

**Economic Development Committee Meeting  
Minutes for August 9, 2011**

**Attendance:** Jack Thalheimer, Jim Marshall, Ed Parkinson, Jr. Laura Burnham, Peggy Myers, Carol Gillespie, Jack Loew, Karen Wiley-Sandler, Charlie Kahn, Jr., Judith Kratka, Lori Schreiber, Matthew Lahaza

**Excused:** Bruce Goodman, Bob Makris, Chris Lionetti, Peter Brandow, Dave Mulvey, Joe Tague

**Unexcused:** Wendy Klinghoffer

The meeting was called to order at 3:10 p.m.

**Pre-Charrette Update Task and Target Dates:**

Cecily Bedwell of Design Collective addressed the EDC to give them an update on the progress and the steps the firm is taking to lead up to the pre-Charrette target date for the Noble TOD. She informed the EDC that they have a sketch of concept plans, but no full base information to-date. They are still testing out things on site at the primary areas which are the Chevy Dealership, Noble Plaza and Barnes & Noble.

She let the EDC know that in mid-August they should have a full basic concept plan from the survey work that Pennoni has been doing in the primary areas. Cecily added the stakeholders in Noble have been reaching out to them. This will help them get some sort of idea so they can start building the foot prints, curb lines, etc. they need to progress with their plans.

Cecily also informed the EDC that a parking survey will be sent out within the next two weeks conducted by Tim Haas. Tim Haas has been discussing the parking needs with people in the area and they should have a more refined concept of the base plan with information they received from the stakeholders and survey by the next EDC meeting in September. Also at the next meeting, she will provide a summary report on the finding of the marketing analysis. Cecily mentioned that the original target date for the Charrette was to be the week of October 17<sup>th</sup>; however, because of a Conference that Design Collective has to attend during that week, the Charrette target date will be moved to the week of October 24<sup>th</sup>. This Charrette will be a 4-5 day period within this week. Cecily added, by the October 4<sup>th</sup> EDC meeting Design Collective would have gone through three drafts of development plans. At that point, with school back in session, they will have conducted their final traffic studies at the last four intersections and a traffic model will be in place to show them how the traffic study looks before the Charrette begins. Therefore, at the October 4<sup>th</sup>, they should be able to give the EDC an analysis of the traffic conditions.

Cecily let the EDC know the Pennoni responsibilities for this project are conducting surveys, studying traffic, checking utilities to see what's underground, and building traffic models from the existing data that they collected from other studies and information provided from PennDot.

Anita Morrison from Tim Haas addressed the EDC to give an update on what PEC (Partners Economic Solutions) has been working on. They are updating the marketing analysis done on the Old York Road Corridor Study to bring it up to date with the data provided from the 2010 Census.

She informed the EDC that they have also been interviewing stakeholders, held a meeting with Karen Sandler about the University's leads and opportunities and a meeting with Montgomery County Planning Representatives. In addition, there is another meeting planned the next day with SEPTA Strategic Planning Team, Judith Kratka and Bruce Goodman. This meeting will give them the feed back from the major stakeholders and check on the validity and details of the demands and opportunities that were identified in the earlier study to see if they are still valid and appropriate to use as the basis for planning.

In addition, they have been looking for the basics of the office market and retail market to help them decide what's appropriate to put back into the development program that Design Collective have been putting together.

Cecily asked if there were any questions, before the presentation on the parking garage structure options. Matt raised the question on the number of days the Charrette is being held. He mentioned that he recalls it stated in the contract during the selection period that the Charrette was to be held for a total of seven days and that he will check the contract to confirm the number of days. A question was asked on whom Design Collective intend to invite to the Charrette. Cecily replied "stakeholders will be invited from the list that was provided by Matt." Matt informed the EDC that the list contains business owners, land owners and residents that cover a specific radius of the Noble area. She also informed the EDC that a schedule will be posted that reflects the date and time of the Charrette for attendees to visit.

Matt informed the EDC that he waiting on a response from SEPTA regarding a letter he sent them asking permission to use the building at the Noble Train Station to conduct the Charrette.

After, Cecily gave the details of events that occur during the Charrette, she gave a slide presentation of the Noble area to show where developments and the garage can possibly be built.

### **Draft Plans for Parking Garage and Baederwood Road Intersection**

The presentation displayed three different options and scenarios of a parking garage structure and development and how it can be incorporated in to the existence of Baderwood Road. One thing Cecily pointed out in designing the garage is not to disrupt the surface level parking at Noble Plaza so customers will still have the convenience of nearby parking at the rear end of the building. Matt expressed his ideas of adding an intersection that would not affect the Scully Building.

Once the EDC viewed the different garage options, one in particular they seem to like most was the structure that housed retail space on the ground level. Bearing that in mind, Matt mentioned another Grant that could be incorporated in financing the garage because it is more expensive then the other options presented. In addition, the EDC discussed more options and different ways that drivers can enter the garage entrance which posed more thinking of how to configure the roadway entrance so traffic is not congested. Design Collective also informed the EDC that a meeting was scheduled with Bruce Goodman to get more information about the traffic flow.

The meeting was adjourned at 4:30 p.m.