

TOWNSHIP OF LOWER MERION
Building & Planning Committee
Issue Briefing

Topic: Ardmore Initiative Oktoberfest Event on Cricket Avenue

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Date: July 28, 2017

I. Action To Be Considered By The Board:

The Board is asked to consider permitting Ardmore Initiative to hold an Oktoberfest event by providing and establishing regulations for this area that may include patrons' possession of open containers within the regulated area, and allowing a waiver of Township Code § 111-4.2 for this day and event. § 111-4.2 states: No person shall drink an alcoholic beverage, nor shall any person, firm, corporation or other organization possess an open container containing an alcoholic beverage, whether inside or outside of a motor vehicle or any part thereof, on or in any public place within the Township of Lower Merion.

II. Why This Issue Requires Board Consideration:

As with previous Cricket Avenue events, a provision in the First-Class Township Code allows for a market on Township property or rights-of-way. This provision allows the Board of Commissioners to permit this event by providing and establishing regulations for the area and allowing a waiver of Township Code § 111-4.2 for this day and event.

III. Current Policy or Practice (If Applicable):

This particular event has been conducted for six years. Each establishment will maintain their requirements to prevent the sale or use of alcoholic beverages to those underage; provide their own event liability insurance; comply with any Montgomery County temporary food licenses and requirements; and any requirements stipulated by the Pennsylvania Liquor and Control Board (PLCB). All servers are paid employees of the participating restaurants and are certified under the Responsible Alcohol Management Program (RAMP) as established by the PLCB.

IV. Other Relevant Background Information:

The proposed event is to be held on September 23, 2017 with no rain date. The event will operate from approximately 2 p.m. to 8 p.m.

This year, the event sponsors request moving the controlled area onto the first block of Cricket Avenue, immediately south of Lancaster Avenue (see map). The adjoining sidewalk within this area will be used for musical entertainment and family-friendly activities. This portion of Cricket Avenue would be closed off to vehicular traffic, but Cricket Terrace, Haws Terrace, and the remaining portions of Cricket Avenue will

remain open and accessible at all times. Activities outside of the beer garden area are free and open to the public.

V. Impact on Township Finances:

The event sponsors will purchase the use of the metered spaces in the restricted area on Cricket Avenue.

VII. Staff Recommendation:

Staff recommends that the event be approved as this event has been operated successfully by the event sponsors since 2011.

