

The regular meeting of the **Economic Development Task Force (EDTF)** was held tonight. Members present were Alan Cohen, Allen L. Cohen, David L. Cohen, Thom Cross, Maureen Haff, Virginia L. Helm, Brad Pransky, Ray Rudofsky, and Fredericka Waugh. Ex-officio members present were Sandra Rahman, General Manager of Lynnewood Gardens Apartment Complex. Staff present was Bryan T. Havir, Assistant Township Manager and Ruth Littner Shaw, Main Street Manager. Guest present was Christopher Cerski, District Court #03-01-02 Magisterial Judge and a member of the Marketing and Promotions Committee. The Public Attendance List is attached.

1. Mr. Alan Cohen called the meeting to order at 7:00 P.M.
2. It was the consensus of the EDTF to accept the September 17, 2007 EDTF meeting minutes as submitted.
3. Under *Committee Reports*, the following items were discussed:
 - A. **Marketing & Promotions Committee.** The following reports were given:
 - Glenside Street Fair. Ms. Shaw stated that the fair was considered a success and that most of the kudos regarded the quality of music and artists. The early rain may have kept some early fairgoers away, but the weather cleared. The Committee is discussing moving the fair to a later time in the day, mimicking the Harvest Festival times (noon to dusk) or the Greater Glenside Chamber Car Show times, 5 pm to 9 pm. Mr. Havir suggested noon to 5:00 pm because several businesses in the past objected to Easton Road being closed after 5:00 P.M. He also said that changing the hours of the event must be considered with the input of all the businesses in the Glenside Commercial District, in particular those along Easton Road. Discussion ensued about the possibility of allowing farm animals at the fair. The EDTF asked Staff to check with the Township's insurance carrier if there would be any specific insurance requirements associated with farm animals. The Glenside Farmers' Market is asking the children from the Montgomery County 4H Club to help out and will take full responsibility for any cleanup from the animals. A tentative date has been set for September 27, 2008.
 - Policy for Non-Profit and Political Organizations. Ms. Haff stated that the Committee has begun to coordinate efforts in drafting a policy for allowing non-profit, religious and political organizations at future events.

- E-Newsletter. Ms. Cindy Rubino of Arcadia University is currently working to assemble 3-4 college seniors to visit businesses in the 5 commercial districts to collect their business email addresses for a business-to-business email newsletter. A sample of the newsletter in hardcopy form (*see attached*) will be hand-delivered by the University students to all businesses. There will also be an introductory letter with a sample of what the newsletter will look like to accompany this survey. The Committee and EDTF support this idea.

B. **Organization & Development Committee.** There was no report given.

C. **Economic Restructuring Committee.** There was no report given.

D. **Design Committee.** Chair Thom Cross reviewed the October 4, 2007 meeting

minutes as follows:

- NDCGP #05-10, Yorktown, Salon Paradisio, 8120 Old York Road, for signage.
- NDCGP #05-10, Yorktown, Cartridge World, 8120 Old York Road, for signage.
- NDCGP #05-10, Yorktown, Max & David's, 8120 Old York Road, for signage.

The EDTF reviewed all three (3) proposed signage applications, and agreed with the Design Committee's recommendation. After subsequent discussion, upon motion of Mr. Cross, the EDTF concurred with the Committee's recommendation to the Building & Zoning Committee to approve the proposed signage as presented for issuance of Certificates of Appropriateness.

The EDTF also discussed concerns that the window signage at 8120 Old York Road (Yorktown) advertising the establishment for Shirley & Co. may be in violation of the Township Code. After subsequent discussion, the EDTF unanimously recommended to the Zoning Officer that this issue be investigated and the Code enforced if necessary.

- NDCGP #07-11, Old York Road Skating Club, 8116 Old York Road, for revised sign review. The EDTF reviewed the revised sign and recommended conditional approval for a Certificate of Appropriateness based on the radial sign, the removal of the ball cap finials, and that the sign be placed in proximity to the municipal parking lot. Mr. Havir noted that he would present the revised signage proposal at the October 11, 2007 Historical Commission meeting. The EDTF also noted the seasonal "Camp Cool" sign was recently erected on the adjacent PECO property. Ms. Shaw will investigate with the owner to have the sign removed.
- AR #07-02, 51-57 Keswick Avenue, for proposed architectural review. The EDTF reviewed a proposal from the Applicant who was starting from scratch in terms of design, without knowledge of allowable height and density of building. Upon motion of Mr. Cross, the EDTF recommended that the Applicant submit revised proposals with actual second floor elements and consult with the Zoning Officer.

- NDCGP #07-20, Premiere Financial Center, 119 S. Easton Road, for awning sign proposal discussion. The EDTF reviewed the ideas for the awning signage. The applicant will come back to the Design Committee with a revised proposal which meets the Township Code per the Zoning Officer.

The EDTF accepted the October 4, 2007 Design Committee Meeting Minutes. The next Design Committee meeting is scheduled for November 1, 2007 at 7:00 P.M in the Township Administration Building.

4. Under *Chairman's Report*, Mr. Alan Cohen reported that he attended the joint meeting of the Planning Commission / EDTF, and that the Zoning Review Committee is still working on the text of the proposed mixed use zoning regulations.

In addition, he noted that three (3) vacancies currently exist on the EDTF and that he felt that multiple unexplained absences of certain existing members was sufficient reason for recommending to the Board of Commissioners their removal from the EDTF. He asked the EDTF members to make all attempts to attend future meetings and to contact Mr. Havar to advise if they could not attend.

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

- A. Greater Cheltenham Avenue Business Improvement District (BID). Mr. Havar reiterated to the EDTF that the first reading of the BID Ordinance would be on October 16, 2007 at which time the ordinance will be introduced and a 45-day comment period will commence. Provided that not more than 40% of the affected property owners in Cheltenham Township file a written objection to the Township Manager's Office, the Board of Commissioners can consider adopting the ordinance at its December 18, 2007 meeting. Copies of the draft ordinance, map of proposed boundaries, list of affected commercial property owners, proposed budget and assessment rates, and by-laws for the proposed BID Board of Directors were sent certified mail to the affected commercial property owners.
- B. Transit Reinvestment Improvement District (TRID). Mr. Havar reported that on October 1, 2007, the Township Manager and he attended a School Board / Commissioners Liaison Committee meeting and presented an update of economic activities along Cheltenham Avenue, and in particular, the proposed improvements to Cheltenham Square Mall, status on the formation of the Greater Cheltenham Avenue Business Improvement District, and a discussion on the feasibility study for the proposed TRID at the intersection of Cheltenham and Ogontz Avenues. He noted that a more detailed presentation will be made to the Liaison Committee at a future meeting perhaps as earlier as next month by the consultant, Carter van Dyke Associates, which will include a detailed financial analysis and proposed budget for the TRID to determine the School District's willingness to participate.

- C. Glenside Transit Service Request for Proposal (RFP). The RFP for this project was distributed last month to nine consultant firms. The project was also advertised in the Times Chronicle, posted on the Township's website and DVRPC's website. A non-mandatory pre-proposal meeting was held on September 25th and four consultants attended. Proposals are due October 22nd. If necessary, three days have been set aside for interviewing consultants (Oct. 31, Nov 1 & 2) and a representative from the EDTF would be included on the interview team.
- D. Glenside/Elkins Park Streetscape Enhancement Projects. Mr. Havir noted that all of the plan submissions were made to PennDOT at the end of summer and according to the DVRPC, the construction plans for the Easton Road Streetscape and Traffic Calming Improvement Project are scheduled for bid letting by the end of the month.

With respect to the Elkins Park Streetscape and Traffic Calming Enhancement Project, Mr. Havir noted the meeting with the Carroll Engineering Corporation project team is scheduled for tomorrow at 2 P.M. Messrs. Alan Cohen and Cross were invited to attend. Provided there are no substantial changes needed to the final design of improvements, the plans could be presented to the public later this year in a follow-up to last year's community meeting.

- E. PA Humanities Council Arts Grant. The Township filed a grant request in the amount of \$3,000 for matching funds to help pay for the mural arts project at the Elkins Park pedestrian tunnel. These funds, if approved, would supplement the \$1,745 5-County Arts Fund grant secured by the Township earlier this year.
- F. Lynnewood Gardens Streetlighting Project. Mr. Havir reported that according to Steve Lit, project engineer, the contractor submitted all necessary documentation for the pedestrian streetlights and was given approval to order the materials to begin the first section of the project. The project will be constructed in 14 phases based on the circuitry design. Wiring for the streetlights in Phase 1 could be installed within the next 30 – 45 days. Ms. Rahman noted that the contractor needs to submit the Certificates of Insurance to Lynnewood Gardens Management.
- G. High School Park Master Plan. The Public Affairs Committee at its meeting last week approved the formation of a steering committee to work with the Planning Consultant, Forbes Environmental & Land Use Planning. David Cohen has been assigned to represent the Task Force.

6. *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 September 2007 as appended to the minutes.

7. Ms. Waugh stated that the Library Board hired a consultant to evaluate the Cheltenham Township Library Facilities and its usage by the residents. A public survey was

created and posted on the Libraries' website. She then asked the EDTF members to download the survey and complete it.

8. Assistant Township Manager's Report. In follow-up to the prior discussion by the Marketing & Promotions Committee regarding the formation of a policy for non-profit and political organization at the Glenside Street Fair, Mr. Havir recommended that Ms. Shaw share with the Committee the policy prepared by John Hoover, Jr., Parks & Recreation Director for this year's Harvest Festival.

9. Public Forum.

10. There being no other business, the meeting was adjourned at 8:10 P.M. The next meeting is scheduled for November 14, 2007 at 7:00 P.M at the Township Administration Building.

David G. Kraynik
Township Manager

Per Bryan T. Havir
Assistant Township Manager
Ruth Littner Shaw
Main Street Manager