

**UPPER MERION TOWNSHIP PLANNING COMMISSION**  
**January 27, 2010**

The Upper Merion Township Planning Commission met for their regularly scheduled meeting on January 27, 2010 at 7:00 p.m. in the Township Building, 175 W. Valley Forge Rd., King of Prussia, PA.

**PRESENT:** Robert Krutsick, Chairman; Ken Forman, Vice-Chairman; Steven Elgart, Robert Loeper, Township Planner, and Maudy Hedlund, Recording Secretary. Absent: Mark McKee, Secretary; James Shelton; William Jenaway, Liaison for the Board of Supervisors; Brody Bovero, Associate Planner.

Mr. Krutsick called the meeting to order at 7:00 p.m. A pledge of allegiance followed.

**Meeting Minutes: January 13, 2010**

As Messrs. Krutsick and Forman were present at the January 13 meeting, Mr. Forman motioned to approve the Minutes. Mr. Krutsick seconded. Mr. Elgart abstained. A 2-0 vote, in favor, carried.

Mr. Loeper distributed a revised agenda and a questionnaire that polled members for topics to discuss at future workshop meetings.

Mr. Loeper informed members that an internal committee, comprised of Township management staff, will meet bi-weekly to address specific sections of the Code and report its findings to the Board of Supervisors. The Board has committed to make policy-related decisions in a timely manner and may allocate a liaison to work with the committee.

Mr. Loeper stated that work on the Land Use Plan will await the Board's consideration of its use.

Mr. Loeper stated that the Design Standards portion of the Agenda would be discussed at another meeting and turned the meeting over to Mr. Bovero.

**Agenda: Workshop**

- 1. Planning/Vision exercise**
- 2. Zoning Amendment Update**
- 3. Business Improvement District (BID)**
- 4. Design Standards**

From Mr. Bovero's presentation:

The Business Improvement District (BID) includes three unique neighborhoods: the Route 202, business park, and Warner Road areas. For the owners of the 202 District,

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The February 10 meeting was cancelled. Minutes were approved on Feb. 24, 2010.

with its share of retailers, restaurants, and services, ambiance and the customer's experience mattered, as did visibility and promotion. The Business Park owners cared about what their employees and tenants wanted. The Warner Road district is separated from the other areas. It's predominantly office with some retail and in transition due to its proximity to the golf course's development.

Over a year ago the owners of the Business Park and Warner Road areas made a decision to hold off on forming a District, opting, instead, to meet regularly as an informal group to work on ad hoc issues.

Contrary to this decision the owners of the 202 district were very interested in:

- Forming a district.
- Hiring a consultant to work with property owners to create the district plan.
- Calling a meeting with all land-owners to verify the level of consensus.
- Holding public hearings with the Township to formally establish the improvement district.
- Appointing staff/administration to begin programs and/or improvement projects.

An Organizing Committee, comprised of 19 business property owners, including the TMA and the Township, was formed.

The following consultants were commissioned for the King of Prussia Business Improvement District: Carter van Dyke Associates, The Atlantic Group and Gregory Blue and Associates.

The five elements of a BID are: Service area, governance, services/improvements, a budget and cost sharing.

Service Area: By including the needs of the Business Park community the 202 district owners' plan to make the project "big" succeeded. The Route 202 service area was expanded to include the Henderson Road gateway. Some industrial property owners did not see a benefit in it for them. A vote, taken at the last meeting, excludes industrial properties from the assessment at this time. Those properties will be assessed if and when they turn over.

By-laws: Governance consists of nine (9) voting board members. The three largest property owners are guaranteed a seat. The Township has a permanent seat. There are at least four (4) non-voting members. Industrial and residential properties are exempt from assessment.

Services/improvements: The model for this BID will focus on physically enhancing King of Prussia's gateways. A transit advocacy is interested in a Route 100 or R6 extension into King of Prussia. A marketing and communications campaign will be designed. Land use, zoning and tax policies will apply primarily to the business park to provide incentive for higher quality development.

Draft Budget: A draft budget of \$1 million per year for five years has been proposed for marketing, events, communications, the transit advocacy, physical improvements, administration and support, land use and zoning and tax policy.

Cost Sharing: The proposed property assessment rate is 0.89 mills.

The next step involves:

- The Township advertising and adopting the authorizing ordinance.
- The Incorporators of the BID to organize an election of the Board of Directors.
- The BID's Board of Directors to prepare a budget and set up administrative staff.

The timelines for the King of Prussia Business Improvement District are as follows:

- Jan/Feb - Township prepares draft ordinance and notification procedures.
- Feb/March - Ordinance and preliminary BID plan is mailed to all property owners in the BID.
- March/April - Township holds public hearing(s).
- April/May - 45-day remonstrance period. Final plan is mailed to property owners.
- May/June - Incorporation papers are filed, organizational meetings held to elect Board of Directors.

Information can be obtained at the website: [www.kingofprussiadistrict.com](http://www.kingofprussiadistrict.com).

The remainder of the meeting identified features of local and national business improvement districts.

**Adjournment:** There being no additional business, the meeting adjourned at 8:15 p.m.

Respectfully Submitted,

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MARK MCKEE, SECRETARY

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