

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Charles Harmar, David Kratzer, Fred Milbert, Kenneth Mirsky, Brad Pransky and David Rosenberg. Guests were: Cliff Bassman, Caryl Levin, Ann Rappoport and Earl Stamm. 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 December meeting minutes by acclamation.

3. **Committee Reports by Chairpersons:**

A. **Design:**

- 1.) **2636 Mt. Carmel Avenue, Glenside (Red House Asian Cuisine – for façade signage.**
Mr. Kratzer reported that the red channel letter sign is within zoning requirements and he would recommend approval. Mr. Harmar made a motion for acceptance of the proposed signs as submitted and issuance of a Certificate of Appropriateness; seconded by Mr. Milbert and unanimously approved by the EDTF.
- 2.) **433 W. Cheltenham Avenue, Elkins Park (All Stars Haircut) – for façade and free-standing signage.** The EDTF had concerns at the December meeting regarding the sign material and questioned whether the old message would be seen through the signage material when reversed. Upon subsequent inspection of the signs, Mr. Kratzer noted that he saw no objection to the new signage. Mr. Harmar made a motion to recommend acceptance of the sign, upon the condition, that if in the future, evidence of the old signage print is visible from street level, it will be the responsibility of the property owner to remake the panels; seconded by Mr. Milbert and unanimously approved by the EDTF.

B. **Organization & Development – No report.**

C. **Economic Restructuring: Recruitment/Retention – No report.**

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

- **District Liaison for Elkins Park East** – Mr. Cohen noted that a new bookstore, “Open Book,” has opened in the Frame Shop; and a young woman’s clothing accessory shop and spa is opening.
- **District Liaison for Glenside** – Mr. Harmar reported that the Downtown Glenside Community Partnership met recently. The group will be working on making plans

for forming a 501c3 for fundraising; and volunteer recruitment for future events. Mr. Harmar noted that there several new shop owners.

- District Liaison for East Cheltenham Avenue – Mr. Cohen asked about the status of the sale of Cheltenham Square Shopping Center.
- District Liaison for Cheltenham Village – Mr. Havir reported that he was contacted by a business man, Roy Hollinger, who along with some other business owners has a vested interest in the District, to discuss re-instituting the Cheltenham Village Business Association. Mr. Havir, Mr. Cohen and Commissioner McKeown will be tentatively meeting on January 26, 2014 to discuss Mr. Hollinger’s ideas.
- District Liaison for Elkins Park West – Mr. Mirsky inquired about the PennDOT Transportation Alternative Program (TAP). Mr. Havir reported that a Kick-off meeting was held with Delaware Valley Regional Planning Commission (DVRPC) Project Administrator for PennDOT and Gannett Fleming, the Project Engineers for the Elkins Park West Streetscape Improvements in the area of Old York and Church Roads. The Township submitted a grant application requesting 1.5 million dollars. A grant was awarded in the amount of one million dollars. The project will be re-scoped to fit within the project funding and resubmitted to DVRPC. It is anticipated that the project will be let to bid within a year from now. Discussion continued regarding the right hand turn southbound on Route 611.
- District Liaison for W. Cheltenham Avenue - No report.

4. Chairman’s Report –

A. Mr. Cohen acknowledged the guests, Mr. Bassman, Commissioner Rappoport and Mr. Stamm.

5. Old Business:

A. *Old York Road Community Organization (OYRCO)* – Mr. Essoka reported that the committee met on January 13, 2015. Mr. Essoka announced that a generous contribution in the amount of \$5,000 has been made to the Elkins Park Train Station Landscaping Project. A plaque/sign will be dedicated to the donor. It was noted that a 25-page Landscaping Plan has been developed, a budget of \$10,000 has been estimated and a time line is being created. Discussion ensued regarding the embankment area. Mr. Essoka responded that this has been addressed in the plan. Mr. Cohen asked if summertime weeds and cinders in the area near the CreekSide Co-op and Train will be addressed. Mr. Essoka noted that the next steps will include review by Ed Wallace at SEPTA and review by the Cheltenham

Township Engineer. As work continues, sub-groups have been formed to address fundraising, outreach, volunteer recruitment and design. It was noted that a planting day has been scheduled for October 10-11, 2015 and Tookany/Tacony-Frankford Watershed Partnership (TTF) has offered to provide some design services pro bono.

6. *Old Business - None*

7. *Staff Report:*

A. Status Report on Municipal Map Publications – Mr. Havir reported that Staff met with the marketer for the “Municipal Map” publication. Their approach was similar to Citi Maps (current map) in selling ads; however, they would bring back the map to the Township for mailing to residents rather than to businesses whereas Citi Maps did not require the Township to mail out the publication. Although the Municipal Map Publications is a much better final end product; they would require the Township to provide postage for mailing to 15,000 households. There is no money in the 2015 budget for postage to mail these maps. Therefore, at no cost to the Township, the EDTF recommended proceeding with a current vendor being Citi Maps and updating the publication, map and having Citi Map sell ads to pay for the publication.

B. Selling Ads in the Township – Mr. Havir noted that the Township will be selling display ads for the 2015-16 Township Calendar for the same fees as last year (\$175 for business card; \$350 for small business and panel size for \$600). The Public Information has prepared a press release with this information. This information will be advertised through e-blast and on the Township website.

C. New Ownership of Cheltenham Square Mall – Township Staff met with the new owners, Sun Equities, LTD, Lakewood, New Jersey on December 29, 2014 to discuss early concepts on Mall improvements, the Township Zoning and Planning process and procedure. Discussion continued regarding the company’s portfolio, preliminary plans regarding the existing enclosed mall area to be

removed and replaced with numerous big box retailers; plans for Shoppers Lane; stormwater management; signage applications, parking, etc. The Township Staff anticipates plans from the new owners to be submitted later this spring.

D. Hit the Bricks Program – Mr. Havar shared with the members the 2008 program tri-fold used for fundraising for streetscape amenities such as pavers, benches, trees, etc. This brochure was also discussed at an Alternative Revenue Committee meeting. He asked the EDTF to review the tri-fold for consideration of the Elkins Park West Streetscape Implementation Project. Mr. Cohen asked this item be placed on the February Agenda for consideration.

E. Discussion of ElkinsPark.net and link to Township Website – Mr. Havar asked the members if they had a chance to visit the website. The members agreed that they were impressed with the website. Discussion ensued regarding consideration to provide a link for the Elkins Park website on the Township website. The members discussed several issues related to providing links, such as developing a policy or guidelines for such matters as for-profit and non-profit entities; how the Township website can accommodate multiple links, such as providing a “resources” link; and considering future requests on a case-by-case basis while guidelines are being developed. Mr. Cohen made a motion to recommend providing a link on the township website for ElkinsPark.net. and that the Township Staff consider developing guidelines on what other commercial enterprises to link, and until guidelines are developed, requests for links should be considered on a case-by-case basis which was unanimously approved. Mr. Cohen thanked Mr. Bassman for the work he did on the website.

Mr. Cohen noted that the current Township business directory needs to be updated. The members would like to research other Township websites or the PA Downtown Center. Mr. Cohen would like to contact the Finance Officer for more information on the current businesses to decide on how to move forward. Several ideas were discussed such a free advertising, fees for upgrades, concentrating

on key commercial areas, maintenance, endorsements. Mr. Cohen asked to have this item placed on the February Agenda for further discussion.

8. Citizen's Forum: Mr. Stamm asked the EDTF to consider his suggestions in his prepared statement for easy access on the Township website to the current Zoning Ordinance and proposed Zoning Ordinance materials; Zoning Maps, explanatory and background materials and referenced report dated January 21, 2015 which was distributed (See attached). Mr. Stamm also requested the Select Zoning Committee to prepare a list of significant proposed Zoning Ordinance changes; and requested the Township to consider the preparation of a financial study relating to the maximization of potential revenues under the new proposed Zoning Ordinance and Map. Mr. Stamm suggested that the four commercial districts may be too many and two commercial districts may be too few. Mr. Cohen noted that the issues really pertain to work of the Select Zoning Committee and should be addressed at its next meeting on January 26, 2015.

It was noted that Mr. Stamm's comments dated January 21, 2015 would be distributed to the members of the Select Committee and the EDTF.

9. Adjournment:

Mr. Cohen made a motion to adjourn the meeting at 8:40 p.m.


Bryan T. Hair
Township Manager

Submitted by:
Kathryn McDevitt

MEMORANDUM

From: Earl T. Stamm

Re: Recommendations Previously Made Almost One Year Ago Concerning the New Proposed Zoning Ordinance and Map

Date: January 21, 2015

TOWNSHIP WEBSITE

Effectively Comparing the Significant Changes in the Current and new Proposed Zoning Ordinances

The Select Committee has been formulating and revising the new proposed Zoning Ordinance for a number of years and has proposed many significant changes from the current Zoning Ordinance. There have been numerous documents and meetings concerning these changes. It is unrealistic to expect Township residents to read and synthesize all of these materials and to somehow effectively grasp all of the significant changes. For example, there are 32 pages of notes and minutes from 12 Informational and Select Committee Meetings. (These notes and minutes raise as many questions as they answer. The notes and minutes often state that the Select Committee "will look into that." The subsequent notes and minutes often do not show how that follow up resulted in changes to the new proposed Zoning Ordinance and Map, if any. Further, there are 209 pages of written presentation materials (which, in addition to being voluminous, have been superseded by any subsequent changes to the proposed Zoning Ordinance). In addition, there are 285 pages of the draft new proposed Zoning Ordinance, and a similar number of pages in the current Zoning Ordinance. On the other hand, the Select Committee is intimately aware of all of the significant proposed changes, and this information must be communicated to Township residents in effective and easily understood form. It is suggested that the Select Committee prepare a list, explaining in easily understood language, of all of the significant changes and differences in the new proposed Zoning Ordinance from the current Zoning Ordinance (the "List of Significant Proposed Zoning Ordinance Changes")

Zoning Maps

Links to the current and proposed Zoning Ordinances should be easily accessible together for comparison. They should also be placed in pdf so that they may be capable of magnification by the reader. That way, residents can zoom in on all areas of particular concern to them on both maps (the "Comparison Zoning Maps").

Explanatory and Background Materials

The 27 current links on the Township website to the explanatory and background materials concerning the new Proposed Zoning Ordinance and Map are not easily located on the Township website, some are incomplete, and some are completely inoperative. This can and should be easily remedied.

Website Page

To facilitate the meetings before the Board of Commissioners and so that there may be concise meaningful dialog between the Commissioners and the residents, it is suggested that:

Home Page

A conspicuous notice to the following effect is placed as soon as possible on the homepage of the Township Website:
[CLICK HERE TO LOCATE ALL MATERIALS EXPLAINING AND DISCUSSING THE NEW PROPOSED TOWNSHIP ZONING ORDINANCE AND MAP](#)

This homepage notice directs Township residents to a new webpage set up to the following effect:

FOR MATERIALS EDUCATING RESIDENTS ABOUT THE NEW PROPOSED TOWNSHIP ZONING ORDINANCE AND MAP, CLICK ON THE FOLLOWING LINKS:

- A. List of Significant Proposed Zoning Ordinance Changes** (To be prepared by Select Committee)
- B. Current and Proposed Zoning Maps** in pdf (Both have been converted to pdf capable of magnification and placed on software by the author of this Memorandum)
- C. Highest and Best Use Revenue Report** (See discussion below)
- D. Informational Meeting Notes and Select Committee Meeting Minutes** (All have been compiled together on software by the author of this Memorandum except for page 1 of the August 25, 2014 Select Committee minutes. This page is missing from the Township website)
- E. Written Presentation Materials** (All have been compiled together on software by the author of this Memorandum)
- F. Latest Ordinance Draft** in Word format (Although this link is inoperative on the Township website, this has been recreated and placed on software by the author of this Memorandum so that residents may work interactively with the text of the new proposed Zoning Ordinance.)
- G. Latest Ordinance Draft** in pdf (The Township's version has been converted to true pdf and placed on software by the author of this Memorandum, so that residents may easily and without error print and select pages of the new proposed Zoning Ordinance.)
- H. Current Zoning Ordinance** (Single link found and provided by the author of this Memorandum)

(All such future materials should also be added.)

Of the 8 items described above, B, D, E, F, G, and H have already been prepared by the author of this Memorandum. Item A may be promptly accomplished by the Select Committee. Item C can and should be quickly prepared. Further, the sooner all this material is placed and remains on the Township website, the better informed and educated all Township residents will be. It is suggested that the Commissioners authorize the author of this Memorandum to meet and work immediately with Nancy Gibson on this matter.

HIGHEST AND BEST USE REVENUE REPORT

The Select Committee has performed a Herculean task and is 98 % of the way there. One purpose of the new proposed Zoning Ordinance is to increase revenue for the Township while maintaining the Township's high standards of quality of life. Cheltenham Township has a limited amount of land. This limited amount of land is a valuable resource and must be used wisely to maximize revenues while respecting the rights of Township residents. There has been no notice of any financial study having been done relating to the maximization of potential revenues under the new proposed Zoning Ordinance and Map. Such study will establish whether revenues will be maximized by encouraging bars, gas stations, fast food restaurants, convenience stores, garden apartments, apartment houses, condominiums, single homes, multiple homes, over 55 communities, large office buildings, and/or other uses. Once the land is zoned and built upon, its use and potential income stream are virtually irrevocable. Such study is critical to finalizing the proposed Township Zoning Ordinance and Map. It is therefore suggested that the Township engage an outside unbiased expert to analyze and prepare a "Highest and Best Use Revenue Report" on maximizing revenue for the Township while respecting the rights of Township residents to continue enjoying their quality of life in the Township and the value of their realty. It is suggested that such study be expedited to prevent further delay in finalization of the new proposed Zoning Ordinance and Map. In reality, the Township cannot afford not to have such a study done, as part of the rezoning effort is to maximize revenue for the Township. Residents will be living with the proposed new Zoning Ordinance and Map many

years to come. Once built upon, there will be no potential for increasing revenues on that particular land. At one of the meetings a member of the Select Committee stated "The financial and cost benefit (of such an analysis) will be a time and cost venture." At the same meeting the representative stated "The (Select) Committee will frame out a scope of work and general ball park (cost) for what it would cost for an analysis." Determining time and cost is most effectively accomplished through the bid process. It is suggested that an analysis be immediately requested from and prepared by qualified experts. This could have been accomplished one year ago, and should immediately be implemented now before the Board of Commissioners even considers the proposed new Zoning Ordinance and Map. There will be no delay as it will be two months or more until hearings can be held by the Board of Commissioners.

COMMERCIAL DISTRICTS

The current Zoning Ordinance and Map consist of four Commercial Districts, C-1 being the least intrusive on surrounding residential areas, C-2 being more intrusive, C-3 being yet more intrusive, and C-4 being the most intrusive. Perhaps these are too many. However, we believe that the two proposed Commercial Districts are too few. This impact gradation principle must be respected and adopted in the new proposed Zoning Ordinance and Map for a number of reasons. Decreased property values may outweigh any extra value we seek from greater commercial zoning. Current Township residents must be assured that their quality of life and enjoyment and value of their real properties are preserved. Further, the goal of the Township should be to attract new residents based upon such principles, whether purchasing or renting currently built residences or those to be constructed in the future. It is suggested that after the Financial Feasibility Report is completed, the Select Committee, based upon the same, propose three classes of commercial usage. New C-1 Districts will have the least intrusive effect upon the enjoyment and value of surrounding residential areas. New C-3 Districts will have the most intrusive effect. The remaining commercial uses should be classified as C-2. It is suggested that the new C-1 Districts should be comprised of certain non-current commercial areas, all of the current C-1 Districts, and certain of the current C-2 Districts. The new C-2 Districts will be comprised of all of the new C-1 uses and certain of the current C-2 and C-3 uses. The new C-3 District will be composed of all new C-1 and C-2 uses, and the remaining allowed commercial uses

Suggested examples of classifications of commercial uses are as follows:

C-1

Professional services, including but not limited to: insurance offices, printing and copy centers, mailbox rental, shipping and parcel delivery services, and picture framing.

Professional Service business.

Bank or financial institution.

Athletic/health club

Hotels

Office Building

Mobile home park consisting of any combination of single width or multiple width units.

Studios for dance, art, music, photography, yoga, or similar arts

Bed and Breakfast, provided that the owner of the Bed and Breakfast lives in the building as a primary residence and operates the guest facilities. Bed and Breakfasts shall not have more than six (6) guest rooms, and guest rooms shall not have separate kitchen facilities

Clubs that do not serve alcohol or fraternal organizations

Adult/child day care

Emergency services facilities, including but not limited to ambulance and fire stations

Municipal uses, including storage facilities, offices, public open space, and recreation facilities.

C-2

All C-1 Uses

Retail stores offering a variety of goods, including but not limited to: clothing, shoes, hardware, appliances, furniture, jewelry, electronic equipment, and sporting goods.

Personal care business, including but not limited to: barbershop and/or hair salon, nail salon, spa, shoe repair, tailor, and tanning salon

Dry cleaner (Drop-off only)

Restaurants and bakeries, not including drive-through, take-out, and outdoor dining facilities.

Restaurants and bakeries including drive-through, take-out, and outdoor dining facilities, provided a special exception is granted.

Indoor recreation facilities

Movie theaters

Bars or taverns, provided a special exception is granted

Laundry (self-service), provided that the applicant can demonstrate to the Township Zoning Officer that adequate provisions will be made for wastewater disposal

Athletic/health clubs and other exercise facilities greater than 8,000 square feet of floor area.

C-3

All C-1 and C-2 Uses.

Enclosed shopping malls.

Shopping centers.

Building Materials.

Supermarket.

Automotive sales.

Amusement arcades.

Service Stations, provided a special exception is granted.

Other allowed high volume and/or otherwise significantly intrusive commercial activities.

Multiple use properties should be classified according to the intrusive nature and extent of the commercial activities to be allowed.



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, January 20, 2015, 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)
1	Earl Stamm	estamm@verizon.net	Y
2	Charley Larmar	charmar@usrealtycapital.com	Y
3	Ken Mirsky		Y
4	Caryl Levin	Caryl.levin@verizon.net	Y
5	FRED MILBETT	FMILBETT@GMAIL.COM	Y
6	DAVID COHEN	dcohen@ix.netcom.com	Y
7	Jonathan Essoka	jessoka27@gmail.com	Y
8	David Rosenberg	rosenby1@comcast.net	Y
9	DAVID KRATZER	DKRATZER@BAUARCHITECTURE.COM	Y
10	Ann Rappoport	ann4cheit@gmail.com	guest
11	Cliff Bassman	cliff.bassman@gmail.com	N
12	BRAD KRANSKY		Y
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			