

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON RULES

Room 400, City Hall
Philadelphia, Pennsylvania
Wednesday, November 28, 2012
10:35 a.m.

PRESENT:

COUNCILMAN WILLIAM K. GREENLEE, CHAIR
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN BOBBY HENON
COUNCILMAN JAMES KENNEY
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN DAVID OH
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN MARK SQUILLA

BILL 120430 - An ordinance amending Title 14
of the Philadelphia Code, entitled "Zoning and
Planning," by providing for revised sign
controls and making technical changes...

- - -

1

2

COUNCILMAN GREENLEE: Good

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morning, everyone. Sorry for the delay.

4

This is the Committee on Rules. For the

5

record, we have a quorum with Councilman

6

Kenney, the Vice-Chair; Councilman Henon;

7

Councilman Goode; and appointed members

8

Councilman Squilla and Councilman Oh.

9

Ms. Marconi, will you please

10

read the title of the bill before us

11

today.

12

THE CLERK: Bill No. 120430, an

13

ordinance amending Title 14 of The

14

Philadelphia Code, entitled "Zoning and

15

Planning," by providing for revised sign

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controls and making technical changes,

17

all under certain terms and conditions.

18

COUNCILMAN GREENLEE: Thank

19

you.

20

You want to call the first

21

witnesses from the Administration,

22

please.

23

THE CLERK: Eva Gladstein, Alan

24

Greenberger, and Karen Fegely.

25

(Witnesses approached witness

1 11/28/12 - RULES - BILL 120430

2 table.)

3 COUNCILMAN GREENLEE: Good
4 morning, everyone. As you approach, let
5 me just say, as you saw, there was a lot
6 of conversation going on here. There's
7 been a lot of back and forth and proposed
8 amendments, particularly in the
9 non-accessory issue, and I think
10 Mr. Greenberger and others will describe
11 what we think we can work out here today
12 and what we might have to put off a
13 little bit in the future. And I'll
14 emphasize a little bit, not forever.

15 DEPUTY MAYOR GREENBERGER:

16 Thank you.

17 COUNCILMAN GREENLEE:

18 Mr. Greenberger -- unless the Committee
19 has any questions or comments to start?

20 (No response.)

21 COUNCILMAN GREENLEE:

22 Mr. Greenberger, please.

23 DEPUTY MAYOR GREENBERGER:

24 Thank you, Mr. Chairman and members of
25 Council. I'm Alan Greenberger, Deputy

1 11/28/12 - RULES - BILL 120430

2 Mayor for Economic Development.

3 I'm not going to read the
4 testimony. We're going to put that aside
5 and just talk about what we think we'd
6 like to put in the record right now.

7 You all know, this sign bill
8 was purposely kept out of the original
9 Zoning Code Commission work or the
10 timeline of the Zoning Code Commission
11 work because we knew that it would be
12 pretty controversial, and indeed it is.
13 The vast majority of the controversy
14 involving this bill is over non-accessory
15 signs. You can call them billboards, but
16 this is basically commercial outdoor
17 advertising one sort or another.

18 But while that's most of the
19 controversy, the vast majority of the
20 effort and of the signs that exist in the
21 environment are accessory signs to some
22 business. So commercial corridors
23 throughout the City, these are people --
24 these are businesses that need to put
25 their identity out there, tell people

1 11/28/12 - RULES - BILL 120430

2 what they're doing, typical city
3 messaging that goes on. That stuff is
4 very important. You'll hear from my
5 colleagues on that and you'll hear from
6 others. Those signs are extremely
7 important.

8 The team, led by Eva, has done
9 an enormous amount of work straightening
10 out what had grown into, frankly, quite a
11 mess in the original zoning -- in the old
12 Zoning Code. It's been sorted out,
13 rationalized. It acknowledges new
14 realities, makes things easier for
15 businesses to deal with their signs.

16 So we're going to encourage you
17 in this proposal to keep all of that in
18 the bill as it's been presented to you
19 and as it's been carefully worked out
20 over many months now and make sure that
21 that moves forward. That will help
22 businesses throughout the City.

23 What we're also going to
24 propose is that any references to
25 non-accessory signs, the billboards, the

1 11/28/12 - RULES - BILL 120430

2 outdoor commercial advertising, which is
3 both embedded in one particular section
4 in this ordinance as well as being spread
5 out into several other bits and pieces
6 throughout the ordinance, we're going to
7 recommend to you that the largest section
8 that deals with non-accessory be stripped
9 out of this ordinance now so that the
10 bill can move through Committee. We're
11 going to also then suggest to you that we
12 have to do a series of small cleanups
13 throughout the rest of the bill where
14 there are incidental references to
15 non-accessory signage that we can't
16 simply deal with in the next ten minutes,
17 and we will bring those to you for floor
18 amendments.

19 COUNCILMAN GREENLEE: Okay.

20 DEPUTY MAYOR GREENBERGER: So
21 that, in essence, all of the topic
22 material related to non-accessory signs
23 will be pulled out of this ordinance so
24 that we can move ahead with the vast
25 majority of it, which is accessory signs.

1 11/28/12 - RULES - BILL 120430

2 COUNCILMAN GREENLEE: And just
3 make that clear, Mr. Greenberger. So
4 what will be taken out in the bill is the
5 Section 14-905?

6 DEPUTY MAYOR GREENBERGER:
7 14-905 is where the bulk of it is.

8 COUNCILMAN GREENLEE: And
9 that's what we would be amending out
10 today if the Committee approves in
11 meeting, right?

12 DEPUTY MAYOR GREENBERGER:
13 That's right. And then we'll offer some
14 cleanup amendments on the floor to get
15 rid of the other little references to it
16 that are sort of scattered throughout.

17 COUNCILMAN GREENLEE: And just
18 for a timeframe for people listening,
19 those cleanup amendments, as you call
20 them, we have a lot of cleanups.

21 DEPUTY MAYOR GREENBERGER:
22 Sorry about that.

23 COUNCILMAN GREENLEE: The
24 cleanup amendments that you talk about
25 will be December 6th, which would have

1 11/28/12 - RULES - BILL 120430
2 the bill without 14-905 in it ready for
3 approval by the full Council on December
4 13th?

5 DEPUTY MAYOR GREENBERGER:
6 That's correct. That's where we'd like
7 to go with this.

8 COUNCILMAN GREENLEE: Okay.
9 Councilman Kenney.

10 COUNCILMAN KENNEY: Thank you,
11 Mr. Chairman.

12 So in other words, when it's
13 stripped out, waiting for a new bill next
14 year, the status quo will be maintained?
15 I mean, people who own the signs will be
16 able to maintain them?

17 DEPUTY MAYOR GREENBERGER: Yes.

18 COUNCILMAN KENNEY: The spacing
19 requirements will not be reduced. All of
20 the things that we have today will stay
21 in place?

22 DEPUTY MAYOR GREENBERGER: It
23 will just stay in place as it is.

24 COUNCILMAN KENNEY: Because
25 there were some safety concerns, for

1 11/28/12 - RULES - BILL 120430

2 example, with the passage of the
3 aforementioned section that people
4 couldn't go in and repair the base of
5 their exterior sign.

6 DEPUTY MAYOR GREENBERGER: The
7 rule will be as it is today.

8 COUNCILMAN KENNEY: And while
9 Planning Commission understands that and
10 the Commerce Department understands that,
11 will L&I understand that?

12 DEPUTY MAYOR GREENBERGER:
13 We'll make sure that they understand it.

14 COUNCILMAN KENNEY: Because
15 interpretation --

16 DEPUTY MAYOR GREENBERGER: I
17 hear you. We'll make sure they
18 understand it.

19 COUNCILMAN KENNEY: Okay.
20 Thank you.

21 COUNCILMAN GREENLEE: Yeah.
22 That is important, because we want to
23 make sure there is no, in the interim
24 time, there's no miscommunication or
25 misunderstanding.

1 11/28/12 - RULES - BILL 120430

2 Councilman Henon.

3 COUNCILMAN HENON: Thank you,
4 Mr. Chairman.

5 Again, just for clarification
6 on that, some of the cleanup amendments
7 that we're going to be -- that will be
8 proposed and introduced on the 6th will
9 address, I think, those such issues; is
10 that correct?

11 DEPUTY MAYOR GREENBERGER:
12 Yeah, because those concerns tend to be
13 embedded elsewhere other than in the
14 section we described. So, yes, that's
15 right.

16 COUNCILMAN HENON: Okay. Thank
17 you.

18 COUNCILMAN GREENLEE: Thank
19 you.

20 DEPUTY MAYOR GREENBERGER: I
21 had -- I'll just offer one other comment.
22 I had a whole series of comments about
23 the billboards. I'm going to dispense
24 with that and --

25 COUNCILMAN GREENLEE: I

1 11/28/12 - RULES - BILL 120430

2 appreciate that, because we'll be here to
3 hear it again.

4 DEPUTY MAYOR GREENBERGER: I'm
5 sure you will. And the only thing we
6 will urge you -- and you've said this,
7 Mr. Chairman -- is that we don't wait
8 around for this. We've got to get this
9 done as well, but I think this is smart
10 to separate them out today.

11 COUNCILMAN GREENLEE: I
12 appreciate that. And just so I can --
13 you'll have your chance. We'll call you.

14 As I said and in fairness --
15 and maybe the two sides here might not
16 agree -- the fact that both sides are
17 still not agreeing means I think you guys
18 did a pretty good job to try to find a
19 middle ground here, I really do.

20 DEPUTY MAYOR GREENBERGER:
21 We'll argue that point.

22 COUNCILMAN GREENLEE: I think
23 there are some other things that we -- I
24 agree with Councilman Kenney on some of
25 the wording that he referred to, but I do

1 11/28/12 - RULES - BILL 120430

2 want to say to everybody listening, the
3 outdoor advertising people and to others,
4 that eventually this Committee is going
5 to pass a bill. It's not that we're just
6 putting this away and we're going to
7 forget about it. We're going to pass a
8 bill. We're hoping that -- and this time
9 I guess we have to be more diligent to
10 make sure it happens -- that all the
11 entities meet reasonably quickly. We
12 know we got holidays coming up and all,
13 but reasonably quickly so we can get a
14 bill introduced hopefully early in
15 January, get a hearing, and get this
16 done, because there are -- I think
17 everybody agrees, there can be
18 improvements on the whole outdoor
19 advertising industry issue. It's just a
20 matter of where we all come down on it.

21 DEPUTY MAYOR GREENBERGER:

22 Correct.

23 COUNCILMAN GREENLEE: But I
24 appreciate all the work all you and the
25 Administration has done on this.

1 11/28/12 - RULES - BILL 120430

2 Councilman Kenney.

3 COUNCILMAN KENNEY: Thank you,
4 Mr. Chairman.

5 Wearing your Commerce Director
6 hat, what is the Administration's view of
7 the potential for revenue generation
8 relative to outdoor advertising? I mean,
9 do you have a philosophy or a policy that
10 you've developed or developing?

11 DEPUTY MAYOR GREENBERGER: I'm
12 aware that there needs to be a policy and
13 it needs to incorporate the potential for
14 revenue with smart regulation. I mean,
15 if it's just revenue without any version
16 of where these things are, under what
17 circumstances, how do they operate,
18 what's the difference between digital and
19 static, if it's that, then I would say
20 it's a problem, but if it's in the
21 context of a larger picture of how we're
22 doing this in the City as a whole, with
23 geographic understanding as well as
24 proximity to residential, then I think
25 there's a discussion to be had.

1 11/28/12 - RULES - BILL 120430

2 COUNCILMAN KENNEY: So the
3 Administration's position generally is
4 not to dismiss the opportunity for
5 outdoor advertising to provide
6 significant revenue to sorely needed
7 services in the City?

8 DEPUTY MAYOR GREENBERGER: No,
9 but not to do it on an ad hoc basis.
10 That would be a problem.

11 COUNCILMAN KENNEY: Could you
12 define "ad hoc."

13 DEPUTY MAYOR GREENBERGER: I'm
14 sorry?

15 COUNCILMAN KENNEY: Could you
16 define "ad hoc."

17 DEPUTY MAYOR GREENBERGER: One
18 circumstance at a time brought randomly
19 by private individuals throughout the
20 City.

21 COUNCILMAN KENNEY: And do you
22 have an opinion on existing signage?

23 DEPUTY MAYOR GREENBERGER:
24 Sure, but that's a pretty big question.
25 You have to be a little more specific

1 11/28/12 - RULES - BILL 120430

2 about that.

3 COUNCILMAN KENNEY: We'll wait
4 for the next bill, but I just --

5 DEPUTY MAYOR GREENBERGER: I'll
6 be happy to take that on.

7 COUNCILMAN KENNEY: I want to
8 it make clear that from my perspective --
9 and I'm speaking for myself -- the
10 outdoor signage industry is not evil, and
11 there's lots of opportunities both for
12 revenue and for public information and
13 for issues relative to public safety and
14 AMBER Alerts and homeland security. I
15 mean, you could go down the road and
16 there's lots of opportunities in this
17 digital age to enhance that.

18 So I want to make sure we start
19 the conversation with the new bill that
20 the question is open. It's not you
21 haven't come down on one side or the
22 other.

23 DEPUTY MAYOR GREENBERGER: And
24 I think we'd be happy to be on the record
25 saying we fundamentally agree with that.

1 11/28/12 - RULES - BILL 120430

2 We don't think it's evil, but we think
3 that regulation is critical.

4 COUNCILMAN KENNEY: Okay.

5 Thank you.

6 COUNCILMAN GREENLEE: Thank
7 you.

8 The record should reflect
9 Councilman O'Brien, a member of the
10 Committee, is also present.

11 Any other questions? I'm
12 sorry. You --

13 DEPUTY MAYOR GREENBERGER: Eva.

14 COUNCILMAN GREENLEE: I'm
15 rushing things. Sorry about that, Eva.

16 DEPUTY MAYOR GREENBERGER:
17 That's all right. I appreciate the rush.

18 MS. GLADSTEIN: We agree.

19 I'll also curtail my testimony,
20 but I was going to address the major
21 changes that are contained in the bill
22 both with regard to accessory and
23 non-accessory signs, so I'll limit my
24 comments just to the accessory signs and
25 a little bit to the structure of the

1 11/28/12 - RULES - BILL 120430

2 bill, because it amends -- it has a
3 number of sections in it.

4 So what the bill is doing is,
5 it has new rules of measurement and new
6 definitions for signs. And this is
7 probably the most critical thing that
8 this new bill accomplishes, because in
9 the current Zoning Code, sign definitions
10 and rules are very inconsistent across
11 different zoning districts.

12 We have also, in certain cases,
13 revised sign regulations in special
14 purpose districts, such as institutional
15 special purpose district, where they've
16 been creating concerns for a number of
17 years. And we also looked at the
18 neighborhood-based sign overlays and, as
19 we did with the rest of the Zoning Code,
20 tried to understand what some of the
21 common concerns that were expressed in
22 neighborhood-based overlays about signs
23 and incorporated them into the main
24 chapter about accessory signs. So,
25 therefore, some of those overlays are now

1 11/28/12 - RULES - BILL 120430

2 modified because we've taken care of it
3 in the overall sign control chapter.

4 So the basic thing that we did
5 with accessory signs is really create a
6 new framework where we have a certain
7 number of sign types and a certain number
8 of sign characteristics, and through
9 tables, we're trying to provide clarity
10 about what types of signs are permitted
11 where and what characteristics. And as a
12 type of sign, an example would be either
13 a wall sign or a projecting sign that
14 projects or a freestanding sign. And as
15 an example of a characteristic, it would
16 be is the sign illuminated, is the
17 sign -- does it have movement, mechanical
18 movement, is the sign digital.

19 So we have created a framework
20 that we believe provides a great deal of
21 clarity about what type of sign is
22 permitted and what characteristics can be
23 applied to those signs, and in general,
24 we think we'll provide both residents and
25 business owners with greater

1 11/28/12 - RULES - BILL 120430

2 understanding and appreciation for sign
3 controls.

4 And then some of the changes
5 that we accomplish, we, in general,
6 reduce the amount of permitted sign area
7 for accessory signs. In response to a
8 lot of concerns that were raised about
9 windows that are cluttered with signs, we
10 have capped the amount of window area
11 that can be covered by signs to 20
12 percent, because we know that businesses
13 need to advertise seasonal products and
14 sales, and they can have those window
15 signs without permits so long as they're
16 limited to that 20 percent.

17 We also have a new and
18 consistent definition for temporary
19 signs. And, again, we allow small
20 temporary signs such as real estate signs
21 or grand opening signs, which are limited
22 in terms of their area and in terms of
23 the amount of time they can be used.
24 They could also be done without a permit.

25 We're also regulating signs

1 11/28/12 - RULES - BILL 120430
2 that can be viewed from the street even
3 though they're inside the building, and
4 we also provided for commercial
5 properties that have a second floor
6 tenant to enable the second floor
7 business to have some advertising.

8 So those are just some of the
9 kind of highlights of what we're doing
10 with accessory signs. I guess I'd just
11 like to close -- and I have a lot more
12 text in my testimony, which you have in
13 front of you. There were a number of
14 issues that both civic associations,
15 members of Scenic Philadelphia, and the
16 outdoor advertising industry brought to
17 us. We tried to use our best judgment to
18 determine kind of a reasonable standard,
19 but we understand reasonable people may
20 disagree about some of this.

21 Some of the -- and we met with
22 Scenic Philadelphia yesterday to talk
23 about the amendments that I guess they
24 just shared late yesterday evening with
25 all of you, and there are a few that we

1 11/28/12 - RULES - BILL 120430

2 would not oppose that relate to accessory
3 signs. I think we're not going to deal
4 with the non-accessory issue today.

5 I would also say that there are
6 members of civic associations who have
7 asked for the sign control chapters to do
8 some other things, which we also did not
9 agree with. And just one example was
10 asking for there to be kind of a separate
11 design review process just for signs
12 beyond Zoning Board, beyond Art
13 Commission, beyond Historical Commission
14 reviews, and we thought that that was
15 not -- would not help -- really have a
16 rational and efficient development
17 approval process. So that's something
18 that we declined to do.

19 And with that, I'll cut it
20 short, because I know Karen from the
21 Commerce Department does a lot more work
22 with signs on a day-to-day basis.

23 COUNCILMAN GREENLEE:

24 Councilman Kenney, please.

25 COUNCILMAN KENNEY: Thank you,

1 11/28/12 - RULES - BILL 120430

2 Mr. Chairman.

3 Just one quick question. I ran
4 into this issue when I was dealing with
5 the issue of handbills and trying to
6 eradicate the use of handbills in
7 neighborhoods because of trash
8 accumulation and was rebuffed almost
9 every effort because of the issue of
10 commercial free speech.

11 Have we vetted all of these
12 proposed regulations on accessory signs
13 through this window of commercial free
14 speech and are we on sound legal footing?

15 MS. GLADSTEIN: Well, we had
16 attorneys from the Law Department sitting
17 with us and reviewing every component,
18 raising that question.

19 COUNCILMAN KENNEY: Because
20 when you get to the point of trying to
21 regulate a sign that's inside a
22 commercial establishment that's visible
23 from the outside that's inside their
24 place of business, to me that seems to be
25 a reach. I'm not saying I agree or

1 11/28/12 - RULES - BILL 120430

2 disagree with it, but it seems just from
3 a legal standpoint to be somewhat of a
4 reach into the actual operation of the
5 business.

6 MS. GLADSTEIN: Well, we've
7 defined it as a sign that is at an angle,
8 so that you can determine that it's
9 intended to be viewed by a member of the
10 public, not somebody who has entered into
11 the establishment already and within 18
12 inches.

13 So I think we've tried to be
14 careful about that, so that a display
15 that's clearly meant for a customer who
16 has already walked in the door, not a
17 member of the public, we're not
18 regulating that.

19 COUNCILMAN KENNEY: What do we
20 do with issues relative to like
21 advertising, say, at Macy's in the front
22 windows, visible to the public for the
23 purpose of enticing a person into the
24 store? I mean, are we going to regulate
25 Christmas displays in commercial windows?

1 11/28/12 - RULES - BILL 120430

2 MS. GLADSTEIN: No.

3 COUNCILMAN KENNEY: Okay.

4 Because we choose not to put that in that
5 category or because it doesn't fall into
6 that category?

7 MS. GLADSTEIN: We had so many
8 discussions about the box, the cartons of
9 cigarettes, the mannequins in the Macy's
10 window and whether or not merchandise
11 itself should be counted as a sign, and
12 we determined that we could not start to
13 measure the merchandise and consider the
14 merchandise itself as a sign, which is
15 really what's mostly in the windows.

16 COUNCILMAN KENNEY: But if I
17 have a window display for Christmas that
18 advertises Dior that's non-accessory,
19 because it's not advertising Macy's, it's
20 advertising Dior.

21 MS. GLADSTEIN: But it's
22 advertising a product that's there.

23 DEPUTY MAYOR GREENBERGER: It's
24 advertising a product, however, that they
25 sell.

1 11/28/12 - RULES - BILL 120430

2 COUNCILMAN KENNEY: So then it
3 becomes accessory? Because we could
4 split hairs forever.

5 DEPUTY MAYOR GREENBERGER: You
6 can, but I think generally that is the
7 idea, because we went through this with
8 some other establishments recently.

9 COUNCILMAN KENNEY: Okay.
10 Thank you.

11 COUNCILMAN GREENLEE: Any other
12 questions?

13 (No response.)

14 COUNCILMAN GREENLEE:
15 Ms. Fegely, please.

16 Before you do, I want to make
17 sure, is somebody putting together these
18 amendments so we have them?

19 MS. GLADSTEIN: It looks like
20 the answer is yes.

21 DEPUTY MAYOR GREENBERGER: The
22 answer is yes.

23 COUNCILMAN GREENLEE: I don't
24 want to get through all this and then be
25 looking at each other like what's going

1 11/28/12 - RULES - BILL 120430

2 on. Okay. Great.

3 Ms. Fegely, I'm sorry. I keep
4 interrupting you. Please.

5 MS. FEGELY: That's all right.

6 Good morning, Mr. Chairman, members of
7 City Council. My name is Karen Fegely.
8 I'm the Director of Neighborhood Economic
9 Development at the Department of
10 Commerce. The Commerce Department leads
11 efforts to work with both small and large
12 businesses to make the City more business
13 friendly. Our Office of Business
14 Services has numerous cases of assisting
15 businesses with getting signs through the
16 process of getting correct zoning for
17 their signs. The Commerce Department
18 also gets involved through our Storefront
19 Improvement Program where we incentivize
20 businesses on targeted corridors to make
21 improvements to their storefronts. In
22 the past year through that program, for
23 example, we've awarded 113 awards in 38
24 different neighborhood commercial
25 corridors. So we really see these issues

1 11/28/12 - RULES - BILL 120430

2 around the City.

3 In working with businesses to
4 make these improvements, we have found
5 the existing code to be very unclear
6 regarding sign controls, and the process
7 often costs businesses time and money and
8 it's a real disincentive often for
9 businesses to be in compliance.

10 So in creating the revised
11 controls, I think the Committee
12 successfully balanced the objectives of
13 making them user-friendly, making them
14 enforceable by Licenses and Inspections,
15 promoting good design, and also being
16 supportive of small businesses.

17 Signs are something almost
18 every business needs, and so this is a
19 way to remove the barriers and actually
20 incentivize businesses to do the right
21 thing and to do it well and to help them
22 get into business.

23 That's all. Thank you.

24 COUNCILMAN GREENLEE: Thank
25 you.

1 11/28/12 - RULES - BILL 120430

2 Any questions for the
3 Administration?

4 (No response.)

5 COUNCILMAN GREENLEE: All
6 right. Thank you all very much. I know
7 you'll be here in case there's questions.
8 Ms. Gladstein has her own reserved seat
9 back there.

10 MS. GLADSTEIN: Not that I want
11 one.

12 COUNCILMAN GREENLEE: I don't
13 blame you.

14 Ms. Marconi, will you please
15 call the next set of witnesses.

16 THE CLERK: Gina Snyder, Henry
17 Pyatt, James Wright.

18 (Witnesses approached witness
19 table.)

20 COUNCILMAN GREENLEE: Good
21 morning, everyone.

22 (Good morning.)

23 COUNCILMAN GREENLEE: Please, I
24 think, Ms. Snyder, you were called first.

25 MS. SNYDER: Thank you very

1 11/28/12 - RULES - BILL 120430

2 much.

3 COUNCILMAN GREENLEE: Identify
4 yourself and proceed.

5 MS. SNYDER: Thank you,
6 Mr. Chairman. Good morning. My name is
7 Gina Snyder. I'm the Director of the
8 East Falls Development Corporation and
9 I'm also the Vice-President of the
10 Philadelphia Association of Community
11 Development Corporations, PACDC. Thank
12 you for the opportunity to testify today
13 about the proposed changes to the Zoning
14 Code that pertains to signs. In this
15 bill, as we know, both accessory and
16 non-accessory signs and billboards are
17 addressed.

18 I have been working on the
19 topic of the amendments to the signage
20 regulations since the very beginning of
21 the Zoning Code Commission. I'm
22 supporting the passage of the accessory
23 portion of the signage bill.

24 I guess I anticipated this
25 conversation where the bill would be

1 11/28/12 - RULES - BILL 120430

2 split.

3 Accessory signs are the signs
4 that, as we know, directly pertain to the
5 businesses to which they are attached.

6 East Falls historically had a
7 zoning overlay called the East Falls
8 Special District Controls. These rules
9 covered uses as well as signage controls.

10 When the Zoning Code was
11 changed on August 22nd, our overlay use
12 regulations were incorporated into
13 CMX-2.5, which was fine. Because the
14 signage rules were not finished, our
15 overlay's signage rules were maintained
16 in the new code, with the understanding
17 they would be subsumed under the entire
18 revision of these rules, which is what is
19 before you today.

20 Our signage rules are an
21 archaic confusion and need to be changed
22 according to the accessory signage
23 regulations of this bill. Currently, if
24 a business owner asks me what rules
25 pertain to signage, I haul out, our

1 11/28/12 - RULES - BILL 120430

2 special regulations, the existing rules
3 on general signage regulations, and then
4 explain that Licenses and Inspections
5 retains a host of unwritten rules that
6 pertain to signs that fall in ambiguous
7 categories. These are rules that
8 developed over the years to allow L&I to
9 handle cases that were not anticipated in
10 the original Zoning Code.

11 The new accessory sign rules
12 clear up a lot of the confusion and are
13 responsive to the way businesses use and
14 hang signs. They create clarity, which
15 is important for good business
16 development. There are many examples of
17 this.

18 For instance, if a sign is
19 irregularly shaped such as a giant Chile
20 pepper, this is not specifically covered
21 in the code. We want to encourage
22 irregularly shaped symbol signs, and the
23 new code section does that. It has a
24 specific way that the area of the sign is
25 calculated to make it easy to understand.

1 11/28/12 - RULES - BILL 120430

2 Right now there are unwritten
3 rules for awnings that have writing on
4 the front of them versus awnings that
5 have writing on the sides of them. These
6 distinctions are not in the code. The
7 proposed code deals with all sorts of
8 awnings.

9 Flat wall signs are another
10 area where there's been great
11 improvement. Under the current code, a
12 sign in a window is considered the same
13 as a sign on the building with the
14 business name. The only limit is square
15 footage. So the window could be entirely
16 covered. Now under the new sign code,
17 windows have to have some degree of
18 transparency, and the sign for the
19 business is treated separately.

20 Finally, the organization of
21 the signs and the code is simply clearer.
22 There's a decision tree that helps the
23 applicant know whether a permit or
24 variance is needed or whether the sign is
25 prohibited altogether. There are

1 11/28/12 - RULES - BILL 120430

2 pictures that explain definitions, and
3 all of the signs have been put in
4 categories. When this law is passed,
5 applicants will have a one-stop shopping
6 to figure out what they need to do.

7 All of this is important to
8 businesses in commercial corridors.
9 Often we are working with small
10 businesses who just want to get the job
11 done. They don't want to become an
12 expert in the arcane code or have to hire
13 an attorney for what would seem to be a
14 very simple sign. We don't want them to
15 default to an uninteresting sign because
16 a nicer sign is just too hard to get
17 through the zoning process. Changes in
18 the code are needed.

19 PACDC has a Commercial Corridor
20 Working Group that meets about issues of
21 greatest concern to Philadelphia's
22 neighborhood commercial corridors. The
23 Planning Commission and Commerce
24 Departments worked with us and many other
25 stakeholders, such as the Sustainable

1 11/28/12 - RULES - BILL 120430

2 Business Network, to think long and hard
3 about how to make these rules better for
4 business and to make our corridors
5 attractive to residents. These new rules
6 on accessory signs are a major
7 improvement and are needed.

8 On behalf of PACDC and the
9 EFDC, we kindly request that you move the
10 accessory signage rules forward towards
11 passage.

12 COUNCILMAN GREENLEE: You must
13 have been clairvoyant to know what we
14 were going to do. Thank you.

15 Before the rest of you testify,
16 I just want to put on the record
17 Councilwoman Reynolds Brown, a member of
18 the Committee, is also present.

19 Whoever would like to go next.

20 MR. PYATT: Thank you, members
21 of the Rules Committee, for the
22 opportunity to speak with you today about
23 120430. I also would like to strongly
24 encourage you to pass the portion of the
25 bill that deals with accessory signage.

1 11/28/12 - RULES - BILL 120430

2 My comments today are not to be construed
3 to have anything to do with non-accessory
4 portions of the bill.

5 Essentially much of what --

6 COURT REPORTER: Can you please
7 state your name.

8 MR. PYATT: Oh, my name is
9 Henry Pyatt. I'm an employee of the New
10 Kensington Community Development
11 Corporation, and I am here today in that
12 capacity. I'm also a member of the
13 aforementioned PACDC Commercial Corridor
14 Working Group.

15 But specifically, the old code,
16 the old portion of the sign code, is
17 extremely difficult to understand. As a
18 person who works daily with businesses
19 helping them comply with zoning rules,
20 which include signage rules, it's
21 essentially a rat's nest, and there's
22 been times where I've been called
23 frantically from the first floor of the
24 MSB building. We've gone through the
25 code very carefully with one of my

1 11/28/12 - RULES - BILL 120430

2 clients, explained exactly what type of
3 sign they have, done all the proper
4 paperwork, looked at the code, figured
5 out what they're going to need to do, and
6 only to get down to the basement of MSB
7 and be told, You know what, there's this
8 other rule that is not written in the
9 code, but it's something we've come up
10 with over the years to deal with
11 proposals that weren't brought to us in
12 the past.

13 I'm alluding to the same
14 unwritten rules that L&I has been forced
15 to develop because of changes in trends
16 and sign technology over the years that
17 they've been forced to deal with in the
18 permitting process that the original law
19 did not take into account, only because
20 it pre-dated them.

21 And so with an interest in
22 being a more business-friendly city, with
23 an interest in making compliance with the
24 law easier to achieve and, therefore,
25 increasing the level of compliance with

1 11/28/12 - RULES - BILL 120430

2 small businesses, I would urge you to
3 pass these portions of the -- the
4 accessory portion of this bill.

5 Furthermore, I think it's very
6 important to bring up the window
7 provision. We have a lot of businesses
8 that open, especially new folks that have
9 spent their life savings on purchasing
10 and renovating a storefront on, let's
11 say, Frankford Avenue, Girard Avenue or a
12 typical commercial corridor in our city,
13 spending all their money and they don't
14 have enough time to do their -- they
15 don't have enough cash and time to do
16 their sign appropriately the way they'd
17 like to, and so they place a small
18 placard in the window. This makes a lot
19 of sense. It seems very logical. It
20 seems reasonable, but under the current
21 code, a sign in the window is the same as
22 a wall sign, and so they can and have
23 been cited by L&I.

24 The new code allows for 20
25 percent of the window area to be covered

1 11/28/12 - RULES - BILL 120430
2 with a temporary sign without a permit.
3 This is very logical. This is very
4 reasonable. And I believe that that
5 particular provision is an example of
6 what this entire new 14-900 represents
7 compared to the code we're living with
8 now.

9 Thank you very much. I'm
10 trying to keep it brief. And I know that
11 you all are very interested in particular
12 situations and making sure that --
13 understanding how this affects individual
14 business owners. I'm more than happy to
15 talk with any or all of you or introduce
16 you to particular business owners who
17 have suffered under the existing
18 provisions of 14-900.

19 COUNCILMAN GREENLEE: We've
20 heard from a lot of them, and we agree.
21 That's why we wanted to certainly get
22 this part done if we at all could, and it
23 looks like we're getting there.

24 Sir, please identify yourself
25 first and then proceed.

1 11/28/12 - RULES - BILL 120430

2 MR. WRIGHT: James Wright from
3 the People's Emergency Center. I manage
4 the Lancaster Avenue corridor from 38th
5 to 44th. Thank you for this opportunity.

6 I just wanted to underscore the
7 importance of aesthetics. We're working
8 to shift the paradigm the way that people
9 perceive commercial corridors in the City
10 of Philadelphia. Good signage can really
11 help us to do that.

12 The current code is very
13 confusing for business owners, and so a
14 lot of times, the sign vendors as well as
15 the business owners focus on what's
16 simple and what's easy to get it through.
17 But the pepper would attract attention to
18 all the cars going down Lancaster Avenue
19 towards the Main Line.

20 So that's why this is important
21 for us. And, again, we want to encourage
22 creativity. We want to encourage good
23 signage, and a simple code should
24 increase compliance.

25 COUNCILMAN GREENLEE: Thank you

1 11/28/12 - RULES - BILL 120430

2 very much. Thank you for the work you do
3 at the PEC. You guys do a great job
4 there.

5 MR. WRIGHT: Thank you.

6 COUNCILMAN GREENLEE: Thank you
7 for all you do in your communities.

8 Any questions?

9 (No response.)

10 COUNCILMAN GREENLEE: Seeing
11 none, thank you.

12 Before Ms. Marconi calls the
13 rest of the witnesses who I believe all
14 want to talk about non-accessory signage,
15 I would respectfully ask if you had a
16 particular concern or question about what
17 we're doing here, fine. I would ask you
18 not to make a full-blown presentation,
19 because, as I said, we're going to take
20 that part out and you'll have to come
21 back, and it could be a different bill --
22 or will be a different bill, and it might
23 be some changes.

24 So what I would just ask from
25 the rest of the witnesses, I don't think

1 11/28/12 - RULES - BILL 120430

2 we need a big presentation here today.

3 Okay? So I respectfully ask that you

4 hold that until we have the new bill

5 before us.

6 Ms. Marconi, will you please

7 call the next witnesses.

8 THE CLERK: Steven Galorkin and

9 George Kroclic.

10 (Witness approached witness

11 table.)

12 COUNCILMAN GREENLEE: Just

13 identify yourself.

14 MR. KROCULICK: George

15 Kroclic. I'm a partner at Duane

16 Morris.

17 I heard the question from

18 Councilman Kenney and the answer from

19 Alan Greenberger that billboards are not

20 to be impacted at all, correct? And the

21 answer was, right.

22 Just for clarification, a

23 couple things. One is, I'd like to just

24 reserve my right to be able to talk about

25 whatever comes up on the full bill when

1 11/28/12 - RULES - BILL 120430

2 it's revised. Obviously I have that.

3 COUNCILMAN GREENLEE: You
4 obviously have that.

5 MR. KROCULICK: But there are a
6 couple of other items beyond 905 that
7 directly impact, and I think this goes to
8 your question, but just to be specific,
9 903(1), for example, and 907, as well as
10 the definitions and the measurements
11 would also have to be carved out of this,
12 not just 905.

13 COUNCILMAN GREENLEE: The
14 reason we're not doing that today is that
15 it's sort of intermingled in there, and
16 what's going to happen between now and
17 the 6th when we amend it on the floor is
18 there's going to be some discussions with
19 the Administration, with the lawyers,
20 certainly with you, and make sure that we
21 get all that right. We don't want to --
22 carving out the 14-905 is the easy part
23 because you just take out the whole
24 section. So just so you're clear, we
25 understand that there's other pieces

1 11/28/12 - RULES - BILL 120430

2 there. I think that's what
3 Mr. Greenberger was saying with some of
4 the cleanup.

5 MR. KROCULICK: Yes. Thank
6 you.

7 COUNCILMAN GREENLEE: But we're
8 on board. We understand what you're
9 doing, and thank you for all your efforts
10 you've done.

11 MR. KROCULICK: Thank you.

12 COUNCILMAN GREENLEE:
13 Ms. Marconi.

14 THE CLERK: Lorna Lawson,
15 Robert Kettell, Michael McGettigan.

16 (Witnesses approached witness
17 table.)

18 COUNCILMAN GREENLEE: Again, I
19 would appreciate if you're going to speak
20 on the issue of non-accessory
21 advertising, do you have questions about
22 that? Because, again, we're going to
23 have another bill on that, so I don't
24 want to get into a long thing on the
25 issue that may not be the issue that we

1 11/28/12 - RULES - BILL 120430

2 finally pass.

3 So identify yourself first,
4 please.

5 MR. KETTELL: Good morning. My
6 name is Rob Kettell. I had left copies
7 of my more formal proposal.

8 COUNCILMAN GREENLEE: Okay.
9 That will be made part of the record.

10 MR. KETTELL: I'll give you the
11 summary version of it. And of the five
12 topics I was going to talk about, only
13 one has to do with billboards or
14 non-accessory. So I'll discuss the other
15 four.

16 COUNCILMAN GREENLEE: Thank
17 you.

18 MR. KETTELL: First of all, I
19 think the -- in general, the new proposal
20 for signs, the format is much improved,
21 and I won't talk about that. It's the
22 content that I'll talk about.

23 The tables for signage in every
24 case specify that the number of signs on
25 the building is non-applicable, and I

1 11/28/12 - RULES - BILL 120430

2 think that is a mistake. I think there
3 should be regulations on the total number
4 of signs on the building, and my proposal
5 has got some suggestions of what those
6 regulations might be depending upon the
7 number of street fronts that the building
8 is on and the number of tenants in the
9 building.

10 Similarly, the permitted uses
11 in the table never talk about window
12 signs, and I think the tables should
13 include window signs as a permitted use
14 and should be included in the total area
15 regulations.

16 The ordinance essentially
17 divides signs into two categories,
18 whether you're advertising your business
19 or somebody else's product, which is fine
20 for permanent signs, but for digital
21 signs, this creates a real problem,
22 because anybody could get a permit for a
23 digital sign for their accessory and
24 immediately make it a non-accessory sign
25 by advertising something else, and

1 11/28/12 - RULES - BILL 120430

2 enforcement of that I think could become
3 a major issue.

4 I don't have a complete
5 solution to that problem, but there's one
6 or two suggestions in my proposal for
7 tightening the digital sign regulations,
8 accessory digital sign regulations there.

9 The new proposal goes, I think,
10 a great way in addressing new
11 technologies. One emerging technology
12 that it does not cover is what I'm
13 calling a projected image sign, where a
14 sign is projected on a building or a
15 structure from a different location. And
16 I think the code eventually is going to
17 have to address that, and until rules and
18 regulations are adopted, I think they
19 should be prohibited until we've had a
20 chance to look at that issue.

21 Eva had mentioned that some of
22 the civic organizations had proposed a
23 sign review process. It was probably the
24 Old City Civic Association that she's
25 referring to. The thought being there

1 11/28/12 - RULES - BILL 120430

2 that in Old City area where you've got
3 regulations from both the Historic
4 Commission, the City Planning Commission,
5 the Art Commission, all regulating the
6 usage of signs, if all those regulatory
7 groups could meet at one time to expedite
8 the zoning process, it would be so much
9 easier for a business that was subject to
10 multiple regulations, and that was the
11 thought behind the sign review process,
12 to simplify and expedite the process.

13 The last of my comments has to
14 do with enforcement, and I think that
15 much of the problem with the old sign was
16 enforcement as much as anything else. So
17 I'm suggesting improvements in the
18 section on administrative procedures, the
19 section called Signs Erected Without a
20 Zoning Permit, and improving the section
21 called Maintenance and Nuisance Abatement
22 to stiffen and make sure that L&I has the
23 capability to enforce sign regulations.

24 And the last suggestion is that
25 I'm sure this ordinance is going to come

1 11/28/12 - RULES - BILL 120430

2 under legal challenge at some point, and
3 I think what would really help in the
4 future lawsuit would be to beef up the
5 intent portions of the signage
6 regulations. And there's two areas there
7 where I think if you express what it is
8 you're trying to do with the ordinance,
9 it will go a long ways in helping to --
10 helping you in any future lawsuit.

11 That's the end of my testimony.

12 COUNCILMAN GREENLEE: Thank
13 you. Thank you.

14 Ma'am, identify yourself first
15 and then proceed.

16 MS. LAWSON: Lorna Katz Lawson,
17 Society Hill Civic Association.

18 Thank you for deferring on the
19 digital signs. I'd like to thank you
20 very much for that. That's mainly why I
21 came here. But we also have concerns
22 about the lack of adequate controls on
23 brightness, hours of operation, whether
24 accessory or non-accessory. We've
25 recently had several ZBA opposition to

1 11/28/12 - RULES - BILL 120430

2 signs we ordinarily wouldn't oppose,
3 purely because the brightness and
4 proximity to residences, especially in
5 the downtown area with the mixed zoning.
6 A building can be a commercial building
7 but in fact is 90 percent residences in
8 terms of its use of its area, and we
9 think more consideration needs to be
10 given to be able to reduce potential
11 impacts. It is possible to do that, and
12 we'd like you to consider that.

13 COUNCILMAN GREENLEE: Thank
14 you. Thank you for your comments.

15 Sir, again, identify yourself
16 and proceed.

17 MR. McGETTIGAN: Yes. My name
18 is Michael McGettigan. Good morning. I
19 run a couple of bike shops in
20 Philadelphia under the brand name Trophy
21 Bikes, as long as we're being commercial
22 here, established 1998. By the way, this
23 City Council Chamber meeting room is one
24 of the world's great interior spaces,
25 established 1895. Take a moment and look

1 11/28/12 - RULES - BILL 120430

2 around just for a sec. A lot of times I
3 feel you have --

4 COUNCILMAN GREENLEE: We do
5 that a whole lot, sir, trust me.

6 MR. McGETTIGAN: By the way,
7 all built --

8 COUNCILMAN GREENLEE: We can
9 tell you about every inch of this place.

10 MR. McGETTIGAN: All built by
11 union labor, is my understanding. The
12 Preservation Alliance said since open to
13 the public then, the Council Chamber
14 served as a backdrop to each and every
15 ordinance enacted into law in the City,
16 as well as a venue for vital and, at
17 times, heated public debate. Thus it has
18 significant character, interest, value,
19 et cetera. They go on to note that this
20 space is 58 feet deep by 71 feet long by
21 umpteenth feet high.

22 Over there on that little
23 tripod there -- gives you a sense of what
24 it's like to be a few blocks away from
25 the handy work of Clear Channel or

1 11/28/12 - RULES - BILL 120430

2 whoever -- is an LED screen, one of the
3 most amazing tech developments of this
4 era. This one here measures about four
5 inches by two inches as opposed to 20 by
6 60 feet, and it doesn't put out anything
7 like the candle power of the others. I
8 don't know if you found it distracting.
9 I wish I got here earlier with it. By
10 the way, that was built with non-union
11 labor.

12 I think you all agree that
13 small as it is, it has captured your
14 attention for at least part of the time.
15 For those of you unfortunate enough to
16 have it in your line of sight, might have
17 even distracted you. I think a savvy
18 marketer could place a few of these or
19 actually iPads, something a little
20 bigger, around this room whenever people
21 are present and reach a very select
22 audience of decision-makers. But it
23 would be at a price, cheapening this room
24 and all it stands for by stealing
25 attention from its beauty and from the

1 11/28/12 - RULES - BILL 120430

2 ongoing dramas, tragedies, and comedies
3 that take place here.

4 I think we can also agree that
5 the City of Philadelphia is a great
6 place. And not just any place; it's
7 where some of the most important
8 decisions of the western world were made,
9 decisions that a lot of the world is
10 still trying to catch up to. It's a city
11 of great beauty and humble everyday
12 handsomeness. Yes, I live in a row home
13 and I love coming back to it at the end
14 of each day.

15 Should we take this place and
16 let it be turned into just another
17 backdrop to tack TV screens onto for the
18 profit of a few well-connected companies,
19 their personal profit will be huge, of
20 course, and these giant LED screens will
21 provide a few, a very few, jobs, mostly
22 non-union, mostly non-skilled. But that
23 profit will look like a tiny dot compared
24 to the value that will be destroyed, the
25 value of your home, now facing a huge LED

1 11/28/12 - RULES - BILL 120430

2 screen 1,000 times brighter than the moon
3 or any little Christmas display you were
4 thinking of putting out in front of your
5 house, the value of your business now
6 competing with huge marketing forces
7 pulling customers away and, worst of all,
8 the value of experiencing Philadelphia's
9 beautiful skyline, her parks and drivers,
10 even the Expressway.

11 Philadelphia is a city, not a
12 medium for a few billboard hacks to
13 defile with their well-compensated
14 graffiti.

15 If you're catching the drift, I
16 don't think we should be arguing about
17 details here. I think Council should
18 show leadership and go in another
19 direction, like Barcelona and many other
20 large great cities.

21 Let me pivot here to make my
22 final point about media. Who has a smart
23 phone in this room, please raise your
24 hand.

25 COUNCILMAN GREENLEE: Sir, you

1 11/28/12 - RULES - BILL 120430

2 got to talk to us. Thank you.

3 MR. McGETTIGAN: Who here
4 depends on outdoor billboards to discover
5 new products or services of any kind,
6 depends 100 percent on billboards?

7 COUNCILMAN GREENLEE: Sir,
8 please keep going.

9 MR. McGETTIGAN: I'm on the
10 last five paragraphs, please. I know
11 there's other people being heard --
12 spending a lot more to be heard than me.

13 COUNCILMAN GREENLEE: Remember,
14 billboards, we are going to have another
15 bill.

16 MR. McGETTIGAN: I just want to
17 make sure that banning them is in the
18 mix.

19 Targeted media --

20 COUNCILMAN GREENLEE: Banning
21 them is not.

22 MR. McGETTIGAN: -- to know who
23 and how to reach buyers is the future and
24 it is here already. LED billboards, the
25 past, are targeted -- untargeted,

1 11/28/12 - RULES - BILL 120430

2 blaring, and dumb, difficult and nearly
3 impossible to effectively track. If you
4 read Adweek, you will not see special
5 sections on outdoor. It's a field that
6 is not advancing.

7 So does anyone here still think
8 newspapers, radio, TV, the web,
9 journalism in its forms are still a good
10 idea? Because most other forms of
11 advertising, from ads and people, to the
12 City Paper, to banners on the New York
13 Times website are supported by
14 advertising. An informed group of
15 citizens read these publications and can
16 also choose to be consumers. These ads
17 support a positive good.

18 Billboards appeal only to
19 consumers. They give little or no usable
20 information besides perhaps garish
21 pictures of escaped criminals and
22 kidnapped children sandwiched in between
23 the casino, car, and liquor ads. They
24 derive their value by disrupting and
25 distracting us from seeing our city and,

1 11/28/12 - RULES - BILL 120430

2 for that matter, the car in front of us.

3 Let's finish by saying, even if
4 Council wants to view this strictly as a
5 matter of commerce of dollars and cents,
6 the deal is clear: Cut billboards and
7 gain so much more. Preserve
8 Philadelphia's look and branding. We are
9 talking billions of dollars in value.

10 Two, move ad spending in the
11 new and more efficient media while
12 supporting actual journalism and even the
13 other kind.

14 Philly won't lose a nickel when
15 we ban billboards. We are the fifth
16 largest media market, and ad firms will
17 shift to better, cleaner, targeted,
18 smarter media, like this.

19 Last, but not least, let us
20 help build and boost another struggling
21 brand name. That brand name is
22 Philadelphia City Council. We hear a lot
23 about fixes, corruption, special favor at
24 the expense of the neighborhoods and
25 regular people. Boot the billboard gang

1 11/28/12 - RULES - BILL 120430

2 and you will get some love from the
3 people who actually live, vote, work, and
4 spend here. We Philadelphians adore this
5 city. Don't screw it up with billboards.

6 Thank you.

7 COUNCILMAN GREENLEE:

8 Questions?

9 (No response.)

10 COUNCILMAN GREENLEE: Thank
11 you.

12 Ms. Marconi, next.

13 THE CLERK: Stephanie Kindt,
14 Steve Redden, Kelly Speaker.

15 (Witness approached witness
16 table.)

17 COUNCILMAN GREENLEE: Ms.
18 Kindt, I'm sure you heard me. I don't
19 have to repeat that? All right. Thank
20 you.

21 MS. KINDT: Yes.

22 COUNCILMAN GREENLEE: I'm sure
23 you'll be back with us.

24 MS. KINDT: Good morning.

25 COUNCILMAN GREENLEE: Good

1 11/28/12 - RULES - BILL 120430

2 morning.

3 MS. KINDT: My name is
4 Stephanie Kindt. I'm general counsel to
5 Scenic Philadelphia. And I will
6 absolutely limit my testimony only to
7 accessory signs.

8 COUNCILMAN GREENLEE: Thank
9 you.

10 MS. KINDT: We do have three
11 proposed amendments, which we did discuss
12 with Eva and Natalie yesterday, and it
13 was a very productive meeting. I'd like
14 to go through them. And just to start
15 off, though, I would like to say that the
16 bill is fantastic. The bill is
17 well-worded, well-constructed. The flow
18 charts are just phenomenal. It's clear
19 as a bell, overall from start to finish,
20 non-accessory to accessory. It's just
21 well done, well thought. I mean, when
22 Eva said that she had met with all the
23 constituents and they really put their
24 minds to the test, I mean, it shows. It
25 shows. It's just well done.

1 11/28/12 - RULES - BILL 120430

2 Of course, we do have some
3 tweaks and specific to the non-accessory
4 sections of the code, which you're
5 talking about today. The first one that
6 I'd like to talk about is -- it was sort
7 of a miss and when we talked about it
8 yesterday. There's an additional 20
9 percent of signage that's allowed on the
10 second floor of CMX-2, CMX-2.5, so
11 commercial corridors in neighborhoods.
12 And the way that it's worded now, it
13 makes it -- it's arguable that a first
14 floor business could get a bonus of an
15 extra 20 percent on the top floor, and
16 that wasn't the intent. So there's some
17 just tweak language that would say for a
18 second-story business, so that they get
19 that additional signage and it's not an
20 additional on top of that first-story
21 signage. So that's one tweak. And I
22 believe we'll have the amendments for the
23 floor for next week, with the
24 Administration's amendments.

25 The second has to do

1 11/28/12 - RULES - BILL 120430

2 specifically with accessory signage
3 that's digital. So when you think about
4 the businesses again and these sort of
5 commercial mixed neighborhoods where they
6 would like to have a larger digital sign,
7 the spillage from that could affect folks
8 that live maybe across the street or next
9 door, where the message changes, it's
10 much brighter. So what we inserted was
11 very, very conservative distancing
12 requirements so that if you were facing a
13 digital accessory sign within 300 feet,
14 you have a say in terms of how bright it
15 can be, when it gets shut off. It's
16 giving the communities a bit more say in
17 the signage that faces their residents.
18 And, again, Eva and Natalie had no
19 opposition to that. And we feel it
20 wouldn't be used a lot, but when it would
21 be, it would be critical to the
22 neighborhood and to the folks that are
23 enjoying where they live on those
24 commercial corridors.

25 The third, it talks about the

1 11/28/12 - RULES - BILL 120430

2 right of citizens. So L&I is fantastic
3 and what the City does with the resources
4 that you all have, that we all have is
5 just incredible, but L&I just cannot
6 enforce some of the issues that we're
7 facing. So we would like to recommend
8 the insertion of a private right of
9 action for nuisance signs. So to give
10 the right of either a civic association,
11 a private individual to enforce signage
12 laws, so when a court deems that a sign
13 is a nuisance - it's falling down, it's
14 way too big, one of those big banana
15 yellow signs in an area where it
16 shouldn't be - citizens can take the
17 matter through the courts and can get
18 attorneys' fees for their efforts. In
19 terms of -- it would really give some
20 additional teeth in enforcement and it
21 would make a difference. It would
22 also --

23 COUNCILMAN GREENLEE: Excuse me
24 one second. You're talking about a
25 non-accessory there, though, right?

1 11/28/12 - RULES - BILL 120430

2 MS. KINDT: It would not be.

3 It would be both. It would be for an

4 accessory sign and a non-accessory.

5 Either one, because there are accessory

6 signs that can get -- I've got plenty of

7 pictures, but I won't show them.

8 COUNCILMAN GREENLEE: I'm sure

9 you do. That's all right.

10 MS. KINDT: Yeah. So just in

11 summary, thank you so much for hearing my

12 testimony. Thanks for the Planning

13 Commission and thanks to your hard work

14 in reviewing all the details of this very

15 complex bill.

16 COUNCILMAN GREENLEE: Thank

17 you. And those amendments you talk

18 about, I know there will be some

19 discussion with the Administration, and

20 we'll have that figured out hopefully by

21 December 6th.

22 MS. KINDT: That would be

23 great. Thank you.

24 COUNCILMAN GREENLEE: Thank

25 you.

1 11/28/12 - RULES - BILL 120430

2 Any questions?

3 (No response.)

4 COUNCILMAN GREENLEE: Seeing no
5 other -- anyone else want to testify?

6 (No response.)

7 COUNCILMAN GREENLEE: Hearing
8 none, that concludes the hearing of the
9 Committee on Rules, and the meeting of
10 the Committee on Rules will commence in
11 just a few minutes. Thank you.

12 (Brief pause.)

13 COUNCILMAN GREENLEE: Good --
14 it's still good morning. This is the
15 meeting of the Committee on Rules on Bill
16 No. 120430, and the Chair recognizes
17 Councilman Kenney for the amendment.

18 COUNCILMAN KENNEY: Thank you,
19 Mr. Chairman. I move that Bill No.
20 120430 be amended accordingly as
21 circulated to members of the Committee.

22 (Duly seconded.)

23 COUNCILMAN GREENLEE: It's been
24 moved and seconded.

25 Just to make that clear, that

1 11/28/12 - RULES - BILL 120430

2 takes out that section that we've been
3 referring to throughout the whole
4 hearing, 14-905.

5 Moved and seconded. All in
6 favor?

7 (Aye.)

8 COUNCILMAN GREENLEE: Opposed?

9 (No response.)

10 COUNCILMAN GREENLEE: Hearing
11 none, the amendment is approved.

12 Councilman Kenney.

13 COUNCILMAN KENNEY: Thank you,
14 Mr. Chairman. I move that Bill No.
15 120430, as amended, be reported out of
16 this Committee favorably and a request
17 made for rules suspension to allow first
18 reading at our next Council session.

19 (Duly seconded.)

20 COUNCILMAN GREENLEE: Moved and
21 seconded.

22 All in favor?

23 (Aye.)

24 COUNCILMAN GREENLEE: Opposed?

25 (No response.)

1 11/28/12 - RULES - BILL 120430

2 COUNCILMAN GREENLEE: Hearing
3 none, Bill No. 120430, as amended,
4 reported out of Committee favorably with
5 a rules suspension for first reading at
6 our next session of Council.

7 That concludes the business
8 today. Thank you all very much.

9 (Committee on Rules concluded
10 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 on November 28, 2012, and
that this is a true and correct transcript of
same.

MICHELE L. MURPHY
RPR-Notary Public

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A Abatement 47:21 able 8:16 41:24 49:10 absolutely 58:6 accessory 4:21 6:25 16:22,24 17:24 18:5 19:7 20:10 21:2 22:12 25:3 29:15,22 30:3 30:22 31:11 34:6,10,25 37:4 45:23 46:8 48:24 58:7,20 60:2,13 62:4,5 accomplish 19:5 accomplishes 17:8 account 36:19 accumulation 22:8 accurately 66:5 achieve 36:24 acknowledges 5:13 action 61:9 actual 23:4 56:12 ad 14:9,12,16 56:10,16 additional 59:8 59:19,20 61:20 address 10:9 16:20 46:17 addressed 29:17 addressing 46:10 adequate 48:22 Administration 2:21 12:25 28:3 42:19 62:19 Administration's 13:6 14:3 59:24 administrative 47:18 adopted 46:18 adore 57:4 ads 55:11,16,23	advancing 55:6 advertise 19:13 advertises 24:18 advertising 4:17 6:2 12:3,19 13:8 14:5 20:7,16 23:21 24:19,20 24:22,24 43:21 45:18,25 55:11 55:14 Adweek 55:4 aesthetics 39:7 affect 60:7 aforementioned 9:3 35:13 age 15:17 agree 11:16,24 15:25 16:18 21:9 22:25 38:20 51:12 52:4 agreeing 11:17 agrees 12:17 ahead 6:24 Alan 2:23 3:25 41:19 Alerts 15:14 Alliance 50:12 allow 19:19 31:8 64:17 allowed 59:9 allows 37:24 alluding 36:13 altogether 32:25 amazing 51:3 AMBER 15:14 ambiguous 31:6 amend 42:17 amended 63:20 64:15 65:3 amending 1:15 2:13 7:9 amendment 63:17 64:11 amendments 3:8 6:18 7:14,19,24 10:6 20:23	25:18 29:19 58:11 59:22,24 62:17 amends 17:2 amount 5:9 19:6 19:10,23 and/or 66:23 angle 23:7 answer 25:20,22 41:18,21 anticipated 29:24 31:9 anybody 45:22 appeal 55:18 applicant 32:23 applicants 33:5 applied 18:23 apply 66:21 appointed 2:7 appreciate 11:2 11:12 12:24 16:17 43:19 appreciation 19:2 approach 3:4 approached 2:25 28:18 41:10 43:16 57:15 appropriately 37:16 approval 8:3 21:17 approved 64:11 approves 7:10 arcane 33:12 archaic 30:21 area 19:6,10,22 31:24 32:10 37:25 45:14 47:2 49:5,8 61:15 areas 48:6 arguable 59:13 argue 11:21 arguing 53:16 Art 21:12 47:5 aside 4:4 asked 21:7	asking 21:10 asks 30:24 assisting 26:14 association 29:10 46:24 48:17 61:10 associations 20:14 21:6 attached 30:5 attention 39:17 51:14,25 attorney 33:13 attorneys 22:16 61:18 attract 39:17 attractive 34:5 audience 51:22 August 30:11 Avenue 37:11,11 39:4,18 awarded 26:23 awards 26:23 aware 13:12 awnings 32:3,4,8 Aye 64:7,23 a.m 1:7 65:10	52:11 beef 48:4 beginning 29:20 behalf 34:8 believe 18:20 38:4 40:13 59:22 bell 58:19 best 20:17 better 34:3 56:17 beyond 21:12,12 21:13 42:6 big 14:24 41:2 61:14,14 bigger 51:20 bike 49:19 Bikes 49:21 bill 1:15 2:10,12 3:1 4:1,7,14 5:1 5:18 6:1,10,13 7:1,4 8:1,2,13 9:1 10:1 11:1 12:1,5,8,14 13:1 14:1 15:1,4,19 16:1,21 17:1,2,4 17:8 18:1 19:1 20:1 21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1,15,23,25 30:1,23 31:1 32:1 33:1 34:1 34:25 35:1,4 36:1 37:1,4 38:1 39:1 40:1,21,22 41:1,4,25 42:1 43:1,23 44:1 45:1 46:1 47:1 48:1 49:1 50:1 51:1 52:1 53:1 54:1,15 55:1 56:1 57:1 58:1 58:16,16 59:1 60:1 61:1 62:1 62:15 63:1,15 63:19 64:1,14 65:1,3 billboard 53:12
---	--	---	---	---

56:25 billboards 4:15 5:25 10:23 29:16 41:19 44:13 54:4,6,14 54:24 55:18 56:6,15 57:5 billions 56:9 bit 3:13,14 16:25 60:16 bits 6:5 blame 28:13 blaring 55:2 blocks 50:24 BLONDELL 1:13 board 21:12 43:8 BOBBY 1:11 bonus 59:14 boost 56:20 Boot 56:25 box 24:8 brand 49:20 56:21,21 branding 56:8 brief 38:10 63:12 bright 60:14 brighter 53:2 60:10 brightness 48:23 49:3 bring 6:17 37:6 brought 14:18 20:16 36:11 Brown 1:13 34:17 build 56:20 building 20:3 32:13 35:24 44:25 45:4,7,9 46:14 49:6,6 built 50:7,10 51:10 bulk 7:7 business 4:22 18:25 20:7 22:24 23:5 26:12,13 27:18	27:22 30:24 31:15 32:14,19 34:2,4 38:14,16 39:13,15 45:18 47:9 53:5 59:14 59:18 65:7 businesses 4:24 5:15,22 19:12 26:12,15,20 27:3,7,9,16,20 30:5 31:13 33:8 33:10 35:18 37:2,7 60:4 business-friendly 36:22 buyers 54:23 C calculated 31:25 call 2:20 4:15 7:19 11:13 28:15 41:7 called 28:24 30:7 35:22 47:19,21 calling 46:13 calls 40:12 candle 51:7 capability 47:23 capacity 35:12 capped 19:10 captured 51:13 car 55:23 56:2 care 18:2 careful 23:14 carefully 5:19 35:25 cars 39:18 cartons 24:8 carved 42:11 carving 42:22 case 28:7 44:24 cases 17:12 26:14 31:9 cash 37:15 casino 55:23 catch 52:10 catching 53:15	categories 31:7 33:4 45:17 category 24:5,6 Center 39:3 cents 56:5 certain 2:17 17:12 18:6,7 certainly 38:21 42:20 CERTIFICATE 66:2 certification 66:20 CERTIFY 66:3 certifying 66:24 cetera 50:19 Chair 1:10 63:16 Chairman 3:24 8:11 10:4 11:7 13:4 22:2 26:6 29:6 63:19 64:14 challenge 48:2 Chamber 49:23 50:13 chance 11:13 46:20 changed 30:11,21 changes 1:17 2:16 16:21 19:4 29:13 33:17 36:15 40:23 60:9 Channel 50:25 chapter 17:24 18:3 chapters 21:7 character 50:18 characteristic 18:15 characteristics 18:8,11,22 charts 58:18 cheapening 51:23 children 55:22 Chile 31:19 choose 24:4 55:16	Christmas 23:25 24:17 53:3 cigarettes 24:9 circulated 63:21 circumstance 14:18 circumstances 13:17 cited 37:23 cities 53:20 citizens 55:15 61:2,16 city 1:2,6 4:23 5:2 5:22 13:22 14:7 14:20 26:7,12 27:2 36:22 37:12 39:9 46:24 47:2,4 49:23 50:15 52:5,10 53:11 55:12,25 56:22 57:5 61:3 civic 20:14 21:6 46:22,24 48:17 61:10 clairvoyant 34:13 clarification 10:5 41:22 clarity 18:9,21 31:14 cleaner 56:17 cleanup 7:14,19 7:24 10:6 43:4 cleanups 6:12 7:20 clear 7:3 15:8 31:12 42:24 50:25 56:6 58:18 63:25 clearer 32:21 clearly 23:15 CLERK 2:12,23 28:16 41:8 43:14 57:13 clients 36:2 close 20:11 cluttered 19:9	CMX-2 59:10 CMX-2.5 30:13 59:10 code 1:16 2:14 4:9 4:10 5:12 17:9 17:19 27:5 29:14,21 30:10 30:16 31:10,21 31:23 32:6,7,11 32:16,21 33:12 33:18 35:15,16 35:25 36:4,9 37:21,24 38:7 39:12,23 46:16 59:4 colleagues 5:5 come 12:20 15:21 36:9 40:20 47:25 comedies 52:2 comes 41:25 coming 12:12 52:13 commence 63:10 comment 10:21 comments 3:19 10:22 16:24 35:2 47:13 49:14 commerce 9:10 13:5 21:21 26:10,10,17 33:23 56:5 commercial 4:16 4:22 6:2 20:4 22:10,13,22 23:25 26:24 33:8,19,22 35:13 37:12 39:9 49:6,21 59:11 60:5,24 Commission 4:9 4:10 9:9 21:13 21:13 29:21 33:23 47:4,4,5 62:13 Committee 1:3
---	---	---	---	---

2:4 3:18 6:10 7:10 12:4 16:10 27:11 34:18,21 63:9,10,15,21 64:16 65:4,9 common 17:21 communities 40:7 60:16 Community 29:10 35:10 companies 52:18 compared 38:7 52:23 competing 53:6 complete 46:4 complex 62:15 compliance 27:9 36:23,25 39:24 comply 35:19 component 22:17 concern 33:21 40:16 concerns 8:25 10:12 17:16,21 19:8 48:21 concluded 65:9 concludes 63:8 65:7 conditions 2:17 confusing 39:13 confusion 30:21 31:12 conservative 60:11 consider 24:13 49:12 consideration 49:9 considered 32:12 consistent 19:18 constituents 58:23 construed 35:2 consumers 55:16 55:19 contained 16:21 66:5	content 44:22 context 13:21 control 18:3 21:7 66:23 controls 1:17 2:16 19:3 27:6,11 30:8,9 48:22 controversial 4:12 controversy 4:13 4:19 conversation 3:6 15:19 29:25 copies 44:6 Corporation 29:8 35:11 Corporations 29:11 correct 8:6 10:10 12:22 26:16 41:20 66:8 corridor 33:19 35:13 37:12 39:4 corridors 4:22 26:20,25 33:8 33:22 34:4 39:9 59:11 60:24 corruption 56:23 costs 27:7 Council 1:2 3:25 8:3 26:7 49:23 50:13 53:17 56:4,22 64:18 65:6 Councilman 1:10 1:10,11,11,12 1:12,13 2:2,5,6 2:7,8,8,18 3:3 3:17,21 6:19 7:2 7:8,17,23 8:8,9 8:10,18,24 9:8 9:14,19,21 10:2 10:3,16,18,25 11:11,22,24 12:23 13:2,3 14:2,11,15,21	15:3,7 16:4,6,9 16:14 21:23,24 21:25 22:19 23:19 24:3,16 25:2,9,11,14,23 27:24 28:5,12 28:20,23 29:3 34:12 38:19 39:25 40:6,10 41:12,18 42:3 42:13 43:7,12 43:18 44:8,16 48:12 49:13 50:4,8 53:25 54:7,13,20 57:7 57:10,17,22,25 58:8 61:23 62:8 62:16,24 63:4,7 63:13,17,18,23 64:8,10,12,13 64:20,24 65:2 Councilwoman 1:13 34:17 counsel 58:4 counted 24:11 couple 41:23 42:6 49:19 course 52:20 59:2 court 35:6 61:12 courts 61:17 cover 46:12 covered 19:11 30:9 31:20 32:16 37:25 create 18:5 31:14 created 18:19 creates 45:21 creating 17:16 27:10 creativity 39:22 criminals 55:21 critical 16:3 17:7 60:21 current 17:9 32:11 37:20 39:12 Currently 30:23	curtail 16:19 customer 23:15 customers 53:7 cut 21:19 56:6 D daily 35:18 DAVID 1:12 day 52:14 day-to-day 21:22 deal 5:15 6:16 18:20 21:3 36:10,17 56:6 dealing 22:4 deals 6:8 32:7 34:25 debate 50:17 December 7:25 8:3 62:21 decision 32:22 decisions 52:8,9 decision-makers 51:22 declined 21:18 deems 61:12 deep 50:20 default 33:15 deferring 48:18 defile 53:13 define 14:12,16 defined 23:7 definition 19:18 definitions 17:6,9 33:2 42:10 degree 32:17 delay 2:3 DENNIS 1:12 Department 9:10 21:21 22:16 26:9,10,17 Departments 33:24 depending 45:6 depends 54:4,6 Deputy 3:15,23 3:25 6:20 7:6,12 7:21 8:5,17,22	9:6,12,16 10:11 10:20 11:4,20 12:21 13:11 14:8,13,17,23 15:5,23 16:13 16:16 24:23 25:5,21 derive 55:24 describe 3:10 described 10:14 design 21:11 27:15 destroyed 52:24 details 53:17 62:14 determine 20:18 23:8 determined 24:12 develop 36:15 developed 13:10 31:8 developing 13:10 development 4:2 21:16 26:9 29:8 29:11 31:16 35:10 developments 51:3 difference 13:18 61:21 different 17:11 26:24 40:21,22 46:15 difficult 35:17 55:2 digital 13:18 15:17 18:18 45:20,23 46:7,8 48:19 60:3,6,13 diligent 12:9 Dior 24:18,20 direct 66:23 direction 53:19 directly 30:4 42:7 Director 13:5 26:8 29:7 disagree 20:20
--	--	---	--	---

23:2 discover 54:4 discuss 44:14 58:11 discussion 13:25 62:19 discussions 24:8 42:18 disincentive 27:8 dismiss 14:4 dispense 10:23 display 23:14 24:17 53:3 displays 23:25 disrupting 55:24 distancing 60:11 distinctions 32:6 distracted 51:17 distracting 51:8 55:25 district 17:15 30:8 districts 17:11,14 divides 45:17 doing 5:2 13:22 17:4 20:9 40:17 42:14 43:9 dollars 56:5,9 door 23:16 60:9 dot 52:23 downtown 49:5 dramas 52:2 drift 53:15 drivers 53:9 Duane 41:15 Duly 63:22 64:19 dumb 55:2	26:8 EFDC 34:9 effectively 55:3 efficient 21:16 56:11 effort 4:20 22:9 efforts 26:11 43:9 61:18 either 18:12 61:10 62:5 else's 45:19 embedded 6:3 10:13 Emergency 39:3 emerging 46:11 emphasize 3:14 employee 35:9 enable 20:6 enacted 50:15 encourage 5:16 31:21 34:24 39:21,22 enforce 47:23 61:6,11 enforceable 27:14 enforcement 46:2 47:14,16 61:20 enhance 15:17 enjoying 60:23 enormous 5:9 entered 23:10 enticing 23:23 entire 30:17 38:6 entirely 32:15 entities 12:11 entitled 1:16 2:14 environment 4:21 era 51:4 eradicate 22:6 Erected 47:19 escaped 55:21 especially 37:8 49:4 essence 6:21 essentially 35:5 35:21 45:16 established 49:22	49:25 establishment 22:22 23:11 establishments 25:8 estate 19:20 et 50:19 Eva 2:23 5:8 16:13,15 46:21 58:12,22 60:18 evening 20:24 eventually 12:4 46:16 everybody 12:2 12:17 everyday 52:11 evidence 66:4 evil 15:10 16:2 exactly 36:2 example 9:2 18:12,15 21:9 26:23 38:5 42:9 examples 31:16 Excuse 61:23 exist 4:20 existing 14:22 27:5 31:2 38:17 expedite 47:7,12 expense 56:24 experiencing 53:8 expert 33:12 explain 31:4 33:2 explained 36:2 express 48:7 expressed 17:21 Expressway 53:10 exterior 9:5 extra 59:15 extremely 5:6 35:17	fairness 11:14 fall 24:5 31:6 falling 61:13 Falls 29:8 30:6,7 fantastic 58:16 61:2 favor 56:23 64:6 64:22 favorably 64:16 65:4 feel 50:3 60:19 fees 61:18 feet 50:20,20,21 51:6 60:13 Fegely 2:24 25:15 26:3,5,7 field 55:5 fifth 56:15 figure 33:6 figured 36:4 62:20 final 53:22 finally 32:20 44:2 find 11:18 fine 30:13 40:17 45:19 finish 56:3 58:19 finished 30:14 firms 56:16 first 2:20 28:24 35:23 38:25 44:3,18 48:14 59:5,13 64:17 65:5 first-story 59:20 five 44:11 54:10 fixes 56:23 Flat 32:9 floor 6:17 7:14 20:5,6 35:23 42:17 59:10,14 59:15,23 flow 58:17 focus 39:15 folks 37:8 60:7,22 footage 32:15 footing 22:14	forced 36:14,17 forces 53:6 foregoing 66:7,20 forever 3:14 25:4 forget 12:7 formal 44:7 format 44:20 forms 55:9,10 forth 3:7 forward 5:21 34:10 found 27:4 51:8 four 44:15 51:4 framework 18:6 18:19 Frankford 37:11 frankly 5:10 frantically 35:23 free 22:10,13 freestanding 18:14 friendly 26:13 front 20:13 23:21 32:4 53:4 56:2 fronts 45:7 full 8:3 41:25 fully 66:5 full-blown 40:18 fundamentally 15:25 Furthermore 37:5 future 3:13 48:4 48:10 54:23
G				
earlier 51:9 early 12:14 easier 5:14 36:24 47:9 East 29:8 30:6,7 easy 31:25 39:16 42:22 Economic 4:2	established 49:22	fact 11:16 49:7	five 44:11 54:10 fixes 56:23 Flat 32:9 floor 6:17 7:14 20:5,6 35:23 42:17 59:10,14 59:15,23 flow 58:17 focus 39:15 folks 37:8 60:7,22 footage 32:15 footing 22:14	gain 56:7 Galorkin 41:8 gang 56:25 garish 55:20 general 18:23 19:5 31:3 44:19 58:4 generally 14:3 25:6 generation 13:7 geographic 13:23

George 41:9,14 getting 26:15,16 38:23 giant 31:19 52:20 Gina 28:16 29:7 Girard 37:11 give 44:10 55:19 61:9,19 given 49:10 gives 50:23 giving 60:16 Gladstein 2:23 16:18 22:15 23:6 24:2,7,21 25:19 28:8,10 go 8:7 9:4 15:15 34:19 48:9 50:19 53:18 58:14 goes 5:3 42:7 46:9 going 3:6 4:3,4 5:16,23 6:6,11 10:7,23 12:4,6,7 16:20 21:3 23:24 25:25 34:14 36:5 39:18 40:19 42:16,18 43:19 43:22 44:12 46:16 47:25 54:8,14 good 2:2 3:3 11:18 26:6 27:15 28:20,22 29:6 31:15 39:10,22 44:5 49:18 55:9,17 57:24,25 63:13 63:14 Goode 1:10 2:7 graffiti 53:14 grand 19:21 great 18:20 26:2 32:10 40:3 46:10 49:24 52:5,11 53:20 62:23	greater 18:25 greatest 33:21 Greenberger 2:24 3:10,15,18,22 3:23,25 6:20 7:3 7:6,12,21 8:5,17 8:22 9:6,12,16 10:11,20 11:4 11:20 12:21 13:11 14:8,13 14:17,23 15:5 15:23 16:13,16 24:23 25:5,21 41:19 43:3 GREENLEE 1:10 2:2,18 3:3 3:17,21 6:19 7:2 7:8,17,23 8:8 9:21 10:18,25 11:11,22 12:23 16:6,14 21:23 25:11,14,23 27:24 28:5,12 28:20,23 29:3 34:12 38:19 39:25 40:6,10 41:12 42:3,13 43:7,12,18 44:8 44:16 48:12 49:13 50:4,8 53:25 54:7,13 54:20 57:7,10 57:17,22,25 58:8 61:23 62:8 62:16,24 63:4,7 63:13,23 64:8 64:10,20,24 65:2 ground 11:19 group 33:20 35:14 55:14 groups 47:7 grown 5:10 guess 12:9 20:10 20:23 29:24 guys 11:17 40:3	H hacks 53:12 hairs 25:4 Hall 1:6 hand 53:24 handbills 22:5,6 handle 31:9 handsomeness 52:12 handy 50:25 hang 31:14 happen 42:16 happens 12:10 happy 15:6,24 38:14 hard 33:16 34:2 62:13 hat 13:6 haul 30:25 hear 5:4,5 9:17 11:3 56:22 heard 38:20 41:17 54:11,12 57:18 hearing 12:15 62:11 63:7,8 64:4,10 65:2 heated 50:17 help 5:21 21:15 27:21 39:11 48:3 56:20 helping 35:19 48:9,10 helps 32:22 Henon 1:11 2:6 10:2,3,16 Henry 28:16 35:9 high 50:21 highlights 20:9 Hill 48:17 hire 33:12 Historic 47:3 Historical 21:13 historically 30:6 hoc 14:9,12,16 hold 41:4 holidays 12:12 home 52:12,25	homeland 15:14 hopefully 12:14 62:20 hoping 12:8 host 31:5 hours 48:23 house 53:5 huge 52:19,25 53:6 humble 52:11	I idea 25:7 55:10 identify 29:3 38:24 41:13 44:3 48:14 49:15 identity 4:25 illuminated 18:16 image 46:13 immediately 45:24 impact 42:7 impacted 41:20 impacts 49:11 importance 39:7 important 5:4,7 9:22 31:15 33:7 37:6 39:20 52:7 impossible 55:3 improved 44:20 improvement 26:19 32:11 34:7 improvements 12:18 26:21 27:4 47:17 improving 47:20 incentivize 26:19 27:20 inch 50:9 inches 23:12 51:5 51:5 incidental 6:14 include 35:20 45:13 included 45:14	inconsistent 17:10 incorporate 13:13 incorporated 17:23 30:12 increase 39:24 increasing 36:25 incredible 61:5 individual 38:13 61:11 individuals 14:19 industry 12:19 15:10 20:16 information 15:12 55:20 informed 55:14 inserted 60:10 insertion 61:8 inside 20:3 22:21 22:23 Inspections 27:14 31:4 instance 31:18 institutional 17:14 intended 23:9 intent 48:5 59:16 interest 36:21,23 50:18 interested 38:11 interim 9:23 interior 49:24 intermingled 42:15 interpretation 9:15 interrupting 26:4 introduce 38:15 introduced 10:8 12:14 involved 26:18 involving 4:14 iPads 51:19 irregularly 31:19 31:22 issue 3:9 12:19 21:4 22:4,5,9
---	---	--	--	---	---

43:20,25,25 46:3,20 issues 10:9 15:13 20:14 23:20 26:25 33:20 61:6 items 42:6	57:24 58:3,4,10 62:2,10,22 knew 4:11 know 4:7 12:12 19:12 21:20 28:6 29:15 30:4 32:23 34:13 36:7 38:10 51:8 54:10,22 62:18 Kroculick 41:9 41:14,15 42:5 43:5,11	listening 7:18 12:2 little 3:13,14 7:15 14:25 16:25 50:22 51:19 53:3 55:19 live 52:12 57:3 60:8,23 living 38:7 location 46:15 logical 37:19 38:3 long 19:15 34:2 43:24 48:9 49:21 50:20 look 46:20 49:25 52:23 56:8 looked 17:17 36:4 looking 25:25 looks 25:19 38:23 Lorna 43:14 48:16 lose 56:14 lot 3:5,7 7:20 19:8 20:11 21:21 31:12 37:7,18 38:20 39:14 50:2,5 52:9 54:12 56:22 60:20 lots 15:11,16 love 52:13 57:2 36:14 37:23 47:22 61:2,5	6:25 making 1:17 2:16 27:13,13 36:23 38:12 manage 39:3 mannequins 24:9 Marconi 2:9 28:14 40:12 41:6 43:13 57:12 MARK 1:13 market 56:16 marketer 51:18 marketing 53:6 material 6:22 matter 12:20 56:2 56:5 61:17 66:7 Mayor 3:15,23 4:2 6:20 7:6,12 7:21 8:5,17,22 9:6,12,16 10:11 10:20 11:4,20 12:21 13:11 14:8,13,17,23 15:5,23 16:13 16:16 24:23 25:5,21 Ma'am 48:14 McGettigan 43:15 49:17,18 50:6,10 54:3,9 54:16,22 mean 8:15 13:8 13:14 15:15 23:24 58:21,24 means 11:17 66:22 meant 23:15 measure 24:13 measurement 17:5 measurements 42:10 measures 51:4 mechanical 18:17 media 53:22 54:19 56:11,16	56:18 medium 53:12 meet 12:11 47:7 meeting 7:11 49:23 58:13 63:9,15 meets 33:20 member 16:9 23:9,17 34:17 35:12 members 2:7 3:24 20:15 21:6 26:6 34:20 63:21 mentioned 46:21 merchandise 24:10,13,14 mess 5:11 message 60:9 messaging 5:3 met 20:21 58:22 Michael 43:15 49:18 MICHELE 66:15 middle 11:19 minds 58:24 minutes 6:16 63:11 miscommunica... 9:24 mistake 45:2 misunderstandi... 9:25 mix 54:18 mixed 49:5 60:5 modified 18:2 moment 49:25 money 27:7 37:13 months 5:20 moon 53:2 morning 2:3 3:4 26:6 28:21,22 29:6 44:5 49:18 57:24 58:2 63:14 Morris 41:16 move 6:10,24 34:9 56:10
J James 1:11 28:17 39:2 January 12:15 job 11:18 33:10 40:3 jobs 52:21 journalism 55:9 56:12 JR 1:10 judgment 20:17	L L 66:15 labor 50:11 51:11 lack 48:22 Lancaster 39:4,18 language 59:17 large 26:11 53:20 larger 13:21 60:6 largest 6:7 56:16 late 20:24 law 22:16 33:4 36:18,24 50:15 laws 61:12 Lawson 43:14 48:16,16 lawsuit 48:4,10 lawyers 42:19 leadership 53:18 leads 26:10 led 5:8 51:2 52:20 52:25 54:24 left 44:6 legal 22:14 23:3 48:2 let's 37:10 56:3 level 36:25 Licenses 27:14 31:4 life 37:9 limit 16:23 32:14 58:6 limited 19:16,21 line 39:19 51:16 liquor 55:23	M Macy's 23:21 24:9,19 main 17:23 39:19 maintain 8:16 maintained 8:14 30:15 Maintenance 47:21 major 16:20 34:6 46:3 majority 4:13,19	Ma'am 48:14 McGettigan 43:15 49:17,18 50:6,10 54:3,9 54:16,22 mean 8:15 13:8 13:14 15:15 23:24 58:21,24 means 11:17 66:22 meant 23:15 measure 24:13 measurement 17:5 measurements 42:10 measures 51:4 mechanical 18:17 media 53:22 54:19 56:11,16	medium 53:12 meet 12:11 47:7 meeting 7:11 49:23 58:13 63:9,15 meets 33:20 member 16:9 23:9,17 34:17 35:12 members 2:7 3:24 20:15 21:6 26:6 34:20 63:21 mentioned 46:21 merchandise 24:10,13,14 mess 5:11 message 60:9 messaging 5:3 met 20:21 58:22 Michael 43:15 49:18 MICHELE 66:15 middle 11:19 minds 58:24 minutes 6:16 63:11 miscommunica... 9:24 mistake 45:2 misunderstandi... 9:25 mix 54:18 mixed 49:5 60:5 modified 18:2 moment 49:25 money 27:7 37:13 months 5:20 moon 53:2 morning 2:3 3:4 26:6 28:21,22 29:6 44:5 49:18 57:24 58:2 63:14 Morris 41:16 move 6:10,24 34:9 56:10
K K 1:10 Karen 2:24 21:20 26:7 Katz 48:16 keep 5:17 26:3 38:10 54:8 Kelly 57:14 Kenney 1:11 2:6 8:9,10,18,24 9:8 9:14,19 11:24 13:2,3 14:2,11 14:15,21 15:3,7 16:4 21:24,25 22:19 23:19 24:3,16 25:2,9 41:18 63:17,18 64:12,13 Kensington 35:10 kept 4:8 Kettell 43:15 44:5 44:6,10,18 kidnapped 55:22 kind 20:9,18 21:10 54:5 56:13 kindly 34:9 Kindt 57:13,18,21				

63:19 64:14 moved 63:24 64:5 64:20 movement 18:17 18:18 moves 5:21 MSB 35:24 36:6 multiple 47:10 MURPHY 66:15	nickel 56:14 non-accessory 3:9 4:14 5:25 6:8,15 6:22 16:23 21:4 24:18 29:16 35:3 40:14 43:20 44:14 45:24 48:24 58:20 59:3 61:25 62:4 non-applicable 44:25 non-skilled 52:22 non-union 51:10 52:22 note 50:19 notes 66:6 November 1:7 66:7 nuisance 47:21 61:9,13 number 17:3,16 18:7,7 20:13 44:24 45:3,7,8 numerous 26:14	opinion 14:22 opportunities 15:11,16 opportunity 14:4 29:12 34:22 39:5 oppose 21:2 49:2 opposed 51:5 64:8 64:24 opposition 48:25 60:19 ordinance 1:15 2:13 6:4,6,9,23 45:16 47:25 48:8 50:15 ordinarily 49:2 organization 32:20 organizations 46:22 original 4:8 5:11 31:10 36:18 outdoor 4:16 6:2 12:3,18 13:8 14:5 15:10 20:16 54:4 55:5 outside 22:23 overall 18:3 58:19 overlay 30:7,11 overlays 17:18,22 17:25 overlay's 30:15 owner 30:24 owners 18:25 38:14,16 39:13 39:15 O'Brien 1:12 16:9	part 38:22 40:20 42:22 44:9 51:14 particular 6:3 38:5,11,16 40:16 particularly 3:8 partner 41:15 pass 12:5,7 34:24 37:3 44:2 passage 9:2 29:22 34:11 passed 33:4 pause 63:12 PEC 40:3 Pennsylvania 1:6 people 4:23,25 7:18 8:15 9:3 12:3 20:19 39:8 51:20 54:11 55:11 56:25 57:3 People's 39:3 pepper 31:20 39:17 perceive 39:9 percent 19:12,16 37:25 49:7 54:6 59:9,15 permanent 45:20 permit 19:24 32:23 38:2 45:22 47:20 permits 19:15 permitted 18:10 18:22 19:6 45:10,13 permitting 36:18 person 23:23 35:18 personal 52:19 perspective 15:8 pertain 30:4,25 31:6 pertains 29:14 phenomenal 58:18	Philadelphia 1:2 1:6,16 2:14 20:15,22 29:10 39:10 49:20 52:5 53:11 56:22 58:5 Philadelphians 57:4 Philadelphia's 33:21 53:8 56:8 Philly 56:14 philosophy 13:9 phone 53:23 picture 13:21 pictures 33:2 55:21 62:7 pieces 6:5 42:25 pivot 53:21 placard 37:18 place 8:21,23 22:24 37:17 50:9 51:18 52:3 52:6,6,15 Planning 1:16 2:15 9:9 33:23 47:4 62:12 please 2:9,22 3:22 21:24 25:15 26:4 28:14,23 35:6 38:24 41:6 44:4 53:23 54:8 54:10 plenty 62:6 point 11:21 22:20 48:2 53:22 policy 13:9,12 portion 29:23 34:24 35:16 37:4 portions 35:4 37:3 48:5 position 14:3 positive 55:17 possible 49:11 potential 13:7,13 49:10 power 51:7
N name 26:7 29:6 32:14 35:7,8 44:6 49:17,20 56:21,21 58:3 Natalie 58:12 60:18 nearly 55:2 need 4:24 19:13 30:21 33:6 36:5 41:2 needed 14:6 32:24 33:18 34:7 needs 13:12,13 27:18 49:9 neighborhood 26:8,24 33:22 60:22 neighborhoods 22:7 56:24 59:11 60:5 neighborhood-... 17:18,22 nest 35:21 Network 34:2 never 45:11 new 5:13 8:13 15:19 17:5,5,8 18:6 19:17 30:16 31:11,23 32:16 34:5 35:9 37:8,24 38:6 41:4 44:19 46:9 46:10 54:5 55:12 56:11 newspapers 55:8 nicer 33:16	O objections 66:4 objectives 27:12 obviously 42:2,4 offer 7:13 10:21 Office 26:13 Oh 1:12 2:8 35:8 Okay 6:19 8:8 9:19 10:16 16:4 24:3 25:9 26:2 41:3 44:8 old 5:11 35:15,16 46:24 47:2,15 one-stop 33:5 ongoing 52:2 open 15:20 37:8 50:12 opening 19:21 operate 13:17 operation 23:4 48:23	P PACDC 29:11 33:19 34:8 35:13 Paper 55:12 paperwork 36:4 paradigm 39:8 paragraphs 54:10 parks 53:9	part 38:22 40:20 42:22 44:9 51:14 particular 6:3 38:5,11,16 40:16 particularly 3:8 partner 41:15 pass 12:5,7 34:24 37:3 44:2 passage 9:2 29:22 34:11 passed 33:4 pause 63:12 PEC 40:3 Pennsylvania 1:6 people 4:23,25 7:18 8:15 9:3 12:3 20:19 39:8 51:20 54:11 55:11 56:25 57:3 People's 39:3 pepper 31:20 39:17 perceive 39:9 percent 19:12,16 37:25 49:7 54:6 59:9,15 permanent 45:20 permit 19:24 32:23 38:2 45:22 47:20 permits 19:15 permitted 18:10 18:22 19:6 45:10,13 permitting 36:18 person 23:23 35:18 personal 52:19 perspective 15:8 pertain 30:4,25 31:6 pertains 29:14 phenomenal 58:18	Philadelphia 1:2 1:6,16 2:14 20:15,22 29:10 39:10 49:20 52:5 53:11 56:22 58:5 Philadelphians 57:4 Philadelphia's 33:21 53:8 56:8 Philly 56:14 philosophy 13:9 phone 53:23 picture 13:21 pictures 33:2 55:21 62:7 pieces 6:5 42:25 pivot 53:21 placard 37:18 place 8:21,23 22:24 37:17 50:9 51:18 52:3 52:6,6,15 Planning 1:16 2:15 9:9 33:23 47:4 62:12 please 2:9,22 3:22 21:24 25:15 26:4 28:14,23 35:6 38:24 41:6 44:4 53:23 54:8 54:10 plenty 62:6 point 11:21 22:20 48:2 53:22 policy 13:9,12 portion 29:23 34:24 35:16 37:4 portions 35:4 37:3 48:5 position 14:3 positive 55:17 possible 49:11 potential 13:7,13 49:10 power 51:7

present 1:9 16:10 34:18 51:21 presentation 40:18 41:2 presented 5:18 Preservation 50:12 Preserve 56:7 pretty 4:12 11:18 14:24 pre-dated 36:20 price 51:23 private 14:19 61:8,11 probably 17:7 46:23 problem 13:20 14:10 45:21 46:5 47:15 procedures 47:18 proceed 29:4 38:25 48:15 49:16 proceedings 66:4 process 21:11,17 26:16 27:6 33:17 36:18 46:23 47:8,11 47:12 product 24:22,24 45:19 productive 58:13 products 19:13 54:5 profit 52:18,19,23 program 26:19,22 prohibited 32:25 46:19 projected 46:13 46:14 projecting 18:13 projects 18:14 promoting 27:15 proper 36:3 properties 20:5 proposal 5:17 44:7,19 45:4	46:6,9 proposals 36:11 propose 5:24 proposed 3:7 10:8 22:12 29:13 32:7 46:22 58:11 provide 14:5 18:9 18:24 52:21 provided 20:4 provides 18:20 providing 1:16 2:15 provision 37:7 38:5 provisions 38:18 proximity 13:24 49:4 public 15:12,13 23:10,17,22 50:13,17 66:16 publications 55:15 pulled 6:23 pulling 53:7 purchasing 37:9 purely 49:3 purpose 17:14,15 23:23 purposely 4:8 put 3:12 4:4,6,24 24:4 33:3 34:16 51:6 58:23 putting 12:6 25:17 53:4 Pyatt 28:17 34:20 35:8,9 Q question 14:24 15:20 22:3,18 40:16 41:17 42:8 questions 3:19 16:11 25:12 28:2,7 40:8 43:21 57:8 63:2	quick 22:3 quickly 12:11,13 quite 5:10 quo 8:14 quorum 2:5 R radio 55:8 raise 53:23 raised 19:8 raising 22:18 ran 22:3 randomly 14:18 rational 21:16 rationalized 5:13 rat's 35:21 reach 22:25 23:4 51:21 54:23 read 2:10 4:3 55:4 55:15 reading 64:18 65:5 ready 8:2 real 19:20 27:8 45:21 realities 5:14 really 11:19 18:5 21:15 24:15 26:25 39:10 48:3 58:23 61:19 reason 42:14 reasonable 20:18 20:19 37:20 38:4 reasonably 12:11 12:13 rebuffed 22:8 recognizes 63:16 recommend 6:7 61:7 record 2:5 4:6 15:24 16:8 34:16 44:9 Redden 57:14 reduce 19:6 49:10 reduced 8:19	references 5:24 6:14 7:15 referred 11:25 referring 46:25 64:3 reflect 16:8 regard 16:22 regarding 27:6 regular 56:25 regulate 22:21 23:24 regulating 19:25 23:18 47:5 regulation 13:14 16:3 regulations 17:13 22:12 29:20 30:12,23 31:2,3 45:3,6,15 46:7,8 46:18 47:3,10 47:23 48:6 regulatory 47:6 relate 21:2 related 6:22 relative 13:8 15:13 23:20 Remember 54:13 remove 27:19 renovating 37:10 repair 9:4 repeat 57:19 reported 64:15 65:4 reporter 35:6 66:24 represents 38:6 reproduction 66:21 request 34:9 64:16 requirements 8:19 60:12 reserve 41:24 reserved 28:8 residences 49:4,7 residential 13:24 residents 18:24	34:5 60:17 resources 61:3 respectfully 40:15 41:3 response 3:20 19:7 25:13 28:4 40:9 57:9 63:3,6 64:9,25 responsive 31:13 rest 6:13 17:19 34:15 40:13,25 retains 31:5 revenue 13:7,14 13:15 14:6 15:12 review 21:11 46:23 47:11 reviewing 22:17 62:14 reviews 21:14 revised 1:16 2:15 17:13 27:10 42:2 revision 30:18 Reynolds 1:13 34:17 rid 7:15 right 4:6 7:11,13 10:15 16:17 26:5 27:20 28:6 32:2 41:21,24 42:21 57:19 61:2,8,10,25 62:9 road 15:15 Rob 44:6 Robert 43:15 room 1:6 49:23 51:20,23 53:23 row 52:12 RPR-Notary 66:16 rule 9:7 36:8 rules 1:3 2:4 3:1 4:1 5:1 6:1 7:1 8:1 9:1 10:1 11:1 12:1 13:1
--	---	---	---	--

14:1 15:1 16:1 17:1,5,10 18:1 19:1 20:1 21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1,8 30:14,15,18,20 30:24 31:1,2,5,7 31:11 32:1,3 33:1 34:1,3,5,10 34:21 35:1,19 35:20 36:1,14 37:1 38:1 39:1 40:1 41:1 42:1 43:1 44:1 45:1 46:1,17 47:1 48:1 49:1 50:1 51:1 52:1 53:1 54:1 55:1 56:1 57:1 58:1 59:1 60:1 61:1 62:1 63:1,9,10,15 64:1,17 65:1,5,9 run 49:19 rush 16:17 rushing 16:15	seconded 63:22 63:24 64:5,19 64:21 second-story 59:18 section 6:3,7 7:5 9:3 10:14 31:23 42:24 47:18,19 47:20 64:2 sections 17:3 55:5 59:4 security 15:14 see 26:25 55:4 seeing 40:10 55:25 63:4 select 51:21 sell 24:25 sense 37:19 50:23 separate 11:10 21:10 separately 32:19 series 6:12 10:22 served 50:14 services 14:7 26:14 54:5 session 64:18 65:6 set 28:15 shaped 31:19,22 shared 20:24 shift 39:8 56:17 shopping 33:5 shops 49:19 short 21:20 show 53:18 62:7 shows 58:24,25 shut 60:15 side 15:21 sides 11:15,16 32:5 sight 51:16 sign 1:16 2:15 4:7 9:5 17:9,13,18 18:3,7,8,12,13 18:13,14,16,17 18:18,21 19:2,6 21:7 22:21 23:7 24:11,14 27:6	31:11,18,24 32:12,13,16,18 32:24 33:14,15 33:16 35:16 36:3,16 37:16 37:21,22 38:2 39:14 45:23,24 46:7,8,13,14,23 47:11,15,23 60:6,13 61:12 62:4 signage 6:15 14:22 15:10 29:19,23 30:9 30:14,15,20,22 30:25 31:3 34:10,25 35:20 39:10,23 40:14 44:23 48:5 59:9 59:19,21 60:2 60:17 61:11 significant 14:6 50:18 signs 4:15,20,21 5:6,15,25 6:22 6:25 8:15 16:23 16:24 17:6,22 17:24 18:5,10 18:23 19:7,9,11 19:15,19,20,20 19:21,25 20:10 21:3,11,22 22:12 26:15,17 27:17 29:14,16 30:3,3 31:6,14 31:22 32:9,21 33:3 34:6 44:20 44:24 45:4,12 45:13,17,20,21 47:6,19 48:19 49:2 58:7 61:9 61:15 62:6 Similarly 45:10 simple 33:14 39:16,23 simplify 47:12 simply 6:16 32:21	sir 38:24 49:15 50:5 53:25 54:7 sitting 22:16 situations 38:12 skyline 53:9 small 6:12 19:19 26:11 27:16 33:9 37:2,17 51:13 smart 11:9 13:14 53:22 smarter 56:18 Snyder 28:16,24 28:25 29:5,7 Society 48:17 solution 46:5 somebody 23:10 25:17 45:19 somewhat 23:3 sorely 14:6 sorry 2:3 7:22 14:14 16:12,15 26:3 sort 4:17 7:16 42:15 59:6 60:4 sorted 5:12 sorts 32:7 sound 22:14 space 50:20 spaces 49:24 spacing 8:18 speak 34:22 43:19 Speaker 57:14 speaking 15:9 special 17:13,15 30:8 31:2 55:4 56:23 specific 14:25 31:24 42:8 59:3 specifically 31:20 35:15 60:2 specify 44:24 speech 22:10,14 spend 57:4 spending 37:13 54:12 56:10 spent 37:9	spillage 60:7 split 25:4 30:2 spread 6:4 square 32:14 Squilla 1:13 2:8 stakeholders 33:25 standard 20:18 standpoint 23:3 stands 51:24 start 3:19 15:18 24:12 58:14,19 state 35:7 static 13:19 status 8:14 stay 8:20,23 stealing 51:24 stenographic 66:6 Stephanie 57:13 58:4 Steve 57:14 Steven 41:8 stiffen 47:22 store 23:24 storefront 26:18 37:10 storefronts 26:21 straightening 5:9 street 20:2 45:7 60:8 strictly 56:4 stripped 6:8 8:13 strongly 34:23 structure 16:25 46:15 struggling 56:20 stuff 5:3 subject 47:9 subsumed 30:17 successfully 27:12 suffered 38:17 suggest 6:11 suggesting 47:17 suggestion 47:24 suggestions 45:5 46:6 summary 44:11
---	---	--	---	--

62:11 supervision 66:23 support 55:17 supported 55:13 supporting 29:22 56:12 supportive 27:16 sure 5:20 9:13,17 9:23 11:5 12:10 14:24 15:18 25:17 38:12 42:20 47:22,25 54:17 57:18,22 62:8 suspension 64:17 65:5 Sustainable 33:25 symbol 31:22	technical 1:17 2:16 technologies 46:11 technology 36:16 46:11 teeth 61:20 tell 4:25 50:9 temporary 19:18 19:20 38:2 ten 6:16 tenant 20:6 tenants 45:8 tend 10:12 terms 2:17 19:22 19:22 49:8 60:14 61:19 test 58:24 testify 29:12 34:15 63:5 testimony 4:4 16:19 20:12 48:11 58:6 62:12 text 20:12 thank 2:18 3:16 3:24 8:10 9:20 10:3,16,18 13:3 16:5,6 21:25 25:10 27:23,24 28:6,25 29:5,11 34:14,20 38:9 39:5,25 40:2,5,6 40:11 43:5,9,11 44:16 48:12,13 48:18,19 49:13 49:14 54:2 57:6 57:10,19 58:8 62:11,16,23,24 63:11,18 64:13 65:8 thanks 62:12,13 they'd 37:16 thing 11:5 17:7 18:4 27:21 43:24 things 5:14 8:20	11:23 13:16 16:15 21:8 41:23 think 3:9,11 4:5 10:9 11:9,17,22 12:16 13:24 15:24 16:2,2 18:24 21:3 23:13 25:6 27:11 28:24 34:2 37:5 40:25 42:7 43:2 44:19 45:2,2,12 46:2,9 46:16,18 47:14 48:3,7 49:9 51:12,17 52:4 53:16,17 55:7 60:3 thinking 53:4 third 60:25 thought 21:14 46:25 47:11 58:21 three 58:10 tightening 46:7 time 9:24 12:8 14:18 19:23 27:7 37:14,15 47:7 51:14 timeframe 7:18 timeline 4:10 times 35:22 39:14 50:2,17 53:2 55:13 tiny 52:23 title 1:15 2:10,13 today 2:11 3:11 7:10 8:20 9:7 11:10 21:4 29:12 30:19 34:22 35:2,11 41:2 42:14 59:5 65:8 told 36:7 top 59:15,20 topic 6:21 29:19 topics 44:12	total 45:3,14 track 55:3 tragedies 52:2 transcript 66:8,21 transparency 32:18 trash 22:7 treated 32:19 tree 32:22 trends 36:15 tried 17:20 20:17 23:13 tripod 50:23 Trophy 49:20 true 66:8 trust 50:5 try 11:18 trying 18:9 22:5 22:20 38:10 48:8 52:10 turned 52:16 TV 52:17 55:8 tweak 59:17,21 tweaks 59:3 two 11:15 45:17 46:6 48:6 51:5 56:10 type 18:12,21 36:2 types 18:7,10 typical 5:2 37:12	unfortunate 51:15 uninteresting 33:15 union 50:11 untargeted 54:25 unwritten 31:5 32:2 36:14 urge 11:6 37:2 usable 55:19 usage 47:6 use 20:17 22:6 30:11 31:13 45:13 49:8 user-friendly 27:13 uses 30:9 45:10
T				V
table 3:2 28:19 41:11 43:17 45:11 57:16 tables 18:9 44:23 45:12 tack 52:17 take 15:6 36:19 40:19 42:23 49:25 52:3,15 61:16 taken 7:4 18:2 66:6 takes 64:2 talk 4:5 7:24 20:22 38:15 40:14 41:24 44:12,21,22 45:11 54:2 59:6 62:17 talked 59:7 talking 56:9 59:5 61:24 talks 60:25 targeted 26:20 54:19,25 56:17 team 5:8 tech 51:3				value 50:18 52:24 52:25 53:5,8 55:24 56:9 variance 32:24 vast 4:13,19 6:24 vendors 39:14 venue 50:16 version 13:15 44:11 versus 32:4 vetted 22:11 Vice-Chair 2:6 Vice-President 29:9 view 13:6 56:4 viewed 20:2 23:9 visible 22:22 23:22 vital 50:16 vote 57:3
			U	W
			umpteenth 50:21 unclear 27:5 underscore 39:6 understand 9:11 9:13,18 17:20 20:19 31:25 35:17 42:25 43:8 understanding 13:23 19:2 30:16 38:13 50:11 understands 9:9 9:10	W 1:10 wait 11:7 15:3 waiting 8:13 walked 23:16 wall 18:13 32:9 37:22 want 2:20 9:22

12:2 15:7,18 25:16,24 28:10 31:21 33:10,11 33:14 34:16 39:21,22 40:14 42:21 43:24 54:16 63:5 wanted 38:21 39:6 wants 56:4 wasn't 59:16 way 27:19 31:13 31:24 37:16 39:8 46:10 49:22 50:6 51:10 59:12 61:14 ways 48:9 Wearing 13:5 web 55:8 website 55:13 Wednesday 1:7 week 59:23 well-compensat... 53:13 well-connected 52:18 well-constructed 58:17 well-worded 58:17 went 25:7 weren't 36:11 western 52:8 we'll 7:13 9:13,17 11:2,13,21 15:3 18:24 59:22 62:20 we're 4:4 5:16,23 6:6,10 10:7 12:5 12:6,7,8 13:21 18:9 19:25 20:9 21:3 23:17 38:7 38:23 39:7 40:17,19 42:14 43:7,22 49:21 61:6	we've 11:8 18:2 23:6,13 26:23 35:24 36:9 38:19 46:19 48:24 64:2 WILLIAM 1:10 WILSON 1:10 window 19:10,14 22:13 24:10,17 32:12,15 37:6 37:18,21,25 45:11,13 windows 19:9 23:22,25 24:15 32:17 wish 51:9 witness 2:25 28:18 41:10,10 43:16 57:15,15 witnesses 2:21,25 28:15,18 40:13 40:25 41:7 43:16 worded 59:12 wording 11:25 words 8:12 work 3:11 4:9,11 5:9 12:24 21:21 26:11 40:2 50:25 57:3 62:13 worked 5:19 33:24 working 27:3 29:18 33:9,20 35:14 39:7 works 35:18 world 52:8,9 world's 49:24 worst 53:7 wouldn't 49:2 60:20 Wright 28:17 39:2,2 40:5 writing 32:3,5 written 36:8	Y Yeah 9:21 10:12 62:10 year 8:14 26:22 years 17:17 31:8 36:10,16 yellow 61:15 yesterday 20:22 20:24 58:12 59:8 York 55:12 Z ZBA 48:25 zoning 1:16 2:14 4:9,10 5:11,12 17:9,11,19 21:12 26:16 29:13,21 30:7 30:10 31:10 33:17 35:19 47:8,20 49:5 1 1,000 53:2 10:35 1:7 100 54:6 11/28/12 3:1 4:1 5:1 6:1 7:1 8:1 9:1 10:1 11:1 12:1 13:1 14:1 15:1 16:1 17:1 18:1 19:1 20:1 21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1 31:1 32:1 33:1 34:1 35:1 36:1 37:1 38:1 39:1 40:1 41:1 42:1 43:1 44:1 45:1 46:1 47:1 48:1 49:1 50:1 51:1 52:1 53:1 54:1 55:1 56:1 57:1 58:1 59:1 60:1 61:1 62:1	63:1 64:1 65:1 11:50 65:10 113 26:23 120430 1:15 2:12 3:1 4:1 5:1 6:1 7:1 8:1 9:1 10:1 11:1 12:1 13:1 14:1 15:1 16:1 17:1 18:1 19:1 20:1 21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1 31:1 32:1 33:1 34:1 34:23 35:1 36:1 37:1 38:1 39:1 40:1 41:1 42:1 43:1 44:1 45:1 46:1 47:1 48:1 49:1 50:1 51:1 52:1 53:1 54:1 55:1 56:1 57:1 58:1 59:1 60:1 61:1 62:1 63:1 63:16,20 64:1 64:15 65:1,3 13th 8:4 14 1:15 2:13 14-900 38:6,18 14-905 7:5,7 8:2 42:22 64:4 18 23:11 1895 49:25 1998 49:22 2 20 19:11,16 37:24 51:5 59:8,15 2012 1:7 66:7 22nd 30:11 28 1:7 66:7 3 300 60:13 38 26:23 38th 39:4 4	400 1:6 44th 39:5 5 58 50:20 6 6th 7:25 10:8 42:17 62:21 60 51:6 7 71 50:20 9 90 49:7 903(1) 42:9 905 42:6,12 907 42:9
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