the 2002 plan that were discussed were as follow.

Lynnewood Gardens

Pedestrian Crosswalks
Pedestrian Scaled Ornamental Lights
Tree Maintenance / Removal / Replacement
Gateway and District Signage
Traffic Calming on overly wide Residential Streets
Reduction of Crime
Targeted Evening Hours Policing
Reduce Number of Vehicle Accidents
Other Community or Public Improvements

LaMott

Tree Replacement and Maintenance Program
Pedestrian Oriented Streetlights
Sidewalk and Crosswalk Improvements
Historic and Gateway Signs
Investment in Historic Places, Sites and Objects

Additional Public comments that were shared at this meeting included the following:

Community Goals & Places:

- The community Garden is owned by Temple University. Is there a way that this land can become public land? Can there be water brought to this garden. New fencing is also sought.
- Create a walking tour with historic sculptures depicting people involved with history in the neighborhood.
- Bring back historic gardens.

- Historic and welcoming signage should be placed at the intersections of Cheltenham and Penrose and Cheltenham and Sycamore.
- The community needs jobs.
- The community tradesmen should assist other members of the community, particularly the elder population to keep up their houses.
- Could another school or institution locate at the Temple property?
- Senior or age restricted housing would be a good addition to the community.
- Historic Firehouse just received a grant for architecture and engineering. Future grants will be needed to implement restoration.
- How people maintain their property affect surrounding properties. There are issues with trash and general upkeep and decay. Where the Township can site violations it would be good for the community.
- Have the shopping center at Penrose and Cheltenham more inviting. Signs in English would be positive to the community.

Community Zoning Issues:

- Parking lot behind the shopping center at Penrose Avenue and Cheltenham Avenue is unsightly. The trash smells, there is no buffer and the paving is marginal. Stormwater with garbage flows onto the streets. *The parking lot is approximately 91,000 sf.*
- Some residents are filling their own properties with trash and debris. This is unsightly, unhealthy and reduces the impression and value of all surrounding properties.

Traffic Calming:

- The speed has increased on Beech Avenue now that there are no Temple students parking on the street. The street is now perceived to be overly wide.
- The intersection of Penrose and Cheltenham needs to have updated traffic signals to include left turn lighting sequences in all directions and pedestrian safety. Streetscape and landscaping would be part of this effort.
- On Cedar and Willow school buses pick up and drop off children. There are no signs warning motorists that this is a major location for school students.
- There should be stop signs at the intersection of Willow and Cedar, Willow and Penrose
- Speed Tables may be a way to reduce speed.
- Watch for children signage and Playground signage relative to the playground area. (After Meeting Comment)
- Flashing pedestrian crossing signs?
- Speed on Sycamore Avenue is an issue.

Streetscape:

- The sidewalk on Willow Street is failing.
- The Wall on Willow Street is failing.
- Many trees, particularly Sycamores are not well. Replacement and maintenance are needed.

At the end of the meeting the community was asked to rank the issues, concerns and goals that were presented by the community at this meeting. The ranking is as follows:

Prioritization of Issues:

1. Tradesmen in the Community assisting neighbors, particularly elderly neighbors to maintain their house and property.
2. Traffic Calming, traffic signal alterations, pedestrian safety, signage and beautification at Penrose and Cheltenham. Also Sycamore and Cheltenham.
3. Ongoing tree maintenance and replacement.
4. Willow Avenue sidewalk, wall and street tree restoration.
5. Community garden is currently Temple University property. How can it become public property?
6. Walking tour of historic community and historic sculptures.
7. Willow and Cedar stop sign and school bus ingress egress location control.

All other issues that were brought up at the meeting received no votes, which means that they are still strong community goals but were not voted upon and ranked as highly important.

One question that was brought up at the meeting was about why the study area of LaMott did not include the entire area of LaMott. The study area is determined by census criteria. The area of LaMott defined by Census 2024.02 Block Group 6 meets the criteria to be part of this Revitalization Plan update. The rest of LaMott, census 2024.02 Block Group 5 did meet the criteria in 2002 but no longer meets the criteria for inclusion. At the meeting it was determined that planning for LaMott as an entire neighborhood would occur in the revitalization planning process.

Please note there is an ongoing project in LaMott that will install pedestrian scaled ornamental street lighting. As a result there was no specific conversation about the lighting issues except a request to see specifically where lights will be installed. There may be public comment on lighting once the community has seen the lighting plan and / or when the lights have been installed.

Cheltenham Village update

To date I have reached about 1/3 of the businesses in the area. Most have been very receptive and appreciative. We have also floated around some ideas such as a coupon book for the residents. More info will follow as we progress. Additionally, I have taken photos of all businesses visited for the catalog.

Mike Hoch



Where Growth is a Tradition

Cheltenham Township Main Street

Marketing and Promotions Committee

The Glenside Pub, 122 S. Easton Road, Downtown Glenside
Wednesday, July 1, 2009

Meeting Minutes

Attendees: Jim Bell, Resident; Colleen Coll, Glenside Pub; Maureen Haff, Sweet Magnolia; Bill Hibbert and Ted Dunn, Hibberts; Kim Ngov, Jasmine; Natalie McLaughlin and Barbara Nye, President Greater Glenside Chamber of Commerce; Carol Ragin, Stitcher's Dream; Faye Sewell, Serenity; Commissioner Drew Sharkey; and Craig Sharp, Glenside News and Sweets. Staff present was Ruth Littner Shaw, Main Street Manager.

Call to Order: The Chair called the meeting to order at 8:35 am.

Minutes: The minutes of the June 3, 2009 meeting were accepted as submitted.

Discussion Items: The meeting notes were as follows:

- **BANNERS:** Ruth Littner Shaw and Drew Sharkey provided a general timeline for the eventual installation of the planned banners along Easton Road. Ruth reported that township officials would meet to discuss the final details of the bid documents on Monday, July 20th and then move through the bid process. Drew Sharkey briefly outlined the steps in that process. In response to a query on the timing of the installation of the banners, he reported that the goal was to have the banners in place before the annual Street Fair in September.
- **DOWNTOWN GLENSIDE MERCHANT ASSOCIATION REPORT:** Jim Bell advised that a letter to all of Downtown Glenside merchants and businesses re the need to raise funds for ongoing activities would be hand delivered to all of the businesses in the area. The letter stresses that fundraising is a group effort and encourages all businesses to join in covering the cost of downtown improvements that benefit them all. The group is making arrangements to have its own snack booth in the Children's Corner at the Street Fair and all proceeds from the sales will fund DGMA projects. Drew Sharkey reported that he would be

having several ice cream socials in the coming weeks and would be happy to encourage donations to DGMA at these events. Several attendees proposed putting DGMA donation jars/buckets at the cash registers and check-out counters of all DGMA-affiliated businesses. Treasurer Craig Sharp reported that DGMA had approximately \$1,400.00 in its checking account and would shortly pay \$1,200.00 on its \$2025.00 bill for the flowers hung along Easton Road. He noted that DGMA would have to raise more funds to pay the final payment of \$825.00 for those flowers. Jim Bell reported an interest to initiate a series of mini-events between the major events already scheduled, that would encourage local residents to spend time in Downtown Glenside. Such events would be similar to those already occurring in local communities such as Jenkintown, Mount Airy and Chestnut Hill. They could be shop-and-dine events, coupon or walk-in discount nights, coffee and dessert at concert on Wesley Plaza or any combination of these, as the plaza was designed for such activities.

- CAR SHOW: The Chamber asked for DGMA's help in reaching out to volunteers who could help with the show. GGCC staff agreed to send an outline of their needs for volunteers. Several merchants who have made it a tradition to be open on the day of the show have reported good sales. The Chamber agreed to include promotional materials from retailers in its handouts for the show if that material was in GGCC hands well before the event.
- BUSINESS CARD EXCHANGE: The Greater Glenside Chamber offered to have a Progressive Business Card Exchange in Downtown Glenside on the evening of Tuesday, July 21, 2009. The two-hour activity would begin at a designated business where local merchants, business people, and residents could pick up information on the Downtown Glenside businesses participating. Visitors would then be able to drop into the local businesses that joined in the exchange, talk directly to proprietors or managers and swap information on needs of the visitors and the products and services of the merchants. The event was designed to acquaint business people with their peers and help them get acquainted with their potential customers and their needs.
- GLENSIDE STREET FAIR: The group briefly discussed the 9th Annual Glenside Street Fair and plans to stimulate greater involvement by local merchants and business in fair activities. Attendees recognized the need to seek volunteers to assist in the making the event a top-notch draw this September. A request for volunteers will go out to merchants and residents later in July. All food sales in the Children's Corner such as popcorn and other treats will benefit Downtown Glenside.

Next Meeting: The next meeting will be on Wednesday, August 5, 2009 at The Glenside Pub, 122 S. Easton Road, at 8:30 am.

MEMORANDUM

TO: Public Affairs Committee

ATTN: David G. Kraynik, Township Manager
Bryan T. Havir, Assistant Township Manager

FROM: Ruth Littner Shaw, Main Street Manager

RE: Main Street Manager Monthly Report for June 2009

DATE: July 2, 2009

The following is a summary of activity for the month of June 2009:

Monthly Meetings Attended:

1. Departmental Staff meeting with Bryan Havir on June 2 and June 16.
2. Public Affairs Committee meeting on June 2.
3. Public Safety Committee meeting on June 2.
4. Building and Zoning Committee meeting on June 2.
5. Marketing and Promotions Committee on June 3.
6. Inter-departmental Staff meeting with Bryan Havir and Nancy Gibson on June 4.
7. Design Committee meeting on June 4.
8. Regular Staff meeting on June 8 and June 22.
9. Greater Glenside Chamber of Commerce meeting on June 9.
10. Economic Development Task Force meeting on June 10.
11. Board of Commissioners meeting on June 16.
12. Zoning Determination Meeting was held on June 24 to discuss the upcoming July 2 Design Committee meeting agenda.

Research/On-going Work Projects

1. Congrats, Grad: The May 15 to June 23 program is over and per the twelve restaurants that participated, was a success.
2. Glenside Street Fair: Two food vendor applications have been received so far. Donation request letters have gone out. So far 8 artists/crafters have sent in their applications for jury approval.

Design Challenge Grant Program, Commercial District and Township Wide Reviews

- **DCGP #09-03, Property at 7845 Montgomery Avenue, for windows and painting**
This application is to replace old, drafty windows in a building that is over 100 years old. He has already replaced several windows in this building and says this company does excellent work. With respect to painting, it was requested that the white color selected for the entranceway closely match the white on the windows. The entrance way will essentially reverse the colors switched to white and beige. The colors selected were approved. This application will be recommended for approval for the requested \$5,000.
- **NDCGP #09-B, Amici, 21 E. Glenside, for signage**
This application is for a replacement panel for an existing cabinet sign for the former Rizzo's restaurant in Glenside. The business owner's representative admits that the restaurant is not yet prepared to open, as it is not up to code, per Mr. Carmen Reitano of the Building and Zoning Department. When the restaurant is up to code, the applicant will resubmit a new sign proposal.
- **NDGCP #09-C, Hungry Heart, 7854 Montgomery Avenue, for signage**
This application for a replacement sign will not be lit at the onset, but the applicant has looked into methods of lighting, and the Committee encourages the lighting of the sign externally. The sign is a digital print on a metal sheet, on existing wooden poles. The Committee found the logo to be elegant and tasteful. If the applicant chooses this to be a Design Challenge Grant application, he will need to submit proper paperwork.

New Businesses

- Arlene Golbin Burns, 145 Hewett Road, Wyncote
- Cold Stone Creamery, 3001 West Cheltenham Avenue, Wyncote
- Glenside Farmers' Market, Glenside Train Station, Glenside
- Independence Benefits Consulting, 426 Greenwood Ave., Wyncote
- Kalyn Matthews, 877 Rock Lane, Elkins Park
- Labor Brothers, 1135 Cheltenham Avenue, Suite 9, Melrose Park
- Meltzer and Meltzer, CPAs, 7900 Old York Road, Elkins Park
- Quality Companionship Services, 1600 Church Road, B-109, Wyncote
- Ralph L. Kett Agency, 119 S. Easton Road, Glenside
- Thomas Futch, 8351 Limekiln Pike, Wyncote

Key: Underline denotes designated Commercial District

Special Projects, Events and Meetings

1. Business Owner Interaction: spent Thursdays, June 4, and June 18 in Glenside, interacting for about 2 hours with local business owners, discussing the fundraising for the Celebration Account.
2. Met with Amy Steffen and Diana K. Weiner of Friends of High School Park to help solidify a relationship between the FHSP and Main Street, and how they can be involved with Cheltenham in Bloom and potentially America in Bloom on June 8.
3. Trained Economic Restructuring Committee Chair Fred Milbert in his responsibilities on June 8.
4. Attended special open house given by Anne's Kitchen Table, 11 Wesley Plaza, in honor of her five-year anniversary in business in the Glenside Commercial District on June 16.
5. Attended Main Street Manager Luncheon with Newtown Manager Chris Ortwein, Phoenixville Main Street Manager Barry Cassidy and Mary Hutchins, Kennett Square Main Street Manager at Molly Maguire's in Phoenixville on June 19.
6. Attended a special Public Meeting at the LaMott Community Center to discuss the Community Revitalization Plan Update with the community members of the two census tracts involved in LaMott and Lynnewood Gardens on June 29.

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager