

**TOWNSHIP OF LOWER MERION**  
***Building & Planning Committee***

**Issue Briefing**

**Topic:** Request from the Rotary Club of Bala Cynwyd-Narberth to host a Craft and Brew festival event May13, 2018 on Bala Avenue

**Prepared By:** Eric Persson, Economic Development Specialist

**Date:** March 6, 2018

**I. Action To Be Considered By The Board:**

The Board is asked to consider permitting the Rotary Club of Bala Cynwyd-Narberth to conduct this proposed event and waive Township Code § 111-4.2 to permit patrons to possess open containers with alcohol beverages within a regulated area.

**II. Why This Issue Requires Board Consideration:**

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.

Code § 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.

**III. Current Policy Or Practice (If Applicable):**

Current policy prohibits the consumption of alcohol in open containers in a public place. This code provision has been waived on a number of occasions for similar special events in other commercial districts in the Township.

**IV. Other Relevant Background Information:**

The Rotary Club of Bala Cynwyd-Narberth proposes this event to be a fundraiser for them and several local charities as well as an image event to allow attendees to see what activity has and will be occurring along Bala Avenue. The event will include vendors and music and will be open to the public. However, there will be a limited amount of tickets sold prior to the event that will allow legal ticket holders an opportunity to sample local craft beer at several stations along Bala Avenue. There will be no glass or bottles used for serving the attendees. The set-up and take down will occur immediately before

and after the event. Cross Properties has provided an off-street location to collect refuse and clean up after the event until it can be picked by Public Works Crews on Monday.

The event sponsors have met with Township staff, including Traffic Safety. The event is proposed to be held on Bala Avenue, from just north of Highland Avenue to Union Avenue. The event is tentatively scheduled from Noon to 5 PM on Sunday, May 13th. The sponsors intend to contact every business within the designated event area, not only to notify them of the event, but to invite them to have a table/tent within the event. All sidewalks are expected to remain open at all times. Since Bala Avenue is a State Highway, the sponsors must contact PennDOT to get official permission to close a portion of the road for that day.

To help assure compliance, any potential purchaser of alcoholic beverages and/or patron over the age of 21 will be required to be identified with both a pre-purchased ticket and Driver's License ID. The sponsor will provide staff to monitor sale and use of any alcoholic beverages and to assure that only those legally entitled to purchase and consume alcohol are able to do so.

**V. Impact on Township Finances:**

Vendors will be required to obtain the required business licenses from the Finance Department. There are no other expected impacts on Township finances.

**VI. Staff Recommendation:**

Staff recommends that the event be approved contingent on PennDOT and PLCB approval to conduct the event.