

Opening a business in Swarthmore Town Center

Great reasons to locate a business in Swarthmore:

- Streetscape project to be completed in winter 2005: New sidewalks, trees, decorative lamps, a great new look for Swarthmore.
- Daily needs in one place: grocer, personal services, post office, eateries, shopping and more
- Top-rated college and arboretum
- Unique and diverse business community
- Walkable community

Demographics, based on 2002 Census Data:

- Borough Population is 6,168*
- 1,997 Borough Households
- Average Household Income is \$123,353
- Average Age is 36.4 years old

*includes roughly 1,300 Swarthmore College Students

Local Resources

Swarthmore Borough

121 Park Avenue

Swarthmore, PA 19081

www.swarthmorepa.org

swarthmore2@comcast.net

610 543 4599 Tel

610 543 1833 Fax

Swarthmore Town Center, Inc.

Marty Spiegel, President

homeproboy@aol.com

Jennifer Vincent, Economic Developer

swarthmore3@comcast.net

Local Publications

The Swarthmorean, Weekly Newspaper

610 543 0900



How does Swarthmore support its businesses?

- **Swarthmore Town Center.** This non-profit organization, whose mission is to stimulate the economic vitality of the business district and to encourage and maintain the use of the Town Center as the center for community life. The group is run by a board of directors and is modeled after the successful National Trust Main Street program. The four standing committees are: Promotions, Economic Development, Events and Design. New members are always welcome! A part-time Economic Developer is on staff to support and implement its programs.
- **Free website exposure.** Businesses are invited and encouraged to list their business and business specials on the borough website, www.swarthmorepa.org. The Borough maintains the website and promotes its use to residents and visitors throughout the year.
- **Monthly Business Owner Meetings.** Held on the first Wednesday of every month at 9am, usually in Swarthmore Borough Hall. A great way for business owners to network and hear what is going on.
- **Grant opportunities.** In 2005 Swarthmore Town Center implemented a matching grant / low interest loan program to support businesses in property owners in the following areas:
 - façade updates and improvements
 - business consulting services
 - visual merchandising

For more information about the program and qualified projects, visit the website, www.swarthmorepa.org, click on “Swarthmore Town Center”, click on “Design”.

Getting your business started in Swarthmore

Signage

- Business signs (including awnings) are regulated by Swarthmore Borough. Details of sign regulations are attached, or can be found by visiting the website, www.swarthmorepa.org. Click on “borough government”, click on “permits and fees”.
- Businesses can ask for free help designing signage and awnings by contacting the Swarthmore Town Center Design Committee via email at downtowndevelopment@swarthmorepa.org.

Licensing and Taxation

- A **Certificate of Use and Occupancy** is required when a property is sold or there is a change in use of a business. The cost is \$50. To obtain this certificate, contact Swarthmore Borough to set up an appointment for inspection.
- A **Restaurant License** is needed for any business preparing or selling food. The cost is \$50 per year and requires an annual inspection of the premises. To obtain this license, contact Swarthmore Borough to set up an inspection by the Health Inspector. Once the license has been issued, it must be visibly posted.
- **Occupational Privilege Tax** is paid by any person working in the Borough earning more than \$2,000 per year. This tax is administered by Berkheimer Associates, at 866-701-7206. Call them directly to have your business added to the list.

Miscellaneous information:

- Businesses may not operate during the hours of 1am and 5am.

For any additional questions regarding licensing and signage, contact Swarthmore Borough at 610-543-4599 or send an email to swarthmore2@comcast.net. Or visit the website, www.swarthmorepa.org, click “borough government”, click “permits and fee schedules”.

How to get your business started in Swarthmore (continued)

Parking

Swarthmore Town Center has a dedicated committee working on parking concerns in the Town Center. Here is an overview of the programs available in town:

Metered parking

Metered parking is available for varying time lengths from 15 minutes to 12 hours. All meters are marked with a sticker indicating the time limit. Meters accept different denominations of coins, depending on the meter length.

If there are problems with a specific meter, please note the meter number and give Swarthmore Police a call at 610-543-0123. Forms are available in the Borough Hall Lobby.

Daytime Sticker

Allows parking at any 12 hour parking meter in the borough between 6 a.m. and 2 a.m. Daytime sticker must be purchased each month, but there is no limit on the number of months that can be purchased in advance. The sticker cost is \$28 per month and is available at Borough Hall.

Myers Avenue Long Term permit

This permit allows parking at any time of the day or night at assigned parking spots on Myers Avenue. Permits must be purchased monthly, but there is no limit on the number of months that can be purchased in advance. Purchaser need not be a resident of the Borough. The permit cost is \$50 per month and is available at Borough Hall.