

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON RULES

Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, June 19, 2012
10:15 a.m.

PRESENT:

COUNCILMAN WILLIAM K. GREENLEE, CHAIR
COUNCILWOMAN CINDY BASS
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN BILL GREEN
COUNCILMAN BOBBY HENON
COUNCILMAN JAMES KENNEY
COUNCILMAN DENNIS O'BRIEN
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILWOMAN MARIAN B. TASCO

BILL 120397 - An ordinance continuing the Port
Richmond Industrial Development Enterprise
Neighborhood Improvement District beyond its
termination date...

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COUNCILMAN GREENLEE: Good morning, everybody. This is the Committee on Rules. I'm sorry we're starting just a little bit late.

For the record, we have a quorum: Councilman Kenney, the Vice Chair of the Committee, Councilman Goode, Councilwoman Tasco and Councilman Henon and myself, Bill Greenlee as Chair.

Ms. Marconi, will you please read the bill before us today.

THE CLERK: Bill No. 120397, an ordinance continuing the Port Richmond Industrial Development Enterprise Neighborhood Improvement District beyond its termination date in the area bounded generally by the north side of Allegheny Avenue, west side of Memphis Street between Allegheny Avenue and East Westmoreland Street, south side of East Westmoreland Street, properties facing west along the east side of Tulip Street, the north side of Venango Street, and the west side of Amber Street, continuing the

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2 Port Richmond Industrial Development
3 Enterprise Incorporated, a Pennsylvania
4 non-profit corporation, as the
5 Neighborhood Improvement District
6 Management Association for the District;
7 approving a final plan for the District,
8 including a list of proposed improvements
9 and their estimated cost, and providing
10 for assessment fees to be levied on the
11 property owners within the District;
12 authorizing the Director of Commerce, on
13 behalf of the City, to execute an
14 agreement with the Port Richmond
15 Industrial Development Enterprise
16 Incorporated relating to the District;
17 and authorizing the Port Richmond
18 Industrial Development Enterprise
19 Incorporated to assess property owners
20 within the District a special property
21 assessment fee to be used in accordance
22 with the approved final plan; all in
23 accordance with the provisions of the
24 Community and Economic Improvement Act,
25 and under certain terms and conditions.

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2 COUNCILMAN GREENLEE: Thank
3 you.

4 Just for the record, just so
5 everybody understands, we'll have to
6 have -- there will be no action taken on
7 this bill today. We have to have two
8 hearings, as authorized by state law.

9 So our first witness, Karen
10 Fegley, Director of Neighborhood Economic
11 Development.

12 (Witness approached witness
13 table.)

14 COUNCILMAN GREENLEE: Good
15 morning.

16 MS. FEGELY: Good morning, Mr.
17 Chairman, members of City Council. My
18 name is Karen Fegely. I'm Director of
19 Office of Neighborhood Economic
20 Development for the City of Philadelphia
21 Commerce Department. I am here to
22 testify in support of Bill No. 120397,
23 which provides for the reauthorization of
24 the Port Richmond Industrial Development
25 Enterprise District, known as PRIDE.

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2 The creation of Business
3 Improvements Districts is consistent with
4 the City's Strategic Plan, especially
5 with the goals of making Philadelphia one
6 of the safest cities in America and a
7 place of choice. Improvement Districts
8 work best when property owners in a
9 specific area, due to the nature of their
10 area and business, have a shared economic
11 interest in cooperating to pay for
12 specific services and improvements that
13 are over and above what the City normally
14 provides.

15 Ten years ago, industrial
16 businesses clustered within a 16-block
17 section of Port Richmond came together,
18 developed a plan for improvements and
19 agreed to organize an Improvement
20 District to pay for supplemental
21 services, with the goal of an urban
22 location that could compete with
23 industrial parks found outside of the
24 City. We are pleased to support PRIDE's
25 desire to continue for another five-year

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2 period.

3 As an industrial district,

4 PRIDE is unique among BIDs in

5 Philadelphia, but similar in that the

6 District was formed when businesses and

7 property owners organized themselves to

8 improve conditions within the area.

9 PRIDE has provided regular litter removal

10 and security services, worked in close

11 partnership with the 24th Police District

12 and enhanced the District through

13 projects, including landscaping,

14 streetscape improvements, business and

15 district signage. PRIDE has helped

16 create an environment where customers and

17 prospective employees can come to PRIDE

18 businesses without being discouraged by

19 neighborhood conditions, and PRIDE

20 businesses can operate without having to

21 spend valuable time dealing with chronic

22 quality of life issues. PRIDE has helped

23 create a location that functions better

24 for business because of recent

25 infrastructure improvements.

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2 PIDC's 2010 industrial land
3 study reported that the industrial sector
4 provides nearly 20 percent of the City's
5 total employment, providing average wages
6 greater than other sectors and
7 contributing nearly 15 percent of all
8 taxes paid to the City. The PRIDE
9 district is home to 135 firms, employing
10 roughly 1,000 people. Places like PRIDE
11 are critical to the City, and the
12 services and improvements such as those
13 provided by PRIDE are important in
14 keeping these locations competitive.

15 As PRIDE heads into a new
16 five-year period, we do urge them to
17 continue to provide quality services at
18 the lowest possible cost and to
19 strengthen their efforts to keep all
20 owners within the district informed and
21 involved in shaping the direction of the
22 BID.

23 This worthwhile effort deserves
24 the support of the City.

25 Thank you for your

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2 consideration. I'm happy to answer any
3 questions.

4 COUNCILMAN GREENLEE: Thank
5 you.

6 Any questions, comments from
7 the Committee?

8 (No response.)

9 COUNCILMAN GREENLEE: Please
10 let the record reflect that Councilwoman
11 Bass and Councilman O'Brien, both members
12 of the Committee, are present.

13 Being no questions, thank you,
14 Ms. Fegley. I appreciate that.

15 I have three other witnesses on
16 my list - Paul Luff, Stephen Jurash and
17 Garry Fudala. If I'm messing that name
18 up too bad, I apologize. All three of
19 you could come up. And as you're coming
20 up, if I could just say, we have your
21 written testimony. I appreciate you
22 providing that ahead of time. You don't
23 necessarily have to read it. That will
24 be made part of the record. Some of the
25 testimony is a little long, so you don't

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2 have to read the whole thing. If you
3 just kind of abbreviate your comments, I
4 think we get where you're all coming
5 from.

6 (Witnesses approached witness
7 table.)

8 COUNCILMAN GREENLEE: Mr. Luff,
9 if you want to go first.

10 MR. LUFF: Thank you.

11 Good morning. Paul Luff. I'm
12 the Vice President of Development for
13 Active Radiator, been with the company
14 for ten years. I'm the
15 Secretary/Treasurer of the PRIDE
16 organization and have been involved with
17 the group for many years.

18 Active Radiator manufacturers
19 truck and industrial radiators in the
20 City, started in 1987 with one employee.
21 When I joined, there were 55. We have
22 now 200 employees, 140,000 square feet of
23 property in the City. But, more
24 importantly, in 2003, we had an
25 opportunity to leave the City. We wanted

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2 to leave the City possibly because we had
3 some new equipment and some new
4 expansion, and we had the alternative to
5 stay or go. One of the big things that
6 the owner said to me, I like this area
7 now because of PRIDE. And that kind of
8 influence, that positive influence, has
9 for the last ten years, no pun intended,
10 pride has been brought back to our
11 neighborhood.

12 The non-profits built, rebuilt
13 many of the street corners through some
14 of the funding that we got early on that
15 were destroyed by the industrial traffic,
16 but now we have a cleaner, more secure
17 neighborhood. People want to come to
18 work there.

19 We have 150 employees today in
20 the City. They're paying taxes every
21 day. But this effort should continue.
22 We as a PRIDE Board looked at this and
23 said we are currently and have been for
24 the last ten years working at a 20
25 percent tax level. We looked at it and

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2 said we think that we can do what we want
3 to do and need to do for the PRIDE area
4 with just a 10 percent level, and there
5 are three reasons.

6 The taxes have increased so
7 that our 10 percent is a relative number
8 better. The Board feels that maintaining
9 that cleanliness and security can be
10 sustained for the next five years with
11 this kind of level. And in these
12 economic times, we want to minimize any
13 additional burden on our companies to be
14 successful.

15 There is a line, though, and
16 for one of those things in terms of that,
17 we don't want to have the neighborhood
18 deteriorate. We don't want to have the
19 prices in our neighborhood go down. We
20 don't want to have people not come to
21 work in our area. PRIDE helps keep that
22 going, and we want to keep that going.
23 We want to grow a good place for our
24 people to come to work that's clean and
25 safe and makes the neighborhood proud.

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2 And I'll entertain any
3 questions that you have. Thank you.

4 COUNCILMAN GREENLEE: We'll
5 hear from all three and then if there's
6 any questions or comments.

7 Mr. Jurash.

8 MR. JURASH: Good morning,
9 Chairman Greenlee, members of the
10 Committee on Rules. My name is Stephen
11 Jurash. I'm President and CEO of the
12 Urban Industry Initiative, an economic
13 development agency responsible for the
14 manufacturing sector in the City, and we
15 manage PRIDE. I'm here today to testify
16 in support of Bill 120397.

17 I'd like to begin my testimony
18 by describing why PRIDE was formed and
19 what it has accomplished. This
20 initiative, the first urban industrial
21 district in the Commonwealth of
22 Pennsylvania, works within the existing
23 infrastructure to group neighborhood
24 industrial businesses together so they
25 may shape their environment in a way most

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2 beneficial to themselves and the
3 community. This new approach is distinct
4 from traditional methods and very
5 powerful in that, one, it seeks an
6 ongoing collaboration between local
7 businesses and government; two, it seeks
8 to leverage the collective strength of
9 area industrial businesses; three, it
10 addresses those issues which are of
11 greatest concern to businesses -
12 security, neighborhood reinvestment,
13 appearance and cleanliness; four, it
14 seeks to access the strengths of the
15 local residential and commercial
16 communities and will provide benefits for
17 these communities; and, five, it targets
18 a neighborhood that still retains genuine
19 business and residential vitality.

20 This plan, designed in part by
21 urban architects, involves the redesign
22 of certain areas to accommodate 18-wheel
23 trucks, green space and planting
24 projects, distinctive signage and
25 lighting, security measures, et cetera.

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2 At the core of PRIDE's success
3 has been the collaboration of area
4 businesses on a strategic plan. This was
5 accomplished in 2002 and is underway now.

6 As a direct result of such
7 planning, PRIDE was able to attract 2.3
8 million in funding to initiate
9 improvements which would make the area
10 both cleaner and safer, as well as
11 curtail the flight of industrial
12 businesses from the City. Some of these
13 improvements include: Replacement of
14 approximately 4,000 linear feet of
15 sidewalk; modification of two sidewalks
16 at 22 corners to improve cornering
17 radius; modification of sidewalk at curb
18 cuts; relocating several utility poles;
19 create parking lanes in three locations;
20 landscaping; pedestrian lighting;
21 installed distinct signage; replacement
22 of 3,500 linear feet of fencing; identify
23 and remove obsolete signage.

24 Neighborhood safety and
25 aesthetics have been enhanced by the

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2 following initiatives: Installation of
3 fencing along streets running under rail
4 viaduct; additional street lighting to
5 supplement existing fixtures; a blighted
6 lot was replaced with a green space and
7 is now a park; the installation of
8 high-tech security cameras in high-crime
9 areas.

10 Access to local businesses has
11 been improved by the following: Selected
12 streets have been widened, relocating
13 hydrants, gas valves, street signs and
14 utility poles to allow the unimpeded
15 passage of freight trucking; some
16 sidewalks have been reinforced, others
17 protected by bollards to withstand the
18 heavy traffic vehicles; City sewer inlets
19 have been upgraded to highway grade to
20 minimize future damage; on-street parking
21 has been facilitated by the alteration to
22 the streets, curbs and sidewalks.

23 PRIDE has become a recognized
24 Philadelphia address and a distinct
25 district within the greater Port Richmond

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2 area. The overall objective of the
3 businesses in the Port Richmond
4 Industrial Development Enterprise is to
5 attract the competitive level of
6 operational efficiency, employee
7 satisfaction, district security and
8 support infrastructure found in the
9 newest industrial parks in the region. A
10 continuation of PRIDE's NID status will
11 be vitally important to its continued
12 success.

13 Thank you. Any questions?

14 COUNCILMAN GREENLEE: Thank
15 you.

16 Mr. Fudala. Am I
17 pronouncing --

18 MR. FUDALA: Good.

19 COUNCILMAN GREENLEE: Okay.
20 Very good.

21 MR. FUDALA: Good morning.
22 Philadelphia Tram Rail, or PTR Baler and
23 Compactor Company, has been with the City
24 for 105 years in the Port Richmond
25 section. We're a union manufacturer. We

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2 have 200 employees total at the company.

3 About 170 of them are Pennsylvania

4 residents. Approximately 140 of them

5 live in Philadelphia itself. Our people

6 walk to work, many of them, or take

7 SEPTA. We add a lot to the City.

8 I started there 38 years ago.

9 So I've seen a lot of changes in those 38

10 years from where that section of

11 Philadelphia was a real manufacturing

12 base. Now we have a lot of commercial

13 stores there. That's good for PTR,

14 because we've built recycling equipment

15 for Target, Home Depot, Walmart, every

16 major chain that you can imagine.

17 Since PRIDE -- since we started

18 PRIDE -- the seedlings were formed

19 somewhere around 2001 and then it was

20 actually formulated in 2002 -- we've

21 added security cameras throughout the

22 PRIDE district. We actually have a

23 system that goes right to the 24th Police

24 District so that they have viewing

25 capabilities. We've funded uniform bike

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2 patrols for security of the area. It
3 works not only for the manufacturing, the
4 citizens. And the foot traffic coming
5 from the western part of the area through
6 down to Aramingo Avenue, which is all
7 stores now, has certainly increased.

8 Increased the lighting as part
9 of the infrastructure changes, which at
10 night, again, there's a lot of foot
11 traffic today. And we've built really a
12 strong relationship with both the police
13 force and the Managing Director's Office.

14 Infrastructure: Thousands of
15 feet of sidewalks have been done,
16 ADA-qualified curbs; relocation of the
17 utility poles. We've torn down an
18 abandoned building that was used for a
19 drug hangout, drug use hangout. We've
20 installed a park in its place. And we
21 keep the areas clean. The graffiti is
22 taken care of, and it looks good.

23 Our customers, when we bring in
24 our customers -- and we bring them in all
25 the time, all those major stores that I

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2 mentioned, those big chain stores, they
3 actually don't come downtown. They don't
4 go to the waterfront. They just come to
5 our factory and go back to the airport.
6 So what they know of Philadelphia is
7 where our factory is in Port Richmond.
8 We want to keep it nice, neat, clean, and
9 that's the impression we want the City to
10 have and we want to keep growing and
11 employ a lot of people, a lot of good
12 union jobs. We added 25 jobs this year
13 alone. We want to keep that going. We
14 want to add another 25.

15 Thank you.

16 COUNCILMAN GREENLEE: Thank you
17 very much, sir.

18 Thank you all for your
19 testimony.

20 First, please let the record
21 reflect that Councilman Green and
22 Councilwoman Reynolds Brown are present.

23 Any questions or comments?

24 (No response.)

25 COUNCILMAN GREENLEE: Seeing

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2 none, you're very convincing here. Thank
3 you very much, and thank you for what you
4 do up there.

5 For the record also, I have
6 written testimony from Brian Murray and
7 Richard Hoffman, and that testimony,
8 which is also in support of the
9 continuation of the BID, will be made
10 part of the record.

11 Is there anyone else here to
12 testify on this bill?

13 (No response.)

14 COUNCILMAN GREENLEE: Seeing
15 none, again -- oh, I'm sorry. Please.
16 You have to come to the microphone if
17 you're going to say anything.

18 (Witness approached witness
19 table.)

20 COUNCILMAN GREENLEE: Please
21 identify yourself and proceed.

22 MS. DELFINO: Good morning. My
23 name is -- I don't have anything formal
24 to present.

25 COUNCILMAN GREENLEE: That's

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2 okay.

3 MS. DELFINO: My name is Kris
4 Delfino. I work for Stonehenge Advisors
5 and I represent Haskell Acquisitions. We
6 own the Northeastern Hospital, which is
7 in the Port Richmond district, and I'm
8 fairly new to the project. So I guess
9 my -- I just wanted to say I'm fairly new
10 to PRIDE. I recently met some of the --
11 or one of the members of PRIDE who
12 introduced himself. So I'm not
13 completely familiar with the project or
14 what they're doing.

15 I can say from an owner's
16 perspective for that property, we do
17 provide our own services at that
18 property, security and cleaning, which do
19 not involve PRIDE. So we spent an awful
20 lot of our own resources and time and
21 effort to make that area nice, and we've
22 really improved that site, and we're
23 working with many different groups to
24 keep that site, which is a rather large
25 parcel or many parcels, actually, if you

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2 look at the docket. We have many tax
3 parcels, about 30.

4 So we are happy that PRIDE is
5 there, and we would look forward to doing
6 more things with them if it benefits our
7 property, but right now it does not. So
8 we are not -- we really do not want to
9 have to pay the fees to be part of PRIDE
10 when we're already providing those
11 services on our own and paying for those
12 services separate from what the group is
13 doing.

14 So I just wanted to say that on
15 behalf of the owners, that that is what
16 our position is at this time.

17 COUNCILMAN GREENLEE: Okay. I
18 appreciate that. As I stated earlier,
19 there will be another hearing on this.
20 Maybe in that interim time, you can
21 discuss the issues more with the members
22 of PRIDE, and maybe they'll be able to
23 tell you some other stuff that is
24 beneficial to that area.

25 I have to tell you that -- and

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2 we've seen a lot of BIDs come through
3 this Council. I can't think of one off
4 the top of my head that has not been
5 beneficial to the overall community and
6 the overall area. And obviously I
7 understand what you're saying, you put
8 your own money into it. I think a lot of
9 other companies do too, but I think just
10 the improvement to the area, most
11 businesses -- I'm not saying all -- most
12 businesses find in these other BIDs that
13 it is just beneficial overall. But,
14 again, I would suggest that maybe you
15 have the conversations.

16 MS. DELFINO: We would like to
17 see those benefits for sure, but we have
18 not. So the cleaning people walk right
19 through our parking lots. They don't
20 ever do anything for us. They just go
21 through. And so that's -- because we
22 have our own group that does that, but I
23 appreciate your comments.

24 COUNCILMAN GREENLEE: Okay.

25 Thank you.

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2 Any other questions or
3 comments?

4 (No response.)

5 COUNCILMAN GREENLEE: Seeing
6 none, thank you.

7 Anyone else here to testify?

8 (No response.)

9 COUNCILMAN GREENLEE: Again,
10 seeing none, as I stated earlier, by
11 state law, we have to have two hearings
12 on this. So the hearing on Bill No.
13 120397 will be recessed to the call of
14 the Chair.

15 Thank you.

16 (Committee on Rules concluded
17 at 10:30 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 June 19, 2012, and that
this is a true and correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

(The foregoing certification of this
transcript does not apply to any reproduction
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A abandoned 18:18 abbreviate 9:3 able 14:7 22:22 access 13:14 15:10 accommodate 13:22 accomplished 12:19 14:5 accurately 25:5 Acquisitions 21:5 Act 3:24 action 4:6 Active 9:13,18 ADA-qualified 18:16 add 17:7 19:14 added 17:21 19:12 additional 11:13 15:4 address 15:24 addresses 13:10 Advisors 21:4 aesthetics 14:25 agency 12:13 ago 5:15 17:8 agreed 5:19 agreement 3:14 ahead 8:22 airport 19:5 Allegheny 2:18,20 allow 15:14 alteration 15:21 alternative 10:4 Amber 2:25 America 5:6 and/or 25:22 answer 8:2 apologize 8:18 appearance 13:13 apply 25:20 appreciate 8:14 8:21 22:18 23:23 approach 13:3	approached 4:12 9:6 20:18 approved 3:22 approving 3:7 approximately 14:14 17:4 Aramingo 18:6 architects 13:21 area 2:17 5:9,10 6:8 10:6 11:3,21 13:9 14:3,9 16:2 18:2,5 21:21 22:24 23:6,10 areas 13:22 15:9 18:21 assess 3:19 assessment 3:10 3:21 Association 3:6 attract 14:7 16:5 authorized 4:8 authorizing 3:12 3:17 Avenue 2:19,20 18:6 average 7:5 awful 21:19 a.m 1:7 24:17 B B 1:14 back 10:10 19:5 bad 8:18 Baler 16:22 base 17:12 Bass 1:10 8:11 behalf 3:13 22:15 beneficial 13:2 22:24 23:5,13 benefits 13:16 22:6 23:17 best 5:8 better 6:23 11:8 beyond 1:16 2:16 BID 7:22 20:9 BIDs 6:4 23:2,12 big 10:5 19:2	bike 17:25 bill 1:11,15 2:10 2:12,13 3:1 4:1 4:7,22 5:1 6:1 7:1 8:1 9:1 10:1 11:1 12:1,16 13:1 14:1 15:1 16:1 17:1 18:1 19:1 20:1,12 21:1 22:1 23:1 24:1,12 bit 2:5 blighted 15:5 BLONDELL 1:13 Board 10:22 11:8 BOBBY 1:12 bollards 15:17 bounded 2:17 Brian 20:6 bring 18:23,24 brought 10:10 Brown 1:13 19:22 building 18:18 built 10:12 17:14 18:11 burden 11:13 business 5:2,10 6:14,24 13:19 businesses 5:16 6:6,18,20 12:24 13:7,9,11 14:4 14:12 15:10 16:3 23:11,12 C call 24:13 cameras 15:8 17:21 capabilities 17:25 care 18:22 CEO 12:11 certain 3:25 13:22 certainly 18:7 CERTIFICATE 25:2 certification	25:19 CERTIFY 25:3 certifying 25:23 cetera 13:25 chain 17:16 19:2 Chair 1:10 2:8,10 24:14 Chairman 4:17 12:9 changes 17:9 18:9 choice 5:7 chronic 6:21 CINDY 1:10 cities 5:6 citizens 18:4 City 1:2,6 3:13 4:17,20 5:13,24 7:8,11,24 9:20 9:23,25 10:2,20 12:14 14:12 15:18 16:23 17:7 19:9 City's 5:4 7:4 clean 11:24 18:21 19:8 cleaner 10:16 14:10 cleaning 21:18 23:18 cleanliness 11:9 13:13 CLERK 2:13 close 6:10 clustered 5:16 collaboration 13:6 14:3 collective 13:8 come 6:17 8:19 10:17 11:20,24 19:3,4 20:16 23:2 coming 8:19 9:4 18:4 comments 8:6 9:3 12:6 19:23 23:23 24:3 Commerce 3:12	4:21 commercial 13:15 17:12 Committee 1:3 2:4,8 8:7,12 12:10 24:16 Commonwealth 12:21 communities 13:16,17 community 3:24 13:3 23:5 Compactor 16:23 companies 11:13 23:9 company 9:13 16:23 17:2 compete 5:22 competitive 7:14 16:5 completely 21:13 concern 13:11 concluded 24:16 conditions 3:25 6:8,19 consideration 8:2 consistent 5:3 contained 25:5 continuation 16:10 20:9 continue 5:25 7:17 10:21 continued 16:11 continuing 1:15 2:14,25 contributing 7:7 control 25:22 conversations 23:15 convincing 20:2 cooperating 5:11 core 14:2 cornering 14:16 corners 10:13 14:16 corporation 3:4 correct 25:8
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