

The regular meeting of the **Economic Development Task Force (EDTF)** was held tonight. Members in attendance were: David Cohen, Brad Pransky, Kenneth Mirsky, Dwight Lewis, David Kratzer, Charley Harmer and Fred Milbert. Guests in attendance were: Ann Rappoport and Sif Malik. Staff present was: Bryan T. Havir, Township Manager.

1. Meet and Greet

2. Call to Order

Chairman Cohen called the meeting to order at 7:00 p.m. Chairman Cohen welcomed everyone to the meeting and asked that those in attendance introduce themselves and identify the areas they represent.

3. Welcoming Remarks by Ward Commissioner

Commissioner Ann Rappoport made welcoming remarks and thanked the management staff at Lynnewood Gardens for hosting this evening's meeting and for their investment in the apartment complex. In particular, she noted the recent construction of the Community Center and the ribbon cutting ceremony that was held in early September to open the new center and leasing offices. Members of the EDTF Committee were given a tour of the Community Center, leasing offices and gymnasium prior to the commencement of this evening's meeting.

Ms. Rappoport took this opportunity to mention several aspects which she believes the EDTF could provide valuable input and recommendation to the Township Commissioners through its Public Affairs Committee:

1. How the Township could maximize its Historic resources and all of its historic aspects throughout the Township.
2. Human Capital and Career Mix.
3. Business recruitment and business retention for new commercial opportunities and different types of mixed uses that would be attracted to the Township and within the business community as well as in the residential areas that would be attracted beyond and be a magnet for sustainability.

Ms. Rappoport asked the committee to explore these areas and provide input to the Public Affairs Committee over the upcoming months.

4. Comments from the EDTF Chair

Chairman Cohen would provide his comments throughout the various reports noted on the agenda and had nothing further to report.

5. Approval of Minutes

Chairman Cohen noted that the minutes for the July 21, 2015 and September 17, 2015 meetings were approved by acclamation.

6. Committee Reports

A. Design - Signage Applications: It was noted that there were two applications submitted in the Cheltenham Village Commercial Enhancement District to the EDTF for review of Certificates of Appropriateness. Mr. Cohen asked Mr. Kratzer to review the applications as follows:

1. Businesses located at 12 and 14 Township Line are side by side in a Twin building and share an awning. Several years ago, they were previously under a design challenge grant

application. The EDTF noted that they were okay with the colors of the sign for the awning and the color and size of the letters displayed across the awning. The only issue that was questioned is if the awning could be one color rather two colors for the individual businesses. It was noted that it appeared that the colors represented separate company logos for the two businesses. That being said, upon motion by Mr. Kratzer and second by Mr. Milbert, it was recommended to the Planning & Zoning Department that a Certificate of Appropriateness be issued for the awning sign for the above referenced location.

The EDTF also recommended that staff verify if both businesses applied for a Mercantile/Business license and that the Township staff verify with the Fire Marshal and/or Code Official that the display of the building number on the façade of each new business is properly displayed.

At this point, Mr. Kratzer commented on the number of sign applications that the Township staff has been receiving recently for requests to display digital signs in the Township. In particular, he reminded the EDTF of a dentist that made a request this past spring, for a new sign on Easton Road in the Glenside Commercial District. Also just recently, a digital billboard type sign was requested by the Towers at Wyncote. Discussion ensued by the EDTF members that the current Township Sign Code prohibits animated signs and therefore, digital display signs would need Zoning Hearing Board approval. After a lengthy discussion, it was the consensus of the EDTF that the Township maintain this ordinance provision in the sign code in that the Township should not permit these types of signs and that the Zoning Hearing Board should uphold this ordinance provision and should not grant any variances for sign applications if applicants appear before them for relief.

There was also a general discussion about this type of new technology being the wave of the future and perhaps the Township should look at developing a new ordinance which would prohibit digital signs in the C2 commercial districts but grant some type of limited relief for these types of signs in the C1 commercial districts.

Mr. Havir noted the proposed ordinance that will be introduced before the Building and Zoning Committee later this year for a billboard overlay district along Route 309, between Limekiln Pike and Cheltenham Avenues which will provide for display signs. However, this matter will be explored in greater detail with the Montgomery County Planner assigned to Cheltenham Township. Members of the EDTF agreed since more and more of these digital display signs are appearing every month in our neighboring communities such as Abington, in particular, we need to be proactive.

B. Organization & Development: No Report.

C. Economic Restructuring: Although no report was given, Mr. Cohen noted that the County Planning Commission is exploring information on Local Economic Revitalization Tax Assistance (LERTA) program.

D. Marketing and Promotions

1) Liaison Reports

1. Elkins Park East – Mr. Cohen commented on the Harvest dinner held on October 11th and noted that it was well attended by 140 people.

2. Glenside District – It was noted that the Glenside Food and Art Festival was well attended.
3. E. Cheltenham Avenue – No Report.
4. Elkins Park West – No Report.
5. W. Cheltenham Avenue – No Report.

7. Chairman's Report

Mr. Cohen noted that it is his intention to resign from the EDTF at the end of the year. He will be meeting with Mr. Lewis between now and December to discuss transition.

8. Old Business (Status Report Updates)

- A. **Old York Road Community Organization** – Elkins Park Train Station Landscape Planting Project – It was reported that the Community Organization was planning an implementation planting day on November 7th and 8th between the hours of 8:00 a.m. and 5 p.m. Scott Lampert was coordinating this project on behalf of the Old York Road Community Organization and is seeking volunteers for this project. All volunteers will need to sign a waiver which will be submitted to SEPTA since the property is owned by SEPTA.
- B. **Update on progress of the Draft Zoning Ordinance** – It was reported that the Commissioners will be having special workshops to review the draft zoning ordinance with the select Zoning Committee members and the Montgomery County Planning Commission staff on Thursday, October 29th, Monday, November 16th and Thursday, December 17th. Meetings will be held at the Township Administrative Building from 6:00 p.m. to 9:00 p.m. Public is invited to attend and provide brief comments.
- C. **Status Report on Elkins Park West Streetscape and Traffic Calming Project** – Mr. Havir provided a status report and noted that the plans are currently being reviewed by PennDOT District 6 office's Safety Unit. One of the issues that recently came to light was the right of way plans may need to be revised and resubmitted in a different format which may cost the Township an additional professional services' fee. There is a meeting scheduled on November 5th which Mr. Havir and the Assistant Township Manager will be attending at the PennDOT District 6 offices to discuss this matter.

9. New Business

- A. **Discussion on Business Recruitment/Business Retention Strategies** – Mr. Cohen led a brief discussion regarding this matter indicating how the Township may develop strategies for hiring a development officer to serve as a liaison between the Township and Realtors and Developers. This is similar to the former Main Street Manager program but could perhaps be a position that would be more involved with leveraging businesses to the Community and working directly with realtors and in particular, commercial realtors. This position perhaps could be cost-shared with the School District because the School District would benefit as well from an increased in Mercantile and Business Tax. After much discussion, it was the recommendation of the EDTF that this matter be listed on the next available agenda of the Township/School District Liaison Committee Meeting.
- B. **Classic Towns Haunts Photo Contest** – Mr. Havir referred to the October 2, 2015 e-mail attachment regarding this matter which was forwarded to him from the Classic Towns of the Greater Philadelphia program sponsored by the Delaware Valley Regional Planning Commission. Members were encouraged to participate by uploading their photos and forwarding them to Classictowns.org.

10. Staff Report

- A. Multi Modal Transportation Fund Grant Applications due December 17, 2015** – Mr. Havir reported that an announcement was recently made by PennDOT and Department of Community and Economic Development (DCED) that applications for this grant will open during the first week of November. Mr. Havir noted that there is a workshop scheduled for early November which the Assistant Township Manager will be attending. It was his understanding that the Elkins Park East Commercial District would be eligible and if this round of funds would be similar to being administered like last year's round, we would have an opportunity to submit up to \$1 million for physical Streetscape and Traffic Calming improvements. Upon unanimous recommendation of the EDTF, it was recommended that the Township pursue a funding application for the Elkins Park East Commercial District.
- B. Update on Clothing Bins** – Much discussion ensued regarding this matter which was last discussed in detailed by the EDTF in the July meeting. Mr. Havir reminded members of the Task Force's recommendation that we explore publicly owned sites/locations which might conducive for the location of clothing bins, however it would not be permitted at the leaf disposal site in the response to questions raised by EDTF member. Mr. Havir also reminded members that there is no space at the Public Works Facility location.

Recently it was discussed during a Township staff meeting and the staff was not in favor of having any types of clothing bins on public property because experience and what is happening in surrounding communities such as Springfield and Abington and Upper Moreland, that the clothing bins becomes a dumping area for unwanted trash outside the bins. And often, the bins do not get emptied on a regular basis. The revenue that would be generated by these bins is minimal compared to the eyesore and possible rodent infestation and an attractive nuisance that could occur. The EDTF also noted that many non-profits within the area, do direct mailing to the residence in the Township on a monthly basis for door-to-door collection of clothing and felt clothing bin drop offs would only encourage non-residents to use them.

11. Citizen's Forum

No Report.

12. Adjournment

There being no further business to discuss, upon motion by Mr. Cohen, the EDTF meeting was adjourned at 9:05 p.m.



Bryan T. Havir
Township Manager

Submitted by:
Vicky Sykes



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, October 20, 2015, 7:00 P.M.

Lynnewood Gardens Community Center
1950 Ashbourne Road
Elkins Park, PA 19027

(Please Print Clearly)

| No. | Name | E-mail or Other Contact Info, if desired | Member (Y/N) |
|-----|-------------------------|--|--------------|
| 1 | DELICAT PEDRO [unclear] | | |
| 2 | SIF MALIK | SIF.MALIK@EISNERAMPER.COM | Y N |
| 3 | DAVID KRATZER | | |
| 4 | Charley Harman | CHARMAR@USREALTYCAPITAL.COM | Y Y |
| 5 | JENNIFER MINSKY | | Y |
| 6 | DAVID COLON | | Y |
| 7 | FRAN SANDROTTI | | Y |
| 8 | FRED MILLER | | Y |
| 9 | BRIAN LEVINSKY | | Y |
| 10 | | | Y |
| 11 | | | |
| 12 | | | |
| 13 | | | |
| 14 | | | |
| 15 | | | |
| 16 | | | |
| 17 | | | |
| 18 | | | |
| 19 | | | |
| 20 | | | |
| 21 | | | |
| 22 | | | |
| 23 | | | |
| 24 | | | |
| 25 | | | |