

TOWNSHIP OF LOWER MERION

Building & Planning Committee

Issue Briefing

Topic: Consider a request from Ardmore Initiative to host a Cricket Cringle event on December 1-2, 2017 and a waiver request on the sale/use of alcoholic beverages.

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Date: October 4, 2017

I. Action To Be Considered By The Board:

The Board is asked to consider permitting Ardmore Initiative to conduct the Cricket Cringle event on the evening of December 1st and during the day on December 2, 2017 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 these days 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 events on Cricket Avenue, 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 these days and event.

III. Current Policy Or Practice (If Applicable):

This holiday event has been successfully conducted in the Cricket Avenue area for the last several years. Similar to last year, the 2017 event will have all food and beverage vendors housed within the food area proposed for Municipal Lot 24. The proposed beverage purveyors are local businesses. Iron Hill Brewery and John Henry's Pub have requested permission to sell alcoholic beverages within the food area of Lot 24. Penn's Woods Winery may be participating as well.

To help assure compliance, any potential purchaser of alcoholic beverages and/or patron over the age of 21 will be required to be identified by use of wrist bands supplied and affixed by the sponsor. The sponsor will provide staff to monitor the sale and use of any

alcoholic beverages and to assure only those legally entitled to purchase and consume alcohol are able to do so.

IV. Other Relevant Background Information:

The Cricket Cringle event is proposed as a festival featuring artisans and merchant booths, food, and entertainment focusing on the holiday season. Set-up for the event is proposed to start at 8 AM Friday morning within the municipal lot areas and will be removed by 11 PM Saturday evening. The event is proposed to be held from 5:00 PM to 9:00 PM on Friday, December 1, and from 10 AM to 6 PM on Saturday December 2nd. The sponsor will contact nearby businesses and residents to notify them of the event and street and lot restrictions. No rain date is scheduled. The event sponsors will supply their own security to monitor the area during the times when the area is not open to the public.

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.

V. Impact on Township Finances:

The event sponsor may need to purchase the use of public parking spaces on Cricket Avenue and in the Cricket Avenue Municipal Lot 24 for the duration of the event. There are no other expected impacts on Township finances.

VI. Staff Recommendation:

Since this event has been operated successfully for the last several years staff recommends that the event be approved.