



*Where Growth is a Tradition*

# Cheltenham Township Main Street Economic Development News

Premiere Issue: Volume I, Issue 1

July -- September 2008

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Greetings and welcome to the PREMIERE ISSUE of our business information newsletter!

We hope you are having a successful summer season and that you find the information included here useful. If you have any ideas for future issues of this e-mail, please contact Main Street Manager [Ruth Littner Shaw](#).

"Main Street" is the economic development initiative that is administered through the Pennsylvania Department of Economic and Community Development (DCED), and my role as Main Street Manager is as your liaison to the Township.

There's a lot going on in Cheltenham Township and so there's a lot of info in this first issue and it all pertains to business!

## Cheltenham Avenue Business Improvement District

For more than a year the Township has worked with business leaders along Cheltenham Avenue, a key commercial corridor, and our

## Glenside Streetscape Improvement Project Update

February 19 marked the date of the first day of work on the Easton Road Streetscape Improvement Project. The installation of new pavers and granite curbing in Phase I is almost complete, and the results are beautiful! To minimize

Philadelphia counterparts to consider a Business Improvement District (BID) comparable to the City Avenue BID, which also links city and suburb businesses. Nearly 300 individual businesses falling within the BID boundaries would contribute funding. A non-profit board composed of local business people would oversee the BID.

Cheltenham Township has already adopted the authorizing ordinance and hopes Philadelphia will follow suit by the end of the year.

### Our Featured Sponsor is **Sweet Magnolia.**

Maureen Haff is owner of Sweet Magnolia.



Maureen's shop is an old-fashioned gift shop with new flair. She sells artisan jewelry, soaps and body lotions, greeting cards, framed art, antique furniture, and more!

Maureen works, lives and shops in Glenside. She is highly involved in the community and volunteers her time in numerous programs, including the PTO at Cheltenham High School and the Marketing and Promotions Committee of the Main Street Program and EDTF. Patronize our sponsor!

Visit and shop at  
117 S. Easton Road in  
Downtown Glenside  
Visit Our Sponsor at

inconveniences to local businesses, the Township kept a full-time construction inspector on site to address problems quickly. The Township also installed large banners announcing that businesses are open throughout the construction. Pedestrian-oriented street lights were installed, and we are awaiting new traffic signals, ornamental recycling and trash cans, and benches. The project is expected to be completed in September 2008.

Studies show that an enticing commercial district attracts new consumers. You can advertise your business on pavers or plaques in the streetscape enhancements. See the article 'Hit the Bricks,' below.

### Tunnel Mural

Cheltenham Township has been working with SEPTA on a mural in the pedestrian tunnel below the train tracks at Ashbourne Road. Local artist Ryan Heiser has developed a theme focusing on native flora and fauna based on input from a public meeting this spring. The project is funded in part by grants from the 5-County Arts Fund and the Pennsylvania Humanities Council and should be completed by August 31.

### Small Business Help

The Small Business Administration offers classes locally on both financial aid and sales promotions, while the Small Business Development Center provides courses and seminars at 18 colleges and institutions on a range of economic topics. For SBA information, call Don Jefferson at 215-580-2722. For SBDC information contact Megan Schmidgal at 215-898-1219.

### Design Challenge Grant Program

Business in any of the five Commercial Districts may be eligible for DCGP funding to help replace your worn out signage or spruce up your showcase window. Most façade-based improvements are eligible, and the process is simple. Contact Main Street for information and an application.

[www.sweetmagnoliaglenside.com](http://www.sweetmagnoliaglenside.com)

## Promote Your Business

You can promote your business by becoming a sponsor of a Township event, such as the Glenside Street Fair, Community Harvest Festival or WinterFest, You can also advertise your business in this email newsletter, sent directly to community businesses, by becoming the featured sponsor for just \$100 (per quarter). Finally, for nominal rates, you can advertise your business in the Township's Annual report and Calendar or City Map. For information on these opportunities and for all other business promotion information, contact [Main Street](#).



## Community Coop with the help of Weavers Way Coop

Community support has been overwhelming to set up a sister store for Weavers Way inside of Cheltenham Township. Questions remain as to location, and Weavers Way involvement in this store. You can read about the evolution of this progress at [www.weaversway.coop](http://www.weaversway.coop).

## City Map

City Map, a detailed map of the entire Township, is a great tool for advertising to potential customers. Published every two years, the map is distributed to the public and to real estate agents for free. For further information on how to showcase your business card and location, contact Marc Otto at 800-530-0307.

## Cruizin' Glenside 2008

For information on the amazing car show on August 2, visit [www.glensidechamber.org](http://www.glensidechamber.org)

This year's theme:

## Supporting Our Troops

Dr. Kenneth Weiss, Wyncote  
Lambert Feldgus Telemarketing, Elkins Park  
Zoe Scherz Entertainment, Elkins Park  
Jennifer Rackow Consulting, Elkins Park  
Ayscue & Burton Religious Center, Elkins Park  
Fuze Restaurant, Melrose Park  
More Food Court, Melrose Park

## Economic Development Task Force

The EDTF is responsible for recommending the overall economic strategies and policies in

## Welcome this Quarter's New Businesses

PLEASE PATRONIZE OUR TOWNSHIP BUSINESSES!! The Township maintains a directory of community businesses on our website [www.cheltenhamtownship.org](http://www.cheltenhamtownship.org). For more information, call Main Street Manager [Ruth Littner Shaw](#) at 215-887-6200 ext. 113.

the Township. It also oversees four Main Street Committees:

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

The EDTF meets on the second Wednesday of every month in the Boardroom of the Township Administration Building, 8230 Old York Road, Elkins Park. All meetings are open to the public.

If you are interested in helping to shape the economic future of the Township, email Alan Cohen, EDTF Chair, at [penncoco@hotmail.com](mailto:penncoco@hotmail.com).

### **Our Five Designated Commercial Districts**

Cheltenham Township has five Commercial Districts. They are outlined on the website at [www.cheltenhamtownship.org](http://www.cheltenhamtownship.org) and they include: Glenside, Elkins Park East, Elkins Park West, Cheltenham Village and East Cheltenham Avenue.

There are other shopping areas within the Township as well. Benefits of having a business within the five designated districts include eligibility for design challenge grants and eligibility for tax abatement.

### **Glenside Farmers' Market 2008**

The Glenside Train Station continues to be the location for the 2008 Farmers Market, featuring fresh produce, crafts and more. The Market opened on Memorial

## **Road Work**

### **EASTON ROAD MILLING & REPAVING SCHEDULE**

As part of the Easton Road Streetscape Improvement Project, the old surface of Easton Road was milled off from curb to curb and now will be entirely repaved.

The milling was performed from July 22 to July 24. Repaving of Easton Road will be performed from July 29 to July 31. Paving is scheduled at night between 8:00 PM and 6:00 AM. There will be no parking in the area to be repaved. Signs will be posted each day to designate the no parking area.

Based on input from the business owners, commercial property owners, and the Glenside Chamber of Commerce, the Township requested that the repaving of Easton Road be completed prior to the August 2 Glenside Car Show. In addition, our contractor will also begin installing the pedestrian street lights next week. It is our intent to have as many of the street lights within the project area installed by the day of the Car Show as well.

As a reminder, during the project our full-time engineering construction inspector, **Stan Daniels**, will be on-site. If there are any questions, please contact him at **570-954-3180** (cell phone).

### **Elkins Park East Streetscape Improvement Project**

Elkins Park East community members approved a final design for streetscape improvements at a public meeting last spring. These improvements in the area near the Elkins Park Train Station will include new sidewalks and landscaping. Once the construction documents are finalized, the Township will seek funding to implement the plan.

### **Your Chambers of Commerce**

We are pleased to provide the following links to our local Chambers of Commerce:

[www.emccc.org](http://www.emccc.org) for the Eastern Montgomery County Chamber

[www.glensidechamber.org](http://www.glensidechamber.org) for the Greater Glenside Chamber

Day and continues through the end of November. For further information or to be a vendor, email Jesse Howe at [jhowe@glensidefarmersmarket.org](mailto:jhowe@glensidefarmersmarket.org).

### **Volunteer Opportunities to Help Shape Our Business Districts**

For those who would like to **make a difference** in a specific area, feel free to join any of our four committees.

*Marketing and Promotions*  
Committee meets in Glenside at Sweet Magnolia. Times vary and responsibilities include promotions, marketing, and special events. Email Maureen Haff at [sweetmagglenside@gmail.com](mailto:sweetmagglenside@gmail.com).

Organization and Development Committee meets at varying times and locations. Responsibilities include fund-raising. Email Mary Galbally at [mpg@snip.com](mailto:mpg@snip.com) or Tom Carboni at [tomcarboni@aol.com](mailto:tomcarboni@aol.com) for info.

Economic Restructuring Committee meets in Elkins Park at varying locations. Responsibilities include recruitment of businesses. Email Brad Pransky at [brad@int2.com](mailto:brad@int2.com) for info.

Design Committee meets at the Township Building in Elkins Park the first Thursday of every month. Responsibilities include review and recommendation for approval (to the EDTF) of proposed signage and building facades. Email Thom Cross at [t\\_cross@reganklinecrossllc.com](mailto:t_cross@reganklinecrossllc.com) for info.

Both Chambers service your business needs.

### **Available Retail Spaces**

**FOR SALE:** 235 S. Easton Road - 6,000 s.f., 19 parking spaces. Contact: [rshaw@cheltenham-township.org](mailto:rshaw@cheltenham-township.org).

**FOR RENT:** 130 S. Easton Road - 752 s.f., parking lot in back, \$1250/mo. Contact: [jimwilson@iiigroup.com](mailto:jimwilson@iiigroup.com).

### **Trolley Feasibility Study**

The Township, SEPTA and other transportation agencies have joined forces to consider establishing a trolley service along Easton Road and Cheltenham Avenue to transport shoppers to Downtown Glenside, Cedarbrook Plaza, Cheltenham Square Mall and all commercial areas in between. The target users would be Arcadia University's 3,700-strong student body. The 15-month study should be completed in 2009.

### **Hit the Bricks!**

Tout your business with a permanent tribute through Hit the Bricks! Businesses may purchase an engraved paver to be placed in front of Glenside Hardware for \$100. For an additional \$50, you may select a location of your choice in any spot where a paver currently exists. The three lines could feature your business name, address and phone number (with certain size restrictions).

### **Your Commissioners:**

## Help Always at Hand

Ward 1: Drew Sharkey  
[dsharkey@cheltenham-township.org](mailto:dsharkey@cheltenham-township.org)

Ward 2: Paul R. Greenwald  
[pgreenwald@cheltenham-township.org](mailto:pgreenwald@cheltenham-township.org)

Ward 3: Harvey Portner  
[hportner@cheltenham-township.org](mailto:hportner@cheltenham-township.org)

Ward 4: Jeffrey A. Muldawer  
[jmuldawer@cheltenham-township.org](mailto:jmuldawer@cheltenham-township.org)

Ward 5: Michael J. Swavola  
[mswavola@cheltenham-township.org](mailto:mswavola@cheltenham-township.org)

Ward 6: Mickey Simon  
[msimon@cheltenham-township.org](mailto:msimon@cheltenham-township.org)

Ward 7: Charles D. McKeown  
[cmckeown@cheltenham-township.org](mailto:cmckeown@cheltenham-township.org)

## Township Administration

Township Manager:  
David G. Kraynik  
[managersoffice@cheltenham-township.org](mailto:managersoffice@cheltenham-township.org)

Assistant Township Manager:  
Bryan T. Havir  
[bhavir@cheltenham-township.org](mailto:bhavir@cheltenham-township.org)

Main Street Manager:  
Ruth Littner Shaw  
[rsshaw@cheltenham-township.org](mailto:rsshaw@cheltenham-township.org)

For the latest business happenings in Cheltenham Township or to help with community revitalization



## Local University News

At **Arcadia University** in Glenside, students are willing to help with temporary needs of your businesses. These students are looking to enter the business world and may intern for you for free. For further information, contact Cindy Rubino at [rubinoc@arcadia.edu](mailto:rubinoc@arcadia.edu).

**Philadelphia College of Optometry** in Elkins Park has achieved university status and is now to be known as **Salus University**.

## Business Recognition Awards Program

Cheltenham Township wants to recognize the outstanding businesses in the community. There are four categories honored each year:

- \* New Business (under 10 years)
- \* Established Business (10 + years)
- \* Most Improved Storefront Façade
- \* Volunteer of the Year.

If you think your business stands out from the crowd, you are welcome to nominate yourself or any other business. Nomination forms are available online or by calling 215-887-6200, ext. 113.

## Mandatory Commercial Recycling

To remain a leader in recycling, Cheltenham Township needs

efforts, [click here](#).

Email newsletter compiled by Ruth Littner Shaw, Main Street Manager.

Thanks to David Cohen and Andy Rudin for their help with this newsletter.

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your help. To comply with state law, Cheltenham Township Municipal Code Chapter 161 REQUIRES commercial, institutional and business establishments to:

- RECYCLE: High-grade office paper, aluminum cans and cardboard;
- REPORT: On your private refuse/recycling hauler's letterhead, you should detail the tonnage of the material recycled each year;
- SUBMIT: Reports should be submitted to the Cheltenham Public Works Department by January 15 for each preceding calendar year.

Recycling is a winning proposition on so many levels:

- It reduces pollution and promotes a cleaner environment
- It reduces demand on natural resources by reusing manufactured goods
- It reduces demands on landfills.

If you need help to establish a system to separate these materials from your refuse, contact your private refuse hauler. Most refuse haulers provide recycling services as well.

For more information or assistance, contact Refuse and Recycling Superintendent [William Ferrari](#) at 215-887-6200 ext. 342.

NOTE: Violations of the mandatory recycling regulations could result in fines up to \$600.

## Public Art in Glenside

The Frudakis Studios in Glenside, home to world-renowned artists who produce such eminent sculptures as "Rocky," have created a beautiful bronze oval depicting the history of Glenside. The piece reflects the feel of the Glenside community as it transitions from the past to the future. Featured on a specially constructed wall created of Wissahickon Schist beside the municipal parking lot on Easton Road near the Glenside Pub, the public artwork was funded by the 5-County Arts Program. The impressive artwork will serve as a focal center to encourage visitors to walk Downtown Glenside.

## Main Street Events

**Cheltenham in Bloom** is underway in Elkins Park. The competition encourages business owners to spruce up their storefronts with hanging baskets, planters, flowers and other greenery. Prizes are awarded to the most attractive storefront in Elkins Park East and Elkins Park West. Elkins Park Rotary Club members judge and underwrite the event. The event helps make the Elkins Park commercial districts an attractive place to shop.

September 27 brings our **8th Annual Glenside Street Fair** along Easton Road at Glenside Avenue. Designed to showcase Downtown Glenside, the event attracts thousands to browse the hand-made wares of quality artists in addition to the special sales of area businesses. Easton Road will be closed between Glenside Avenue and Waverly Road between 8:00 am and 6:00 pm. The southwest portion (between the Lewis Paint and Waverly Road) will be accessible by vehicle with police permission (they will be on site). If you can 'donate' your parking lot for the day for use by vendors' cars, we would appreciate it. For more information and how you can become a sponsor, contact 215-887-6200 ext. 113.

### Business Proposals

If you have a business idea and you would like to see if the building location you have chosen is zoned properly for this use, contact the [Building and Zoning Office](#) at 215-887-6200, ext. 219.

 [Forward to a Friend](#)

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[www.sweetmagnoliaglenside.com](http://www.sweetmagnoliaglenside.com)

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