

# HIT THE BRICKS!

## Vibrant Shopping Districts Support Strong Communities



Attractive, pedestrian-friendly commercial districts draw shoppers to local businesses. And a successful business base helps offset reliance on residential taxes. That's why Cheltenham Township is promoting Streetscape Enhancements for its Commercial Districts.

The Township's first Streetscape Enhancement project, Wesley Plaza, is a resounding success. Ornamental streetlights, decorative pavers, illuminated bollards, hanging plants, new street trees and benches have transformed the site into a perfect venue for special events like the annual Glenside Street Fair.



Similar improvements extend along Easton Road between Mt. Carmel Avenue and Springhouse Lane in the Glenside Commercial District .

***Commemorate a Family Celebration  
Memorialize a Loved One  
Advertise a Business***

Planning is also well underway for the Streetscape Enhancements in the Elkins Park East Commercial District, the area around the Elkins Park Train Station.

While still seeking funding, the Township anticipates construction to begin in Elkins Park East in the not-too-distant future.

Through this "**Hit the Bricks!**" offer, you can contribute a permanent message that will be incorporated into these streetscape renovations in a choice of three ways:

- Engraved bricks in the sidewalks.
- Plaque with a street tree.
- Plaque on a decorative bench.

For a separate fee, you can request to relocate your bricks or plaques to other commercial districts as those Streetscape Enhancements become a reality, provided the size and color of the bricks match.

What a great opportunity to:

- Commemorate a family celebration, achievement or special event
- Memorialize a loved one
- Advertise a business.

What's more, your contribution is an investment in the community that will help make future enhancements a reality.

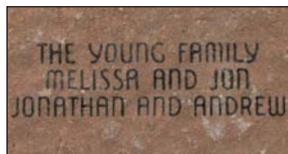
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## e-Newsletter

To stay informed about the Streetscape Enhancement progress and other economic development news, sign up for an e-Newsletter by contacting the Cheltenham Township Main Street Manager at [rshaw@cheltenham-township.org](mailto:rshaw@cheltenham-township.org) or 215-887-6200, ext. 113.

## Your Opportunity to Support the Community and Make a Lasting Mark



### Bricks

For \$100 your message will be engraved in an EP Henry Coventry Style brick in the sidewalk.

Up to three lines and a maximum of 18 characters per line.

### Trees

For \$700, a plaque with your message will be placed in front a street tree.

Up to two lines and a maximum of 18 characters per line.

### Benches

For \$500, a plaque with your message will appear on a bench.

Up to two lines and a maximum of 18 characters per line.

**Spaces count as characters.**

### Engraving Policy

Text is limited to the following options:

- The name of a company or business (and address, if desired)
- The name of a person or people (with dates, if desired)
- A tribute line (such as "We remember ...")

*No religious statements are permitted.*

# Order Form

**Bricks** \_\_\_\_\_ Quantity @ \$100 each  
Your message:

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**Trees** \_\_\_\_\_ Quantity @ \$700 each  
Your message:

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**Benches** \_\_\_\_\_ Quantity @ \$500 each  
Your message:

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## SPACES COUNT AS CHARACTERS.

- Trees and benches are available on a first-come, first-served basis.
- Add paper for your additional messages, if ordering multiple bricks.

Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Optional email: \_\_\_\_\_

Mail checks, made payable to "Cheltenham Township Main Street," to:

Cheltenham Township Main Street Manager  
8230 Old York Road  
Elkins Park, PA 19027-1589

# Cheltenham Township



## 2009 Board of Commissioners

Paul R. Greenwald , *President*  
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## Township Administration

David G. Kraynik  
*Township Manager*  
  
Bryan T. Havir  
*Assistant Township Manager*  
  
Ruth Littner Shaw  
*Main Street Manager*

The Economic Development Task Force (EDTF) works closely with four Main Street Committees to help develop programs, policies and special events to promote economic development in the Township.

New volunteers are always welcome.

- Marketing and Promotions Committee
- Organization and Development Committee
- Design Committee
- Economic Restructuring Committee

**For more information, visit**  
**[www.cheltenhamtownship.org](http://www.cheltenhamtownship.org) or**  
**contact the Main Street Manager**  
**at 215-887-6200, ext. 113, or**  
**[rshaw@cheltenham-township.org](mailto:rshaw@cheltenham-township.org).**

