

The regular meeting of the Economic Development Task Force (EDTF) was held tonight.

Members present were: David Cohen, Charles Harmar, Dwight Pedro Lewis, Fred Milbert, Ken

Mirsky, Sheila Perkins and Brad Pransky. Guests present were: Jeff Lustig of Midgard

Properties, Marc Pinard, AIA, Pinard Architects and Jay Tornetta, Main Street Pizzeria & Grille.

Staff present was: Bryan T. Havir, Township Manager.

1. **Call to Order.** Chairman Cohen called the meeting to order at 7:05 p.m.
2. **Approval of Minutes.** Mr. Cohen made a motion to accept the June meeting minutes by acclamation.
3. **Committee Reports by Chairpersons:**

A. Design –

- 1.) Main Street Pizzeria & Grille (former Linda Jeans Grille) 109 Greenwood Avenue, Wyncote – *for facade signage*. Mr. Cohen welcomed Mr. Tornetta who was present to answer any questions the committee might have regarding his recent sign permit application. Mr. Havir explained that since his restaurant was not located in a commercial district, there was no requirement for review by the EDTF. However, his restaurant was located in the Wyncote historic district and signage would be subject to review by the Wyncote Historical and Architectural Review Board whose next meeting is scheduled for August 4, 2014. Mr. Tornetta stated that he hoped that the restaurant would open in the last week of July. Mr. Havir noted that arrangements for a temporary sign could be arranged with the Planning and Zoning Office.

B. Organization & Development – Mr. Milbert stated that he has made some outreach to local businesses to generate funds for Township events with little success due to the time of the year. He will begin outreach again later in August.

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen tabled the discussion on the conceptual changes contemplated to the Business and Commercial Tax Structure in the Township until a future date.

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

liaisons:

- District Liaison for Elkins Park East –

The Rail Stop, a café and bookstore, located on Spring Avenue has closed its business. Its contents are for sale.

CreekSide Co-Op has held the second of three visioning sessions. The feedback received was very positive. A third visioning session will be scheduled for September. The Co-Op is looking for ways to increase business at the Co-Op in an effort to increase revenue. Mr. Cohen is serving on the Data Committee to review point-of-sale. The committee will meet next week. The Co-Op is hiring a staff person to do outreach. CreekSide hosted a meeting last week for regional co-ops

Mr. Milbert noted that SEPTA has not been able to meet to discuss finalizing plans for volunteers to convert the Elkins Park Train Station into an event location. Mr. Milbert is waiting to hear from SEPTA representatives. Mr. Milbert has reached out to Leslie Richards of the Montgomery County Commissioners. Mr. Havir noted that Wendy-Green Harvey, SEPTA's Constituent Relations Coordinator has been promoted. No announcement has been made on her successor.

- District Liaison for Glenside – Ms. Perkins reported that the Downtown Glenside Community Partnership (DGCP), Arcadia University, Mr. Harmar and she will now begin to focus on the Welcome Back Arcadia Students Ice Cream Party scheduled for August 28, 2014. Mr. Harmar reported that the venue will be the same as last year and looked forward to a successful event again this year. The event will be promoted through Arcadia University and the DGCP. The next meeting of the DGCP is scheduled for July 24, 2014. Mr. Perkins mentioned an October 9, 2014 event (festival) in Glenside from 6 – 10 p.m. on Glenside Avenue between Easton Road and New Street which will include a food truck.

Mr. Havir mentioned that Glenside Hardware on Easton Road and Wesley Avenue is closing.

Mr. Lewis inquired about the responses to the Request for Proposal (RFP) for a permanent caterer. Mr. Havir responded that there was one response to the RFP and that the proposal was being reviewed by the Board of Commissioners.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.

- District Liaison for Elkins Park West – Members commented on the Getty Gas Station located at Stahr and Old York Road. Mr. Mirsky noted that the Owner did make some improvements to the property and did remove some illegal signs. Cigarette signs were initially removed but put back. Mr. Cohen asked if the Township will address the cigarette signs that were initially removed but reinstalled.
- District Liaison for W. Cheltenham Avenue - Mr. Havir noted that information was forwarded to the members regarding the sales listing of Cheltenham Square Mall. Following discussion, Mr. Cohen made a motion to suggest that the Board of Commissioners consider various incentives and programs to encourage the sale and reuse of the Cheltenham Square Mall properties, including extending the tax abatement program to the property, if it would help broker a transaction; seconded by Mr. Pransky and unanimously accepted.

4. Chairman's Report –

A. EMCCC BRIC Program. Mr. Cohen gave a brief update on the Business Resource Information Center (BRIC) program where new businesses can get initial free guidance and information. New business owners are then steered towards business professional members of the EMCCC who may be available to consult with the new business owners.

B. *EDTF District Liaison Role* – Mr. Cohen asked if there was any feedback from the Commissioners regarding the Role of the Business District Liaisons (BDL's) and their proposal to host six of the regular EDTF meetings at a location in each of the commercial district following an advertised public meeting for business owners and the Ward Commissioner present, and five (5) of the EDTF regular meetings at the Township Building. Mr. Havir noted that this matter was reviewed by the Commissioners at the July Public Affairs Committee meeting and the matter was received favorably depending on the schedule that is developed and the Commissioners availability. Mr. Havir suggested that the EDTF work over the next few months to develop a tentative schedule for his review to share with the Public Affairs Committee in the fall. He indicated that public meetings will need to be advertised and held at publicly accessible locations, with restroom facilities. Some suggestions for locations included Glenside Hall, Rowland and La

Mott Community Centers, libraries, firehouses and Elkins Park Square and White Pines Production meeting rooms. Mr. Pransky suggested that the commercial district public meetings be held at times of the year when severe seasonal weather events are not anticipated.

5. *Old Business* –

A. Glenside Mural Art Project – Mr. Havir noted that the current muralist had withdrawn from the project due to personal reasons. Mr. Havir was in communication with the Greater Philadelphia Cultural Alliance regarding an extension in time (October-November) for the current grant award of a (\$2,691) and is waiting to hear back from the grantor to relocate the mural originally targeted for the Easton Road Underpass to the Robert's Block Building. Additionally, Arcadia University was interested in working on a mural for the Easton Road Underpass in 2015 for the entire space at one time instead of continuing projects funded by individual grants. Mr. Lustig, owner of Roberts Block, was present and stated that he was in favor of the mural on the wall facing Mt. Carmel Avenue. He stated that he had met the local muralist who was excited about the project. Mr. Lustig offered to supply the scaffolding needed for the approximately 20' X 30' project. Mr. Havir noted that the design components will include an environmental, transportation, economic theme.

B. Classic Towns Program – Mr. Havir noted that the next installment payment for membership is due in July, 2014. Mr. Havir noted that the original agreement was for two years. The EDTF thoroughly discussed the proposal in April 2013. Mr. Havir reminded the members that the Classic Towns website is available to advertise local events. Following discussion, it was decided that a representative from DVRPC's Classic Town program should be invited to the September EDTF meeting to review the status of the program. Members were especially interested in how often the site was visited.

C. *Old York Road Community Organization (OYRCO)* – Mr. Essoka was not present to make his report.

6. New Business:

A. *Select Zoning Committee* – Mr. Cohen announced that a sub-committee will begin next week and continue to meet every two weeks thereafter to review and make moderate adjustments to the proposed draft zoning ordinance.

B. *Review of Parking Analysis prepared for Roberts Block Building, 2 Roberts Block*. Mr. Henry Sekawungu, Director of Planning and Zoning, reviewed the initial proposal by Mr. Jeff Lustig of Midgard Properties to convert 2 Roberts Block for use as first floor office space and four apartments on the second floor. A more recent proposal is to now use the first floor space as a restaurant space instead of office space. Mr. Lustig is proposing transferring a restaurant/liquor license to Cheltenham Township from Horsham Township. Mr. Lustig noted that four apartments are still proposed for the second floor. The apartments are approximately 800 s. f. each with full amenities and private entrances and a restaurant is planned for a capacity of 125 patrons in 2,300 square feet of space. Photographs and a site improvement plan were provided for discussion as well as a detailed parking analysis with a site plan sketch. Mr. Marc Pinard of Pinard Architects described the parking space requirements for restaurant in the immediate vicinity of the project and train station. Twenty-six spaces are needed. Based on the parking analysis, the apartments would need (6) parking spaces, while the restaurant needed (20) parking spaces. The applicant was able to show that they would be able to provide 12 on-site parking spaces, 30 shared parking spaces and a net total of 42 parking spaces, all within 400' of the building.

Members asked about the operating hours of the restaurant and Mr. Lustig stated that the tentative discussion considered operating hours to be Noon to 10:00 p.m. (M-F); Noon to Midnight (Saturday) and possibly brunch being offered on Sunday.

Mr. Cohen made a motion to encourage the Board of Commissioners to look favorably upon this project; seconded by Brad Pransky and the recommendation was unanimously accepted.

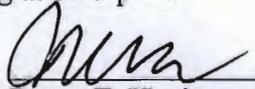
7. Staff Report:

A. *Review of the High School Road and Harrison Avenue Traffic Island* – Mr. Havir noted that in response to concerns expressed by the community regarding safety of this traffic island, with input from Staff, the Township hired Carroll Engineering to prepare a plan to modify the island with, greening, curb cut-outs, safe passage walkway striping for pedestrians and a stop sign and a community planting bed. Mr. Havir will need to reach out to the community stakeholders regarding the care and maintenance of the planting bed. A contract has been awarded to Ditre Construction and General Asphalt for road overlay repaving and curb work. Members were glad to hear about the modifications in this area but did express concerns about several items such as re-painting the left hand turn street marking on the Montgomery Avenue side of the island as well as the stop sign. Mr. Havir noted that the stop sign can be monitored for six months for effectiveness. Also, Mr. Cohen asked if snow accumulation was taken into account. Mr. Havir stated that there is a mountable curb planned. The Co-op asked if a striped cross-walk leading to the Co-Op was considered. Mr. Cohen made a recommendation to include a striped crosswalk to CreekSide. Mr. Havir noted that this may be discussed at the August Public Safety Meeting where an ordinance is scheduled for recommendation. Mr. Havir anticipated that the island project will be started in the next 45 days.

B. *Update on PennDOT's Route 611 Transportation Study* – Mr. Havir gave a brief update on the power point presentations and meeting minutes e-mailed to the EDTF members regarding the study. The study was re-activated and PennDOT has solicited input from the municipal stakeholders and asked to approach Cheltenham's elected officials to present their power point presentation at a recent Public Works Committee meeting. The Committee asked that these presentations be shared with the EDTF, Environmental Advisory Commission (EAC) and Planning Commission (PC). PennDOT hopes to have a preliminary report by September for consensus building. PennDOT indicated funding is under Act 89. Mr. Havir believes that municipal projects applied for funding under CMAQ, TAP, TCDI and PCTI may have a higher ranking if included in this latest study. Implementation is expected to begin as early as next year.

C. *Korean Folk Festival* - The Eighteenth Annual Korean Folk Festival is being held on September 13, 2014 from 1:00 p.m. to 5:00 p.m. at John Russell Park located on Penrose Avenue and Willow Avenue off Cheltenham Avenue in La Mott. Rain Date: September 20, 2014. The Festival features traditional games, music and food. The EDTF has been invited to host a table at the event. David Cohen volunteered to host the first hour and is looking for other EDTF members to volunteer their time for the three additional one hour slots. Mr. Cohen asked Mr. Havir to send an e-mail to the EDTF members asking for volunteers.

8. 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, July 15, 2014, 7:00 P.M.

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

(Please Print Clearly)

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