

The regular meeting of the **Economic Development Task Force (EDTF)** was held tonight. Members present were Alan Cohen, David L. Cohen, Thom Cross, J.J. Cutler, Maureen Haff, Virginia Helm, Harold Lichtman, Kathleen Mayer, Brad Pransky, Raymond Rudofsky, Drew Sharkey, and Fredericka E. Waugh. Also present was Jean M. Holland, Community Planner of the Montgomery County Planning Commission. Staff present was Bryan T. Havir, Assistant Township Manager and Ruth Littner Shaw, Main Street Manager. Public Attendance List is attached.

1. Mr. Lichtman called the meeting to order at 7:00 P.M.
2. It was the consensus of the EDTF to accept the March 14, 2007 EDTF meeting minutes as submitted.
3. Under *Committee Reports*, the following items were discussed:
 - A. **Design Committee.** Mr. Cross reviewed the April 5, 2007 meeting minutes as follows:

- NDCGP #07-02, Fox Chase Cancer Center, 604 Township Line Road, for architectural and signage review
Mr. Cross reported that the Applicant has submitted modified drawings for two elevations of the project. The darker color shown at the base of the building is a concrete foundation and will be painted beige, one of the three proposed exterior paint colors, along with blue and brown. The brick color proposed is only one color. He said he would recommend a brick stain (not a sealant) that would either bring all of the brick hues to the same color (some brick are replacement bricks), or create a striping appearance as in the original drawings. The Committee also agreed that the lighting is terrific and that the entire project looks great. Upon motion of Mr. Cross, the EDTF accepted the Design committee's recommendation to approve the modified drawings.
- NDCGP #07-04, Lucky Automotive, 1617 Cheltenham Avenue, for a replacement sign (Courtesy Review). The proposal was submitted to the Design Committee per the Building & Zoning Department for a courtesy review. It was noted that the property is located within the LaMott Historic District and will need to be reviewed by the LaMott BHAR for a recommendation for issuance of a Certificate of Appropriateness. Mr. Cross recommended that the following comments be offered to the BHAR: 1) that the Applicant reverse the colors of the proposed sign so as to make the background of the sign face opaque, per the Zoning Code Ordinance, 2) that the pole height be reduced in order to promote a more architecturally

compatible appearance along Cheltenham Avenue, and 3) the facade treatment recently added to the building is not appropriate.

- NDCGP #07-05, Rent-a-Center, 604 Township Line Road, for replacement signage (Courtesy Review). As this proposal is out of the five designated commercial districts and it has been granted a Zoning Hearing Board variance, it is a courtesy review only. The Applicant is the new owner of an existing furniture rental business in the Cheltenham Square Mall in Wyncote. The name of the business has been changed. The EDTF agreed with the Committee's recommendations that the sign is an improvement over the existing sign, which will be an internally illuminated, channel-letter sign.

The EDTF accepted the April 5, 2007 Design Committee Meeting Minutes per the recommendations of the Design Committee. The next Design Committee meeting is scheduled for May 3, 2007 at 7:00 P.M in the Township Administration Building.

B. Marketing & Promotions Committee. Ms. Haff reported on the status of the following Main Street promotional events: (1) Glenside Street Fair. (2) Congrats Grad and (3) Cheltenham in Bloom. A potential sponsor of the Cheltenham in Bloom event may be Bank of America.

C. Organization & Development Committee. Mr. Sharkey reported on the status of the following activities: (1) Recruitment of Volunteers and (2) Strategic Plan for Fundraising. Magisterial Judge Cerski and Mr. Sharkey are preparing a draft of the strategic plan for the committee's review. He also noted that he would be meeting with local merchants as well.

In addition, the EDTF discussed the continued animation of the Clean Machine Car Wash sign on Glenside Avenue. This is an on-going violation and the sign needs to be corrected. New additional animation is being displayed in the open roof skylight area because the owner has now installed colored lights that change periodically providing a light show during the night for the neighborhood.

D. Economic Restructuring Committee. Mr. Pransky said there was no report since the committee did not meet.

4. Under *Chairman's Report*, Mr. Lichtman advised that delivery of the replacement concrete paver blocks will be shipped by E. P. Henry within 4 – 6 weeks. He noted that the original invoice was never paid. He asked that the Main Street Manager follow-up on a prompt payment of the initial invoice once the new paver blocks are received.

5. Under *New Business*, the following matters were discussed:

A. Five-Year Revitalization Plan Assessment for Cheltenham Township – Due June 2007. Mr. Havir introduced Ms. Jean Holland, the new Montgomery County Community Planner, attending tonight's meeting to assist the Township in preparing the assessment report concerning the Township's Community Revitalization Plan. He noted that under the latest guidelines for the County revitalization program, an assessment of activities over the last five years must be submitted to the County Revitalization Board by June 2007. He distributed an outline of the implementation projects that the Township was awarded since the adoption of the plan in March 2002 (*See attached*). He noted at which time the revitalization plan was development, the Glenside Census Tract 2026.03 and Melrose Park 2024.02, Block Groups 1, 2, 3, 4, & 5 were eligible revitalization areas. However, two years ago, the County adopted the 2000 Census and these census tracts are no longer eligible. Based on the 2000 Census, Lynnewood Gardens 2024.01 and LaMott 2024.02 Block Group 6 are the only eligible areas. The EDTF reviewed the list of priority projects still remaining on pages 43-45 of the plan. It was noted that one of the projects, which could possibly be funded by the County implementation funds, is Willow Avenue Sidewalk, Curb, and Street Tree Replacement Project, in conjunction with the improvements to the adjacent stonewall. Mr. Lichtman noted that upon his recent review of the tax maps and parcel data from the Township Engineer's office, it was his opinion that the stonewall is completely on private property. Mr. Havir said a meeting has been scheduled for April 25 with the County Revitalization staff for the purposes of discussing

how the Township could structure a grant allocation to make this project viable. Mr. Pransky noted that the Cheltenham Community Development Corporation (CDC) recently obtained a \$5,000 planning grant from the Pennsylvania Department of Community and Economic Development (DCED), and that perhaps, these funds could be used for professional services to design the project. Mr. Havir indicated that he would report back to the EDTF following his discussions with the County.

Other projects that the EDTF suggested to be incorporated with the revitalization plan for the LaMott and Lynnewood Census Tracts include (1) an adaptive reuse planning study for the Temple Tyler School of Art property, (2) a revitalization and/or adaptive reuse study, which enhances the two buildings that comprise the former Lynnwood Shopping Center, now known as Yu Ko Ba Woo Oriental Food Market, located at the Penrose and Cheltenham Avenues intersection. Mr. Havir noted that based on the latest County program guidelines, the Township will need to revise the entire plan in 2009. At that time, the Township could then consider opting in two (2) new census tracts that are now eligible based on the 2000 Census, that being Cheltenham Village Census Tract 2022.01, Block Group 1 and Rowland Park Census Tract 2022.02, Block Group 1. (*See attached*). Mr. Havir and Ms. Holland will work together to develop an 8-10 page draft assessment report, which will be submitted for review at the May 9, 2007 EDTF meeting.

B. Montgomery County Planning Commission (MCPC) Awards. Two proposed nominations were discussed in detail: (1) for a Community Revitalization Award for Wesley Plaza, and (2) a Land Development Award for the Yorktown Development Complex. After much discussion, the EDTF recommended to the Public Affairs Committee that a nomination be filed for a Community Revitalization Award for the construction of Wesley Plaza.

6. Under *Old Business*, the following items were discussed:

A. Glenside Outdoor Public Art Sculpture. Mr. Lichtman reported on the results of a site meeting held on March 29 with Township personnel and Commissioners Gerhard and Greenwald at the Easton Road parking lot. He noted that it was the consensus to relocate the pay meter box in order to allow for the construction for the 4 ft. high Wissahicken stonewall on which the Bas Relief artwork will be mounted. He presented a revised site plan for the EDTF's review depicting the location of the proposed wall. (*See attached*). He noted a surface mounted light would be installed in the ground to illuminate the sign. Based on the drawing, he requested that staff verify that the concrete paver bricks proposed for the streetscape improvements will be within this area. Upon motion of Mr. Pransky, seconded by Mrs. Waugh, the EDTF recommended to the Public Affairs Committee acceptance of the plan.

B. Inter-municipal Cooperation Planning Initiative. Mr. Havar gave a status report on the Business Improvement District (BID) and noted that copies of a brochure (attached) were distributed to all Cheltenham Avenue commercial property owners on both sides of the Avenue. Mrs. Joyce Bridgeforth raised a concern about the BID Program affecting a rezoning of the residential properties for the LaMott neighborhood. Messrs. Havar and Lichtman explained that the BID Program only affects commercial property owners and it involves an assessment be levied and paid by commercial property owners within the district to implement activities that will promote additional security, lighting, cleaning, and marketing to benefit the business area. The BID has nothing to do with rezoning residential areas and the LaMott neighborhood is excluded from the boundary of the BID area.

C. Easton Road Streetscape and Traffic Calming Improvements. Mr. Havar reviewed the project schedule, subject to PennDOT's letting of the bid in fall 2007.

D. Elkins Park East Streetscape Improvements. Mr. Lichtman said the Steering Committee met on April 4, 2007 with the Project Consultant, Carroll Engineering

Corporation (CEC) in which the new project team members was introduced. The

consultant team is coordinating the following:

- Establish a meeting with SEPTA in the near future to review design plans for changes around the Elkins Park Train Station including the SEPTA parking lot.
- Establish a meeting with Utility Companies.
- Explore the feasibility to relocate overhead electrical lines to the rear of the buildings or install underground on High School Road between the business area.
- Explore the affects of on-site parking if stop signs are erected at the High School Road and Montgomery Avenue intersection. As recommended by the Highway Safety Unit, this matter was discussed at a recent Public Safety Committee meeting and additional information was asked by the consultant team as to how this will impact on the loss of potential parking in front of the Ashbourne Market at the southwest corner of this intersection.

E. Mr. Alan Cohen inquired about the proposed mega church on Ashbourne Road. Mr. Pransky reported that the matter is still being reviewed by the Zoning Hearing Board and that a continued hearing is scheduled for sometime next month.

F. Mr. David Cohen announced that Beth Shalom Synagogue has received National Historic Landmark status by the U.S. Department of Interior, National Park Service. He said a designation ceremony is being held on May 4 & 5, 2007. Invitations were sent to the Township Commissioners and staff.

G. Mr. Sharkey asked if a pedestrian warning sign could be obtained and placed at the mid block crossing at Wesley Avenue and Easton Road. Mr. Havir noted that the Township received 12 of the yellow pedestrian signs from PennDOT last year and installed them throughout the Township at various intersections, most of which were recommended by the EDTF. However, since they were installed, many were either vandalized or stolen. It was recommended that the Main Street Manager check with the Highway Safety Unit to see if there any remaining signs and whether or not one could be installed on Easton Road at Wesley Avenue.

7. *Under the Main Street Manager's Report*, it was the consensus of the EDTF to accept the written report of the Main Street Manager for the month of March 2007 as appended to the minutes. Ms. Shaw also discussed a pedestrian bump out that was planned

at Harrison and Montgomery Avenues and shown in the original proposal and discussed at the last Elkins Park East Streetscape Improvement meeting but not reflected on the plans that were brought by the new project team shown to Staff.

8. Assistant Township Manager. Mr. Havar updated the EDTF about a meeting that Township Manager Kraynik and he had with SEPTA officials concerning the Glenside and Wyncote-Jenkintown parking garage structures based on the recent Congressional funding that has been appropriated. He noted that SEPTA has earmarked in its 2007 Capital Budget funding to hire a design consultant to begin engineering, design, and environmental assessment for the structured parking garage at the Wyncote-Jenkintown Train Station. SEPTA prefers that this station project move forward first and has programmed in its 2009 Capital Budget, funds for design plans for the Glenside garage with 10,000 S.F. of retail space on the ground floor.

9. Public Forum. None.

10. There being no other business, the meeting was adjourned at 9:00 P.M. The next meeting is scheduled for May 9, 2007 at 7:00 P.M at the Township Administration Building.

David G. Kraynik
Township Manager

Per Bryan T. Havar
Assistant Township Manager

Ruth Littner Shaw
Main Street Manager