

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE** (EDTF) for November 2016 was held tonight. Members in attendance were: Jonathan Essoka, Daniel Blum, Fred Milbert, David Rosenberg, Rita Rosen Poley, Caryl Levin, David Kratzer, Kim Rose, Deb Campbell and Sif Malik. Guests present: Lee Hecht, Marc Pinard, Commissioner Ann Rappoport and Commissioner Brad Pransky. Staff present: Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER.** Mr. Essoka called the meeting to order at 7:00 p.m.
2. **APPROVAL OF MINUTES.** A motion was made by Mr. Milbert, seconded by Mr. Rosenberg, and unanimously passed to approve the meeting minutes of October 18, 2016.

### 3. **COMMITTEE REPORTS**

#### A. **Design**

- 1) *Signage Application for 8110B Old York Road* – Ms. Elliott provided an update on the sign application, stating that the freestanding sign is not lit and is not intended to be lit. The background of the wall sign is more opaque than the neighboring wall sign with a white background. The lit emitted is duller.

*Action:* No action was taken on this application.

- 2) *Update on 8009 Old York Road Zoning Hearing* – Ms. Elliott provide the EDTF with a letter from the Zoning Solicitor outlining the decision of the Zoning Hearing Board. The Zoning Hearing Board granted relief relating to the signs, which was counter to the recommendation of the EDTF. Members of the EDTF questioned the weight of their recommendations with the Zoning Hearing Board.
- 3) Members of the EDTF pointed out that a sign for a tattoo parlor was moved a few doors down and questioned whether it has a permit. It was also noted that the mini mart in Glenside, whose sign was approved by EDTF, is still operating under the previous business's sign.

#### B. **Commercial Districts**

Ms. Campbell reported the following activities in Glenside:

- 1) The October 27 food truck fest was cancelled again due to rain.
- 2) Winterfest will take place on November 26, coinciding with Small Business Saturday.
- 3) Two new businesses, Moody Joan's and a vintage shop, have opened in Glenside.

4. **CHAIR'S REPORT** – None.

### 5. **STAFF REPORT**

- A. **Elkins Park East Streetscape Multimodal Transportation Fund Grant.** Ms. Elliott reported that the Township was not successful in its 2015 application and since it was not funded after many unsuccessful attempts, staff was not planning to reapply. Mr. Lewis has encouraged the Township to try one last year, so a new application will be submitted in December.

- B. **Update on Regional Street Light Procurement Program.** Ms. Elliott reported that the Township has entered into a guaranteed energy savings agreement in which all of the

Township's streetlights, traffic lights and building/parking lights will be replaced with LED technology. The cost of financing the savings will be paid for out of the operations and maintenance savings over the life of the project. Installation is expected to begin in the spring of 2017 and to be completed late 2017/early 2018.

- C. **Pool Feasibility Study.** Ms. Elliott reported that a consultant has been selected to conduct the feasibility study for the swimming pools. The first public meeting is Tuesday, December 6, 2016, 7:30 p.m. at Curtis Hall. She encouraged members of the EDTF to attend and get the word out to their friends and neighbors.
- D. **La Mott Community Center Improvements.** Ms. Elliott said the Township was successful in both its 2015 and 2016 grant applications for improvements to the La Mott Community Center. A pre-proposal meeting was held today to wall potential architectural consultants through the building. Improvements, designed to improve the building's energy efficiency, will be installed late 2017.
- E. **Classic Towns Trolley Tour, May 2017.** In May, Bryan Havir attended the Classic Towns Trolley Tour, sponsored by the Delaware Valley Regional Planning Commission, through Media in Delaware County and asked if they would consider touring Cheltenham in 2017. This is a tour for community development professionals, elected and municipal officials to showcase the successes of economic development activities in various classic towns in the region.
- F. **Medical Marijuana.** Pennsylvania adopted a Medical Marijuana Program in April 2016. The Board of Commissioners was approached by a group interested in locating one or more dispensaries in Cheltenham at its November Public Works Committee meeting.

## 6. OLD BUSINESS

- A. **Discussion on EDTF Presentation to the Public Affairs Committee.** EDTF discussed plans for its presentation to the Board of Commissioners' Public Affairs Committee in January. Comments on the draft report will be sent to Ms. Elliott by the end of November. She will make revisions and prepare a revised, shortened PowerPoint presentation for the EDTF to review at its December meeting.

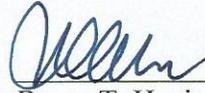
## 7. NEW BUSINESS

- A. **Request for Parking Reduction, per §295-221.G.(1), for 129 South Easton Road.** Lee Hecht, the applicant, and Marc Pinard, the applicant's architect, discussed Mr. Hecht's proposal to open a kitchen and bath design store in the former hardware store located at 129 South Easton Road. The property does not have onsite parking and is requesting approval to provide less onsite parking than required by ordinance. Mr. Pinard discussed the details of the parking analysis, as required by §295-221.G.(1).

**Action:** A motion was made by Mr. Rosenberg, seconded by Ms. Levin, and approved by a 10—0 vote, to recommend the Board of Commissioners concur with the parking analysis provided by Pinard Architecture and Interiors and support the request for parking reduction per §295-221.G.(1) of the Cheltenham Township Zoning Ordinance.

Members of the EDTF wished Mr. Hecht luck in opening his store and discussed ways the EDTF could help streamline business startups in the Township. They discussed ways to streamline the approval process, reduce delays and speed up start up time for businesses to get opened since time means money to business owners. This will help draw businesses to the Township.

- B. Presentation of Cheltenham's Points of Interest Maps.** Ms. Elliott presented several Google maps prepared by Nicole Meyer, an intern from Arcadia University. The maps highlighted points of interest in the Township: active recreation facilities, nature facilities, and historic sites. Ms. Elliott said there are plans, probably with a future intern or staff member to develop a foodies and unique retail shops map. These maps are a precursor to a future app. Members of the EDTF were appreciative of Ms. Meyer's work and the ideas. Mr. Essoka suggested the Township consider posting the information on Trip Advisor.
8. **CITIZENS' FORUM – None.**
9. **ADJOURNMENT.** There being no further business, Mr. Essoka adjourned the meeting at 8:22 p.m.

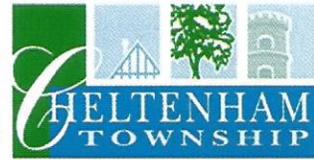


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Bryan T. Havir, Township Manager

Submitted by: Alyson Elliott



# Meeting Attendance Sheet



## Economic Development Task Force

Tuesday, November 15, 2016, 7:00 p.m.

Cheltenham Township Administration Building  
8230 Old York Road | Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Lee HeckA	rpl814@aol.com	Not yet
2	Daniel Blum		Y
3	Caryl Levry		Y
4	RITA Poley		Y
5	Daniel Rosenberg		Y
6	Kim Rose		Y
7	Deb Campbell		X
8	Jonathan Essaka		Y
9	Dave Kratzer		X
10	Fred Milbert		Y
11	Sif Malak		Y
12	Ann Rappoport		N
13	Marc Pinard		N
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