

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Dwight Pedro Lewis, Laurie Hawkins, Fred Milbert, Brad Pransky, Kenneth Mirsky, Charles Harmar, David Rosenberg, Matthew Golden and Jonathan Essoka. Staff present was: Bryan T. Havir, Township Manager. Ex-officio member present was Matthew Golden, Arcadia University.

1. **Call to Order** – Mr. Havir called the meeting to order at 7:05 p.m.
2. **Reorganization** – Mr. Havir opened the floor for nominations for Chairman. Ms. Hawkins made a motion to nominate and re-elect David Cohen as Chairman; seconded by Mr. Rosenberg. There being no other nominations, the floor was closed to nominations. The members voted unanimously for Mr. Cohen to serve as Chairman. Mr. Cohen opened the floor for nominations for Vice Chairman. Mr. Rosenberg nominated Mr. Dwight Pedro Lewis for Vice Chairman, seconded by Mr. Harmar. Having no other nominations, Mr. Cohen made a motion to close the nominations for Vice-Chairman; seconded by Mr. Harmar. The members unanimously voted for Mr. Dwight Pedro Lewis as Vice Chairman. Mr. Cohen thanked the committee.
3. **Approval of Minutes.** Mr. Cohen made a motion to accept the February meeting minutes by acclamation.
4. **Committee Reports by Chairpersons:**
  - A. **Design – Signage Applications** – Mr. Havir reported that all outstanding issues were addressed at the Commissioner’s Building and Zoning Committee meeting and certificates were awarded for Blend Lab Groom Society, MUSE Hair Studio and Speedway, formerly Hess Gas Station.
  - B. **Organization & Development** – Packages and letters were mailed.
  - C. **Economic Restructuring: Recruitment/Retention** – None.

**D. Marketing and Promotions Committee** – Reports were provided from the following district

liaisons:

- District Liaison for Elkins Park East – Mr. Cohen noted that a new boutique opened for teenage girls. White Pines Place will remain in their space for at least another year. CreekSide Co-Op is attempting to restructure their financing. It is Mr. Cohen's understanding is that sales are relatively flat. There will be a meeting this evening, March 17<sup>th</sup>, and they have reached out to Commissioner Simon to attend. The Elkinspark.net website will go live on April 1<sup>st</sup>. The association hopes to have a Wine & Cheese meet and greet for all businesses, some time in May.

Discussion ensued regarding the idea of a left turning lane for those traveling southbound on Old York Road may be a way to make it easier for those traveling to the Elkins Park East commercial district. A traffic study would have to be conducted and PennDot would have to consider and make an argument that the left-hand turn is warranted. Mr. Milbert suggested a banner sign at the SEPTA Train Overpass on Route 611 to attract consumers. Mr. Havir will share the SEPTA contact information with Mr. Milbert however, the train station overpass is not one of our approved banner locations in the Township. It is uncertain of the process to post a banner at that location and if the Township would like to have one there on a permanent basis. It may be possible to have the banner on a trial basis for 3 months and then re-evaluate. Permission would have to be obtained from SEPTA.

Information was shared regarding the status of Elkins Park Rotary Club and that it no longer exists. Mr. Lewis will check with Steve Vahey and report back.

- District Liaison for Glenside – Ms. Hawkins reported that the Downtown Glenside Community Partnership will be meeting on Thursday, March 19<sup>th</sup> on plans of forming a 501c3 for fundraising and also provide an explanation on items being considered under the plan. Flyers announcing the EDTF meeting at Glenside will be distributed.

The Glenside Art Festival is scheduled for Saturday, April 25<sup>th</sup> from 12:00 p.m. - 6:00 p.m. PECO reached out to Mr. Havir regarding the \$500 contribution that has been donated for the Street Fair in the past. Mr. Havir explained to PECO that the Street Fair is now considered The Glenside Art Festival. The deadline to submit the application for PECO's contribution is Wednesday, March 18, 2015. The contribution will go towards entertainment and will offer a table to PECO at the event for promotional purposes. Any materials being used to promote this event must include PECO's logo as a sponsor of the event.

Commissioner Sharkey has reached out Mr. Cohen and Mr. Pransky in seeking their help to find new commercial tenants for Glenside Hardware.

- District Liaison for East Cheltenham Avenue – The long standing barber shop located on Front Street and Cheltenham Avenue recently closed. The 66 year old owner is no longer in business due to health reasons.

- District Liaison for Cheltenham Village – There was a meeting with Roy Hollinger, who is a well known Realtor, and the meeting focused on two high level aspects. Mr. Hollinger would like information in regards to the Township’s Streetscape plans for the Cheltenham Village. It was explained that the plans were done by Carter VanDyke about 15 years ago and at the time, were conceptual and schematic. It would have to go out for engineering drawings. There was some conversation regarding another gateway sign for the Village. There was also some attempt to see if the business people could attend the meeting in Glenside and/or try to have a separate meeting that would precede one of our Township meetings and/or attend one more task force meetings. Apparently there has been a lot of turnover over the years. For years, Mr. Hollinger has been trying to figure out a way to get business owners active and working together in various ways. Mr. Havar shared plans to start the RFP process later this spring and have a consultant hired over the summer to start the design process. Once the design process has started, it will take about a year to complete.
- District Liaison for Elkins Park West – A question was raised on whether there is a way to remove the clothing container that is at the gas station located on Old York and Stahr Roads. Mr. Havar will have Code Enforcement and Zoning review the ordinance for language. It was reported that a clothing container exists near Frank’s Pizzeria on Montgomery Avenue.

Mr. Havar provided a status update on the “Redevelopment Assistance Capital Improvement Program”, a State matching grant program. Applications are submitted to the Governor’s office and funds are used for economic development. The request is for \$6 million in matching funds to help leverage the relocation of the Public Works Facility to a different site in the Township and allow for the sale and adaptive reuse/redevelopment of the 2.29 acre parcel at the corner of Church and Old York Roads. The Township will know by August 1, 2015 if the application is approved and to what level. Funding is highly competitive.

- District Liaison for West Cheltenham Avenue – Staff members of the Township have a meeting scheduled on Thursday, March 26<sup>th</sup> with the new owners of Cheltenham Square Mall, Sun Equities Partner for Cheltenham Square Mall and their attorneys. They will be presenting their plan on how they will pursue their zoning application. Uncertain of the plan for the property, but have indicated it will require a zoning application and demolition of the interior and develop at least 5-6 new retail stores (combination of big box and mid-level retail stores).

Mr. Havar will discuss with District 6 on timelines for pothole repairs and repaving of Old York Road and Washington Lane.

It was reported the School District Building, located at 2000 Ashborne Road, was taken off the market for sale.

5. **Chairman's Report** - Mr. Cohen was appointed to the Montgomery County Planning Commission Board and his first meeting there was about a week ago.

6. **Old Business:**

**A. Old York Road Community Organization (OYRCO)** – The letter sent to SEPTA on March 2, 2015 was received. SEPTA is enthusiastic and is trying to schedule a site meeting on March 26, 2015. The donation total is currently at \$5,000. The committee has put together a nice rendering of their proposal (one copy was circulated among the members to view) of enhancing the hill on the outbound side of the Elkins Park Train Station. As long as SEPTA agrees with the plans, it will then be presented to Shade Tree Advisory Commission for its review. Afterwards, it will be discussed with the Commissioners for their review and approval. If approved by SEPTA, the Community will initiate a fundraiser and have a Community Plant Day in the fall.

**B. Business Directory** – Mr. Cohen will reach out to Steve Burns to discuss what data can be obtained by his office.

**C. Finalize Agenda for April 21, 2015 Glenside Hall Meeting** – The EDTF finalized the agenda for the meeting. This meeting is for business issues and economic development. All Commissioners are welcome to attend. Commissioner Sharkey will provide the welcome since the meeting is in his ward. The meeting will start at 7:00 p.m. and end at 8:30 p.m. Arcadia University will sponsor the refreshments. There will be a gift card raffle for the new restaurant in Robert's Block. As part of the "New Business" item on the agenda, it would be a good idea to share a new business checklist.

It was recommended for purposes of identifying residences, Commercial and Industrial properties, that the owners that will be leasing properties have their tenants apply for a Use of Occupancy Certificate with the Township's Planning and Zoning Department. Before a tenant can occupy a space, the tenant has to file with the Township to receive permission. There will be corresponding penalties if such a filing does not occur. Mr. Cohen made the motion and Mr. Pransky seconded the motion. Mr. Havir will discuss with Township staff and the Township's Solicitor to verify if the Planning and Zoning department is doing this already.

**7. New Business**

**A. 2015 Montgomery Awards** – Information was sent to the county. Entries are due by April 24, 2015.

**8. Staff Report:**

**A. Multimodal Transportation Fund Grant Application** – On March 2, 2015, PennDot announced the grant applications for the matching gift program are due by the end of July for grants up to \$2 Million. The Township would be looking favorably for the Commissioners and EDTF to make a recommendation to pursue an application for Phases II and III of Elkins Park West.

**B. CDBG Grant Opportunity for the La Mott Community Center** – This is a HUD grant and funds must be spent on a defined census. The La Mott area meets that target criteria. The Commissioners will be passing a resolution for Staff to file a grant application for \$170,000 for rehab work at the La Mott Community Center. In the past, the Township has used this grant to do Streetscape improvements in La Mott.

**C. Comprehensive Zoning Ordinance Update** – The last meeting is scheduled for Monday, March 23, 2015 and will wrap up nine years of work on re-writing and drafting zoning codes. The

designs include easier use, modernization, attracting more commercial and more mixed use on the larger properties, allowing more business development within the Township. The information will be passed on to the Commissioners in mid April.

**9. Citizen's Forum** – None.

**10. Adjournment:**

Mr. Cohen made a motion to adjourn the meeting at 8:25 p.m.



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Bryan T. Hair  
Township Manager

Submitted by:  
Vicky Sykes



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, March 17, 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	DAVID L. COHEN		Y
2	Dwight Pedro Lewis		Y
3	Laurie Hawke		Y
4	FRED MILBENT		Y
5	Ken Misky		Y
6	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
7	David Rozenberg		Y
8	BRAD FRANSKY		Y
9	Matthew Golden		Y
10	Jonathan Essoka		
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