

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE OF THE WHOLE

Room 400, City Hall
Philadelphia, Pennsylvania
Wednesday, June 3, 2015
10:45 a.m.

PRESENT:

COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILWOMAN CINDY BASS
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN WILLIAM K. GREENLEE
COUNCILMAN BOBBY HENON
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN ED NEILSON
COUNCILMAN DAVID OH
COUNCILMAN BRIAN J. O'NEILL
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS 150162, 150163, 150164, 150165, 150166,
150167, 150438, 150471, 150375, 150376,
150377, 150378, 150379 and 150380
RESOLUTIONS 150179, 150307, 150308, 150309,
150310, 150311, 150312, 150313, 150314,
150315, 150316, and 150390

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2 COUNCIL PRESIDENT CLARKE: The
3 public meeting is called to order. For
4 those of you that don't remember, at the
5 last session on these particular
6 measures, we left the public hearing and
7 went into the public meeting. So there
8 will not be testimony today from the
9 public because we are in a public
10 meeting. We will take action on a number
11 of amendments and resolutions.

12 This is a public meeting of the
13 Committee of the Whole. The purpose of
14 this public meeting is to take action on
15 Resolutions No. 150307 through 150316,
16 which make various Board appointments to
17 Center City District and Old City Special
18 Services District, and Bills No. 150375,
19 150376, 150377, 150378, 150379, 150380,
20 and Resolution 150390, all related to the
21 Gallery Mall.

22 Mr. Christmas, will you please
23 read the titles of the bills and
24 resolutions.

25 THE CLERK: Bill No. 150375,

1 6/3/15 - WHOLE - BILL 150162, etc.
2 authorizing the Commissioner of Public
3 Property, the Director of Commerce, and
4 other officials of the City to execute or
5 approve various agreements and other
6 matters by and among the City, the
7 Philadelphia Redevelopment Authority, the
8 Philadelphia Authority for Industrial
9 Development, and others relating to the
10 redevelopment, operation, and maintenance
11 of properties located on the north side
12 of Market Street between 8th and 11th
13 Streets in the City and commonly known as
14 the Gallery Mall; all under certain terms
15 and conditions; and

16 Bill No. 150376, authorizing
17 the revision of lines and grades on a
18 portion of City Plan No. 307 by striking
19 from the City Plan and vacating certain
20 subsurface portions of Market Street east
21 of Ninth Street, Tenth Street between
22 Market Street and Filbert Street, and
23 Eleventh Street between Market Street and
24 Filbert Street, and by striking from said
25 City Plan and vacating certain aerial

1 6/3/15 - WHOLE - BILL 150162, etc.
2 portions of Ninth Street between Market
3 Street and Filbert Street and Tenth
4 Street between Market Street and Filbert
5 Street; and authorizing the conveyance of
6 such struck and vacated areas, together
7 with certain areas previously struck and
8 vacated; all under certain terms and
9 conditions; and

10 Bill No. 150377, authorizing
11 the construction, ownership, and
12 maintenance of various encroachments into
13 the right-of-way of Market Street,
14 Filbert Street, 11th Street, 10th Street,
15 9th Street and 8th Street, and
16 authorizing the assignment of certain
17 rights with respect to an overhead
18 pedestrian bridge above Filbert Street
19 west of the house line of Ninth Street to
20 be assigned, all under certain terms and
21 conditions; and

22 Bill No. 150378, approving the
23 ninth amendment of the redevelopment
24 proposal for the Market Street East Urban
25 Renewal Area, including the second

1 6/3/15 - WHOLE - BILL 150162, etc.
2 amendment to the urban renewal plan,
3 which provides, inter alia, for the
4 rehabilitation of the Gallery at Market
5 East as a first class mixed use retail
6 center; and

7 Bill No. 150379, amending
8 Section 14-502 of The Philadelphia Code,
9 entitled "/CTR, Center City Overlay," by
10 adding a new subsection entitled "Market
11 Street East Retail Area," relating to
12 accessory signs; amending Section 14-906,
13 entitled "Market Street East Sign
14 Regulations," relating to accessory and
15 non-accessory signs; and making related
16 changes, all under certain terms and
17 conditions; and

18 Bill No. 150380, an ordinance
19 creating the Gallery at Market East Tax
20 Increment Financing District, being the
21 area generally bounded by Filbert Street
22 on the north, 8th Street on the east,
23 11th Street on the west, and Market
24 Street on the south, including certain
25 improvements located therein, and

1 6/3/15 - WHOLE - BILL 150162, etc.
2 approving the project plan of the
3 Philadelphia Authority for Industrial
4 Development for the redevelopment of the
5 Gallery at Market East Tax Increment
6 Financing District and making certain
7 findings and declarations, all in
8 accordance with the Tax Increment
9 Financing Act, being the Act of July 11,
10 1990, Public Law 465, No. 113, as
11 amended, and authorizing the Director of
12 Finance and other offices of the City to
13 execute documents and do all things
14 necessary to carry out the intent of this
15 Ordinance; and

16 Resolution 150307, reappointing
17 Peter Rothberg, to the Board of Directors
18 for the Old City Special Services
19 District; and

20 Resolution 150308, reappointing
21 Sheryl Bar, to the Board of Directors for
22 the Old City Special Services District;
23 and

24 Resolution 150309, reappointing
25 Harvey Spear, to the Board of Directors

1 6/3/15 - WHOLE - BILL 150162, etc.

2 for the Old City Special Services

3 District; and

4 Resolution 150310, appointing

5 Leo Addimando, to the Board of Directors

6 for the Old City Special Services

7 District; and

8 Resolution 150311, reappointing

9 Chris Terlizzi, to the Board of Directors

10 of the Center City District; and

11 Resolution 150312, reappointing

12 Ernest Jones, to the Board of Directors

13 of the Center City District; and

14 Resolution 150313, reappointing

15 Harold Epps, to the Board of Directors of

16 the Center City District; and

17 Resolution 150314, reappointing

18 Larry Howard, to the Board of Directors

19 of the Center City District; and

20 Resolution 150315, appointing

21 Peter Soens, to the Board of Directors of

22 the Center City District; and

23 Resolution 150316, appointing

24 Julie Coker, to the Board of Directors of

25 the Center City District; and

1 6/3/15 - WHOLE - BILL 150162, etc.
2 Finally, Resolution 150390,
3 approving that certain Amended and
4 Restated Lease and Redevelopment
5 Agreement between the Philadelphia
6 Redevelopment Authority and PR Gallery I
7 Limited Partnership for 833 Market
8 Street, 901 Market Street and 905 Market
9 Street; that certain Amended and Restated
10 Lease and Redevelopment Agreement between
11 the Philadelphia Redevelopment Authority
12 and Keystone Philadelphia Properties, LP
13 for 1001 through 1019 Market Street; that
14 certain Amended and Restated Lease and
15 Redevelopment Agreement between the
16 Philadelphia Redevelopment Authority and
17 Keystone Philadelphia Properties for 1025
18 Market Street, for the redevelopment and
19 urban renewal of a portion of the Market
20 Street East Urban Renewal Area, including
21 certain air rights and other property
22 included in the aforementioned Amended
23 and Restated Lease and Redevelopment
24 Agreements; authorizing the Philadelphia
25 Redevelopment Authority to execute the

1 6/3/15 - WHOLE - BILL 150162, etc.
2 aforementioned Amended and Restated Lease
3 and Redevelopment Agreements with PR
4 Gallery I Limited Partnership and
5 Keystone Philadelphia Properties, LP, as
6 applicable, and to take such action as
7 may be necessary to effectuate the
8 aforementioned Amended and Restated Lease
9 and Redevelopment Agreements.

10 COUNCIL PRESIDENT CLARKE:

11 Thank you, Mr. Christmas.

12 The Chair recognizes Councilman
13 Squilla for a single motion on the
14 resolutions.

15 COUNCILMAN SQUILLA: Thank you,
16 Mr. President. I move that Resolution
17 No. 150307, 150308, 150309, 150310,
18 150311, 150312, 150313, 150314, 150315,
19 and 150316 be reported out of this
20 Committee with a favorable
21 recommendation.

22 (Duly seconded.)

23 COUNCIL PRESIDENT CLARKE:

24 Thank you. It has been moved and
25 properly seconded that Resolution No.

1 6/3/15 - WHOLE - BILL 150162, etc.
2 150307, 150308, 150309, 150310, 150311,
3 150312, 150313, 150314, 150315, and
4 150316 be reported from this Committee
5 with a favorable recommendation.

6 All those in favor say aye.
7 (Aye.)

8 COUNCIL PRESIDENT CLARKE:
9 Those opposed?

10 (No response.)

11 COUNCIL PRESIDENT CLARKE: The
12 motion carries, and these resolutions
13 will be reported from this Committee with
14 a favorable recommendation at the next
15 session of Council.

16 I now recognize Councilmember
17 Squilla for a motion on Bill No. 150375.

18 COUNCILMAN SQUILLA: Thank you,
19 Mr. President. I move that Bill No.
20 150375 be reported from this Committee
21 with a favorable recommendation and
22 further move that the rules of Council be
23 suspended to permit first reading of this
24 bill at the next session of Council.

25 (Duly seconded.)

1 6/3/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Thank you. It has been moved and
4 properly seconded that Bill No. 150375 be
5 reported from this Committee with a
6 favorable recommendation and further
7 moved that the rules of Council be
8 suspended so as to permit first reading
9 of this bill at the next session of
10 Council.

11 All those in favor say aye.

12 (Aye.)

13 COUNCIL PRESIDENT CLARKE:

14 Those opposed?

15 (No response.)

16 COUNCIL PRESIDENT CLARKE: The
17 ayes have it and the motion carries.
18 Bill No. 150375 will be reported from
19 this Committee with a favorable
20 recommendation with a request that the
21 rules of Council be suspended so as to
22 permit first reading at the next session
23 of Council.

24 The Chair now recognizes
25 Councilmember Squilla for a motion on

1 6/3/15 - WHOLE - BILL 150162, etc.

2 Bill No. 150376.

3 COUNCILMAN SQUILLA: Thank you,
4 Mr. President. I move that the amendment
5 to Bill No. 150376 be adopted, that this
6 bill, as amended, be reported from this
7 Committee with a favorable recommendation
8 and further move that the rules of
9 Council be suspended to permit first
10 reading of this bill at the next session
11 of Council.

12 (Duly seconded.)

13 COUNCIL PRESIDENT CLARKE:
14 Thank you. It has been moved and
15 properly seconded that the amendment to
16 Bill No. 150376 be adopted and that the
17 bill, as amended, be reported from this
18 Committee with a favorable recommendation
19 and further moved that the rules of
20 Council be suspended to permit first
21 reading of this bill at the next session
22 of Council.

23 All those in favor of this
24 motion signify by saying aye.

25 (Aye.)

1 6/3/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Those opposed?

4 (No response.)

5 COUNCIL PRESIDENT CLARKE: The
6 ayes have it and the motion carries.
7 Bill No. 150376, as amended, will be
8 reported from this Committee with a
9 favorable recommendation with a request
10 that the rules of Council be suspended so
11 as to permit first reading at our next
12 session of Council.

13 The Chair again recognizes
14 Councilmember Squilla for a motion on
15 Bill No. 150377.

16 COUNCILMAN SQUILLA: Thank you
17 again, Mr. President. I move that Bill
18 No. 150377 be reported from this
19 Committee with a favorable recommendation
20 and further move that the rules of
21 Council be suspended to permit first
22 reading of this bill at the next session
23 of Council.

24 (Duly seconded.)

25 COUNCIL PRESIDENT CLARKE: It's

1 6/3/15 - WHOLE - BILL 150162, etc.
2 been moved and properly seconded that
3 150377 be reported from this Committee
4 with a favorable recommendation and
5 further moved that the rules of Council
6 be suspended so as to permit first
7 reading at the next session of Council.

8 All those in favor signify by
9 saying aye.

10 (Aye.)

11 COUNCIL PRESIDENT CLARKE:

12 Those opposed?

13 (No response.)

14 COUNCIL PRESIDENT CLARKE: The
15 ayes have it and the motion carries.
16 Bill No. 150377 will be reported from
17 this Committee with a favorable
18 recommendation with a request that the
19 rules of Council be suspended so as to
20 permit first reading at the next session
21 of Council.

22 The Chair again recognizes
23 Councilmember Squilla for a motion on
24 Bill No. 150378.

25 COUNCILMAN SQUILLA: Thank you,

1 6/3/15 - WHOLE - BILL 150162, etc.
2 Mr. President. I move that Bill No.
3 150378 be reported from this Committee
4 with a favorable recommendation and
5 further move that the rules of Council be
6 suspended to permit first reading of this
7 bill at the next session of Council.

8 (Duly seconded.)

9 COUNCIL PRESIDENT CLARKE:

10 Thank you. It has been moved and
11 properly seconded that Bill No. 150377 be
12 reported from this Committee with a
13 favorable recommendation and further
14 moved that the rules of Council be
15 suspended to permit first reading at the
16 next session of Council.

17 All those in favor say aye.

18 (Aye.)

19 COUNCIL PRESIDENT CLARKE:

20 Those opposed?

21 (No response.)

22 COUNCIL PRESIDENT CLARKE: The
23 ayes have it and the motion carries.
24 Bill No. 150378 will be reported from
25 this Committee with a favorable

1 6/3/15 - WHOLE - BILL 150162, etc.
2 recommendation with a request that the
3 rules of Council be suspended to permit
4 first reading at the next session of
5 Council.

6 The Chair again recognizes
7 Councilmember Squilla for a motion on
8 Bill No. 150379.

9 COUNCILMAN SQUILLA: Thank you,
10 Mr. President. I move that the amendment
11 to Bill No. 150379 be adopted and that
12 the bill, as amended, be reported from
13 this Committee with a favorable
14 recommendation and further move that the
15 rules of Council be suspended to permit
16 first reading of this bill at the next
17 session of Council.

18 (Duly seconded.)

19 COUNCIL PRESIDENT CLARKE: It
20 has been moved and properly seconded that
21 the amendment to Bill No. 150379 be
22 adopted and that the bill, as amended, be
23 reported from this Committee with a
24 favorable recommendation and further
25 moved that the rules of Council be

1 6/3/15 - WHOLE - BILL 150162, etc.
2 suspended to permit first reading of this
3 bill at the next session of Council.

4 All those in favor signify by
5 saying aye.

6 (Aye.)

7 COUNCIL PRESIDENT CLARKE:

8 Those opposed?

9 (No response.)

10 COUNCIL PRESIDENT CLARKE: The
11 ayes have it and the motion carries.
12 Bill No. 150379, as amended, will be
13 reported from this Committee with a
14 favorable recommendation with a request
15 that the rules of Council be suspended to
16 permit first reading at the next session
17 of Council.

18 The Chair again recognizes
19 Councilman Squilla for a motion on Bill
20 No. 150380.

21 COUNCILMAN SQUILLA: Thank you,
22 Mr. President. I move that the amendment
23 to Bill No. 150380 be adopted and that
24 the bill, as amended, be reported from
25 this Committee with a favorable

1 6/3/15 - WHOLE - BILL 150162, etc.
2 recommendation and further move that the
3 rules of Council be suspended to permit
4 first reading of this bill at the next
5 session of Council.

6 (Duly seconded.)

7 COUNCIL PRESIDENT CLARKE:

8 Thank you. It has been moved and
9 properly seconded that the amendment to
10 Bill No. 150380 be adopted and that the
11 bill, as amended, be reported from this
12 Committee with a favorable recommendation
13 and further moved that the rules of
14 Council be suspended so as to permit
15 first reading of this bill at the next
16 session of Council.

17 All those in favor say aye.

18 (Aye.)

19 COUNCIL PRESIDENT CLARKE:

20 Those opposed?

21 (No response.)

22 COUNCIL PRESIDENT CLARKE: The
23 ayes have it and the motion carries.
24 Bill No. 150380, as amended, will be
25 reported from this Committee with a

1 6/3/15 - WHOLE - BILL 150162, etc.
2 favorable recommendation with a request
3 that the rules of Council be suspended so
4 as to permit first reading at the next
5 session of Council.

6 The Chair one more time
7 recognizes Councilman Squilla for a
8 motion on Resolution 150390.

9 COUNCILMAN SQUILLA: Thank you,
10 Mr. President. I move that the amendment
11 to Resolution No. 150390 be adopted and
12 that the resolution, as amended, be
13 reported from this Committee with a
14 favorable recommendation.

15 (Duly seconded.)

16 COUNCIL PRESIDENT CLARKE:
17 Thank you. It has been moved and
18 properly seconded that the amendment to
19 Resolution No. 150390 be adopted and that
20 the resolution, as amended, be reported
21 from this Committee with a favorable
22 recommendation.

23 All those in favor of the
24 motion will signify by saying aye.

25 (Aye.)

1 6/3/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Those opposed?

4 (No response.)

5 COUNCIL PRESIDENT CLARKE: The

6 ayes have it and the motion carries.

7 Resolution No. 150390, as amended, will

8 be reported from this Committee with a

9 favorable recommendation.

10 The Committee of the Whole will

11 now go into its public hearing. That

12 actually concludes the public meeting on

13 this particular TIF matter, for the

14 record, and the Committee of the Whole

15 will now go into the public hearing on

16 the bills related to the budget.

17 Mr. Christmas, please read the

18 titles of the bills.

19 THE CLERK: Bill No. 150162, an

20 ordinance to adopt a Capital Program for

21 the six Fiscal Years 2016 through 2021

22 inclusive; and

23 Bill No. 150163, to adopt a

24 Fiscal 2016 Capital Budget; and

25 Bill No. 150164, adopting the

1 6/3/15 - WHOLE - BILL 150162, etc.
2 Operating Budget for Fiscal Year 2016;
3 and

4 Bill No. 150165, amending
5 Section 19-1801 of The Philadelphia Code,
6 entitled "Authorization of Tax," to
7 further authorize the Board of Education
8 of the School District of Philadelphia to
9 impose a tax on real estate within the
10 City of Philadelphia, to provide for an
11 increase in the tax, and making technical
12 changes, all under certain terms and
13 conditions; and

14 Bill No. 150166, amending
15 Section 19-1806 of The Philadelphia Code,
16 entitled "Authorization of Realty Use and
17 Occupancy Tax," to further authorize the
18 Board of Education of the School District
19 of Philadelphia to impose a tax on the
20 use or occupancy of real estate within
21 the School District of Philadelphia,
22 under certain terms and conditions; and

23 Bill No. 150167, amending
24 Chapter 19-1500 of The Philadelphia Code,
25 entitled "Wage and Net Profits Tax," by

1 6/3/15 - WHOLE - BILL 150162, etc.
2 revising certain tax rates, under certain
3 terms and conditions; and

4 Bill No. 150438, amending
5 Section 19-1806 of The Philadelphia Code,
6 entitled "Authorization of Realty Use and
7 Occupancy Tax," to further authorize the
8 Board of Education of the School District
9 of Philadelphia to impose a tax on the
10 use or occupancy of real estate within
11 the School District of Philadelphia and
12 to set the rate for such tax, and making
13 technical changes; all under certain
14 terms and conditions; and

15 Bill No. 150471, authorizing
16 the transfer in appropriations for Fiscal
17 Year 2016 within the General Fund, from
18 the Department of Human Services -
19 Prisons to the Office of Housing and
20 Community Development, to support
21 landscaping and lot-cleaning jobs in the
22 Philadelphia Re-Entry Employment Program
23 for Returning Citizens, under certain
24 terms and conditions; and

25 Finally, Resolution 150179,

1 6/3/15 - WHOLE - BILL 150162, etc.
2 providing for the approval by the Council
3 of the City of Philadelphia of a Revised
4 Five Year Financial Plan for the City of
5 Philadelphia covering Fiscal Years 2016
6 through 2020, and incorporating proposed
7 changes with respect to Fiscal Year 2015,
8 which is to be submitted by the Mayor to
9 the Pennsylvania Intergovernmental
10 Cooperation Authority pursuant to the
11 Intergovernmental Cooperation Agreement,
12 authorized by an ordinance of this
13 Council approved by the Mayor on January
14 3, 1992 (Bill No. 1563-A), by and between
15 the City and the Authority.

16 COUNCILMAN JONES: Today we are
17 continuing the public hearing of the
18 Committee of the Whole to consider
19 various bills read by the Clerk that
20 constitute proposed operating and capital
21 spending measures for Fiscal Year 2016, a
22 Capital Program, and a forward-looking
23 Capital Plan for Fiscal Year 2016 through
24 Fiscal Year 2021.

25 We are asking the Department of

1 6/3/15 - WHOLE - BILL 150162, etc.
2 Commerce for a callback to come up to the
3 witness table, and we should have a brief
4 Q and A about some of the questions that
5 went unanswered during the regular part
6 of the budget process, and we're
7 referring to an actual letter sent by the
8 President of City Council, President
9 Darrell Clarke, on May 12th, 2015.

10 (Witnesses approached witness
11 table.)

12 COUNCILMAN JONES: To everyone,
13 good afternoon and state your name for
14 the record, please.

15 DEPUTY MAYOR GREENBERGER: Good
16 morning. Alan Greenberger, Deputy Mayor
17 for Economic Development and Director of
18 Commerce. With me today is Karen Fegely,
19 who is our Deputy Commerce Director, and
20 John Grady, President of PIDC.

21 COUNCILMAN JONES: Thank you
22 very much. Do you have a copy of the
23 letter that was sent by the President of
24 Council?

25 DEPUTY MAYOR GREENBERGER: Sent

1 6/3/15 - WHOLE - BILL 150162, etc.

2 to or from?

3 COUNCILMAN JONES: From. It
4 also included your response.

5 DEPUTY MAYOR GREENBERGER: Yes.
6 I have the response here, yes.

7 COUNCILMAN JONES: So what I'd
8 like to do -- and we've talked about this
9 prior to this hearing, and many of the
10 questions have been answered, but what
11 I'd like to do is have them put on the
12 record. And so if you'll bear with me on
13 Question No. 1.

14 DEPUTY MAYOR GREENBERGER: Go
15 ahead.

16 COUNCILMAN JONES: And one of
17 the questions -- and they were from not
18 just myself but other members of Council.
19 And we asked, could you provide a total
20 participation of professional contracts
21 for WBE, MBE, and women-owned firms, and
22 can you read your --

23 DEPUTY MAYOR GREENBERGER:
24 Sure. This is part of an exhibit. The
25 minority participation rate for

1 6/3/15 - WHOLE - BILL 150162, etc.
2 professional service contracts awarded by
3 City departments in FY 2014 was 21.64
4 percent and the women-owned business
5 participation rate was 14.64 percent.

6 COUNCILMAN JONES: Thank you.
7 And the second question was submitted by
8 Councilman Wilson Goode. Could you
9 provide a comparison of sustainable
10 growth during the Nutter Administration
11 compared to the period of 1984 to '89,
12 which I believe is the period in which
13 Wilson Goode, Sr. was Mayor.

14 DEPUTY MAYOR GREENBERGER: So
15 according to the state and area
16 employment data, which we get from the
17 U.S. Bureau of Labor Statistics, total
18 non-farm employment in the City or
19 County, since they're the same, of
20 Philadelphia grew by 3.3 percent between
21 2009 and 2014. In the most recent
22 five-year period with larger growth than
23 2009 to 2014 was 1983 to 1988 when there
24 was a 4.4 percent growth in total
25 non-farm employment.

1 6/3/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: I know all
3 of the job growth was due to you and your
4 team, but can you submit any other
5 factors that may have contributed to this
6 growth rate over this period of time.

7 DEPUTY MAYOR GREENBERGER: I
8 would cite a number of things. Certainly
9 the rise in the City's population as a
10 result of its reputation nationally has
11 attracted a lot of talent here. Talent
12 generally attracts businesses. We hear
13 this all the time. And so we find that a
14 number of businesses who are coming into
15 Philadelphia are specifically coming in
16 to be able to access the talent. Comes
17 out of our universities, also comes from
18 people moving here. That's probably the
19 biggest factor. It's not, by the way,
20 uncommon in American cities, but we
21 happen to be doing reasonably well with
22 it.

23 COUNCILMAN JONES: Okay. Third
24 question is, can you submit to the Chair
25 year-to-date information on multi-year

1 6/3/15 - WHOLE - BILL 150162, etc.
2 tax credit applications and process
3 approved applications.

4 DEPUTY MAYOR GREENBERGER:

5 Sorry if there's a bit of a blizzard of
6 numbers here, but to date, the Revenue
7 Department has received 37 applications,
8 for a total of 1,049 jobs to be created
9 in 2015 under the new Job Creation Tax
10 Credit, JCTC. This amounts to \$5.245
11 million of JCTC available or reserved
12 each year for the next five years for
13 these jobs to be created in 2015.
14 Overall, the total JCTC available in tax
15 year 2015 for jobs to be created in 2015,
16 which is based on -- the limit is based
17 on 2 percent of the 2014 BIRT collection,
18 business income and receipts tax
19 collection, is about \$9 million, 25
20 percent of which is reserved for small
21 businesses with 25 or less employees. So
22 point is, after all the numbers, the
23 program is doing very well.

24 COUNCILMAN JONES: Is that an
25 increase over the same period of time?

1 6/3/15 - WHOLE - BILL 150162, etc.

2 DEPUTY MAYOR GREENBERGER: It's
3 a substantial increase because of the
4 opportunity to use these credits for five
5 years rather than one.

6 COUNCILMAN JONES: Okay. Thank
7 you.

8 What is the conversion rate of
9 commercial space to residential space?
10 And I would guess that deals with the
11 Center City area primarily.

12 DEPUTY MAYOR GREENBERGER:
13 Mostly, but not entirely, yeah. So this
14 information comes from Newmark Grubb
15 Knight Frank and Center City District.
16 We are aware of 45 completed development
17 projects since 1997 that you could
18 characterize as commercial space being
19 converted to residential. These 45
20 projects represent a lot of square
21 footage, 6.662 million square feet of
22 development. And commercial space
23 conversion peaked in 2007 with eight
24 projects completed that year. Then,
25 additionally, there are four conversion

1 6/3/15 - WHOLE - BILL 150162, etc.
2 projects currently in progress totalling
3 466,000 square feet and two projects
4 which have been proposed totalling
5 370,000 square feet. So it is a
6 substantial amount of conversion since
7 1997.

8 COUNCILMAN JONES: So given
9 your druthers as the primary focus of
10 economic development in the City of
11 Philadelphia, you would rather have
12 commercial space per square foot versus
13 residential space? And anybody at the
14 table can chime in on that.

15 DEPUTY MAYOR GREENBERGER:
16 Well, I think we want to -- both of them
17 are good for the City for different
18 reasons. We certainly want to see an
19 expansion of the commercial space. One
20 of the things that the expansion of
21 residential conversions has done, which I
22 think is ultimately a good thing besides
23 putting people living in the City, is
24 that it has tightened the supply of
25 commercial space. You could argue that

1 6/3/15 - WHOLE - BILL 150162, etc.
2 it has forced some projects into
3 existence. Comcast may have done what
4 they were doing anyway, but things like
5 the FMC Tower at 30th Street are in part
6 a result of less supply of top A grade
7 commercial space.

8 So the residential conversions
9 do keep our office vacancies low. They
10 take out of service space that may not be
11 desirable and space that, frankly, might
12 suppress the rental revenues that are
13 available. As you know, we always have a
14 problem with high cost of development,
15 relatively low revenues. As the revenue
16 side goes up, development is more
17 enabled. This gets more blocks that are
18 empty taken care of. So there is a bit
19 of a virtuous circle to all of this, but
20 certainly if you could just pick one,
21 probably would pick commercial anyway.

22 COUNCILMAN JONES: Well, I
23 would imagine that, but under your
24 theory, supply and demand is in effect,
25 and when you reduce the supply of

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2 commercial, it makes it more coveted as
3 in the case of Comcast's decision to
4 build a second tower.

5 DEPUTY MAYOR GREENBERGER: I
6 think so. It's not a perfect set of
7 cause and effect, but I think there is
8 cause and effect in there.

9 COUNCILMAN JONES: Okay. I'll
10 take it.

11 What is the vacancy rate of
12 industrial parcels in the City of
13 Philadelphia?

14 DEPUTY MAYOR GREENBERGER:
15 Okay. For the City as a whole it is 10.7
16 percent, with a total inventory in
17 Philadelphia of over 31 million square
18 feet. There's also 200,000 square feet
19 under construction, and the average lease
20 rate is about \$3.76 per square foot.

21 COUNCILMAN JONES: Can you
22 describe briefly the plan to address
23 those vacancies, particularly in the
24 areas of Parkside and Hunting Park and
25 what is our strategy to attract

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2 businesses back to that.

3 DEPUTY MAYOR GREENBERGER: So
4 I'll just introduce this and then I think
5 John wants to make a statement.

6 We, Planning Commission,
7 Commerce, and PIDC, collaborated on an
8 industrial land survey for the entire
9 City, trying to come to grips with the
10 fact that we have a very substantial
11 amount of industrially zoned land. Some
12 of them are 19th century buildings and
13 some of them are fairly new buildings.
14 And the point of this study was to start
15 identifying areas that we really have to
16 kind of circle our wagons around to keep
17 them industrial and recognize that there
18 are transitional other areas,
19 particularly in some of the very oldest
20 areas where we really ought to be looking
21 at mixed use, industrial, and commercial
22 or mixed use, industrial, and residential
23 development, particularly the small
24 scale.

25 John, if you want to comment.

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2 MR. GRADY: I would just maybe
3 add the fact that in our industrial
4 inventory around the City, we have eight
5 industrial parks, obviously West Parkside
6 being one of them. We have about 300
7 acres of available land in those
8 industrial parks, which is we probably
9 have developed about 3,000 acres. So our
10 inventory is relatively low compared to
11 the progress we've made. And I think, as
12 Alan said, we've tried to take an
13 approach by each industrial park, some of
14 which like in West Parkside, we've seen
15 the positive influence that commercial
16 space like the shopping center has had on
17 the vitality of that area.

18 COUNCILMAN JONES: No doubt.

19 MR. GRADY: It's made it a more
20 attractive place for investment, and I
21 think with the upswing in the economic
22 cycle, we're really looking to try and
23 position those kinds of properties for
24 investment now where they might not have
25 seen much activity over the last downturn

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2 in the cycle, and trying to look at areas
3 where there are opportunities maybe for
4 some manufacturing and industrial, but it
5 also might be in warehouse and
6 distribution. It might be in logistics.
7 It might be in other kinds of
8 non-manufacturing uses, but uses that can
9 take advantage of the large format of the
10 industrial land.

11 COUNCILMAN JONES: To what
12 degree does energy -- and we're trying to
13 become an energy hub. What is the
14 potential for energy conversion in those
15 parcels to make them more efficient and
16 attractive to light manufacturing?

17 MR. GRADY: Well, I think
18 energy has two general effects as it
19 relates to industrial development in the
20 City. One is is that the cheaper energy
21 becomes, the more attractive we become as
22 a location for manufacturers, because the
23 input of energy into their process will
24 be cheaper and it makes their economic
25 process more efficient. So I think the

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2 more that we can do to really promote
3 access and distribution of lower cost
4 energy sources, we will see a positive
5 impact.

6 COUNCILMAN JONES: So to that
7 extent, are you engaging in speculation
8 and probably planning to try to take
9 those underutilized parcels and make them
10 energy efficient and, therefore, more
11 valuable?

12 MR. GRADY: Exactly. And one
13 of the things we've tried to do is work
14 with organizations like Select Greater
15 Philadelphia, who is doing a large
16 marketing effort to larger
17 energy-intensive users, and we want to
18 make sure that our inventory of land is
19 prominently featured as they go around
20 the country and really focus nationally
21 on these energy-intensive users so that
22 they can see that Philadelphia has
23 opportunities for land development that
24 can access energy but also have access to
25 workforce, have access to transportation,

1 6/3/15 - WHOLE - BILL 150162, etc.
2 and have access to the commercial markets
3 that make our sites, we think, prominent
4 and efficient sites for that kind of
5 development.

6 COUNCILMAN JONES: So with the
7 conversion of the old Navy Yard, we've
8 taken something based on the BRAC and
9 been able to make something out of it.
10 It is more attractive. Do you see that
11 happening for the other
12 commercial/industrial parks that we have?

13 MR. GRADY: I think there are
14 some parallels, and I think those
15 parallels really relate to the
16 opportunity to try and position these
17 parcels and position the City generally
18 as an attractive place for investment
19 because of the issues I just talked
20 about - access to workforce, logistics,
21 access to transit systems, the ability to
22 move product to market very quickly.

23 The Navy Yard is unique in some
24 respects in that it was 1,000 acres that
25 was assembled in one place. The federal

1 6/3/15 - WHOLE - BILL 150162, etc.
2 government was significantly helping with
3 the infrastructure investment, but I
4 think some of the lessons we learned
5 about why businesses will choose to
6 locate in certain industrial areas can
7 certainly be applied across the board.
8 And we think of areas in the lower
9 Schuylkill River. We think about -- West
10 Parkside is interesting because of the
11 proximity to anchor institutions. So
12 when those anchor institutions are
13 consuming large amounts of products,
14 being able to locate the manufacturing
15 and distribution and logistics uses close
16 by those customers. Cintas is a good
17 example of a user in West Parkside who
18 sees great benefit from being located
19 near large customers.

20 COUNCILMAN JONES: So on that
21 note, moving towards our waterfronts, at
22 the end of this recession, are they
23 becoming more valuable?

24 MR. GRADY: I think -- I mean,
25 I would say in general from a

1 6/3/15 - WHOLE - BILL 150162, etc.
2 commercial/industrial perspective, I
3 think we certainly have seen -- think of
4 the lower Schuylkill with the resurgence
5 around the energy and refining capacity
6 being redeveloped in that area with
7 institutions like Penn and Children's
8 Hospital making large investments along
9 that stretch of the Schuylkill River.
10 That's all adding to the attractive
11 location. The Delaware Riverfront
12 obviously has a whole series of
13 activities that are occurring that are
14 certainly seeing value.

15 COUNCILMAN JONES: So as we go
16 north of Spring Garden, do we anticipate
17 greater value north of Spring Garden on
18 the Delaware River?

19 DEPUTY MAYOR GREENBERGER: For
20 industrial?

21 COUNCILMAN JONES: For
22 development.

23 DEPUTY MAYOR GREENBERGER:
24 Yeah. I mean, those are very much -- and
25 we're seeing the benefit of that right

1 6/3/15 - WHOLE - BILL 150162, etc.

2 now. We're seeing the benefit of that
3 right now. During the --

4 COUNCILMAN JONES: So are we
5 getting bites for development along that
6 area?

7 DEPUTY MAYOR GREENBERGER:
8 Well, there's, for example -- this isn't
9 exactly north of Spring Garden -- well,
10 no. It is. But if I just start at the
11 bridge, Ben Franklin Bridge, we have a
12 number of townhouses have gone up, big
13 apartment house project under
14 construction. We are -- the Waterfront
15 Corporation has put the entire Spring
16 Garden site, which we call Festival Pier,
17 out for RFP. We've gotten good
18 preliminary responses from serious
19 developers. And then as we go further
20 north out of what will inevitably be a
21 more residential and mixed-use zone,
22 we're into a much heavier industrial
23 area. That's still an active area.

24 One of the things that the PRPA
25 is really looking hard at in the sort of

1 6/3/15 - WHOLE - BILL 150162, etc.
2 more strategic way is what's the growth
3 potential not only for the Packer area
4 down by the Walt Whitman Bridge but also
5 for the Tioga area. They do different
6 things. They have different capacities.
7 There are different limitations largely
8 based on the height under the bridges to
9 get certain kinds of boats under there,
10 and I think the -- I was just meeting
11 with Jerry Sweeney, the Chair of PRPA,
12 the other day and we had a conversation
13 about their interest in a more strategic
14 approach to how to take advantage of what
15 inevitably looks like more shipping to
16 the East Coast.

17 COUNCILMAN JONES: Okay. We
18 look forward to that.

19 Let me switch gears to
20 commercial corridors. One of the
21 questions there was, what was the vacancy
22 rate on our commercial corridors such as
23 Cecil B. Moore Avenue, in my world
24 Lancaster Avenue, Lansdowne Avenue, Ridge
25 Avenue, Market Street, and Main Street?

1 6/3/15 - WHOLE - BILL 150162, etc.

2 DEPUTY MAYOR GREENBERGER: I'll
3 tell you what, let me do this: I'm going
4 to read -- I'll name each avenue. I'll
5 do the ones first that are in the
6 transcript and then I'll pick up the ones
7 that are all in the 4th.

8 Cecil B. Moore is not a good
9 number. This is 21st to 25th Street.
10 It's about 47.5 percent. And, by the
11 way, these are surveys that are done by
12 the Planning Commission and they're in
13 the process of updating all of them as
14 they do the district plans, but the ones
15 in the 4th I think are already relatively
16 updated. But I'll come back to that in a
17 second.

18 Wadsworth, pretty good, 6.2
19 percent, lower than -- by the way, the
20 City average is 18 percent. And if I'm
21 remembering right, Center City, just for
22 comparison -- do you remember what that
23 number was? For retail was it 10, 11?
24 We'll look that up. I saw that number
25 earlier.

1 6/3/15 - WHOLE - BILL 150162, etc.

2 Anyway, Frankford Avenue, we
3 have in three separate sections, 4200 to
4 4400, 36.2 percent; 4400 to 4930, a
5 little less, 29.1 percent; and 4930 to
6 5300, 12.5 percent. So clearly --

7 COUNCILMAN JONES: So put this
8 in context. Anything above 5 percent on
9 a commercial corridor, 10 percent max --

10 DEPUTY MAYOR GREENBERGER: I'd
11 say anything above 10 is a reason for the
12 beginning of a concern. I mean, you're
13 always going to have, even in the most
14 robust retail areas, you're always going
15 to have some stores that are vacant as a
16 result of just pure changeover, not
17 necessarily a bad thing.

18 COUNCILMAN JONES: So is there
19 a plan to address?

20 DEPUTY MAYOR GREENBERGER:
21 Yeah. But I'll tell you what, before I
22 answer, can I do the ones in your
23 district first?

24 COUNCILMAN JONES: Go ahead.

25 DEPUTY MAYOR GREENBERGER: By

1 6/3/15 - WHOLE - BILL 150162, etc.
2 the way, the Center City average is 12.9
3 percent. And I think we would all say
4 that Center City is a pretty healthy
5 retail environment. So it sort of gives
6 you a good benchmarking place.

7 There's a whole list of them
8 here, which I think we sent to you either
9 yesterday or this morning. So I don't
10 know if you want me to read the whole
11 list, but I will highlight the ones that
12 you mentioned.

13 COUNCILMAN JONES: No. Let's
14 go to ones in France. I'm sorry.

15 DEPUTY MAYOR GREENBERGER: No,
16 no, no. These are all in France here.

17 A little inside joke, for the
18 record.

19 Haverford Avenue, 7400 to 7600,
20 5.3 percent.

21 COUNCILMAN JONES: Not bad.

22 DEPUTY MAYOR GREENBERGER:
23 Lancaster Avenue, 53rd to 60th Street,
24 11.9 percent. And, by the way, that's a
25 significant drop from where it was in

1 6/3/15 - WHOLE - BILL 150162, etc.

2 '03.

3 COUNCILMAN JONES: You have a
4 good team working up there.

5 DEPUTY MAYOR GREENBERGER: I
6 hope that's what it is. I mean, that's a
7 big drop.

8 You didn't ask about this one,
9 but to give you a sense of where the
10 other side looks like, 40th and Girard,
11 relatively --

12 COUNCILMAN JONES: That's not
13 my district, but go ahead.

14 DEPUTY MAYOR GREENBERGER:
15 Okay. Fair enough. 47.6 percent.
16 That's like CB Moore.

17 Main Street in Manayunk, 13.7
18 percent. Ridge is again broken up into a
19 lot of different sections. Let me just
20 go through it. Let me make sure I'm
21 covering them all too. So Ridge in
22 Roxborough, 14.3 percent. Ridge -- this
23 is a small one. Ridge and Domino,
24 Fountain to Domino, 6.8 percent. Ridge
25 and Shawmont from Flamingo to Seffert, 10

1 6/3/15 - WHOLE - BILL 150162, etc.
2 percent. Andorra, 7 percent. Ridge and
3 Bells Mill, 10 percent. East Falls,
4 Scotts Lane to Merrick and Kelly to
5 Warden, so 35 percent.

6 COUNCILMAN JONES: That's
7 pretty high.

8 DEPUTY MAYOR GREENBERGER:
9 That's fairly high. And we know that
10 East Falls has always been struggling
11 with filling up all the spaces that are
12 available to it.

13 COUNCILMAN JONES: There are a
14 couple of big projects coming on board, I
15 understand, that may address that.

16 DEPUTY MAYOR GREENBERGER:
17 Well, I think I know what Councilman is
18 asking about. We talked about it
19 earlier? Yeah. Yesterday at the PIDC
20 Executive Committee, there was an
21 approval of a line of credit to a small
22 technology business named Stratus EMS,
23 who has garnered some pretty significant
24 technology contracts, and that was a
25 \$300,000 working capital loan to cover a

1 6/3/15 - WHOLE - BILL 150162, etc.
2 very big contract they just have, and
3 they are occupying the old Masonic -- a
4 part of the old Masonic Hall at Ridge and
5 Midvale.

6 COUNCILMAN JONES: Okay.

7 DEPUTY MAYOR GREENBERGER: I
8 think we gave you this list
9 electronically, but there's all the other
10 little sub-pieces of commercial corridors
11 in the 4th and actually in every
12 district.

13 COUNCILMAN JONES: So one other
14 that I'm very concerned about in a
15 distressed manner is Market Street from
16 63rd to 52nd.

17 DEPUTY MAYOR GREENBERGER:
18 Yeah. So these haven't been updated, so
19 the information is a bit old and it is --
20 but it is broken into three pieces, and
21 I'll just read out for you the three
22 pieces. 52nd Street, Arch to Pine, 22
23 percent. 56th and Market area, 39
24 percent. There was a 60th and Market.
25 Bear with me. Let me just find it. It

1 6/3/15 - WHOLE - BILL 150162, etc.
2 was a very high number. 60th Street from
3 Arch to Spruce, so 36 percent. And then
4 if you get further south, it's even a
5 higher number.

6 So those are areas that do need
7 attention. They're hard areas. Partly
8 they were impacted obviously by the SEPTA
9 renovations. I think that put a real
10 damper on it and how to bring them back
11 and under -- and through what kind of
12 businesses is going to take a real
13 coordinated strategic effort. I know
14 that a couple years ago Rick Reading from
15 the Planning staff spent time with your
16 staff to try to start to understand how
17 we do this, but it's a hard sell in a
18 tough market area.

19 COUNCILMAN JONES: So to all of
20 our effort, we have finally -- and
21 government is incredibly slow. It's
22 easier to watch the hands of time move
23 sometimes than watch the government
24 wheels of progress go forward, but if
25 you're patient and if you're persistent,

1 6/3/15 - WHOLE - BILL 150162, etc.
2 we have made a strong move to acquire the
3 entire square block of 59th and Market
4 Street and we're treating that as a
5 ground zero for development and hope to
6 launch a development there shortly.

7 If you look at that particular
8 parcel from that point to the end of the
9 City limits, there's about 40 percent
10 vacancy rate in that area. Some might
11 look at that as a disaster. Others that
12 have a development frame of mind look at
13 it as a blank canvas.

14 DEPUTY MAYOR GREENBERGER: It
15 could be an opportunity, absolutely.

16 COUNCILMAN JONES: So what we
17 want from your department is to come up
18 with a concerted effort to figure that
19 out. One of the studies showed that
20 there was somewhere in the neighborhood
21 of 22,000 average income that goes
22 through there. One million people take
23 the bus and El through that area monthly,
24 and that represents a potential customer
25 base. But what we found was the economic

1 6/3/15 - WHOLE - BILL 150162, etc.
2 bleeding went to 69th Street and Center
3 City as opposed to being captured in that
4 area. So what we want to do is work with
5 a concept called transit-oriented
6 development, and you're very familiar
7 with that, and what we want is people to
8 move fewer miles for basic goods. So, in
9 effect, reinventing those commercial
10 corridors to attract local customers and
11 also those using transportation to do
12 that.

13 So what we want to do is
14 continue on, and even though the progress
15 has been slow, we've been working with
16 Achievability in that area, and they're
17 doing a parallel. They're fixing 90
18 rental units, repairing them completely
19 in that area. We're also looking at the
20 possibility of the one or two vacancies
21 on the unit blocks being restored.

22 Councilman Clarke did a study
23 where there were 300 potential
24 tax-delinquent properties that we could
25 acquire, fix, and put in the hands of

1 6/3/15 - WHOLE - BILL 150162, etc.
2 qualified and responsible landlords to
3 rent out, thus increasing the customer
4 base. Point being and the reason for all
5 of these questions is to get us to think
6 just as hard about small corridors like
7 that. As we do, Center City -- and
8 rightfully so -- the engine for
9 employment is driven by Center City, but
10 it doesn't stop there, and that's what we
11 kind of in these questions force you and
12 others to kind of ponder and then work
13 with us on.

14 DEPUTY MAYOR GREENBERGER: One
15 of the things I would -- two thoughts
16 that cross my mind about the western part
17 of Market Street. There's going to be a
18 very big infusion -- there already is a
19 beginning of an infusion of more
20 commercial office space heading in that
21 direction. You got these Scott Mazo
22 projects 41st and Powelton. He's
23 contemplating another. Police
24 Headquarters at 46th, all the work that
25 Entrepreneur Center is doing, and I think

1 6/3/15 - WHOLE - BILL 150162, etc.
2 one of the things I would really like to
3 spend time with you and your staff
4 thinking through is how do we take
5 advantage of that infusion of people
6 relatively close to the extended area of
7 Market Street and what kinds of things
8 might we focus on to take advantage of
9 their presence.

10 COUNCILMAN JONES: Well,
11 low-hanging fruit is restaurants,
12 eateries, things that we can attract, but
13 there's some others, dry cleaners and
14 places for even day care. At the 59th
15 Street spot, we hope to develop a
16 mixed-income, mixed-use facility there
17 that has a day care right down at the
18 bottom where a nurse or single parent or
19 young couple with a child can, leaving
20 their unit, go down to the first floor,
21 drop their kid off, for \$2.25 get to work
22 within 12 minutes, come back at the end
23 of that work period and be able to pick
24 their child up in a clean and responsible
25 manner.

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2 If you look at what was done in
3 the university areas where they
4 incentivized homeownership for their
5 upper tier management, first month --
6 well, first down payment and then closing
7 costs for the purchase of the house. If
8 we looked at that for the next tier of
9 employers -- or employees, the
10 phlebotomists, the nurse's assistant,
11 that we would pay first month, last month
12 to get them an affordable housing unit
13 where they can get to work in ten minutes
14 responsibly, reliably, their employers
15 might want to underwrite some of that.

16 DEPUTY MAYOR GREENBERGER:
17 Right. And Urban Affairs Coalition is a
18 very good program that we're working on
19 trying to figure out another round of
20 funding that provides some incentive
21 money through employers for homeownership
22 to do that very thing.

23 COUNCILMAN JONES: Those are
24 the kinds of deep thinking that we want
25 you to do out there, and we've worked

1 6/3/15 - WHOLE - BILL 150162, etc.
2 with you in the past and it's been
3 successful on some of our corridors as
4 you can see by way of the number of now
5 vacancies being reduced, but, again, we
6 constantly have to sharpen our vision for
7 potential areas, the next best thing, and
8 that's big thing.

9 So on that -- and I'm going to
10 get you out of here if we could --

11 DEPUTY MAYOR GREENBERGER: Keep
12 going.

13 COUNCILMAN JONES: I'd like to
14 know now how many loans, small business
15 and larger loans, have we done in areas
16 like West Philadelphia?

17 DEPUTY MAYOR GREENBERGER: So
18 we've re-collated the list that we had
19 previously sent so you can see it more
20 cleanly by Council district. I believe
21 that in FY14, if I counted this right,
22 there were 15 loans -- these are small
23 business loans -- made in the 4th
24 District through a number of entities
25 that we work with that do business loans.

1 6/3/15 - WHOLE - BILL 150162, etc.
2 PIDC obviously is one of them, but also
3 Finanta, Kiva Zip, and WORC. Some of
4 them are small business loans but
5 sizable, in the several hundred thousand
6 dollars, and some of them, particularly
7 the ones through groups like Finanta and
8 Kiva Zip, are sort of in the micro loans
9 category, a couple thousand dollars at a
10 time. And they run -- I mean, just to
11 give an example, they run the gamut from
12 waste removal businesses, hair salons,
13 direct sales, radio production, real
14 estate printing, electrical contractor,
15 pet store, child care, custom uniforms.

16 COUNCILMAN JONES: So over the
17 last -- let me put it a different way.
18 So over the last four years, how many
19 small business loans have been written in
20 the 31, 28, 27, 51 zip codes, roughly,
21 West Philly?

22 DEPUTY MAYOR GREENBERGER:
23 Unfortunately, I'm going to have to get
24 back to you with a number. I have last
25 year's complete list of everything, but I

1 6/3/15 - WHOLE - BILL 150162, etc.
2 don't have the multiple years. But I can
3 tell you from my experience even just
4 with PIDC, I think it's probably
5 consistent with this. So it's probably
6 in that 10, 15 a year within the 4th that
7 are happening through these three
8 entities.

9 The one thing that might help
10 pick up the speed because we're seeing
11 some good success with it is this Kiva
12 Zip program, one of which is in the 4th
13 at -- are you sure this is in the 4th?
14 311 South 48th. No. That's mislabeled.
15 Sorry. I thought so, because that's my
16 old neighborhood. That's not right. But
17 a restaurateur who picked up sort of a
18 beat-up old supermarket has done really
19 well with it. This Kiva Zip program is a
20 terrific way of doing micro lending, and
21 one of the things that we ought to talk
22 about is, we have a person on our staff
23 who does nothing but promote the Kiva Zip
24 program, and I want to make sure that all
25 the people in your staff and the people

1 6/3/15 - WHOLE - BILL 150162, etc.
2 in your various commercial corridors know
3 about this program. It's a terrific
4 access point to very small amounts of
5 money, zero interest, very successful.

6 COUNCILMAN JONES: We'd love to
7 help you market that in the commercial
8 corridors that we travel in. And keep in
9 mind, I'm selfishly talking about the
10 4th, but what's good for the 5th is good
11 for the 4th. What's good for the 8th,
12 it's right next door. So we --

13 DEPUTY MAYOR GREENBERGER: I
14 get it. You're a District Councilman.
15 You're allowed to be concerned about who
16 you represent.

17 COUNCILMAN JONES: All politics
18 is local.

19 MR. GRADY: I would just add a
20 comment to that, which is I think Alan
21 talked about the different lenders who
22 are active in that area. So PIDC through
23 our different working capital, lines of
24 credit, fixed asset lending, Finanta, the
25 Kiva Zip program, the Goldman Sachs

1 6/3/15 - WHOLE - BILL 150162, etc.
2 Education Program, I think that -- it
3 feels to me like we're starting to build
4 a little more momentum, where as a group
5 we need to be in front of these
6 commercial corridor organizations on a
7 regular basis.

8 COUNCILMAN JONES: So let me
9 ask you a question. Denise's Bakery on
10 North 22nd Street, which is slightly
11 outside of my district, but the smell of
12 her baked goods permeates into the 4th.
13 They had a fire. Does anybody know the
14 status of that bakery?

15 MS. FEGELY: Yeah. I know we
16 met with them, and she fortunately has
17 very good insurance and so she plans to
18 rebuild and reopen. And she was very
19 well covered, and I heard even that her
20 employees are even being paid during the
21 shutdown. That's how good her insurance
22 was. So we're going to have her do a
23 little workshop to other businesses about
24 making sure they have proper business
25 insurance.

1 6/3/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: So one other
3 thing with that -- and I'm glad to hear
4 it. They can't open up fast enough for
5 me. I'm losing weight. But what I'd
6 love to see is a second location effort.
7 The example of Denise's Bakery is a good
8 one. She could do -- although the baked
9 goods are done at her location on North
10 22nd Street, but she could very easily be
11 out at 60th Street. There's a commercial
12 vacant site under SEPTA that could be a
13 drop shop for her easily converted or
14 anyone like her that we need to kind of
15 promote success --

16 MR. FEGELY: Absolutely.

17 COUNCILMAN JONES: -- and its
18 replication.

19 MS. FEGELY: Absolutely.

20 That's a great strategy, is to recognize
21 these local businesses that are doing
22 well and are poised for growth and get
23 them to open second and even third and
24 fourth locations. I think Philadelphia
25 has some good examples of little -- I've

1 6/3/15 - WHOLE - BILL 150162, etc.
2 heard them call chainlets, little local
3 chains that are doing great. And it's --
4 yeah, let's keep that success going.

5 I think Denise has been
6 approached with those ideas before, but
7 we'll pitch her again and try to get her
8 to --

9 COUNCILMAN JONES: I understand
10 the reservation of it. You don't want to
11 tamper with success, but sometimes if you
12 can develop the capital, develop the
13 strategy, have enough supportive staff to
14 implement it, you take that leap of faith
15 and we all as a city benefit from that
16 kind of expansion.

17 MR. GRADY: I think providing
18 those kinds of business owners with the
19 technical support that they need, so the
20 finance and the accounting and the
21 business development resources and the
22 opportunity even to get the owners of
23 those businesses to work with each other
24 and that kind of peer support so that
25 they can share stories and they can build

1 6/3/15 - WHOLE - BILL 150162, etc.
2 confidence, because it is all about
3 trying to find those kind of pillars of
4 growth where you can push out from that
5 and be more successful.

6 COUNCILMAN JONES: So I'm going
7 to remember this in our next budget
8 cycle, so what is your second location
9 strategy for successful businesses. So
10 you don't have to call it the 4th
11 District Initiative, but you know where
12 it came from. Chainlets. I'm going to
13 ask you about that.

14 DEPUTY MAYOR GREENBERGER: And
15 you talked earlier about patience.
16 Business owners make decisions about
17 growth and expansion when their stars are
18 in alignment, not when our stars are in
19 alignment necessarily, but you've got to
20 keep ideas in front of people constantly
21 just so that it's in their heads, and
22 then when the stars are in alignment,
23 then they -- then it pays off.

24 COUNCILMAN JONES: You can
25 always count on me to remind you what you

1 6/3/15 - WHOLE - BILL 150162, etc.

2 said last year.

3 As we segue, I see Councilwoman
4 Blondell Reynolds Brown has joined us.
5 This is one of her favorite subjects. Of
6 those loans, how many of them have been
7 women, minority? Can you recap that for
8 her benefit?

9 DEPUTY MAYOR GREENBERGER: In
10 2014, 15 women-owned businesses received
11 loans through PIDC, 15. And the one that
12 I had mentioned, Councilwoman -- I don't
13 know whether you had heard this on the
14 speaker or not, but that PIDC alone was
15 approved yesterday, a pretty substantial
16 bit of working capital for a small
17 computer technology business that is
18 women owned.

19 MR. GRADY: Correct.

20 DEPUTY MAYOR GREENBERGER: Is a
21 woman-owned business at the corner of
22 Ridge and Midvale. They secured an
23 enormous contract to help some pretty
24 significant clients with technology
25 issues, and this is a loan to allow them

1 6/3/15 - WHOLE - BILL 150162, etc.

2 to sort of grow up to it.

3 COUNCILMAN JONES: The Chair
4 recognizes Councilwoman Reynolds Brown.

5 COUNCILWOMAN BROWN: Thank you.

6 So that would be 15 out of a
7 total of what? Because we need to know
8 the big number to see what that means.

9 MR. GRADY: In terms of PIDC's
10 lending activity?

11 COUNCILWOMAN BROWN: Yes. Just
12 total number of loans.

13 MR. GRADY: So last year we
14 made 57 small business loans. Of the 57
15 small business loans, 23 were to
16 minority-owned businesses, 13 were to
17 women-owned businesses. But those are
18 the numbers I have.

19 COUNCILWOMAN BROWN: Okay.
20 Very helpful to know.

21 COUNCILMAN JONES:
22 Councilwoman, do you have any other
23 questions?

24 COUNCILWOMAN BROWN: Yeah, I
25 do. I want to seize the moment, if I

1 6/3/15 - WHOLE - BILL 150162, etc.

2 may.

3 So given the work that you're
4 doing down at the Navy Shipyard, update
5 us briefly and speak to whether or not
6 any of these loans are for business
7 owners who want to have a presence at the
8 Navy Shipyard.

9 MR. GRADY: I would say in
10 general the Navy Yard continues to build
11 momentum as a terrific location for
12 business growth. We have about 150
13 companies there now, over 11,500
14 employees. Those companies are spread
15 across the whole range.

16 COUNCILWOMAN BROWN:
17 Everything.

18 MR. GRADY: From manufacturing
19 and industrial uses to office to
20 research. We have small companies that
21 are growing. We have big companies that
22 are growing. We're building a lot of
23 partnerships. We announced a partnership
24 yesterday with Penn State and a large
25 energy company called Alstom, who is

1 6/3/15 - WHOLE - BILL 150162, etc.
2 going to bring their North American
3 Energy Smart Grid Research Center to the
4 Navy Yard. So the growth is occurring at
5 all scales.

6 In terms of our loan activity
7 last year, I don't know off the top of my
8 head if any of these were loans
9 specifically to businesses at the Navy
10 Yard, but it would be typical. I mean,
11 our business lending is comprised of a
12 couple of different products. One is a
13 line of credit to support contract
14 receivables. Those are heavily oriented
15 towards small, minority, and women-owned
16 firms who need that kind of capital to
17 help with their growth.

18 We have a second loan product
19 that is for working capital and
20 equipment, and that's really kind of a
21 bread and butter, a client needs a
22 \$200,000 loan or a \$50,000 loan to buy a
23 piece of equipment or maybe to make an
24 improvement to their property.

25 And then we have capital

1 6/3/15 - WHOLE - BILL 150162, etc.
2 projects loans for people who really need
3 to do a larger project, maybe to expand
4 their facility or to significantly
5 improve the facility that they work in.
6 And all of those loan products are
7 available in all of the commercial
8 corridors around the City, and the way we
9 organize our business development
10 activity is, we organize our work into
11 sectors. So we have a couple of folks,
12 people who focus on small businesses. We
13 have somebody who focuses with
14 manufacturing and industrial clients. We
15 have somebody who focuses on community
16 investment and neighborhood development.
17 And so each of those people are active
18 citywide really trying to target
19 opportunities where those resources can
20 be paired up with businesses that need
21 that kind of capital for growth.

22 COUNCILWOMAN BROWN: Any
23 linkage with Della Clark and the work
24 that she's doing over there at 46th?

25 DEPUTY MAYOR GREENBERGER:

1 6/3/15 - WHOLE - BILL 150162, etc.

2 Sure. Yeah.

3 COUNCILWOMAN BROWN: Near 4601
4 Market, 45, 43 Market Street?

5 MR. GRADY: I think we're all
6 probably doing different things with the
7 Enterprise Center and the work there. We
8 helped arrange a series of grant and
9 financing resources for the Food Center
10 there, the Food Entrepreneurship program
11 there, the Test Kitchen. One of the nice
12 things we've seen is some partnership
13 between two of our clients. One is the
14 Enterprise Center and the other is
15 Spectrum Health Services where we helped
16 develop a new community health center in
17 West Philadelphia.

18 COUNCILWOMAN BROWN: At 52nd
19 and Haverford.

20 MR. GRADY: At 52nd Street,
21 yeah.

22 COUNCILWOMAN BROWN: I think
23 that's Councilman Jones' district.

24 MR. GRADY: I think it is.
25 Just popped into my head. But they're

1 6/3/15 - WHOLE - BILL 150162, etc.
2 now doing work together where Spectrum
3 Health is doing nutrition work with the
4 Food Incubation Center at the Enterprise
5 Center so that they can get more food
6 businesses out into the community that
7 are producing healthier foods and doing
8 more for nutrition in the community.

9 COUNCILWOMAN BROWN: Lastly,
10 included in the PIDC plan, is there at
11 some milestone a residential community
12 that will happen down at the Navy
13 Shipyard? Is that not a part of the
14 plan? Help me remember.

15 MR. GRADY: The master plan
16 that we released with the City in 2013
17 contemplates a multi-family component of
18 residential apartments at the Navy Yard.
19 There's currently a deed restriction from
20 the Navy that prohibits that use. So we
21 are working through a process with the
22 Navy and eventually with Congress to pass
23 legislation that would allow that
24 restriction to be removed in part.

25 We don't see a significant

1 6/3/15 - WHOLE - BILL 150162, etc.
2 amount of residential at the Navy Yard,
3 but we do think a multi-family component
4 that helps attract and support amenities
5 will make for a better work environment
6 there.

7 COUNCILWOMAN BROWN: Okay. All
8 right, then. Thank you.

9 Thank you, Mr. Chairman.

10 COUNCILMAN JONES: Thank you,
11 Councilwoman.

12 I just want to end on thanking
13 you for working with us, the Commerce
14 Department, RDA, on strips like Haverford
15 Avenue, on strips like 54th from
16 Montgomery to Arlington. And the reason
17 I mention that is, yes, it is slow, but
18 two weeks ago we were awarded the Wynne
19 Ballroom project, which complements what
20 we've done at Presby Life on the other
21 end of the commercial corridor. That
22 could have only happened with about a
23 million dollars of combined effort,
24 trees, bus shelters, and the like and
25 storefront rebates for the businesses in

1 6/3/15 - WHOLE - BILL 150162, etc.
2 between. Your staff and Nazaarah Sabree
3 in particular pounded the pavement with
4 WORC to make that happen. So at the end
5 of the day over your tenure, you're going
6 to be able to see a commercial corridor
7 that is remade. I mean, literally remade
8 and go back to a vibrant state.

9 So I'm really thankful to your
10 effort. I wanted to say that in a public
11 manner. Sometimes we seem to be a little
12 contentious. It's not contentious. It's
13 we're anxious. We're anxious on behalf
14 of constituents that knock on our door
15 every day. Duane over there for decades,
16 now it's decades, has been a good servant
17 and along with Curtis Gregory. And so we
18 appreciate your team that has helped the
19 4th Councilmanic District. You cited
20 some of those vacancy ratios that had
21 substantially shrunk. We just are
22 enthusiastic about keeping that going.
23 So for the record, thank you very much.

24 If there are no other
25 questions, that concludes --

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1 6/3/15 - WHOLE - BILL 150162, etc.

2 DEPUTY MAYOR GREENBERGER:

3 Thank you, Councilman.

4 COUNCILMAN JONES: -- our

5 Committee, and this Committee will stand

6 at recess until Wednesday, June 10th,

7 2015 at 1:00 p.m., at which time we will

8 reconvene in Room 400, City Hall.

9 Thank you very much.

10 (Thank you.)

11 (Committee of the Whole

12 adjourned at 11:50 a.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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