

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON RULES

Room 400, City Hall
Philadelphia, Pennsylvania
Thursday, April 25, 2013
2:25 p.m.

PRESENT:

COUNCILMAN WILLIAM K. GREENLEE, CHAIR
COUNCILWOMAN CINDY BASS
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN JAMES KENNEY

BILL NOS. 120959, 130242, 130061, 130062, 130063,
130143

1 COUNCILMAN GREENLEE: This
2 is the Committee on Rules. Thank you
3 for your patience. We have a quorum
4 with Councilman Goode, Councilman
5 O'Brien, and Councilman Henon,
6 Councilwoman Reynolds Brown, and
7 myself, Bill Greenlee.

8 Ms. Marconi, would you
9 please read the title of the first bill
10 before us today.

11 MS. LEWIS: Bill
12 No. 120959, an ordinance to amend the
13 Philadelphia Zoning Maps by changing
14 the zoning designations of certain
15 areas of land located within areas
16 bounded by Erie Avenue, B Street,
17 Venango Street, and Front Street.

18 Bill Kramer?

19 (Witnesses approach.)

20 MR. KRAMER: Good
21 afternoon, Councilman Greenlee and
22 Members of the Rules Committee.

23 I'm William Kramer,
24 division director of the Development

1 Planning Division of the Philadelphia
2 City Planning Commission.

3 I'm here to testify on
4 Bill No. 120959 which was introduced by
5 Council Member Sanchez November 29th,
6 2012.

7 Bill No. 120959 amends the
8 Philadelphia zoning maps by rezoning an
9 area of land within an area bounded by
10 Erie Avenue, B Street, Venango Street
11 and Front Street from a combination of
12 I2 Industrial and CMX3 Commercial to a
13 single zoning designation of CMX3
14 Commercial. This bill will facilitate
15 the further development of the
16 St. Christopher's Hospital for Children
17 campus.

18 The proposed development
19 for the campus includes the
20 construction of a two-story medical
21 office building containing 30,000
22 square feet of gross floor area with
23 associated off-street parking, and a
24 new four-story critical care building

1 containing 136,000 square feet of gross
2 floor area.

3 The development will
4 require the striking and vacating of a
5 portion of A Street, which was the
6 subject of Bill No. 120649, which has
7 been approved.

8 At its meeting of December
9 11th, 2012, the City Planning
10 Commission considered Bill No. 120959
11 and recommended that it be approved.

12 The Law Department has
13 contacted our office and requested that
14 there be some technical amendments made
15 to the bill in order to provide
16 additional clarity with regards to the
17 map.

18 In this particular
19 instance, it was for the removal of
20 dimensional numbers, which they felt
21 would have been confusing given the
22 location of the streets. It actually
23 is along the property line that was
24 formerly a railroad right-of-way.

1 COUNCILMAN GREENLEE: And
2 for the record, I have a letter from
3 the sponsor of the bill, Councilwoman
4 Sanchez, supporting both the bill and
5 the amendment.

6 Any questions for
7 Mr. Kramer?

8 (No response.)

9 COUNCILMAN GREENLEE:
10 Seeing none, is there anyone else here
11 to testify on Bill No. 120959?

12 (No response.)

13 COUNCILMAN GREENLEE:
14 Seeing none, Ms. Marconi, the next
15 bill, please.

16 THE CLERK:
17 Bill No. 130242, an ordinance amending
18 Title 14 of the Philadelphia Code
19 entitled Zoning and Planning by
20 amending Chapter 14-800 entitled
21 Parking and Loading by revising parking
22 design standards under certain terms
23 and conditions.

24 Bill Kramer?

1 MR. KRAMER: Good
2 afternoon, Chairman Greenlee and
3 Members of the Rules Committee.

4 I'm William Kramer,
5 division director of the Development
6 Planning Division of the Philadelphia
7 City Planning Commission.

8 I'm here to testify on
9 Bill No. 130242, which was introduced
10 by Council Member Greenlee for Council
11 President Clarke on April 4th, 2013.

12 Bill No. 130242 amends the
13 Philadelphia Zoning Code by amending
14 Chapter 14-800 entitled Parking and
15 Loading by revising the parking design
16 standards.

17 The revision would remove
18 limits on the allowable length of curb
19 cuts from commercial and industrial
20 zoning districts while leaving them in
21 place for residentially zoned
22 districts.

23 The current code provisions
24 allow for two one-way curb cuts not to

1 exceed 12 feet in length, or a two-way
2 curb cut not to exceed 24 feet in
3 width. This requirement is currently
4 applicable to all zoning designations.

5 As highlighted by the
6 Zoning Relief sought under
7 Bill No. 130137, the size of the
8 vehicles using both commercial and
9 industrial sites would require every
10 commercial or industrial development to
11 seek zoning relief. It is believed
12 that this would create an unnecessary
13 hurdle for future commercial and
14 industrial development.

15 It should be noted that
16 there are requirements in the Streets
17 Code that require review and approval
18 by the Streets Department and
19 specifically the Board of Highway
20 Supervisors for any curb cut over 30
21 feet in the City.

22 At its meeting of April
23 18th, 2013, the Philadelphia City
24 Planning Commission considered Bill

1 No. 130242 and recommended it be
2 approved with an amendment to require
3 that curb cuts of over 30 feet require
4 Planning Commission review.

5 I respectfully submit the
6 amendment for your consideration.

7 This concludes my
8 testimony. If there are any questions,
9 I'd be happy to answer them.

10 COUNCILMAN GREENLEE: Thank
11 you, Mr. Kramer. Let me just -- for
12 the information of the Committee also,
13 because I talked to Council President
14 Clarke who is the sponsor of this
15 bill -- I introduced it for him.

16 Personally, I don't think
17 we see the need for the amendment.

18 And, Mr. Kramer, if I could
19 ask you, the Planning Commission is a
20 member of the Board of Highway
21 Supervisors; am I correct?

22 MR. KRAMER: Yes, sir, you
23 are.

24 COUNCILMAN GREENLEE: Okay.

1 So they would have a say -- according
2 to the bill, unamended, they would have
3 a say in this matter; am I correct?

4 MR. KRAMER: That is
5 correct, yes.

6 COUNCILMAN GREENLEE: So
7 they could certainly weigh in if they
8 had a problem with something?

9 MR. KRAMER: Yes. And they
10 can, and we have done so in the past.

11 COUNCILMAN GREENLEE: And
12 the reason we don't see the need for
13 the amendment -- and you say in your
14 testimony that the whole reason for the
15 bill is to not create an unnecessary
16 hurdle for development. And we
17 certainly agree with that. That's why
18 the bill was put in to extend it to 30
19 feet because, obviously, 24 feet is a
20 little tight for a lot of commercial
21 vehicles.

22 It would be our argument,
23 Council President Clarke's and myself,
24 and if the Committee has any other

1 thoughts on this, that adding the
2 Planning Commission would be another
3 unnecessary hurdle that isn't
4 necessary, in our opinion. So I just
5 want to put that on the record.

6 Does the committee have any
7 question about that?

8 (No response.)

9 Thank you.

10 MR. KRAMER: Thank you very
11 much.

12 COUNCILMAN KENNEY: Is
13 there anyone else here to testify on
14 Bill No. 130242?

15 Mr. Schelter, I tried to
16 state your claim, but I guess you're
17 going to do it anyway.

18 Go ahead.

19 (Witness approaches.)

20 MR. SCHELTER: Good
21 afternoon, Mr. Chairman. My name is
22 Craig Schelter. I'm the executive
23 director of the Development Workshop.
24 And I would just say that while you

1 succinctly summed up the argument, my
2 members like it when I come to Council
3 and say I agree with what you're doing.
4 And so I want to go on record as saying
5 that.

6 The only thing I would
7 additionally add to it is I would add
8 the word institutional development as
9 well. Because when you look at the
10 hospital development, the kind of
11 expansion of the medical centers, that
12 that's going to be an area as well.
13 And we think we're going to find
14 numerous instances, perhaps even in
15 residential areas, where the narrow
16 width of these curb cuts is going to be
17 a problem for the development.

18 So thank you very much.

19 COUNCILMAN GREENLEE: So
20 you support the bill without the
21 amendment?

22 MR. SCHELTER: We support
23 the bill the way it is.

24 COUNCILMAN GREENLEE: Okay.

1 Thank you.

2 Any questions for

3 Mr. Schelter?

4 (No response.)

5 COUNCILMAN GREENLEE:

6 Seeing none, thank you very much.

7 MR. SCHELTER: Thank you.

8 COUNCILMAN GREENLEE:

9 Anyone else here to testify on Bill

10 No. 130242?

11 (No response.)

12 COUNCILMAN GREENLEE:

13 Seeing none, next bills we're calling,

14 we're going to call three bills up at

15 the same time, all dealing with

16 St. Joseph's University.

17 Ms. Marconi, could you read

18 the titles of those three bills,

19 please.

20 THE CLERK: Bill

21 No. 130061, an ordinance to amend the

22 Philadelphia Zoning Maps by changing

23 the zoning designations of certain

24 areas of land located within an area

1 bounded by Overbrook Avenue, 54th
2 Street, Woodbine Avenue, Wynnefield
3 Avenue, and 56th Street.

4 Bill No. 130062, an
5 ordinance to amend the Philadelphia
6 Zoning Maps by changing the zoning
7 designations of certain areas of land
8 located within an area bounded by City
9 Avenue, Cardinal Avenue, Overbrook
10 Avenue, and 59th Street.

11 Bill No. 130063, an
12 ordinance to amend the Philadelphia
13 Zoning Maps by changing the zoning
14 designations of certain areas of land
15 located within an area bounded by City
16 Avenue, 52nd Street, Overbrook Avenue,
17 and 54th Street.

18 COUNCILMAN GREENLEE: Thank
19 you.

20 THE CLERK: Bill Kramer.

21 MR. KRAMER: Good
22 afternoon, Chairman Greenlee and
23 Members of the Rules Committee. I'm
24 William Kramer, division director of

1 the Development Planning Division of
2 the Philadelphia City Planning
3 Commission.

4 I'm here to testify on Bill
5 Nos. 130061, 130062, and 130063, which
6 were introduced by Council Member Jones
7 January 31st, 2013.

8 All three bills amend the
9 Philadelphia Zoning Maps by rezoning an
10 area of land adjacent to St. Joseph's
11 University from a combination of CMX2.5
12 Commercial, RSD3 Residential, and RSA2
13 Residential to a single zoning
14 designation of S-P-I-N-S, Special
15 District Institutional.

16 These bills represent an
17 expansion of the SPINS' District to
18 include both a new acquisition by the
19 University as well as rezoning some of
20 their existing facilities into the
21 Master Plan district.

22 Bill No. 130061
23 specifically rezones a property located
24 at 5400-14 Overbrook Avenue from a

1 zoning designation of RSA2 Residential
2 to SPINS.

3 The property is currently
4 leased by the University to the ELS
5 Language Center. ELS is a North
6 American organization which provides
7 English language services for foreign
8 students.

9 Bill No. 130062 will rezone
10 a property known as the Cardinal's
11 Residents, located along City Avenue
12 adjacent to Cardinal Avenue, from a
13 zoning designation of RSD3 Residential
14 to a designation of SPINS
15 institutional.

16 This represents a new
17 acquisition by the University. The
18 former Cardinal Residents will remain
19 with no exterior alterations, except
20 for the addition of a 135-space parking
21 lot.

22 It is the intent of the
23 University to use the building for
24 administrative purposes.

1 Bill No. 130063 will rezone
2 the property located at 2443-45 North
3 54th Street from a zoning designation
4 of CMX2.5 Commercial to a designation
5 of SPINS special purpose institutional.

6 The current use of this
7 structure is for faculty use and the
8 administration of the Air Force ROTC.

9 The University is
10 considering using it as the new home of
11 the University's Office of Public
12 Safety.

13 At all three sites there is
14 no new construction being proposed with
15 the exception of this parking lot
16 associated with the Cardinal Resident's
17 site.

18 In addition, the Master
19 Plan for the University is required to
20 be amended in order for these zoning
21 changes to become effective, and that
22 plan is part of the legislation.

23 All three bills were
24 considered and recommended for approval

1 by the Civic Design Review Committee on
2 March 5th, 2013.

3 At its meeting of March
4 19th, 2013 the Philadelphia City
5 Planning Commission considers Bill
6 No. 130061, 130062, and 130063 and
7 recommended that all three bills be
8 approved.

9 I was contacted this
10 morning by the law department
11 requesting certain technical amendments
12 on all three bills and they've been
13 submitted. The amendments were not
14 substantive but rather for providing
15 clarification with regards to the
16 mapping use.

17 COUNCILMAN GREENLEE: You
18 don't have to comment on this, but
19 don't you love it when the lawyers tell
20 you at the last minute stuff?

21 MR. KRAMER: I thought it
22 was a prerequisite.

23 COUNCILMAN GREENLEE: I
24 guess that's part of what they do.

1 Also, for the record, there
2 will be an amendment to the bill -- I'm
3 not sure, I have to double-check which
4 one -- that puts in an Equal
5 Opportunity Plan.

6 Councilwoman Reynolds
7 Brown.

8 COUNCILWOMAN BROWN: Yes.
9 I am struck by the notion that there
10 will be an amendment to the bill that
11 speaks to MBE/WBE activity, given the
12 long history of institutions knowing
13 that that's a required document.

14 Might you be able to
15 elaborate on that?

16 MR. KRAMER: These bills
17 were originally drafted by the Planning
18 Commission, and in our scope of work,
19 the plan that you referred to is
20 something that would have to come from
21 the institution itself.

22 I'm sure it was just an
23 oversight at that point or maybe they
24 were still working out the details and

1 to allow them the time they got the
2 bill introduced and amended to include
3 it. I'm sure that they were aware that
4 they needed to have one before final
5 passage.

6 COUNCILWOMAN BROWN: And
7 they would be whom?

8 MR. KRAMER: The University
9 itself.

10 COUNCILWOMAN BROWN: I just
11 wanted that for the record.

12 COUNCILMAN GREENLEE: And
13 they'll be testifying if you have more
14 questions.

15 COUNCILWOMAN BROWN: Thank
16 you.

17 COUNCILMAN GREENLEE:
18 Councilman Goode.

19 COUNCILMAN GOODE: Thank
20 you, Mr. Chairman.

21 Just a couple questions.
22 And, actually, the mapping is helpful
23 to me with regard to these questions.
24 The purpose of the rezoning is because

1 one property was being leased and
2 another property, the Cardinal's
3 Residents, was purchased?

4 MR. KRAMER: The main
5 thrust of the purpose is because of the
6 Cardinal's Residents purpose. It adds
7 significant amount of property to the
8 University as a whole. And in order to
9 utilize it for administrative offices,
10 the zoning change is one way to go
11 about doing it.

12 Alternatively, they could
13 have left everything as it is and gone
14 for the Zoning Board of Adjustment.
15 They elected to expand the
16 Institutional Zoning for the district.

17 COUNCILMAN GOODE: So
18 according to the map, Map B I have
19 here, all the area is not mapped
20 special purpose. Some of it is still
21 mapped residential single-family
22 detached; is that correct?

23 MR. KRAMER: That is
24 correct.

1 COUNCILMAN GOODE: Who owns
2 that property?

3 MR. KRAMER: I don't
4 remember the order of sisters, but the
5 property adjacent to the Cardinals is
6 by an order of nuns, but I don't know
7 what their name is.

8 COUNCILMAN GOODE: So that
9 is not owned by the University --

10 MR. KRAMER: That is not
11 owned by the University at this time.
12 In the future it may be, but that
13 remains to be seen.

14 COUNCILMAN GOODE: And that
15 would not be special purpose that --

16 MR. KRAMER: Until we make
17 an ordinance to make that request --

18 COUNCILMAN GOODE: But this
19 bill does not do that?

20 MR. KRAMER: Excuse me?

21 COUNCILMAN GOODE: This
22 bill does not do that?

23 MR. KRAMER: No.

24 COUNCILMAN GOODE: Thank

1 you.

2 COUNCILWOMAN BROWN:

3 Council, what was your last line of
4 questioning, again?

5 COUNCILMAN GOODE: I wanted
6 to know how close it was to 59th
7 Street.

8 COUNCILMAN GREENLEE: Gee,
9 I wonder why.

10 The record will please
11 reflect that Councilwoman Bass and
12 Councilman Kenney, the vice chair, are
13 present.

14 COUNCILWOMAN BROWN: Are
15 representatives from the University
16 going to testify?

17 COUNCILMAN GREENLEE:
18 They'll be next.

19 Any other questions?

20 (No response.)

21 COUNCILMAN GREENLEE:
22 Seeing none, thank you, Mr. Kramer.

23 Ms. Marconi, will you
24 please call -- I think we have on my

1 list two more. Just call both names at
2 the same time, please.

3 THE CLERK: Waddell Ridley
4 and Kevin Maurerer from Overbrook Farms.

5 COUNCILMAN GREENLEE: Is
6 Mr. Maurerer here?

7 (No response.)

8 COUNCILMAN GREENLEE: I
9 guess not.

10 Mr. Ridley.

11 MR. RIDLEY: Good
12 afternoon.

13 COUNCILMAN GREENLEE: How
14 are you, sir?

15 MR. RIDLEY: Good.

16 COUNCILMAN GREENLEE:
17 Please identify yourself for the record
18 and proceed.

19 MR. RIDLEY:
20 Waddell Ridley, assistant vice
21 president for Government and Community
22 Relations at St. Joseph University.

23 COUNCILMAN GREENLEE:
24 Proceed.

1 MR. RIDLEY: Thank you.

2 Good afternoon, Chairman
3 Greenlee. I'm here to testify on three
4 bills which were introduced by Council
5 Member Jones on January 31, 2013.
6 Those Nos. 130061, -62, and -63.

7 These bills represent an
8 expansion of the SPINS, or the Special
9 Purpose Institutional District,
10 formerly the Institutional Development
11 District, IDD, to include a new
12 acquisition by the University as well
13 as rezoning some existing facilities
14 into the University's Master Plan.

15 Bill Nos. 130061 and 130063
16 rezoned properties located at 5400
17 through 14 Overbrook Avenue, and 2443
18 through 45 North 54th Street to zoning
19 designational SPINS.

20 5400 through 14 Overbrook
21 Avenue currently is leased by the
22 University to the ELS Language Center,
23 and ELS is a North American
24 organization that provides English

1 language services for foreign students.

2 The facility at 2443-45
3 North 54th Street is presently used for
4 faculty use and for the administration
5 of the Air Force ROTC.

6 This is one of the sites
7 that the University is considering for
8 use as the new home of the University's
9 Office of Public Safety.

10 Bill No. 130062 will rezone
11 5800 Overbrook Avenue, formerly known
12 as Cardinal's Residents, to a
13 designation of SPINS as well.

14 The University recently
15 acquired this property and intends to
16 use the building for administrative
17 purposes.

18 No exterior alterations are
19 proposed except for the addition of 135
20 surface parking spaces.

21 As per the Philadelphia
22 2035 West Park Plan's suggestion for
23 corrective zoning, the University seeks
24 to expand the SPINS district's

1 footprint to include all of its
2 contiguous properties.

3 The University has notified
4 the local and issue-based registered
5 community organizations, or RCOs, and
6 met with the local RCOs on March 1st,
7 2013. All four local RCOs sent letters
8 of either support or non-opposition.

9 All three bills were
10 considered and recommended for approval
11 by the Civic Design Review Committee on
12 March 5th, 2013. The Philadelphia City
13 Planning Commission recommended that
14 all three bills be approved on March
15 19th, 2013, and the University also met
16 with the Wynnefield Residents
17 Association on April 9th, 2013, and
18 there's a letter of support from that
19 organization as well.

20 This concludes my
21 testimony, and I appreciate the
22 opportunity to appear before you, and
23 I'm happy to answer any questions that
24 you might have.

1 COUNCILMAN GREENLEE: Thank
2 you, Mr. Ridley. In fact, if I could
3 just ask you one question first. You
4 talk about the four local RCOs sent
5 letters of either support or
6 non-opposition.

7 Do you know, do we have
8 them?

9 MR. RIDLEY: I know that
10 those were actually submitted to the
11 Councilman's office.

12 COUNCILMAN GREENLEE:
13 Councilman Jones?

14 MR. RIDLEY: And I thought
15 that they were going to supply them.

16 COUNCILMAN GREENLEE: Okay.
17 I don't see them here. All right.
18 Fine. Thank you.

19 Councilwoman Reynolds
20 Brown.

21 COUNCILWOMAN BROWN: Thank
22 you, Chairman.

23 Good afternoon.

24 MR. RIDLEY: Hi.

1 COUNCILWOMAN BROWN:

2 Welcome back.

3 MR. RIDLEY: Thank you.

4 COUNCILWOMAN BROWN: Just
5 for the record, provide for us a
6 snapshot of the type of negotiations,
7 if you want to characterize them that
8 way, that's my word, with the local
9 neighborhood association, with the
10 Residents Association, where you
11 started and where you ended up.

12 MR. RIDLEY: Okay.
13 Actually, we were approached by a group
14 of neighbors that are kind of between
15 Wynnefield Residents Association and
16 Overbrook Farms Club on the 5700 block
17 of Overbrook Avenue. And that was in
18 December, early December after the
19 media stated that we were trying to
20 acquire the property. And that
21 particular block wanted to know what
22 our plans were. And at that time, we
23 didn't have them.

24 COUNCILWOMAN BROWN: 2011

1 or 2012?

2 MR. RIDLEY: 2012.

3 COUNCILWOMAN BROWN: Okay.

4 MR. RIDLEY: So we met with
5 that group and talked with them about a
6 number of issues that at that time we
7 were able to discuss. The group was
8 concerned about traffic flow and its --
9 whatever we do and how would it impact
10 their particular street and block.

11 And one of the things about
12 that particular block is that there is
13 an entrance that comes off of that
14 particular property onto Overbrook
15 Avenue. That particular entrance is
16 not going to be used any different than
17 it's ever been used, which is for
18 utility purposes. So we met with that
19 particular group, came to a common
20 court, and also stated to them once we
21 got further along we would come back
22 and share more information.

23 After which we then met
24 with the councilman and talked about

1 the need to go through this process.
2 And that process being having the bills
3 introduced, going through the RCO
4 process.

5 We had had some
6 conversations with the RCO groups just
7 to let them know that once the bill was
8 introduced that we were going to come
9 to them and share information with them
10 and ask for a meeting.

11 So we did send them all a
12 notification right after the bill was
13 introduced. Maybe a week after the
14 letters were sent to everyone, we then
15 had a meeting with the four RCOs. And
16 those four RCOs -- it's the Overbrook
17 Farms Club was listed as an RCO at the
18 time, Overbrook Education Environmental
19 Center, the City Avenue Special
20 Services District, and the Wynnefield
21 Overbrook Revitalization Corporation
22 were the four listed RCOs.

23 So we had an actual -- we
24 had a meeting with them in which we

1 gave them a full presentation of what
2 the plan was and discussed all
3 questions and issues, and after which
4 they submitted those two letters.

5 We did also invite the
6 Wynnefield Residents Association to
7 that particular meeting, March 1st, but
8 the president was not able to attend.
9 So then we asked for a date to have a
10 meeting after which, and we did not get
11 a date until April 9th.

12 COUNCILWOMAN BROWN: I see.

13 MR. RIDLEY: So April 9th,
14 we had that particular meeting in
15 which, one, we shared all the
16 information that the RCOs had gleaned.
17 And by April 9th, I think they became
18 registered as an RCO. But at that
19 point we gave them a full
20 presentation --

21 COUNCILWOMAN BROWN:
22 Overview.

23 MR. RIDLEY: Yes. And we
24 had a full discussion about that. And,

1 you know, it always turns to other
2 issues as well.

3 COUNCILWOMAN BROWN: Of
4 course, yes.

5 Well, it's, of course, no
6 surprise to you that at times like now
7 when members of council raise concerns
8 around the collegiality, for lack of a
9 better word, between community and
10 institutions -- sometimes institutions
11 do well and sometimes institutions do
12 poorly, and one might argue the same
13 for community organizations. It's my
14 view from where I sit that there's been
15 enormous improvement with St. Joseph
16 University and its surrounding
17 community. And I'm of the view that
18 there's still work to be done as there
19 is always.

20 And it should be put on the
21 record that the members appreciate,
22 including me, in the interest of full
23 disclosure, the work that has been done
24 towards that end.

1 Please tell us how well you
2 believe St. Joseph's University is
3 doing with regards to being a good
4 neighbor, and what challenges remain
5 between the community and St. Joe to
6 solidify that sometimes strong and
7 other sometimes soft relationship.

8 MR. RIDLEY: Well, I think
9 it's -- you know, we kind of name these
10 things town-and-gown situations. You
11 know, that's the two simultaneous
12 stores. Some of the efforts you're
13 going to find very well. They're
14 working extremely well. And then
15 there's some things that are going to
16 be a constant reminder that issues
17 exist.

18 So the University has --
19 and I would say at least in the last
20 six years -- has gone through a lot of
21 efforts to kind of break down what we
22 would refer to as the invisible wall.
23 I think people feel more welcome on the
24 campus.

1 The meeting that we had
2 with that particular block, the 5700
3 block of Overbrook Avenue, kind of
4 talked about that, and the question
5 was: Are we going to be able to walk
6 around on the Cardinal's, or this
7 particular address's --

8 COUNCILWOMAN BROWN:
9 Residence?

10 MR. RIDLEY: -- residence,
11 or are we going to be able to walk
12 around on the grounds, because for
13 years we weren't able to.

14 And I think the University
15 has gone through great pains to make
16 sure it's accessible so people are
17 allowed to move about on the campus.
18 We make space available for community
19 meetings. We work with our councilman
20 and do a number of different events.
21 We, you know -- so that's -- those are
22 things that are readily available.

23 I'd say last year we
24 probably sent three newsletters out

1 that kind of gave a list of all the
2 events that are taking place that
3 people could take advantage of for
4 free. We also shared baseball tickets,
5 play tickets, things of that nature.

6 We have a great
7 relationship with the Wynnefield
8 Overbrook Revitalization Corporation.
9 We have been its number one sponsor.
10 And that organization has moved to
11 create a Wynnefield Business
12 Association with an effort of trying to
13 take those neighbors and those
14 businesses and combine their forces so
15 that people can have the type of
16 improvements that they'd like to see.

17 And I would say to you that
18 maybe those things would happen without
19 the University's involvement, but the
20 University has been involved in that
21 and has moved --

22 COUNCILWOMAN BROWN: That
23 ball along.

24 MR. RIDLEY: -- moved that

1 ball along, yes.

2 COUNCILWOMAN BROWN: My
3 last question, and you can be brief,
4 is, the infrequently -- at one point it
5 was regular -- but the infrequently
6 partying activity of the college
7 students, that's what they do, we get
8 that. So just speak briefly to the
9 measures that you've taken more
10 recently to sort of curb that in
11 neighborhoods on the blocks where
12 citizens are residing right next door.

13 MR. RIDLEY: Well, what we
14 did and, actually, we started this
15 three years ago, we created a community
16 partnership task force. And the sole
17 purpose of that was to have neighbors,
18 the University, and law enforcement
19 personnel as well as L&I come together
20 to come up with strategies to eliminate
21 as much as we possibly can those issues
22 and have rapid response teams.

23 So we meet quarterly. We
24 do a -- in the beginning of the

1 academic year, probably within the
2 month, every weekend we have a task
3 force that actually goes out into the
4 community and is available. So if
5 there's a party, if we hear about it,
6 we go to that house and we shut that
7 party down.

8 We also have help from the
9 LCB with that. So we've been doing
10 that for three years, and I think it's
11 been paying dividends.

12 COUNCILWOMAN BROWN: Okay.
13 Thank you. Thank you very much.

14 Thank you, Mr. Chairman.

15 COUNCILMAN GREENLEE: Thank
16 you, Councilwoman.

17 Any other questions?

18 (No response.)

19 COUNCILMAN GREENLEE:

20 Seeing none, I should put just for the
21 record, I was given by Councilman
22 Jones' office a letter of support from
23 the Wynnefield Residents Association.

24 COUNCILWOMAN BROWN: Okay.

1 COUNCILMAN GREENLEE: Any
2 other questions for Mr. Ridley?

3 (No response.)

4 COUNCILMAN GREENLEE:
5 Seeing none, thank you, sir. Thank you
6 for coming.

7 MR. RIDLEY: Thank you.

8 COUNCILMAN GREENLEE: Is
9 there anyone else here to testify on
10 Bill Nos. 130061 -62, or -63?

11 (No response.)

12 COUNCILMAN GREENLEE:
13 Seeing none, Ms. Marconi, would you
14 please read the title of the last bill
15 before us today.

16 THE CLERK: Bill
17 No. 130143, an ordinance continuing the
18 Aramingo Avenue Shopping District, a
19 Neighborhood Improvement District, and
20 amending the District's boundaries in
21 the area generally including the east
22 and west sides of Aramingo Avenue from
23 2700 Aramingo Avenue to 3995 Aramingo
24 Avenue, and certain blocks of streets

1 that intersect that portion of Aramingo
2 Avenue and for which Impact Community
3 Development Corporation, a Pennsylvania
4 Nonprofit Corporation is a Neighborhood
5 Improvement District Management
6 Association for the District.
7 Approving a final plan for the District
8 including a list of proposed
9 improvements and their estimated costs,
10 and providing for assessment fees to be
11 levied on the property owners within
12 the District, authorizing the Director
13 of Commerce on behalf of the City to
14 execute an agreement with Impact
15 Community Development Corporation
16 relating to the District, and
17 authorizing Impact Community
18 Development Corporation to assess
19 property owners within the District a
20 special property assessment fee to be
21 used in accordance with the approved
22 plan, all in accordance with the
23 provisions of the Community and
24 Economic Improvement Act, and under

1 certain terms and conditions.

2 COUNCILMAN GREENLEE: Our
3 first witness?

4 THE CLERK: Dennis Murphy.
5 (Witness approaches.)

6 COUNCILMAN GREENLEE: While
7 Mr. Murphy is coming up, I'll just
8 state for the record per state law on
9 Business Improvement District, we will
10 not be approving this bill today. The
11 law stipulates there has to be another
12 meeting within at least 45 days -- no
13 closer than 45 days.

14 So, please, Mr. Murphy.

15 MR. MURPHY: Good morning,
16 Mr. Chairman and Members of City
17 Council.

18 My name is Dennis Murphy.
19 I'm the manager of Business Improvement
20 District within the office of
21 Neighborhood Economic Development for
22 the Department of Commerce.

23 I'm here to testify in
24 support of Bill No. 130143 providing

1 for the reauthorization of the Aramingo
2 Shopping District.

3 The Coalition of Business
4 Improvement District is consistent with
5 the City's strategy plan, especially
6 with the goals of making Philadelphia
7 one of the safest cities in America and
8 a place of choice.

9 Five years ago property
10 owners and business people created a
11 Business Improvement District to pay
12 for supplemental services to serve the
13 shopping area center at Aramingo and
14 Castor Avenues: Police officers from
15 the area, security ambassadors on bikes
16 who patrol the district and coordinate
17 with the police, and marketing
18 promotions and branding activities.

19 The Aramingo District
20 consists of big-box retail as well as
21 strip-mall-type shopping centers, all
22 owned and managed by a variety of
23 owners, many of whom are out-of-state.

24 The BID part has a critical

1 role by allowing owners to
2 cooperatively fund services that ensure
3 a basic level of cleanliness and safety
4 throughout our entire district.

5 As the entity that manages
6 the BID, Impact Services Corporation is
7 to be commended for their strong
8 partnership with the police, their hard
9 work to bond and maintain ties with
10 local store managers and other
11 personnel who work within the District,
12 and their hard work to provide value
13 for property owners and keep owners
14 informed about how their assessment
15 dollars are being used.

16 The BID's proposed
17 five-year plan builds upon the core
18 services of clean and safe, and
19 includes work to further unify and
20 enhance the appearance of the District,
21 including an exciting partnership with
22 the ladder department to use
23 landscaping features to manage storm
24 water runoff within the District.

1 Since the BID was made, the
2 area has seen substantial new
3 development, including the \$45 million
4 Aramingo Crossing Shopping Center. Too
5 often these kinds of investments fade
6 over time as retailers and shoppers
7 choose to go to newer developments that
8 are cleaner, safer, better maintained,
9 and more inviting.

10 The Aramingo BID is working
11 hard to ensure that this doesn't happen
12 within their district, and that it
13 continues to grow and remains
14 competitive.

15 The efforts of the BID and
16 their partners are critically important
17 and deserve the support of the City.

18 Thank you for your
19 consideration. I'll be happy to answer
20 any questions you may have.

21 COUNCILMAN GREENLEE: Thank
22 you, Mr. Murphy.

23 Let me just ask a quick
24 one. You talked about since the BID

1 was launched the area has seen
2 substantial new development.

3 Would you say that part of
4 that is because of the environment that
5 the BID has created, that it has
6 created a positive environment up
7 there?

8 MR. MURPHY: I think so,
9 yeah. I think from what we've heard,
10 the recent developers -- and you'll
11 hear from the BID themselves --

12 COUNCILMAN GREENLEE:
13 Right.

14 MR. MURPHY: -- and some
15 major property owners. But I think
16 people have been more confident in
17 investing there because of the BID.

18 COUNCILMAN GREENLEE: Thank
19 you.

20 Any other questions for
21 Mr. Murphy?

22 (No response.)

23 COUNCILMAN GREENLEE:
24 Seeing none, Ms. Marconi, why don't you

1 call the next three people we have on
2 the list, please.

3 THE CLERK: Randy Hofer,
4 Joseph Bauer, Didier Ruiz.

5 (Witnesses approach.)

6 COUNCILMAN GREENLEE: Thank
7 you.

8 I know some of you we have
9 written testimony so you don't have
10 to -- that'll be made part of the
11 record. If you could just summarize
12 your statements if we have written
13 testimony.

14 Mr. Hofer, your name was
15 called first. So please identify
16 yourself for the record and please
17 proceed.

18 MR. HOFER: Yes, thank you.

19 Good afternoon, Chairman
20 Greenlee and Members of the Rules
21 Committee.

22 My name is Randy Hofer.
23 I'm the director of marketing for
24 Impact Services Corporation, and today

1 I'm going to provide testimony in
2 support of Bill No. 130143.

3 I'm prepared to speak about
4 the background of the Aramingo Avenue
5 Shopping District, when it was formed,
6 how it has performed over the last four
7 years, and what the reauthorization
8 goals entail.

9 The service area of the
10 District generally includes the east
11 and west sides of Aramingo Avenue from
12 2700 to 3995 Aramingo, the east side of
13 Gaul Street from 3300 to 3700, the east
14 side of Tulip Street from 3300 to 3700.
15 And there's 77 property owners in the
16 District and 175 businesses.

17 The services mainly consist
18 of small, medium, and big-box retail
19 operations.

20 As of today, our tenant mix
21 in the District supports a wide range
22 of business and services which serve
23 most of the needs in the community.

24 The Aramingo Shopping

1 District is a Neighborhood Improvement
2 District created by legislation,
3 approved by City Council, and signed by
4 the Mayor in September 2008.

5 The Business Improvement
6 District was formed three years after
7 Impact Community Development
8 Corporation initiated the Aramingo
9 Business Association as a community and
10 economic development project.

11 In general, the District
12 Master Plan was developed to offer
13 supportive services in a broader
14 footprint for the residential and
15 business communities in the Kensington
16 and Port Richmond neighborhoods. Job
17 growth and retention were the intended
18 outcomes to benefit both residents and
19 employers.

20 Solely based on the
21 additional development at the Aramingo
22 Crossings, our goal was achieved
23 through adding more than 600 newly
24 created jobs. Of these 600-plus

1 employees, most have been hired from
2 within a two-mile radius of the
3 Crossings.

4 One unique achievement of
5 the District, which originally was
6 looked on as a negative, is now turning
7 into an unintended positive
8 consequence. The District lacks
9 greening and updated facades in many of
10 the strip centers.

11 Grant dollars for a
12 streetscape planned were projected with
13 the initial BID plan. Impact CDC has
14 received a generous grant from the
15 Philadelphia Water Department to
16 research storm water solutions and
17 opportunities for business owners in
18 the Aramingo BID. This is through a
19 green storm water infrastructure
20 feasibility study.

21 This is a real opportunity
22 to spearhead green development and give
23 the corridor a much-needed facelift.

24 District greening and

1 mandated water conservation programs
2 are very important to the BID.
3 However, it also sets up a win-win
4 scenario for Philadelphia.

5 Our Storm Water Feasibility
6 Study Grant has positioned the City and
7 the Aramingo BID to be a national case
8 study in collaboration with the
9 Philadelphia Water Department, The
10 Rockefeller Foundation, The Natural
11 Resources Defense Council, The Nature
12 Conservancy, and EKO Asset Management
13 Partners.

14 This collaborative effort
15 answers one very important question:
16 Why is the BID still needed?

17 We can also state it
18 officially, to remain competitive we
19 have come to the conclusion that our
20 district needs financing for services
21 and improvements that are multiyear,
22 reliable, and under control.

23 Pennsylvania's Neighborhood
24 Improve District Law meets our needs

1 perfectly.

2 The Aramingo BID has the
3 unique opportunity to conduct community
4 and business outreach. Through the
5 Business Association meetings, the BID
6 devotes updates and communication of
7 BID activity each and every month to
8 all members and guests. In 49 months,
9 we have held 47 meetings with 1,007
10 members and guests in attendance.

11 In reference to the
12 outreach for the development of the
13 current proposed plan, we initiated a
14 district survey to businesses and
15 received over 100 responses. 94
16 percent of the surveys were in favor of
17 reauthorizing the BID for the next five
18 years.

19 We also asked two key
20 questions. The first: What areas
21 would you like Aramingo BID to focus on
22 during the next five years? The three
23 top answers were, in order: Safety,
24 cleaning, and street scape

1 improvements.

2 The second question: If
3 you could make one change to the area
4 to improve the environment for you and
5 other businesses, what would it be?

6 The three top answers in order were:
7 More greening, more police, and more
8 Safety Ambassadors.

9 We discussed these results
10 in our January and February business
11 meetings involving the Steering
12 Committee as a group, individually, and
13 by phone to help formulate our new
14 district plan.

15 Summary of the plan: The
16 proposed budget for the first fiscal
17 year is \$370,842. Services and
18 associated costs provided for first
19 year include cleaning and maintenance,
20 which involves sidewalks, the store
21 fronts, the parking lot frontage,
22 graffiti in areas, the grass areas,
23 illegal signage, tire dumping, dump
24 removal, and our four full-time Impact

1 employees. Budget item: \$114,204.

2 Safety: Three full-time
3 AlliedBarton patrol officers, their
4 benefits, cell phones, bikes,
5 maintenance, and the tour patrol
6 software that they use, \$108,000.

7 Marketing: Our new
8 website, the District outreach
9 campaigns, the banner maintenance and
10 the gateway signage that will be new
11 and improved as well as newspaper ads
12 and maintenance, \$33,600.

13 Improvements under the
14 summary include street trees, water
15 retention program, and the street scape
16 improvements themselves, \$33,000.

17 Administration: Project
18 manager, mailings, audits, and
19 collections of the entire BID, \$53,250.

20 And we have a line item for
21 an allowance of uncollected assessments
22 of \$28,788, with a total budget
23 \$370,842.

24 The assessment rate -- do

1 you need me to go through all of that,
2 how we have figured it?

3 COUNCILMAN GREENLEE: That
4 is part of -- I'm reading what you just
5 read in the amendment. So, no, you
6 don't have to go through all of that.
7 That'll all be made part of the record.
8 So you can just wrap up.

9 MR. HOFER: Just to
10 conclude then, one of the most
11 important outcomes and positive impacts
12 from the last four-plus years that
13 we've been in place involves community
14 and business assistance.

15 There was no presence of a
16 community leading organization prior to
17 2005. With the formation of the
18 Business Association in '05 and the BID
19 in '08, we've answered the calls, we've
20 visited the stores, we've walked the
21 neighborhood, we've promoted
22 businesses, we've offered guidance on
23 city issues, all while increasing our
24 image of a clean, safe shopping

1 experience.

2 Upon approved
3 reauthorization, Impact CDC can
4 continue to be the focal point for
5 community and business support,
6 including proactive planning, program
7 implementation, and improvement
8 solutions for the next five years.

9 Philadelphia is very good
10 for the Aramingo Avenue Shopping
11 District and the Aramingo Avenue
12 Shopping District is very good for
13 Philadelphia.

14 We have heard from our
15 stakeholders in how our past
16 performance has truly made a positive
17 difference to our businesses,
18 residents, and visitors to the
19 District. The BID is necessary to keep
20 the District competitive as there are
21 so many shopping options nearby in the
22 City and the suburbs.

23 It is our hope that the
24 Rules Committee recognizes the

1 encouraging changes the District has
2 experienced. We ask for your support
3 to continue improving upon our original
4 mission of clean and safe.

5 We respectfully request the
6 approval of the business plan as we
7 make the Aramingo Avenue Shopping
8 District more unified, green, and
9 welcoming over the next five years.

10 Thank you.

11 COUNCILMAN GREENLEE: Thank
12 you, Mr. Hofer.

13 We'll hear from all three
14 and then we'll have questions.

15 How about Mr. Bauer, your
16 name was called next.

17 MR. BAUER: Good afternoon,
18 Chairman Greenlee and Members of the
19 Committee. Excuse my voice for
20 cracking. It's allergy season.

21 My name, again, is
22 Joe Bauer. I'm the president of
23 Aramingo Business Association, and I've
24 been in the Business District for the

1 past three years.

2 I'm providing testimony in
3 support of Bill No. 130143.

4 COUNCILMAN GREENLEE: And,
5 sir, we have your whole testimony here,
6 so if you want to just --

7 MR. BAUER: Okay. With the
8 bullet points, I'll go through the
9 bullet points.

10 COUNCILMAN GREENLEE: Fine.

11 MR. BAUER: Being a manager
12 of a bank on Aramingo Avenue, all of
13 these services, very important.

14 I'd come in on a Monday
15 morning, there'd be dumping, graffiti.
16 I'd have piles of glass in my parking
17 lot where somebody had their car broken
18 into. And with these -- with the
19 Safety Ambassadors, with the cleaning,
20 every day it just helps the business on
21 the corridor.

22 And it's needed. Bottom
23 line, it's needed.

24 Thank you.

1 COUNCILMAN GREENLEE: Very
2 good. Very succinctly put. Thank you.

3 Mr. Ruiz, is it?

4 MR. RUIZ: Yes.

5 COUNCILMAN GREENLEE: And,
6 again, we have your testimony. It will
7 be made part of the record.

8 MR. RUIZ: Didier Ruiz with
9 Lerner-Heidenberg Properties.

10 Basically, I want to be
11 here to support the BID as well.

12 We have the Safety
13 Ambassadors, the cleanup crew. Each
14 take care of our shopping centers.

15 We are a New Jersey-based
16 property management company, and we
17 have this BID which takes care of our
18 Philadelphia area, helps us keep in
19 mind that there's somebody out there
20 watching out for our interests.

21 And we'd like to, again,
22 put our words for support with the BID.

23 COUNCILMAN GREENLEE: And
24 as I said earlier, you understand we

1 still have to have another hearing
2 before we can formally move it out of
3 Committee.

4 I just have one question.
5 Usually, there's some entity or some
6 body that has some problems. And I
7 think, Mr. Hofer, you said there was 95
8 percent of approval, I think? Is that
9 what you said?

10 MR. HOFER: Yeah. We did a
11 survey market. It's attached there.
12 And it hits the tenants. Actually,
13 Didier had informed me that some of the
14 other parcel owners, you know, the
15 center owners, called him because he's
16 a main entity out there running two
17 parcels.

18 And they asked the
19 question, you know, is it good for you.
20 And he commented, he said, well, I want
21 to hear from my tenants.

22 And I'm not going to steal
23 your thunder, if you'd like to answer.

24 But the idea is, his

1 tenants are the ones that we help,
2 whatever comes up.

3 COUNCILMAN GREENLEE: Sure.

4 MR. HOFER: Obviously, the
5 City is stressed with a lot of
6 situations, and the ambassadors and the
7 cleaning patrol as well as our whole
8 Impact CDC is available to help at any
9 time.

10 We usually can drop what
11 we're doing, fit in the situation that
12 occurs, and that has happened many,
13 many times over four and a half years.

14 I have tons of
15 documentation. I tried to at least
16 give you a summary of the answers from
17 the stores themselves that we get to
18 serve.

19 COUNCILMAN GREENLEE:
20 Right. And they will all be made part
21 of the record. I'll just read the
22 names when we're through here.

23 But one quick question. I
24 guess it would certainly be the

1 minority, but have there been any
2 specific concerns raised to you by any
3 of the entities? And if so, can you
4 just briefly describe how they might
5 have been addressed?

6 MR. HOFER: Well, actually
7 they're here today.

8 COUNCILMAN GREENLEE:
9 Right. I know.

10 MR. HOFER: The Aramingo
11 ShopRite, we've been involved with them
12 the entire time. I'm sure they're here
13 for maybe not being real happy with
14 what we do, but that was kind of from
15 day one when it came in as a new
16 ordinance.

17 We've tried to do whatever
18 they need, and I'm sure they've at
19 least seen those services. We actually
20 cleaned the Conrail tracks for many,
21 many -- I guess a couple -- years until
22 we were thrown out by an agent with a
23 badge that said we cannot go there
24 anymore.

1 COUNCILMAN GREENLEE: From
2 the railroad?

3 MR. HOFER: Yes. Or else
4 we would do that as a service because
5 they have services in place. We are
6 cognizant of that. But we try to go
7 there and say, what else can we do to
8 help you.

9 And the most important part
10 of that for ShopRite is the water
11 department study. Just two meetings
12 ago, representatives from their store
13 came, and we really were mapping out a
14 solution. You have the full seven-page
15 document on the water treatment study.

16 We're taking that to their
17 parking lot because, on their own, I
18 believe -- and Pete can correct me
19 later if I'm wrong -- they couldn't get
20 it done. It was too expensive. So the
21 BID, again, is pulling the resources to
22 get it done from grant funding.

23 That's going to help them
24 re-stripe, repave, possibly do other

1 work cosmetically and aesthetically
2 there.

3 But also, the most
4 important part, I'm trying as the BID
5 director to give them their assessment
6 fees back in water department savings.
7 Because that's what will happen, the
8 improvement.

9 COUNCILMAN GREENLEE: So
10 safe to say you've had communication?

11 MR. HOFER: Absolutely.
12 We're very close.

13 COUNCILMAN GREENLEE: By
14 the way, I have some railroad tracks
15 behind me. If you're really
16 energetic --

17 MR. HOFER: As long as
18 there's not a badge, I'll send the guys
19 over.

20 COUNCILMAN GREENLEE: Thank
21 you.

22 Councilwoman Bass.

23 COUNCILWOMAN BASS: Good
24 afternoon.

1 I just have a question for
2 you. Is it Mr. Hofer?

3 MR. HOFER: Hofer.

4 COUNCILWOMAN BASS: So I
5 was just telling Councilwoman Brown
6 that I actually have three District
7 Improvement Districts in my district.
8 And so, you know, you want to watch
9 what other people do and do some
10 comparative analysis and make sure
11 that, you know, all of our districts
12 are really up to speed.

13 And a lot of things you
14 said in here were really impressive,
15 and I have to say that the idea or the
16 fact that you have 600 newly created
17 jobs is, obviously, very, very
18 impressive, particularly during this
19 climate.

20 But my question was, on
21 Page 2 you mentioned that you did a
22 survey, and the top concerns were
23 safety and cleaning and street scape
24 improvement. And when you went to the

1 safety issue, the thing that came out
2 was that you wanted more police and
3 more Safety Ambassadors.

4 How do you integrate the
5 police into your BID activities? I'm
6 just curious to see how you do it
7 compared to how my BIDs are doing it
8 now.

9 MR. HOFER: Sure.

10 With our business
11 association meetings, it's a standard
12 reporting time that they give the
13 statistics for the month.

14 The Safety Ambassadors have
15 the cell phones to the officers. We
16 have two beat officers in vehicles,
17 north and south on Aramingo. They all
18 attend the meetings. The Safety
19 Ambassadors have meetings with
20 employees.

21 And what usually happens --
22 I mean, fortunately, we don't have
23 crime that's of homicides or rapes or,
24 you know, against -- it's nuisance

1 crimes. It's the panhandling, the
2 break-ins of the cars, shoplifting all
3 over.

4 So the Safety Ambassadors
5 help the police because they get there
6 first. They get the call from the
7 store manager. That's the key. That's
8 where the safety factor is well
9 recognized, because every time a new
10 manager will come into a store, they
11 get into the process of getting a card
12 from the Safety Ambassador -- here is
13 my name, here is my number. There's
14 three of them on patrol six days a
15 weeks and they can get the calls.

16 Now, overnight, we can't do
17 much about what happens.

18 COUNCILWOMAN BASS: Sure.

19 MR. HOFER: But the
20 cleaning crew or they can come in in
21 the morning and help clean up.

22 They've taken people to the
23 banks to make deposits during busy
24 times.

1 The services are open-ended
2 and we just try to make everybody
3 happy. So the biggest thing is the
4 relationships with the stores and the
5 bike patrol officers.

6 And some have other patrol
7 in their stores. Loss prevention is a
8 huge part of our monthly meetings.
9 They all get together, and ShopRite is
10 intricately involved in that because
11 they share, you know, who came in and
12 who tried to do this. They send e-mail
13 pictures. And technology is great
14 today. They are all tied into that
15 together. That's my best answer for
16 that.

17 COUNCILWOMAN BASS: Okay.
18 Great. Thank you.

19 COUNCILMAN GREENLEE: Thank
20 you, Councilwoman.

21 Any other questions?

22 (No response.)

23 COUNCILMAN GREENLEE: No
24 other questions. I thank all three of

1 you very much. Thank you for your
2 time.

3 Ms. Marconi, I think we
4 might have three more, at least on the
5 written list.

6 THE CLERK: Bill Dion,
7 Gabriel Howard, Peter Amins.

8 (Witnesses approach.)

9 MR. HOFER: If I may, I
10 tried to put together groups so they
11 don't obviously read the letters that
12 you have, but it's a mix. It's
13 between --

14 COUNCILMAN GREENLEE:
15 Right. I have that on record who we
16 have -- in fact, I'll read them now.
17 Other than the ones that I think are
18 publicly testifying, I have Dr. Judith
19 McFadden, a dentist in the area,
20 Captain Vogt from the 24th District,
21 and the owner of the Philly Pretzel
22 Factory all write in support of the
23 continuation of the BID.

24 Mr. Dion, please identify

1 yourself for the record and proceed.

2 MR. DION: Sure.

3 Mr. Chairman and Members of the
4 Council, my name is Bill Dion. I am an
5 employee of the Wolfson Group which is
6 the property management company of the
7 Aramingo Crossing Shopping Center. I'm
8 also a partner in the entities that own
9 the shopping center.

10 We've written a letter in
11 support of the continuation of the
12 Aramingo Avenue Business District. And
13 I would just be here to lend the
14 support to Bill No. 130143.

15 And probably the only
16 comment that I would have is we put the
17 property under agreement of sale before
18 it was originally in place. We're
19 going through approvals for it. So
20 we've kind of seen the idea of it come
21 out and then its fruition.

22 And it has been very
23 helpful in facilitating either ideas or
24 discussion. And I would say that that

1 is its best benefit as far as bringing
2 people together, sharing information,
3 disseminating information. Otherwise,
4 the ideas just kind of die on the
5 vines.

6 So it's been a great
7 resource in that regard, and we would
8 continue to support their existence.

9 COUNCILMAN GREENLEE: Thank
10 you.

11 Mr. Howard.

12 MR. HOWARD: Good
13 afternoon, Chairman Greenlee and
14 Members of the Rules Committee. My
15 name is Gabriel Howard, and I'm a
16 franchise owner with my father of four
17 Dunkin' Donuts in Philadelphia.

18 We have been in business
19 since 1982 and we employ over 100
20 people. I'm also a Business
21 Association member and Steering
22 Committee member.

23 I'm providing testimony in
24 support of Bill No. 130143. I won't

1 repeat everything that everybody said
2 already today. So I'll try to keep it
3 short and sweet.

4 COUNCILMAN GREENLEE: Thank
5 you.

6 MR. HOWARD: My main point
7 of this testimonial is to demonstrate
8 the differences of having a BID or not
9 having a BID.

10 My four locations are
11 spread out along Aramingo Avenue, and
12 two of them fall within the BID
13 district and two of them outside.

14 Our southern location on
15 Aramingo Avenue is not in the
16 boundaries, and the feeling there is
17 completely opposite than the two
18 northern Aramingo Avenue stores. The
19 unique feeling of being supported by
20 additional available services is
21 overwhelmingly evident.

22 With the Aramingo BID, it
23 is cleaner, safer, and the connection
24 to and the support from the Aramingo

1 Business Association is invaluable.

2 The oversight necessary to
3 obtain similar results at our southern
4 location without support of the BID is
5 drastically different.

6 My father and I both feel
7 the BID has a very positive impact on
8 Aramingo Avenue and the commercial
9 corridor overall.

10 It is my hope the Rules
11 Committee recognizes the great
12 achievements the Aramingo Avenue
13 Shopping District has had and
14 authorizes the BID for the next five
15 years.

16 Thank you.

17 COUNCILMAN GREENLEE: Thank
18 you.

19 Sir, please identify
20 yourself for the record and proceed.

21 MR. AMINS: My name is
22 Peter Amins from ShopRite of Aramingo
23 Avenue. Good afternoon, Members of the
24 City Council and Chairman Greenlee.

1 Since March of 2000 my
2 family has owned ShopRite of Aramingo
3 Avenue. It is one of the largest
4 supermarkets in Philadelphia, something
5 that we're very proud of. We feel good
6 about our success, and we know that our
7 success really depends on our ability
8 to meet the needs of our customers in
9 the community. And we have come to the
10 conclusion that the continuation of
11 Aramingo Avenue Shopping District does
12 not help us meet those needs.

13 In an era of tough times
14 for the City's economy, ShopRite at
15 Aramingo proudly provides good-paying
16 jobs with union wages and excellent
17 benefits. We employ 360 people-plus,
18 give or take at any time.

19 It's not easy to provide
20 those good jobs when you have to
21 compete with retailers who pay their
22 employees rock-bottom wages with few or
23 no benefits. After all, when our
24 customers see lower prices elsewhere,

1 they're not going to keep shopping at
2 our store just because we offer good
3 jobs.

4 But we're not afraid of
5 competition or any new competition. In
6 fact, we're confident in the people in
7 our workforce and the quality and
8 services that we provide, and in our
9 ability to deliver quality groceries at
10 low prices to our customers. When it
11 comes down to head-to-head competition,
12 we like our chances.

13 We like our chances less,
14 though, when the government steps in
15 and tilts the playing field to the
16 advantage of our nonunion competition.

17 The plan for the District
18 states the administrative body that
19 will govern and administer the District
20 is the non-profit corporation, Impact
21 Community Development Corporation.

22 But Impact is also in the
23 business of raising money to directly
24 aid our nonunion competition.

1 According to the grantee
2 list on the 2010 website of the U.S.
3 Department of Health and Human
4 Services, Impact Service Corporation,
5 in partnership with the Wolfson
6 Verrichia Group and East Butler
7 Associates, will develop a commercial
8 shopping complex, Aramingo Crossings,
9 in the Port Richmond section, Port
10 Richmond Keystone Opportunities Zone of
11 Philadelphia, Pennsylvania.

12 Impact's own website boasts
13 their role in bringing a
14 92,000-square-foot Walmart to Aramingo
15 Crossings and participating in this
16 development effort by making a
17 low-interest loan of \$600,000 of
18 federally obtained funds for the
19 project.

20 Therefore, this then forces
21 ShopRite of Aramingo to pay for its
22 share of the Impact's activities on
23 behalf of our nonunion competition.
24 And our competition pays the lower

1 share, even though it enjoys a newer,
2 bigger building, and even though it
3 benefited directly from Impact's
4 efforts.

5 It's one thing for Impact
6 to undertake activities to support
7 Walmart; it's another thing to make
8 ShopRite of Aramingo pay for Impact's
9 activities. Yet that's exactly the
10 effect of this bill, whether or not it
11 is intended that way.

12 The bill proposes to assess
13 our property \$22,044 annually to pay
14 for the District. And ShopRite of
15 Aramingo will receive no direct benefit
16 from Impact's activities as Walmart
17 did.

18 In contrast, this bill
19 proposes to assess Walmart's property
20 only \$16,525, about one-third less than
21 ShopRite, even though it's a bigger
22 building and brand-new, and even though
23 Walmart received the \$600,000 loan
24 through the efforts of the Impact. So

1 they're paying less.

2 To us, it's just unfair.

3 ShopRite of Aramingo already makes
4 significant investments in promotion
5 and property management. So the
6 District's activities impose costs
7 without providing any corresponding
8 benefit.

9 My family prides itself on
10 running a good supermarket. We're a
11 great community partner. We donate to
12 many, many, many local community
13 groups. We pay an outside company to
14 clean our parking lot every single
15 night, and we employ a full staff of
16 security guards at any given time of
17 seven or eight people. We also make
18 significant investments in advertising
19 coupons, price reductions, and other
20 promotions in order to get people into
21 our store and, therefore, into the
22 District.

23 It also means that we make
24 significant investments in taking good

1 care of the building and the grounds,
2 and the District benefits from those
3 investments as well.

4 With all due respect, we
5 don't really need Impact, the District,
6 or the City to come in and tell us to
7 make these investments. We do them
8 because we're interested in running a
9 top-quality grocery store. No one
10 reimburses us for these investments,
11 nor do we seek any reimbursements.

12 Neither Impact, the
13 District, nor the City has ever made a
14 compelling case to us as to what
15 ShopRite Aramingo gets out of the
16 District other than the \$22,000 bill.
17 And over the course of the five years,
18 we've paid over \$100,000. And in that
19 time we've had new competition come in
20 right across the street with the aid of
21 the Impact services.

22 I suppose that concludes
23 everything.

24 COUNCILMAN GREENLEE: Okay.

1 Thank you, Mr. Aarons.

2 MR. AMINS: Amins.

3 COUNCILMAN GREENLEE:

4 Amins. I'm sorry. And I will say I've
5 been in your store a number of times
6 and you run a very good operation up
7 there.

8 MR. AMINS: Thank you very
9 much.

10 COUNCILMAN GREENLEE:
11 Councilman Goode.

12 COUNCILMAN GOODE: Thank
13 you, Mr. Chairman.

14 Good afternoon. A few
15 questions for the record.

16 Your family has owned that
17 ShopRite for how long?

18 MR. AMINS: Since March of
19 2000.

20 COUNCILMAN GOODE: And what
21 was your relationship with the other
22 business owners in the area?

23 MR. AMINS: My general
24 relationship with the other business

1 owners?

2 COUNCILMAN GOODE: Yes.

3 MR. AMINS: You know, we
4 see them at Randy's meetings and
5 whatnot. We've seen them at the
6 community events that we attend if
7 they're there, things like that.

8 COUNCILMAN GOODE: At what
9 point was there a formal business
10 association?

11 MR. AMINS: As far as I
12 recall, none. There was not.

13 COUNCILMAN GOODE: So
14 Impact Services did not help create a
15 business association?

16 MR. AMINS: No. I would
17 say they did, yes.

18 COUNCILMAN GOODE: Okay.
19 So Impact Services did bring value in
20 organizing the businesses?

21 MR. AMINS: Sure. They
22 organized the businesses. I don't --
23 for my family, I just don't see the
24 value in it.

1 COUNCILMAN GOODE: My
2 question, sir, is, so Impact Services
3 brought value in organizing the
4 business association?

5 MR. AMINS: In my opinion,
6 no. They just organized the businesses
7 to get together.

8 COUNCILMAN GOODE: That
9 brings value in terms of organization
10 in and of itself.

11 MR. AMINS: Okay.

12 COUNCILMAN GOODE: Aside
13 from that and before that you had a
14 loose association among business
15 owners. You'd run into them at events,
16 as you said.

17 MR. AMINS: Uh-huh.

18 COUNCILMAN GOODE: So who
19 would be better suited or more
20 qualified to serve as the neighborhood
21 district management other than Impact
22 Services?

23 MR. AMINS: Well, I suppose
24 that any local business owner who would

1 like to overtake that and do a good job
2 of it, sure, we could --

3 COUNCILMAN GOODE: I'm sure
4 you spend a lot of time running your
5 business.

6 MR. AMINS: I do.

7 COUNCILMAN GOODE: Do you
8 actually have time to run a
9 neighborhood district management entity
10 as well?

11 MR. AMINS: No. I'm not --

12 COUNCILMAN GOODE: So who
13 would be better suited than Impact
14 Services which helped organize the
15 businesses and is already in the
16 business of neighborhood district
17 management?

18 MR. AMINS: Well, I would
19 say that they are very good at what
20 they're doing as far as running the
21 meetings and whatnot. I don't know who
22 would be better. I could probably do
23 it as good as he does, I suppose.

24 As far as gathering a

1 meeting, like a local business meeting?

2 COUNCILMAN GOODE: I'm
3 asking who is best qualified to manage
4 the District.

5 MR. AMINS: I suppose
6 someone who has had a lot of experience
7 with it.

8 COUNCILMAN GOODE: I'm
9 sorry. Who is better qualified than
10 Impact Services?

11 MR. AMINS: I just don't
12 know who would be at this time.

13 COUNCILMAN GOODE: Okay.
14 Thank you.

15 COUNCILMAN GREENLEE: Thank
16 you, Councilman.

17 If I could just also ask,
18 and as I said, I'm familiar with your
19 store. You run a quality business.
20 You've heard from some businesses and
21 also we have statements from other
22 businesses how much this has improved
23 the area just as far as the appearance
24 and all of of that.

1 This questions comes up a
2 lot as far as BIDs. And I understand
3 the economic situation you're talking
4 about. But would you say that it also
5 helps everyone, including your
6 business, to have a cleaner, safer
7 environment?

8 MR. AMINS: Yes.
9 Certainly.

10 COUNCILMAN GREENLEE: In
11 fairness, and, again, I understand your
12 point of view, but in fairness, doesn't
13 the BID add to that? Isn't the BID --
14 I mean, it seems like everybody else is
15 saying it has. And I'm not up there
16 enough to make the comparison myself.
17 It does seem better when I'm up there,
18 but I'm not there all the time.

19 But it seems like the other
20 businesses are saying that they've seen
21 a marked improvement in safety,
22 cleanliness, that kind of thing, you
23 know, greenery planted, that type of
24 thing. You have not seen that?

1 MR. AMINS: No, I haven't.

2 COUNCILMAN GREENLEE: All
3 right.

4 MR. AMINS: I think the
5 smaller businesses benefit more than we
6 do because we're still paying that same
7 bill when we're cleaning our parking
8 lot, our security guards are there
9 every day.

10 COUNCILMAN GREENLEE: I
11 appreciate what you're saying.

12 Any other questions?

13 (No response.)

14 COUNCILMAN GREENLEE: Okay.
15 Seeing none, thank you all very much.
16 Thank you for your testimony.

17 Is there anyone else here
18 to testify on Bill No. 130143?

19 (No response.)

20 COUNCILMAN GREENLEE:
21 Seeing none --

22 The Chair recognizes
23 Councilwoman Reynolds Brown.

24 COUNCILWOMAN BROWN: Thank

1 you, Mr. Chairman.

2 Before we move into a
3 public meeting, unrelated but in every
4 way related to this Committee's
5 activity, I did not want to miss the
6 opportunity to acknowledge two
7 developers and property managers of the
8 future. Currently they're economic
9 majors at Temple University. And they
10 were invited to come to see what this
11 world looks like.

12 And I'm pleased to see that
13 they are here. David Lakin (phonetic)
14 and Andrew Gallen (phonetic), stand up
15 so that we can -- these are two young
16 men who were interested in our craft
17 and decided to show up.

18 Thank you, gentlemen.

19 COUNCILMAN GREENLEE: Thank
20 you for coming. I hope you learned
21 some things today. And I think
22 Councilwoman Bass will join me in
23 saying you go to an excellent
24 university.

1 COUNCILWOMAN BASS:

2 Absolutely.

3 COUNCILMAN GREENLEE: Just
4 so happens we're two graduates of
5 Temple University.

6 Again, that will conclude
7 the business of the hearing of the
8 Rules Committee. We will go into a
9 public meeting momentarily.

10 Okay. Now we're going to
11 go with the public meeting of the Rules
12 Committee, and the Chair recognizes
13 Councilman Kenney for an amendment of
14 120959.

15 COUNCILMAN KENNEY: Thank
16 you, Mr. Chairman.

17 I move that Bill No. 120959
18 be amended according to the amendment
19 circulated to the Committee.

20 (Duly seconded.)

21 COUNCILMAN GREENLEE: It's
22 been moved and seconded.

23 All in favor?

24 (Aye.)

1 COUNCILMAN GREENLEE:

2 Opposed?

3 (No response.)

4 COUNCILMAN GREENLEE:

5 Hearing none, the amendment is
6 approved.

7 Councilman Kenney?

8 COUNCILMAN KENNEY: Thank
9 you, Mr. Chairman.

10 I move that Bill No.
11 120959, as amended, be reported out of
12 this Committee favorably, and a request
13 made for rules suspension to allow
14 first reading at our next Council
15 session.

16 (Duly seconded.)

17 COUNCILMAN GREENLEE: It's
18 been moved and seconded.

19 All in favor?

20 (Aye.)

21 COUNCILMAN GREENLEE:

22 Opposed?

23 (No response.)

24 COUNCILMAN GREENLEE:

1 Hearing none, Bill No. 120959, as
2 amended, reported out of our Committee
3 favorably with a rules suspension.

4 Councilman Kenney?

5 COUNCILMAN KENNEY: Thank
6 you, Mr. Chair.

7 I move that Bill No. 130061
8 be amended accordingly as circulated to
9 the Members of the Committee.

10 (Duly seconded.)

11 COUNCILMAN GREENLEE: It's
12 been moved and seconded.

13 All in favor?

14 (Aye.)

15 COUNCILMAN GREENLEE:
16 Opposed?

17 (No response.)

18 COUNCILMAN GREENLEE:
19 Hearing none, the amendment is
20 approved.

21 Councilman Kenney?

22 COUNCILMAN KENNEY: Thank
23 you, Mr. Chair.

24 I move that Bill No.

1 130061, as amended, be reported out of
2 this Committee favorably, and a request
3 made for rules suspension to allow
4 first reading at our next Council
5 session.

6 (Duly seconded.)

7 COUNCILMAN GREENLEE: It's
8 been moved and seconded.

9 All in favor?

10 (Aye.)

11 COUNCILMAN GREENLEE:
12 Opposed?

13 (No response.)

14 COUNCILMAN GREENLEE:
15 Hearing none, Bill No. 130061, as
16 amended, reported out of this Committee
17 favorably with a rules suspension.

18 Councilman Kenney?

19 COUNCILMAN KENNEY: Thank
20 you, Mr. Chair.

21 I move that Bill No.
22 130062, as amended, be reported out of
23 this Committee favorably and request
24 made for rules suspension to allow

1 first reading at the next Council
2 session --

3 I'm sorry. My apologies.

4 I move that Bill No. 130062
5 be amended accordingly as the amendment
6 was circulated to the Committee.

7 (Duly seconded.)

8 COUNCILMAN GREENLEE: It's
9 been moved and seconded.

10 All in favor?

11 (Aye.)

12 COUNCILMAN GREENLEE:
13 Opposed?

14 (No response.)

15 COUNCILMAN GREENLEE:
16 Hearing none, the amendment is
17 approved.

18 Councilman Kenney?

19 COUNCILMAN KENNEY: Thank
20 you, Mr. Chair.

21 I move that Bill No.
22 130062, as amended, reported out of
23 this Committee favorably and request
24 made for rules suspension to allow

1 first reading at our next Council
2 session.

3 (Duly seconded.)

4 COUNCILMAN GREENLEE: It's
5 been moved and seconded.

6 All in favor?

7 (Aye.)

8 COUNCILMAN GREENLEE:
9 Opposed?

10 (No response.)

11 COUNCILMAN GREENLEE:
12 Hearing none, Bill No. 130063, as
13 amended, reported out of this Committee
14 favorably with a rules suspension.

15 Councilman Kenney?

16 COUNCILMAN KENNEY: Thank
17 you, Mr. Chairman.

18 I move that Bill No. 130242
19 be reported out of this Committee
20 favorably and a request made for rules
21 suspension to allow first reading at
22 our next Council session.

23 (Duly seconded.)

24 COUNCILMAN GREENLEE: It's

1 been moved and seconded.

2 All in favor?

3 (Aye.)

4 COUNCILMAN GREENLEE:

5 Opposed?

6 (No response.)

7 COUNCILMAN GREENLEE:

8 Hearing none, Bill No. 130242 is
9 reported out of this Committee
10 favorably with a rules suspension.

11 Councilman Kenney?

12 COUNCILMAN KENNEY: Mr.

13 Chair, I move that Bill No. 130143 be
14 amended accordingly as it was
15 circulated, the amendments, to the
16 Members of the Committee.

17 (Duly seconded.)

18 COUNCILMAN GREENLEE: It's
19 been moved and seconded.

20 All in favor?

21 (Aye.)

22 COUNCILMAN GREENLEE:

23 Opposed?

24 (No response.)

1 COUNCILMAN GREENLEE:

2 Hearing none, Bill No. 130143 is
3 amended; and that bill, 130143, as
4 amended, will be reported back into
5 Committee at the Call of the Chair for
6 a further hearing.

7 Being no further business
8 before this Committee, that concludes
9 the business of the Rules Committee.

10 Thank you.

11 (Committee on Rules was
12 concluded at 3:33 p.m.)
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