

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were Charles Harmer, Laurie Hawkins, David Kratzer, Fred Milbert, Ken Mirsky, David Cohen, Brad Pransky, Caryol Levin and Ethan Chebot-Goldman. Staff present was: Bryan T. Havir, Township Manager.

1. ***Call to Order.*** Chairman David Cohen called meeting to order at 7:03 pm.
2. ***Approval of Minutes.*** Chairman Cohen made a motion to approve the minutes from the April 21, 2015 meeting and was unanimously approved.

3. ***Committee Reports by Chairpersons.***

A. Signage: Three sign requests were presented by David Kratzer.

1.) Yorktown Plaza, 8120 Old York Road, Suite 210. Mr. Cohen commented that he felt the sign was busy, with many colors, but met the zoning requirements. Mr. Pransky asked if the EDTF has any say on proposed sign designs, and also if the EDTF can consider consistency of signage when there are many on a large building. The EDTF made a recommendation that when there are three or more signs on a building, there should be a signage consistent system. The EDTF recommended approval of the proposed sign and issuance of the Certificate of Appropriateness, as long as it meets the zoning requirement.

2.) Yorktown Plaza, 8120 Old York Road, Suite 150, Fat Jack's. Mr. Kratzer commented that this sign is also busy, with many colors, but recommended the EDTF should approve as it meets zoning requirements. He noted that the sign had already been placed on the building, prior to approval. Mr. Havir noted that there may have been some miscommunication between the owner and Township personnel regarding approval, and also the cancellation of the May EDTF was a factor.

3.) 254 South Easton Road, Geneva Dental. There was concern among the Committee about several issues with the sign. An LED digital sign is proposed with changing messages and flashing images which could be distractions. An issue discussed

was how many messages would be on it and how often the message would change. Concerns noted were Movement; Brightness; and Content. The EDTF checked the sign ordinances and determined that this would be considered an “animated sign” and those are prohibited. Based on that interpretation, the EDTF recommended denial of the Certificate of Appropriateness for the proposed new signage.

B. Elkins Park East: Chairman Cohen said the Creekside CoOp is hiring a new manager and is trying to get things in order. They have begun a gofundme.com campaign to raise additional funds. They are paying interest on a debt of \$1.1 million; the USDA is paying off the remainder of approximately \$2 million. They are looking to establish a cash flow.

He also told the group that the Gold’s Gym on Church Road has closed. Mr. Mirsky asked if the land and business was for sale. He also told the group that the Arts In the Park event was very successful.

C. Glenside: Laurie Hawkins said the Downtown Glenside Foundation is now a Pennsylvania nonprofit corporation, and the Application for Tax Exemption to the IRS to make it a 501(c)(3) organization is being prepared. She said the application will be complete in six to eight weeks. She said the Glenside merchants of the Downtown Glenside Community Partnership are planning a special First Friday event on July 3 in Wesley Plaza in Glenside. She indicated that the plan is to include food trucks. Mr. Havar indicated he has concerns about the use of food trucks, for the potential safety risks and noted that Township staff was still exploring policy guidelines to govern regulations.

D. Elkins Park West: Mr. Havar reviewed the wayfinding signage proposal submitted by Gannett Fleming and Kise Straw Kolodener dated May 13, 2015 for directional signage to help motorists find their way from Route 611 to the Elkins Park East Commerce District. The amount of the additional planning services is \$4,000.00. The EDTF recommended acceptance of the proposal to the Public Affairs Committee.

E. Drop Boxes: Mr. Havir noted that letters were sent to the owners of five properties where drop boxes for clothing donations were placed, notifying the recipients that the boxes were in violation of Township ordinances and requesting removal of the boxes within 30 days.

F. West Cheltenham Avenue: The owners of the Cheltenham Mall property are now working on their land development plan. They may present their plans as early as August or September to “de mall” the property.

4. Chairman’s Report: Chairman Cohen said he participated in a Walkability Study for Cheltenham Elementary with the Montgomery County Planning Commission. There were two sessions over two days. They got an overview of how people get to and from the school. He also indicated that there is a website about walking impediments. The County will come back with a report.

5. Old Business: The update on the Old York Road Community Organization Planting Project was tabled to next month.

6. Staff Report:

A) Zoning Ordinance Update.

The Committee had its last meeting. They reviewed the PowerPoint presentation. An Executive Summary was prepared. The plan is to hold work sessions with the Commissioners to educate them on the draft changes. The next step will be for the Building and Zoning Committee to review.

7. Other Business - Concepts

Commercial Parking Issues: At the April meeting of the EDTF there was discussion about concerns on the part of business owners and employees regarding the need to put money into the parking meters on a continuous basis. Mr. Havir presented information about the Township’s Commercial Parking Program ordinance which gives people the ability to buy parking stickers from the Township for a yearly fee of \$200, which then allows them to park in a 12-hour meter in a municipal parking lot. Mr. Pransky asked if this fee was commensurate with current dollar

value. There was discussion about how much revenue would be generated annually from a meter with and without the parking sticker.

Mr. Havir said he was asked by several Commissioners to consider developing a pilot program, focusing on the Glenside and Elkins Park East Commercial Districts, which offered a preferential parking program. Discussion focused on five areas: designate certain spots as eligible on the street and in municipal parking lots; convert two hour meters to 12 hour meters; on a first-come, first-served basis. Mr. Havir noted that the Community Service Officer suggested there may be as many as eight meters in Glenside and four meters in Elkins Park identified as under utilized which could be converted from two hour to 12 hour.

There was discussion as to whether this would create reserved parking, and whether permits would be issued for only the number of spots available. The EDTF concluded more research and evaluation was needed and recommended the Township take a “wait and see” approach and revisit the matter in the fall.

a. Car Magnets Image Concept: Manager Havir showed the EDTF the car magnet that is part of a pilot program and the Cheltenham School District, with the message “I Choose Cheltenham.” The magnet is rectangular and in the colors of blue and yellow. He said Wawa was donating \$2,000 to print 10,000. Mr. Havir said the magnets are part of a larger marketing effort and would be given away. The EDTF unanimously agreed to recommend that a \$1.00 donation be requested for the magnets.

b. Cedarbrook Middle School: Mr. Havir was asked if there was a meeting on the plans to build a new Cedarbrook Middle School. He indicated that there had been, at the staff level. He also said that access to Route 309 from the school grounds was no longer being considered as an option.

Bus Shelters: Mr. Havir said he had reached out to Clear Channel Outdoor Communication about ads on bus shelters on Route 611 and they were receptive. Two locations were considered, one at Keneseth Israel Synagogue and one at Breyer House. The Homeowner’s Association at Breyer House voted no to having the bus shelter because they cannot relocate a sign on the property. KI

Valley Road and Route 611 that is working out a plot plan but it must go through the Archdiocese.

c. Citizen's Forum: Mr. Goldman told the Committee that there had been a bus shelter at the Colonnade and asked about its status. There was discussion that this was privately owned and maintained.

There was no other New Business.

8. Adjournment: Chairman Cohen made a motion to adjourn the meeting at 8:55 pm. The next meeting will be held on July 21, 2015.



Bryan T. Hair
Township Manager

Submitted by:
Per: Laurie Hawkin
Charlene Washington