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## COUNCIL OF THE CITY OF PHILADELPHIA

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## COMMITTEE ON RULES

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Room 400, City Hall  
Philadelphia, Pennsylvania  
Tuesday, September 23, 2008  
10:15 a.m.

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## PRESENT:

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COUNCIL PRESIDENT ANNA C. VERNA, CHAIR

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COUNCILMAN DARRELL L. CLARKE

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COUNCILMAN W. WILSON GOODE, JR.

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COUNCILMAN WILLIAM GREENLEE

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COUNCILMAN JACK KELLY

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COUNCILMAN JAMES F. KENNEY

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COUNCILWOMAN DONNA REED MILLER

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COUNCILWOMAN BLONDELL REYNOLDS BROWN

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BILL 080376 - An ordinance establishing a  
neighborhood improvement district in an area  
that generally includes Cheltenham Avenue with  
boundaries of Wadsworth Avenue on the west and  
Broad Street on the east...

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V A R A L L O Incorporated  
Litigation Support Services  
Eleven Penn Center  
1835 Market Street, Suite 600  
Philadelphia, Pennsylvania 19103  
215.561.2220 215.567.2670

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COUNCIL PRESIDENT VERNA: Good

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morning, everyone. This is a public

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hearing of the Committee on Rules

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regarding Bill No. 080376.

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Sharon, would you please read

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the title of the bill.

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THE CLERK: Bill No. 080376, an

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ordinance establishing a neighborhood

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improvement district in an area that

11

generally includes Cheltenham Avenue with

12

boundaries of Wadsworth Avenue on the

13

west and Broad Street on the east, Ogontz

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Avenue with boundaries of Cheltenham

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Avenue on the north and 67th Avenue on

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the south and Wadsworth Avenue with

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boundaries of Cheltenham Avenue on the

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northeast and Michener Avenue on the

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southwest; to be known as The Greater

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Cheltenham Avenue Business Improvement

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District; designating Greater Cheltenham

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Avenue Business Improvement District

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Incorporated, a Pennsylvania non-profit

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corporation, as the Neighborhood

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Improvement District Management

1                   9/23/08 - RULES - BILL 080376  
2           Association for the District; approving a  
3           plan for the District, including a list  
4           of proposed improvements and their  
5           estimated cost, and providing for  
6           assessment fees to be levied on property  
7           owners within the District; authorizing  
8           the Director of Commerce, on behalf of  
9           the City, to execute an agreement with  
10          Greater Cheltenham Avenue Business  
11          Improvement District Incorporated  
12          relating to the District; and authorizing  
13          Greater Cheltenham Avenue Business  
14          Improvement District Incorporated to  
15          assess property owners within the  
16          District with a special property  
17          assessment fee to be used in accordance  
18          with the approved plan, all in accordance  
19          with the provisions of the Community and  
20          Economic Improvement Act and under  
21          certain terms and conditions.

22                   COUNCIL PRESIDENT Verna: Thank  
23           you.

24                   This hearing is being held in  
25           compliance with the Community and

1                   9/23/08 - RULES - BILL 080376  
2           Economic Improvements Act, and a previous  
3           hearing was held on June the 11th, 2008.  
4           At the previous hearing, several minor  
5           amendments were proposed and adopted.

6                   Is there any further testimony  
7           that anyone would like to provide on this  
8           bill this morning? Do we have anybody to  
9           testify?

10                   Please approach the witness  
11           table, identify yourself and proceed with  
12           your testimony.

13                   (Witness approached witness  
14           table.)

15                   MS. HOLLOWAY: Good morning,  
16           Council President Verna, other members of  
17           the Rules Committee and members of City  
18           Council. My name is Denise Holloway from  
19           the office of State Representative Dwight  
20           Evans. I'm here today to testify on  
21           behalf of Bill No. 080376, which  
22           establishes a neighborhood improvement  
23           district known as the Greater Cheltenham  
24           Avenue Business Improvement District, or  
25           the BID. This district focuses on

1                   9/23/08 - RULES - BILL 080376

2           revitalization of portions of the  
3           economic corridors of Cheltenham Avenue,  
4           Ogontz Avenue and Wadsworth Avenue.

5                   The Greater Cheltenham Avenue  
6           Business Improvement District is the  
7           second phase of a larger plan, the  
8           Cheltenham/Northwest Philadelphia  
9           Inter-Municipal Cooperative Planning  
10          Initiative. In the past, the commercial  
11          areas of Cheltenham, Ogontz and Wadsworth  
12          Avenues were vibrant, bustling strips  
13          catering to the many needs of those it  
14          served. However, in most recent years,  
15          these same corridors have been slow to  
16          attract high-quality merchants and are  
17          perceived as being unclean and unsafe.  
18          The BID is looking to reverse this trend.  
19          Through cooperation with Cheltenham  
20          Township, some of the benefits of the BID  
21          are: Commercial enterprises within  
22          Northwest Philadelphia and the region  
23          will increase their market share;  
24                    Bids have worked successfully  
25          in a thousand communities, including



1                   9/23/08 - RULES - BILL 080376

2                   of the affected properties. It was sent  
3                   out on August 13th.

4                   Thank you for allowing me to  
5                   testify today.

6                   COUNCIL PRESIDENT VERNA: Thank  
7                   you very much.

8                   Are there any questions or  
9                   comments from members of the Committee?

10                  The Chair recognizes  
11                  Councilwoman Brown.

12                  COUNCILWOMAN BROWN: Good  
13                  morning. Good morning. Thank you for  
14                  your testimony.

15                  Did you mention the total  
16                  number of affected properties?

17                  MS. HOLLOWAY: 170.

18                  COUNCILWOMAN BROWN: Okay.  
19                  Thank you.

20                  COUNCIL PRESIDENT VERNA: Any  
21                  other questions or comments?

22                  The Chair recognizes  
23                  Councilwoman Miller.

24                  COUNCILWOMAN MILLER: Good  
25                  morning. Good morning, Denise. I just

1                   9/23/08 - RULES - BILL 080376

2                   want to make a comment, that there's a  
3                   whole collection of elected officials  
4                   that's been working very closely with  
5                   Cheltenham Township and many members,  
6                   residents of Philadelphia shops right  
7                   there in the Cheltenham Mall, and the  
8                   area has come up and improved so much  
9                   over the last five or six years and this  
10                  is just an opportunity to continue that  
11                  enhancement of that whole business  
12                  corridor there. So I just want to say I,  
13                  for one, am strongly in support of the  
14                  BID.

15                         MS. HOLLOWAY: Thank you.

16                         COUNCILWOMAN MILLER: Thank  
17                         you.

18                         COUNCIL PRESIDENT VERNA: Thank  
19                         you.

20                         Any other questions or comments  
21                         from members of the Committee?

22                         (No response.)

23                         COUNCIL PRESIDENT VERNA: Do we  
24                         have anyone else to testify?

25                         (No response.)

1                   9/23/08 - RULES - BILL 080376

2                   COUNCIL PRESIDENT VERNA: Thank  
3                   you. Thank you very much.

4                   MS. HOLLOWAY: Thank you.

5                   COUNCIL PRESIDENT VERNA: I  
6                   assume that the stenographer has noted  
7                   the members of the Committee that are  
8                   here? I don't have to announce them.

9                   COURT STENOGRAPHER: Yes.

10                  COUNCIL PRESIDENT VERNA: Thank  
11                  you.

12                  All right. This will conclude  
13                  the public hearing. We will now go into  
14                  our public meeting, and the Chair  
15                  recognizes Councilman Kenney for a  
16                  motion.

17                  COUNCILMAN KENNEY: Thank you,  
18                  Madam Chair. I move that Bill No. 080376  
19                  be reported out of this Committee with a  
20                  favorable recommendation and a request  
21                  made for rules suspension to allow for  
22                  first reading at our next Council  
23                  session.

24                  (Duly seconded.)

25                  COUNCIL PRESIDENT VERNA: It

1                   9/23/08 - RULES - BILL 080376  
2           has been moved and seconded that Bill No.  
3           080376 be reported out of Committee with  
4           a favorable recommendation; further, that  
5           the rules of Council be suspended so as  
6           to permit first reading at our next  
7           session of Council.

8                   All in favor will say aye.

9                   (Aye.)

10                  COUNCIL PRESIDENT VERNA: Those  
11           opposed?

12                  (No response.)

13                  COUNCIL PRESIDENT VERNA: The  
14           ayes have it. The motion carries. And  
15           that is the end of our meeting.

16                  Thank you all very much for  
17           your attendance.

18                  (Committee on Rules adjourned  
19           at 10:20 a.m.)

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## CERTIFICATE

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I HEREBY CERTIFY that the

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proceedings, evidence and objections are

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contained fully and accurately in the

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stenographic notes taken by me upon the

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foregoing matter on September 23, 2008, and

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that this is a true and correct transcript of

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same.

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MICHELE L. MURPHY

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RPR-Notary Public

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