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COUNCIL OF THE CITY OF PHILADELPHIA

3

COMMITTEE ON RULES

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Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, February 24, 2009
10:15 a.m.

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PRESENT:

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COUNCILMAN JAMES F. KENNEY, VICE-CHAIR

11

COUNCILMAN DARRELL L. CLARKE

12

COUNCILMAN FRANK DiCICCO

13

COUNCILMAN W. WILSON GOODE, JR.

14

COUNCILMAN WILLIAM GREENLEE

15

COUNCILMAN CURTIS JONES, JR.

16

COUNCILMAN JACK KELLY

17

COUNCILMAN BRIAN J. O'NEILL

18

COUNCILWOMAN MARIA QUINONES-SANCHEZ

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COUNCILWOMAN BLONDELL REYNOLDS BROWN

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BILLS 080949, 090004, 090005, 090006, 090069
and 080130

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COUNCILMAN KENNEY: Good

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morning, ladies and gentlemen. The

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Committee on Rules is now in session. We

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have a quorum in myself, Councilman

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Kenney, Councilman Goode, Councilman

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DiCicco, Councilman Greenlee and,

8

temporarily appointed by the Council

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President, Councilwoman Quinones-Sanchez.

10

We would like to make an

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announcement first. Bill No. 080952,

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that's 080952, will be held until March

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11th at 10:00 a.m. in this room. So

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anyone wishing to testify on that bill

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should reschedule for March 11th at 10:00

16

a.m. here.

17

The first bill on our Calendar

18

today is Bill 080949, which is an

19

ordinance to amend the Philadelphia

20

Zoning Maps by changing the zoning

21

designations of certain areas of land --

22

I'm sorry. We're going to do something

23

different.

24

The first bill is Bill 090004,

25

which is an ordinance to amend the

1 2/24/09 - RULES - BILL 080949, etc.
2 Philadelphia Zoning Maps by changing the
3 zoning designations of certain areas of
4 land located within an area bounded by
5 Allegheny Avenue, Hurley Street,
6 Clearfield Street and Boudinot Street.

7 (Witness approached witness
8 table.)

9 COUNCILMAN KENNEY: Please
10 identify yourself for the record.

11 MR. KRAMER: Good morning,
12 Councilman Kenney, members of the Rules
13 Committee. I am William Kramer, Division
14 Director of the Development Division of
15 the Philadelphia City Planning
16 Commission. I am here to testify on Bill
17 No. 090004, which was introduced into
18 City Council January 22, 2009.

19 Bill No. 090004 will amend the
20 Philadelphia Zoning Maps by changing
21 certain zoning parcels bounded by
22 Allegheny Avenue, Hurley Street,
23 Clearfield Street and Boudinot Street.

24 This bill will change the
25 zoning designations of a property located

1 2/24/09 - RULES - BILL 080949, etc.
2 at 426 East Allegheny Avenue from its
3 current designation of "G-2" General
4 Industrial to a zoning designation of
5 "C-3" Commercial. The purpose of this
6 zoning change is to permit the reuse of
7 the existing structure for mixed
8 residential commercial uses. Currently,
9 this 32,000 square foot site is occupied
10 by approximately 80,500 square feet of
11 building. At this time, there is no
12 specific plan for reuse of the building.

13 In the case of large industrial
14 buildings, it is difficult to find a
15 zoning classification that would permit
16 the existing structure while also
17 permitting a mixed-use development. In
18 this case, the proposed "C-3" zoning
19 designation does not fit in with the
20 zoning pattern of the surrounding
21 neighborhood. However, it is consistent
22 with the existing structure.

23 The Philadelphia City Planning
24 Commission considered Bill No. 090004 at
25 its meeting of February 17, 2009 and is

1 2/24/09 - RULES - BILL 080949, etc.
2 recommending that the bill be approved.
3 While this zoning classification seems
4 out of character for the neighborhood,
5 the change is supportable given the
6 current buildings on the lot. The cost
7 of demolishing the structures is expected
8 to be prohibitively expensive and the
9 Commission is comfortable with the reuse
10 of the structures as a mixed-use
11 development.

12 That is the conclusion of my
13 testimony. I'd be happy to answer any
14 questions of the Committee at this time.

15 COUNCILMAN KENNEY: Thank you
16 very much.

17 Any questions for the witness?
18 (No response.)

19 COUNCILMAN KENNEY: Anyone else
20 to testify on this bill?

21 (No response.)

22 COUNCILMAN KENNEY: Seeing
23 none, we'll move to Bill No. 090005,
24 which is an ordinance to amend the
25 Philadelphia Zoning Maps by changing the

1 2/24/09 - RULES - BILL 080949, etc.
2 zoning designations of certain areas of
3 land located within an area bounded by
4 Erie Avenue, K Street, Venango Street and
5 I Street.

6 Please identify yourself for
7 the record.

8 MR. KRAMER: Good morning,
9 Councilman Kenney and members of the
10 Rules Committee. I am William Kramer,
11 Division Director for the Development
12 Division of the Philadelphia City
13 Planning Commission. I am here to
14 testify on Bill No. 090005, which was
15 introduced into City Council January 22,
16 2009.

17 Bill No. 090005 will amend the
18 Philadelphia Zoning Maps by changing
19 certain zoning parcels bounded by Erie
20 Avenue, K Street, Venango Street and I
21 Street.

22 This bill will change the
23 zoning designations of a property located
24 in the block indicated in the ordinance
25 from its current designation of "G-2"

1 2/24/09 - RULES - BILL 080949, etc.
2 General Industrial to a zoning
3 designation of "C-2" Commercial. The
4 purpose of the zoning change is to permit
5 the expansion of the Community Academy
6 Charter School. Currently, the school is
7 located at 1100 East Erie Avenue and they
8 wish to expand into the adjacent property
9 at 1102 East Erie Avenue. There is no
10 new construction proposed as a result of
11 the rezoning, but will rather facilitate
12 the school being able to use an existing
13 adjacent structure as part of the school
14 without having to obtain a zoning
15 variance.

16 The Philadelphia City Planning
17 Commission considered Bill 090005 at its
18 meeting of February 17, 2009 and is
19 recommending that it be approved.

20 That is the conclusion of my
21 testimony. I'd be happy to answer any
22 questions of the Committee at this time.

23 COUNCILMAN KENNEY: Thank you
24 very much.

25 Any questions for this witness?

1 2/24/09 - RULES - BILL 080949, etc.

2 (No response.)

3 COUNCILMAN KENNEY: Anyone else
4 to testify on this bill?

5 (No response.)

6 COUNCILMAN KENNEY: Seeing
7 none, we will move to Bill No. 090006,
8 which is an ordinance correcting the
9 Philadelphia Zoning Maps by conforming
10 the dimensions of a property located
11 within an area bounded by B Street, Erie
12 Street, G Street and Tioga Street to more
13 accurately reflect the area rezoned by
14 Bill No. 080754.

15 Please identify yourself for
16 the record.

17 MR. KRAMER: Good morning,
18 Councilmember Kenney and members of the
19 Rules Committee. I am William Kramer,
20 Division Director of the Development
21 Division of the Philadelphia City
22 Planning Commission. I am here to
23 testify on Bill No. 090006, which was
24 introduced into City Council January 22,
25 2009.

1 2/24/09 - RULES - BILL 080949, etc.

2 Bill No. 090006 will correct
3 the dimension on the Philadelphia Zoning
4 Maps by changing a dimension on a certain
5 zoning parcel in an area bounded by B
6 Street, Erie Street, G Street and Tioga
7 Street. This parcel is the subject of
8 Bill 080754, which rezoned the parcel
9 from an existing zoning designation of
10 "G-2" General Industrial to a designation
11 of "L-4" Limited Industrial. An
12 inconsistency was found during the review
13 by the City's Law Department and Bill No.
14 090006 will correct the dimensional
15 error.

16 The Philadelphia City Planning
17 Commission considered and approved Bill
18 No. 080754 at its meeting of November 18,
19 2008. Accordingly, Bill No. 090006 is
20 considered an item in accord with
21 previous policy and is recommended that
22 the bill be approved.

23 That is the conclusion of my
24 testimony. I'd be happy to answer any
25 questions you may have.

1 2/24/09 - RULES - BILL 080949, etc.

2 COUNCILMAN KENNEY: Thank you

3 very much for your testimony.

4 Any questions for this witness?

5 (No response.)

6 COUNCILMAN KENNEY: None.

7 Anyone else to testify on this bill?

8 (No response.)

9 COUNCILMAN KENNEY: Seeing

10 none, we'll move to Bill No. 090069,

11 which is an ordinance to amend the

12 Philadelphia Zoning Maps by changing the

13 zoning designations of certain areas of

14 land located within an area bounded by

15 Roosevelt Boulevard, Grant Avenue, Blue

16 Grass Road and Railroad Right of Way.

17 Please identify yourself for

18 the record.

19 MR. KRAMER: Good morning,

20 Councilmember Kenney and members of the

21 Rules Committee. I am William Kramer,

22 Division Director of the Development

23 Division of the Philadelphia City

24 Planning Commission. I am here today to

25 testify on Bill No. 090069, which was

1 2/24/09 - RULES - BILL 080949, etc.
2 introduced into City Council February 5,
3 2009.

4 Bill No. 090069 will amend the
5 Philadelphia Zoning Maps by changing
6 certain zoning parcels bounded by
7 Roosevelt Boulevard, Grant Avenue, Blue
8 Grass Road and a Railroad Right of Way.

9 This bill will change the
10 zoning designations of an area bounded by
11 Roosevelt Boulevard, Grant Avenue, Blue
12 Grass Road and a Railroad Right of Way
13 from its current designation of partly
14 "L-2" Limited Industrial and partly "C-3"
15 Commercial to a zoning designation of
16 partly "C-3" Commercial, partly "L-2"
17 Limited Industrial, partly "L-4" Limited
18 Industrial and partly "ASC" Area Shopping
19 Center.

20 The purpose of the change to
21 the "ASC" designation is to permit the
22 construction of a supermarket with
23 accessory uses. The proposed structure
24 would provide 155,000 square feet of
25 retail space, including a Giant food

1 2/24/09 - RULES - BILL 080949, etc.
2 store and gas pumps. The remaining
3 properties fronting on the block along
4 Grant Avenue will be rezoned to a zoning
5 designation of "L-4" Limited Industrial.
6 These structures represent several old
7 warehouse structures that contain several
8 retail uses as well as warehouse space.
9 The change to the "L-4" designation will
10 recognize this pattern of development
11 while still allowing the buildings to
12 maintain industrial uses such as
13 warehousing and distribution.

14 After review by the
15 Philadelphia Law Department, I have been
16 requested to submit an amendment to the
17 bill that will be more legible, as well
18 as more accurately reflect the property
19 line for the proposed new shopping
20 facility.

21 The Philadelphia City Planning
22 Commission considered Bill No. 090069 at
23 its meeting of February 17, 2009 and is
24 recommending that it be approved.

25 This is the conclusion of my

1 2/24/09 - RULES - BILL 080949, etc.
2 testimony. I'd be happy to answer any
3 questions of the Committee at this time.

4 COUNCILMAN KENNEY: Thank you
5 for your testimony.

6 Any questions for this witness?

7 (No response.)

8 COUNCILMAN KENNEY: Seeing
9 none, anyone else to testify on this
10 bill?

11 (No response.)

12 COUNCILMAN KENNEY: Seeing
13 none, we will move to Bill No. 080949,
14 which is an ordinance to amend the
15 Philadelphia Zoning Maps by changing the
16 zoning designations of certain areas of
17 land located within an area bounded by
18 Ridge Avenue, Rector Street, Houghton
19 Street and Walnut Lane.

20 Please identify yourself for
21 the record.

22 MR. KRAMER: Good morning,
23 Councilmember Kenney and members of the
24 Rules Committee. I am William Kramer,
25 Division Director of the Development

1 2/24/09 - RULES - BILL 080949, etc.
2 Division of the Philadelphia City
3 Planning Commission. I am here to
4 testify on Bill No. 080949, which was
5 introduced into City Council December 11,
6 2008.

7 Bill No. 080949 will amend the
8 Philadelphia Zoning Maps by changing
9 certain zoning parcels bounded by Ridge
10 Avenue, Jamestown Avenue, Houghton Street
11 and Walnut Lane.

12 The purpose of this bill is to
13 change the zoning designation of property
14 owned by Roxborough Memorial Hospital
15 from the current zoning designations of
16 "R-5" Residential and "R-4" Residential
17 to a single designation of "IDD"
18 Industrial Development District. The
19 hospital is proposing to construct a new
20 three-story building containing 57,150
21 square feet of gross floor area to be
22 used as a retail pharmacy and medical
23 offices associated with the hospital.
24 The zoning change will increase the area
25 of the "IDD" district by 2.6 acres. This

1 2/24/09 - RULES - BILL 080949, etc.
2 will raise the district area to a new
3 total of 5.42 acres. The retail pharmacy
4 use is not one permitted in the zoning
5 district and, therefore, before any
6 permits are issued, the Zoning Board of
7 Adjustment approval must be obtained.

8 I have an amendment to be added
9 to Bill No. 080949 in the form of an
10 exhibit, which is the proposed new Master
11 Plan for the hospital, which I
12 respectfully ask Council to add to the
13 provisions of this bill.

14 The Philadelphia City Planning
15 Commission considered and approved the
16 proposed Master Plan for Roxborough
17 Memorial Hospital, the subject of Bill
18 No. 080949, at its meeting of December
19 16, 2008.

20 That is the conclusion of my
21 testimony. I'd be happy to answer any
22 questions of this Committee.

23 COUNCILMAN KENNEY: Thank you
24 very much for your testimony.

25 Are there any questions for

1 2/24/09 - RULES - BILL 080949, etc.

2 this witness from members of the

3 Committee?

4 (No response.)

5 COUNCILMAN KENNEY: Any

6 comments from other Councilmembers?

7 Councilmember Jones.

8 COUNCILMAN JONES: Thank you,

9 Mr. Chairman. I just want you to know

10 that I've had an opportunity to meet with

11 the Roxborough Memorial Hospital, their

12 staff, and reviewed some of their plans.

13 I support their expansion,

14 although we have some challenges that we

15 have to meet and kind of working with the

16 community, but I am clear about the fact

17 that development in a recession is

18 important, and the only way we're going

19 to get out of it is to grow our way out

20 of it. And I appreciate in the time of a

21 recession that the hospital takes the

22 courageous stance to make an investment

23 in their site and to expand it. They've

24 got a new radiology and scanning division

25 that is state of the art, and I want to

1 2/24/09 - RULES - BILL 080949, etc.
2 encourage that growth in that location.
3 It is the only emergency room in the 4th
4 Councilmanic District, the only emergency
5 room in the 4th Councilmanic District.

6 I just wanted to put that on
7 the record.

8 COUNCILMAN KENNEY: So you are
9 supportive of the bill?

10 COUNCILMAN JONES: I am very
11 supportive, enthusiastically so.

12 COUNCILMAN KENNEY: Thank you
13 very much.

14 Anyone else to testify on this
15 bill?

16 (Witness approached witness
17 table.)

18 COUNCILMAN KENNEY: Please let
19 the record reflect that Councilman Clarke
20 has joined us.

21 MR. CHAPMAN: Good morning,
22 Mr. Chairman and members of the
23 Committee. My name is Tom Chapman. I'm
24 an attorney with Blank Rome here in
25 Philadelphia, and we represent the

1 2/24/09 - RULES - BILL 080949, etc.

2 interested party in the legislation

3 before you, Solis Healthcare and

4 Roxborough Hospital.

5 I'm not going to go through the

6 testimony that I prepared for this

7 hearing.

8 COUNCILMAN KENNEY: You're a

9 veteran here.

10 MR. CHAPMAN: Yes, sir. I

11 think I've been here a few times before.

12 COUNCILMAN KENNEY: Yes, you

13 have.

14 MR. CHAPMAN: But I would like

15 to thank Mr. Kramer for introducing the

16 necessary amendment, and I thought that

17 it was important for me to note and thank

18 Councilman Jones and his staff and

19 specifically Josh Cohen for all their

20 help and leadership on this matter.

21 COUNCILMAN KENNEY: Great.

22 Thank you very much.

23 MR. CHAPMAN: Thank you.

24 COUNCILMAN KENNEY: Any

25 questions or any other comments?

1 2/24/09 - RULES - BILL 080949, etc.

2 (No response.)

3 COUNCILMAN KENNEY: Seeing
4 none, we've been requested that we will
5 recess the public hearing, go into
6 temporarily our public meeting and vote
7 out the bills that are ready to come out,
8 and then come back to our public hearing
9 and continue with our business.

10 So now that we are in a public
11 meeting, the Chair recognizes
12 Councilmember Quinones-Sanchez for a
13 motion on Bill No. 090004.

14 COUNCILWOMAN SANCHEZ: Thank
15 you, Chair. I move that Bill 090004 be
16 moved out of Committee with a favorable
17 recommendation and the rules of Council
18 be suspended to allow first hearing at
19 our next session.

20 (Duly seconded.)

21 COUNCILMAN KENNEY: Moved and
22 seconded. All in favor?

23 (Aye.)

24 COUNCILMAN KENNEY: There are
25 none opposed. Bill No. 090004 is

1 2/24/09 - RULES - BILL 080949, etc.
2 reported out of this committee favorably
3 and a request made for rules suspension
4 to allow for first reading at our next
5 Council session.

6 The Chair recognizes
7 Councilmember Quinones-Sanchez for a
8 motion on Bill No. 090005.

9 COUNCILWOMAN SANCHEZ: I move
10 that Bill 090005 be moved out of
11 Committee with a favorable recommendation
12 and that the rules of Council be
13 suspended to allow first reading at our
14 next public session.

15 (Duly seconded.)

16 COUNCILMAN KENNEY: Moved and
17 seconded. All in favor?

18 (Aye.)

19 COUNCILMAN KENNEY: There are
20 none opposed. Bill No. 090005 is
21 reported out of this committee favorably
22 and a request made for rules suspension
23 to allow for first reading at our next
24 Council session.

25 The Chair recognizes

1 2/24/09 - RULES - BILL 080949, etc.

2 Councilmember Quinones-Sanchez for a
3 motion on Bill 090006.

4 COUNCILWOMAN SANCHEZ: I move
5 that Bill No. 090006 be moved out of
6 Committee with a favorable recommendation
7 and that the rules of Council be
8 suspended to allow first hearing at our
9 next public session.

10 (Duly seconded.)

11 COUNCILMAN KENNEY: Moved and
12 seconded. All in favor?

13 (Aye.)

14 COUNCILMAN KENNEY: There are
15 none opposed. Bill No. 090006 is
16 reported out of this committee favorably
17 with a request made for rules suspension
18 to allow for first reading at our next
19 Council session.

20 The Chair recognizes
21 Councilmember Greenlee for a motion to
22 approve the amendment to Bill 080949.

23 COUNCILMAN GREENLEE: Thank
24 you, Mr. Chairman. I move the approval
25 of the amendment to Bill No. 090069.

1 2/24/09 - RULES - BILL 080949, etc.

2 COUNCILMAN KENNEY: This is
3 080949. I'm going by this Calendar here.

4 COUNCILMAN GREENLEE: Oh, I'm
5 sorry.

6 COUNCILMAN KENNEY: I was just
7 going down the hearing notice.

8 COUNCILMAN GREENLEE: Okay.
9 Mr. Chairman, I move the approval of the
10 amendment to Bill No. 080949.

11 (Duly seconded.)

12 COUNCILMAN KENNEY: Moved and
13 seconded. All in favor?

14 (Aye.)

15 COUNCILMAN KENNEY: The
16 amendment is approved.

17 The Chair recognizes
18 Councilmember Goode for a motion on the
19 amended Bill 080949.

20 COUNCILMAN GOODE: Thank you,
21 Mr. Chairman. I move the amendment to
22 Bill No. 090069 --

23 COUNCILMAN KENNEY: No. This
24 is on a motion on the amended Bill 080949
25 out of Committee with a suspension.

1 2/24/09 - RULES - BILL 080949, etc.

2 COUNCILMAN GOODE: Thank you,
3 Mr. Chairman. I move that Bill 080949,
4 as amended, be reported out of Committee
5 with a favorable recommendation and that
6 the rules of Council be suspended so as
7 to permit first reading at our next
8 Council session.

9 (Duly seconded.)

10 COUNCILMAN KENNEY: It's moved
11 and seconded. All in favor?

12 (Aye.)

13 COUNCILMAN KENNEY: There are
14 none opposed. Bill No. 080949, as
15 amended, will be reported out of this
16 committee with a favorable recommendation
17 and a request made for rules suspension
18 to allow for first reading at our next
19 Council session.

20 The Chair recognizes -- I'm
21 running out of Councilmembers, so if I
22 miss anybody, don't be offended. I don't
23 have enough motions.

24 The Chair recognizes
25 Councilmember Reynolds Brown for a motion

1 2/24/09 - RULES - BILL 080949, etc.

2 to amend Bill 090069.

3 COUNCILWOMAN BROWN:

4 Mr. Chairman, I move that Bill No. 090069
5 be amended.

6 (Duly seconded.)

7 COUNCILMAN KENNEY: It's been
8 moved and seconded. All in favor?

9 (Aye.)

10 COUNCILMAN KENNEY: There are
11 none opposed. Bill No. 090069 will be
12 amended accordingly.

13 The Chair recognizes
14 Councilmember Clarke for a motion on the
15 amended Bill 090069.

16 COUNCILMAN CLARKE: Thank you,
17 Mr. Chair. I move that Bill No. 090069
18 be reported out of Committee with a
19 favorable recommendation as amended with
20 a rules suspension.

21 (Duly seconded.)

22 COUNCILMAN KENNEY: It's been
23 moved and seconded. All in favor?

24 (Aye.)

25 COUNCILMAN KENNEY: There are

1 2/24/09 - RULES - BILL 080949, etc.

2 none opposed. Bill No. 090069, as
3 amended, will be reported out of this
4 committee favorably and a request made
5 for rules suspension to allow first
6 reading at our next Council session.

7 We will now recess the public
8 hearing and go back into our public
9 meeting and we will -- I'm sorry. I
10 apologize. We're going to recess our
11 public meeting and go back into our
12 public hearing.

13 Bill No. 080130, at the request
14 of the sponsor, will not be reported out
15 of Committee today, but we will take
16 testimony on that bill. So Bill No.
17 080130 is an ordinance amending Title 14
18 of The Philadelphia Code, entitled
19 "Zoning and Planning," by amending
20 Chapter 14-300, entitled "Commercial
21 Districts," by adopting a new Section,
22 entitled "Transit-Oriented Development
23 District," to promote mixed use higher
24 density development in certain areas in
25 order to encourage the use of public

1 2/24/09 - RULES - BILL 080949, etc.

2 transit and less reliance on automobiles,
3 all under certain terms and conditions.

4 The Chair recognizes
5 Councilmember Greenlee for remarks.

6 COUNCILMAN GREENLEE: Thank
7 you, Mr. Chairman.

8 Just quickly before the
9 testimony starts, the idea of
10 transit-oriented development is an issue
11 that has caught hold in numerous cities
12 around the country, and for good reasons.
13 It is certainly in the interest of
14 cities, and actually people all over, to
15 promote public transportation, and that's
16 what this bill does.

17 The bill was actually
18 introduced last term by former Councilman
19 Savage and I introduced it early last
20 year. We've held it, trying to work out
21 the various issues with it, because it is
22 a complicated issue. And as you stated,
23 the bill is not going to be reported out
24 today, but we wanted to get this process
25 started, this conversation started, and

1 2/24/09 - RULES - BILL 080949, etc.
2 hopefully sooner than later, we're going
3 to move this bill, because I think it's
4 to the benefit of all citizens.

5 So thank you, Mr. Chairman.

6 COUNCILMAN KENNEY: Thank you
7 very much.

8 The Chair recognizes Beverly
9 Coleman and Christina Andersen for
10 initial testimony. Please come forward.

11 (Witness approached witness
12 table.)

13 COUNCILMAN KENNEY: Could you
14 please identify yourself for the record.
15 Good morning.

16 MS. COLEMAN: Good morning.
17 Beverly Coleman. I'm Executive Director
18 of NeighborhoodsNow. Christina is on her
19 way and she'll be joining us shortly.

20 Thank you, Councilman Kenney,
21 Councilman Greenlee and the members of
22 the Rules Committee. We appreciate this
23 opportunity to provide testimony in
24 support of transit-oriented development,
25 or TOD. We see that it has significant

1 2/24/09 - RULES - BILL 080949, etc.

2 potential for Philadelphia.

3 We recognize that one of
4 Philadelphia's greatest assets is our
5 transit system. SEPTA is the fifth
6 largest regional transit system in the
7 country, averaging nearly a million
8 weekday transit riders. Yet, potential
9 real estate growth around neighborhood
10 transit stations is stymied by zoning
11 limitations, undesirable land uses,
12 including long-term vacancies, and safety
13 concerns. NeighborhoodsNow launched a
14 TOD initiative three years ago to address
15 these barriers. In that process, we are
16 benefiting from the cooperation and
17 commitment of many other organizations, a
18 number of whom are here today. Our
19 partners in this work include SEPTA,
20 DVRPC, PennTRANS, Asociacion
21 Puertorriquenos en Marcha, Enterprise
22 Heights, PACDC, 10,000 Friends and
23 Econsult, among others. We also
24 appreciate Council's leadership role in
25 the support that we are receiving,

1 2/24/09 - RULES - BILL 080949, etc.
2 especially from Councilman Jones and
3 Councilman Greenlee, with respect to TOD.

4 Finally, a number of City
5 agencies, including the Mayor's Office of
6 Transportation and Utilities, the
7 Commerce Department and the Planning
8 Commission, are working to advance TOD.
9 Collectively, we feel as if we are making
10 progress. Still, there is much more to
11 be done to ensure that TOD becomes an
12 approach used consistently and frequently
13 to redevelop Philadelphia's
14 neighborhoods.

15 The financial crisis and
16 weakening economy has called upon our
17 leaders in Washington and here in
18 Philadelphia to create strategies that
19 will position us competitively in the
20 future. TOD fits soundly within the
21 Mayor's agenda to make Philadelphia a
22 green city and the federal government's
23 interest in reducing our carbon
24 footprint.

25 The new economic reality calls

1 2/24/09 - RULES - BILL 080949, etc.
2 upon us to become more green. Targeted
3 development in and around transit sites
4 promotes increased access to public
5 transit, which in turn reduces traffic
6 congestion and greenhouse emissions.
7 Philadelphia already has a competitive
8 advantage. We have an extensive regional
9 rail system, extensive public transit
10 infrastructure that is the envy of many
11 other cities like Denver and Los Angeles
12 that are spending billions of dollars to
13 build a transit system.

14 Finally, as the recently
15 completed TRID plans for 46th and Market
16 and Temple regional rail stations
17 illustrate, low cost, strategically
18 placed green spaces and gardens can help
19 with storm water management, as well as
20 improve the aesthetics of the
21 neighborhood. Our economic challenges
22 also call upon us to increase
23 affordability for low- and
24 moderate-income residents. According to
25 the Center for Housing Policy's 2006

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2 report, A Heavy Load, families earning
3 between 20,000 and 50,000 in Philadelphia
4 spend approximately 56 percent of their
5 income on housing and transportation
6 combined. We know that closeness to
7 transit increases use, and expect that
8 mixed-use, mixed-income developments in
9 and around neighborhood transit stations
10 can be an effective approach for
11 increasing affordability.

12 In addition, strategic
13 neighborhood TOD can also help increase
14 access to jobs. Supporting and targeting
15 new housing, retail and
16 pedestrian-friendly development projects
17 creates construction jobs in the short
18 term, and these developments also promote
19 use of public transit that connects
20 residents to jobs within the City, as
21 well as to regional job centers.

22 As the Executive Director of an
23 organization committed to strengthening
24 Philadelphia's neighborhoods and a
25 Philadelphia resident who doesn't own a

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2 car, I'm encouraged by the momentum
3 created by each and every partner we are
4 working with to realize the potential of
5 our transit system. Many of the pieces
6 are already in place to make TOD a more
7 integral part of the neighborhood
8 development. We are encouraged by both
9 Council and the Administration's interest
10 in changing zoning to promote TOD.

11 One of the many ways
12 NeighborhoodsNow feels that we can
13 achieve this mission is to forge
14 public/private partnerships to take
15 advantage of our City's assets, and I
16 truly believe that if we continue to work
17 together on this important issue,
18 Philadelphia will realize all the
19 benefits afforded by TOD.

20 Thank you very much.

21 COUNCILMAN KENNEY: Thank you
22 very much for your testimony.

23 Any questions for this witness?

24 Councilman Greenlee.

25 COUNCILMAN GREENLEE: Thank

1 2/24/09 - RULES - BILL 080949, etc.

2 you, Mr. Chairman.

3 First of all, Ms. Coleman, I
4 just want to thank you for all the work
5 you have done personally and for
6 NeighborhoodsNow in bringing this issue
7 to the forefront. We've met numerous
8 times. Hopefully pretty soon there will
9 be a piece in the paper, op-ed, about
10 this, and it's certainly growing momentum
11 as we go along.

12 Could you just briefly -- and
13 you may have said it and I could have
14 missed it. Could you give an example of
15 a city where this is going and has really
16 worked to the --

17 MS. COLEMAN: I think there are
18 a number of cities. I think the ones
19 that are maybe closest to us are Boston,
20 Washington, DC. Younger cities I think
21 that have really promoted TOD are
22 Portland, Denver, even Charlotte, North
23 Carolina. So I think across the country
24 we've seen not only in downtowns but in
25 neighborhoods, we've seen cities really

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2 kind of step up to the plate and make TOD
3 a focal point for development and for
4 ensuring that that city has an
5 economically competitive advantage in the
6 region.

7 COUNCILMAN GREENLEE: Thank
8 you.

9 Thank you, Mr. Chairman.

10 COUNCILMAN KENNEY: Thank you
11 very much.

12 Any other questions for this
13 witness?

14 (No response.)

15 COUNCILMAN KENNEY: Thank you
16 for your testimony.

17 Councilman Jones.

18 COUNCILMAN JONES: Thank you,
19 Mr. Chairman, for your indulgence.

20 I just want to thank you for
21 your work and commitment to
22 transit-oriented development in
23 Philadelphia and a commitment on your
24 part and hopefully in your future roles
25 within government and kind of putting all

1 2/24/09 - RULES - BILL 080949, etc.
2 those things together. I know also my
3 colleague Councilman Greenlee and
4 Councilwoman Blondell Reynolds Brown are
5 particularly interested in a green job
6 component that can be spurred by some of
7 the transit-oriented development. In the
8 case of the 3rd and the 4th District, we
9 share Market Street, and what our hope is
10 that it starts at 46th Street and expands
11 to stations like 52nd, 56th, 60th and
12 63rd that have been decimated by the El
13 reconstruction. When folks travel that
14 El, when they look out either window,
15 they see tar roofs and buckets that were
16 used to repair roofs. What we hope in
17 the near future is high-density
18 development that has green roofs and
19 solar panels that are produced somewhere
20 in the City of Philadelphia, and that a
21 kid that goes to the Randolph Skills
22 Center graduates and goes right into a
23 job that might be at a development, a
24 business that produces those solar panels
25 or that green infrastructure that we're

1 2/24/09 - RULES - BILL 080949, etc.
2 talking about. I wanted to see if you
3 could speak about the green job component
4 of that.

5 MS. COLEMAN: I'm not that
6 knowledgeable about the green job
7 component, but I think that you're
8 absolutely right in that there's a
9 connection between TOD and green
10 building, and really beginning to think
11 more about the environment and how we can
12 incorporate open space, how we can
13 incorporate green technology.

14 So I think a lot of it really
15 relates to the types of buildings
16 developers will construct in the future,
17 and we're certainly a proponent of green
18 technology and green building.

19 I also agree with you that
20 there should be more of a connection
21 between jobs and employment, especially
22 for young people. And I think as you
23 begin to see additional plans around
24 transit station, you'll see, I think, a
25 focus on green space. You'll see a focus

1 2/24/09 - RULES - BILL 080949, etc.
2 on making an environment that promotes
3 quality. In fact, we've worked closely
4 with the Enterprise Heights and the
5 Enterprise CDC around their project at
6 46th and Market, and it does have some of
7 the elements. I mean, Omowale Crenshaw
8 will talk about that, but it does have
9 some of the elements that you're actually
10 talking about.

11 COUNCILMAN JONES: Thank you,
12 Mr. Chairman.

13 MS. COLEMAN: So we hope to see
14 more of that.

15 COUNCILMAN KENNEY: Thank you
16 very much. Thank you for your testimony.

17 Please, Steve Buckley and
18 Richard Redding.

19 (Witness approached witness
20 table.)

21 COUNCILMAN KENNEY: Please
22 identify yourself for the record. Is the
23 other witness here?

24 MR. REDDING: My name is
25 Richard Redding from the Philadelphia

1 2/24/09 - RULES - BILL 080949, etc.

2 City Planning Commission.

3 COUNCILMAN KENNEY: Okay.

4 Please proceed. Identify yourself.

5 MR. REDDING: Good morning,
6 Councilmember Kenney and members of the
7 Rules Committee. I am Richard Redding,
8 Director of the Community Planning
9 Division at the City Planning Commission.
10 I am here to testify on Bill 080130
11 introduced into City Council on February
12 7th of 2008.

13 The Planning Commission
14 supports transit-oriented principles, and
15 we agree that legislation of this type
16 will be beneficial in Philadelphia.
17 Accordingly, the Planning Commission
18 supports Bill No. 080130 in concept.
19 However, with regard to its specific
20 provisions, while there are many items we
21 can support without hesitation, we also
22 see some provisions that are potentially
23 problematic or inconsistent. Therefore,
24 the staff has been directed to work with
25 Council to refine the language of the

1 2/24/09 - RULES - BILL 080949, etc.
2 bill in order to clear up the
3 inconsistencies and avoid any unintended
4 consequences.

5 Let me offer two examples of
6 unintended consequences. The provisions
7 of the bill outline a number of uses that
8 would be prohibited. Many of these uses,
9 like drive-through restaurants, would be
10 supported as uses that are inconsistent
11 with the goals of such a district -- I'm
12 sorry; that are consistent with the goals
13 of such a district. However, to
14 eliminate take-out restaurants would
15 prohibit a coffee shop or a doughnut shop
16 from a transit terminal area, and that
17 may be just the type of active retail
18 space that would be beneficial.

19 COUNCILMAN KENNEY:
20 Mr. Redding, I'm sorry. I read the bill
21 just this morning, but wasn't the
22 provision that take-out restaurants where
23 the individuals stayed in their car, like
24 a take-out window or a drive-through
25 window, or is there other language that

1 2/24/09 - RULES - BILL 080949, etc.

2 prohibits --

3 MR. REDDING: Drive-through
4 restaurants are prohibited and take-out
5 restaurants that sell things out of a
6 window to the sidewalk are prohibited,
7 and take-out restaurants in general are
8 prohibited in the language of the bill.

9 COUNCILMAN KENNEY: All right.
10 Fine. Thank you.

11 MR. REDDING: Additionally, we
12 believe that the language regarding
13 loading docks would create the unintended
14 consequence of requiring a loading space
15 for every building in the district,
16 including a single-family home, which
17 would also lead to a proliferation of
18 curb cuts. This would be detrimental to
19 the pedestrian experience and pedestrian
20 safety.

21 At our recent Planning
22 Commission meeting on February 17th, the
23 Commission discussed the entire concept
24 of transit-oriented development. A
25 transit-oriented development encompasses

1 2/24/09 - RULES - BILL 080949, etc.
2 several basic principles. The
3 development is located near a major
4 transit station or a transit hub. It has
5 density, medium or high density. The
6 development is mixed use. It is oriented
7 to pedestrians, transit riders and
8 bicyclists as opposed to motorists, and
9 TOD has reduced parking requirements in
10 most cases.

11 These principles have long
12 directed the development of our city.
13 Several examples exist where development
14 has been supportive or coordinated with
15 the public transit system that exists
16 here in Philadelphia, including the
17 commercial corridors in the area of 52nd
18 and Market, as well as Frankford Avenue.
19 The best example of this type of
20 development exists in our own Center City
21 business core, owing largely to the
22 confluence of several means of public
23 transportation.

24 So if Philadelphia already has
25 these attributes, why is it important to

1 2/24/09 - RULES - BILL 080949, etc.

2 plan for TOD? Well, we think there are
3 many reasons: sustainability, energy
4 efficiency, promoting walkability and
5 transit usage, preventing inappropriate
6 development near transit stops, and the
7 fact that TOD is a major source of
8 planning funds that has made the Planning
9 Commission more productive. In addition,
10 there is a City of Philadelphia Executive
11 Order from 2007 directing the Planning
12 Commission to devise transit-supportive
13 development strategies.

14 Much of the work of our agency
15 is related to TOD principles, as shown by
16 several recently published PCPC
17 transit-oriented plans, including West
18 Market Street, Frankford, Germantown,
19 Nicetown and for five rail stations on
20 the R-7 line between Bridesburg and
21 Torresdale. Currently, we are in the
22 midst of a transit-oriented plan for
23 Broad and Erie. For many of these
24 projects, the Planning Commission
25 receives grants from the Delaware Valley

1 2/24/09 - RULES - BILL 080949, etc.
2 Regional Planning Commission, a major
3 advocate for transit-oriented
4 development. The City Planning
5 Commission has also cooperated with TOD
6 studies managed by NeighborhoodsNow and
7 also several CDCs at the neighborhood
8 level.

9 In terms of future policy
10 direction, the presentation on February
11 17th made it clear that the Planning
12 Commission supports the TOD concept and
13 we will view development proposals
14 through the lens of TOD principles. We
15 recognize that TOD zoning cannot be
16 one-size-fits-all, because there are
17 differences in local conditions and
18 differences in community desires, and
19 these will require an effort to
20 accurately address the concerns of all.
21 These principles should be considered as
22 part of the long-range ideals that lead
23 the City forward and will make up a
24 significant portion of the work of the
25 Zoning Code Commission.

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2 The Planning Commission also
3 considered Bill 080130 at its meeting of
4 February 17th. The Commission voted to
5 table the item, allowing further study,
6 and to direct the staff of the Commission
7 to work with both City Council and the
8 Zoning Code Commission to provide
9 comprehensive answers to this important
10 aspect of development in the City.

11 Thanks for your consideration.
12 I'll be happy to answer any questions.

13 COUNCILMAN KENNEY: Thank you
14 very much.

15 I'm looking at the bill, and
16 the date of the bill is February 7, 2008
17 and the Commission considered the bill on
18 February 17, 2009.

19 MR. REDDING: Mm-hmm.

20 COUNCILMAN KENNEY: Why?

21 MR. REDDING: The agency is
22 like recommitting itself to TOD. We --

23 COUNCILMAN KENNEY: Why did it
24 take more than a year to review the bill?

25 MR. REDDING: Because the

1 2/24/09 - RULES - BILL 080949, etc.

2 public hearing was scheduled.

3 COUNCILMAN KENNEY: But, I
4 mean, you had the bill in your possession
5 as a staff for more than a year. So some
6 of those issues that you're raising today
7 or raised at the hearing could have been
8 raised with the Councilmember who
9 sponsored it, so that maybe today we'd be
10 getting the bill out of Committee as
11 opposed to asking for a delay.

12 MR. REDDING: We had a
13 discussion or two with Councilman
14 Greenlee about the bill. I can't explain
15 that delay any better.

16 COUNCILMAN KENNEY: Councilman
17 Greenlee, do you have any questions?

18 COUNCILMAN GREENLEE: Thank
19 you, Mr. Chairman.

20 I don't want to get back and
21 forth with the Commission, but
22 respectfully I will point out that right
23 after this bill was introduced, I got a
24 call from the Planning Commission,
25 basically said hold up, don't do

1 2/24/09 - RULES - BILL 080949, etc.
2 anything, we'll kind of get back to you.
3 Now, I'm paraphrasing those words. And
4 with all due respect and, as I said
5 today, I'm holding this bill, but I
6 think -- and we got a budget process
7 coming up, which I know is going to be
8 pretty all encompassing, but after that,
9 I really want to move this. And I think
10 Councilman Kenney brings up a good point.
11 I mean, I was ready to hear about any
12 amendments since that was introduced.

13 I'm not blaming you,
14 Mr. Redding, but I mean, there did seem
15 to be a point where I was getting a
16 message from the Planning Commission just
17 hold up and we'll get back to you, and I
18 think -- I've been accused of being too
19 nice before, so maybe I was too nice and
20 just did that, but I do agree with the
21 Chairman and I think we could have moved
22 this further.

23 Now, that's crying over spilled
24 milk in a way, but I think we could have
25 moved this more quickly. And it seems

1 2/24/09 - RULES - BILL 080949, etc.
2 like sometimes -- and that's why I wanted
3 Ms. Coleman to point out how many other
4 cities have done this. It seems to take
5 Philadelphia longer to do progressive
6 stuff than other cities.

7 Again, it is what it is. We're
8 in February of 2009 now, but I do agree
9 with the Chairman and I wish we could
10 have moved this a little quicker, and I
11 really, with all due respect, think I was
12 available to do that.

13 So I'll just leave it at that.
14 Thank you.

15 MR. REDDING: Councilmembers,
16 your comments are well taken. We agree
17 that the TOD is a progressive move, and
18 we are recommitting the agency to work
19 with you. We're ready to sit down and
20 meet and discuss. We can also share the
21 presentation that was given at the
22 Commission meeting.

23 COUNCILMAN GREENLEE: Okay.
24 That's fine. Thank you.

25 COUNCILMAN KENNEY:

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2 Councilmember Goode.

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

5 Mr. Redding, very quickly, and
6 the Chairman raised this point. The bill
7 does not actually prohibit coffee shops
8 or doughnut shops, does it?

9 MR. REDDING: We think so,
10 because a Dunkin Donuts, a Starbucks, a
11 Bucks County Coffee --

12 COUNCILMAN GOODE: That's an
13 example.

14 MR. REDDING: -- would be
15 considered a take-out restaurant.

16 COUNCILMAN GOODE: That's an
17 example of a coffee shop or doughnut
18 shop, but even those examples of coffee
19 shops and doughnut shops, if they had
20 seating, then would not be prohibited; is
21 that correct?

22 MR. REDDING: I guess it's a
23 fine line, because a great deal --

24 COUNCILMAN GOODE: It's not
25 that fine a line. The legislation

1 2/24/09 - RULES - BILL 080949, etc.
2 actually says take-out only. It doesn't
3 say take-out restaurants. It says
4 take-out only.

5 MR. REDDING: Okay.

6 COUNCILMAN GOODE: So it
7 doesn't actually prohibit coffee shops
8 and doughnut shops, does it, as long as
9 they have seating?

10 MR. REDDING: I think you're
11 making a good point. We'll read it again
12 and consider that, definitely.

13 COUNCILMAN GOODE: Thank you.

14 COUNCILMAN KENNEY:

15 Councilmember Clarke.

16 COUNCILMAN CLARKE: Thank you,
17 Mr. Chair.

18 Good morning, Mr. Redding.

19 MR. REDDING: Good morning.

20 COUNCILMAN CLARKE:

21 Mr. Redding, first I'd like to thank you
22 for the great work you've been doing up
23 in the Broad and Erie dealing with that
24 particular TOD. I understand there's
25 also some discussion around 10th and

1 2/24/09 - RULES - BILL 080949, etc.

2 Berks. I'm not sure who is working on
3 that, about a TOD there. So I want to
4 commend you, look forward to our next
5 community meeting.

6 With respect to the
7 legislation, I just want to make sure I
8 understand this process. We're creating
9 obviously a category or a classification,
10 and the assumption is the authorization
11 for a particular location will be done by
12 ordinance in Council. Do you envision
13 the Council having the flexibility --
14 because you mentioned earlier that there
15 were some unintended circumstances or
16 consequences in some of the proposed
17 prohibitions. So say, for instance, if
18 we want to do something at Broad and
19 Susquehanna, a TOD designation, and we
20 want to have some of the things that
21 Broad and Olney may not want to have, do
22 we have that flexibility? Do you
23 envision that, or would it have to --
24 basically, would we be able to supersede
25 the original ordinance setting the

1 2/24/09 - RULES - BILL 080949, etc.

2 designation or the classification?

3 MR. REDDING: Well, the
4 proposed district would replace existing
5 zoning, number one.

6 COUNCILMAN CLARKE: That was my
7 second question.

8 MR. REDDING: In terms of the
9 flexibility, I think the changes and
10 clarifications we're seeking are minor,
11 because there's a whole lot in the bill
12 that we definitely support, without
13 hesitation. So I think I just feel like
14 it can definitely be worked out.

15 COUNCILMAN CLARKE: So we're
16 not sure yet; is that the quick answer?

17 MR. REDDING: Well, I think it
18 needs to be discussed with the
19 Councilman, and hopefully a consensus can
20 be reached. I'm confident that it can.

21 COUNCILMAN CLARKE: When you're
22 saying replacing the designation, take
23 Broad Street for example, because I
24 represent a significant portion. We did
25 an overlay some years ago on North Broad

1 2/24/09 - RULES - BILL 080949, etc.

2 that had a significant number of
3 prohibitions, and I think actually
4 Councilwoman Tasco eventually amended
5 that ordinance to incorporate a portion
6 of her district on Broad Street.

7 If we did a TOD, the TOD would
8 replace that overlay in certain segments
9 of Broad Street just where that TOD was
10 authorized?

11 MR. REDDING: Mr. Kramer of the
12 Development Division.

13 (Witness approached witness
14 table.)

15 MR. KRAMER: Let me answer your
16 question two ways. When you would go to
17 craft a bill to apply this district, we
18 could make accommodations for the
19 different areas. So that, yes, we could
20 make it fit to the specifics of each
21 area. That's why the TOD is so difficult
22 and not a one-size-fits-everywhere. As
23 you've pointed out, different
24 neighborhoods have different concerns and
25 addresses.

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2 We can certainly do that and
3 would craft, as we applied the different
4 sections of the Code to the different
5 areas, we would have to make that
6 district special, as it were. It would
7 almost become a district overlay.

8 That's sort of what we wrestle
9 with in terms of actually having to
10 accommodate that, because it isn't
11 something that what you would do at Broad
12 and Susquehanna would be the same as what
13 you would do at, let's say, Bridge and
14 Pratt. So that's one of the issues that
15 we're wrestling with, is to how to best
16 accommodate that.

17 COUNCILMAN CLARKE: Okay.

18 MR. REDDING: Also, Councilman
19 Greenlee's bill does have prohibition of
20 many uses that are probably similar to
21 the Broad Street overlay, so that they're
22 not necessarily incompatible.

23 COUNCILMAN CLARKE: I'm
24 assuming in that particular case it is,
25 because I know the Broad Street overlay

1 2/24/09 - RULES - BILL 080949, etc.
2 came about as a result of constituents
3 complaining about certain uses on Broad
4 Street, and I'm sure that the information
5 that Councilman Greenlee and the people
6 he talked to were probably the same
7 people to some degree and similar
8 interests.

9 All right. Okay. Well, that
10 clarifies that. Thank you.

11 Thank you, Mr. Chairman.

12 COUNCILMAN KENNEY: Thank you
13 very much.

14 Any other questions?

15 Councilman Greenlee.

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

18 Just a quick comment on
19 Councilman Clarke's point. I meant to
20 say this earlier. Obviously this idea is
21 to set up the district, and I'm not in
22 any way -- so no District Councilperson
23 thinks I'm usurping any authority, that
24 once that district is set up, then it
25 would be up to the District Councilperson

1 2/24/09 - RULES - BILL 080949, etc.
2 to decide where in his or her district
3 that would fit. So I'm certainly not in
4 any way -- and I didn't say you said
5 that, Councilman, but just to get on the
6 record that that's certainly not the
7 intention, that if something is specific
8 in a district, that should be the
9 District Councilperson's purview.

10 COUNCILMAN CLARKE: Councilman,
11 nothing could be further from my mind.

12 COUNCILMAN GREENLEE: Thank
13 you.

14 COUNCILMAN KENNEY:
15 Councilmember Brown.

16 COUNCILWOMAN BROWN: Thank you
17 very much.

18 Good morning.

19 MR. REDDING: Good morning.

20 COUNCILWOMAN BROWN: The
21 introduction of this bill by Councilman
22 Greenlee indicates that there's now an
23 interest on Council to aggressively
24 pursue this type of planning. Given the
25 limited experience you've had already, as

1 2/24/09 - RULES - BILL 080949, etc.
2 has been expressed by Councilman Darrell
3 Clarke, what one or two impediments have
4 you learned that you can seek to
5 anticipate going forward once this bill
6 becomes a reality?

7 MR. REDDING: Well, it's not
8 necessarily an impediment, but the bill
9 creates a zoning classification but does
10 not map it. So the process of mapping it
11 and choosing street boundaries will be a
12 lengthy process and will require a lot of
13 thought for every single TOD location
14 where you want to apply the bill.

15 COUNCILWOMAN BROWN: I see.
16 And the decision-making process around
17 that type of challenge rests with the
18 Councilman, the community and your
19 office?

20 MR. REDDING: Yeah, I think
21 that's accurate.

22 COUNCILWOMAN BROWN: Okay.

23 MR. REDDING: The question of
24 prohibited uses also needs to be ironed
25 out, because there's some uses in the

1 2/24/09 - RULES - BILL 080949, etc.
2 list of prohibited ones that we think are
3 actually reinforcing the notion of
4 populating the sidewalk and energizing
5 the district. It's a small portion of
6 the prohibited uses, but we want a chance
7 to discuss that and refine that.

8 COUNCILWOMAN BROWN: And the
9 previous witness indicated that a number
10 of municipalities around the country are
11 already underway doing this type of
12 planning. Does one or two come to your
13 mind that are really star performance in
14 how they rolled out this type of
15 planning, neighborhood planning, best
16 practices that our city could look to?

17 MR. REDDING: I think that DC
18 and also Portland, Oregon seem to be
19 leaders in implementing TOD. Along the
20 DC Metro, which is such a popular transit
21 system with the population, there's a lot
22 of high-density development even in
23 outlying areas. Many of the stops in
24 Virginia, Silver Spring, Maryland, these
25 are truly TOD locations.

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2 TOD is also used a lot not in
3 cities but in suburban areas where it may
4 be most applicable of all, because I
5 think some suburbs are realizing that
6 sprawl is not the way to go, but a TOD
7 concept has the ability to create
8 community centers and denser development,
9 more compact development.

10 COUNCILWOMAN BROWN: Well,
11 thank you. Thank you for your testimony.

12 MR. REDDING: Thank you.

13 COUNCILMAN KENNEY: Thank you
14 very much.

15 Any other questions for this
16 witness?

17 (No response.)

18 COUNCILMAN KENNEY: Seeing
19 none, the Chair calls Christina Andersen,
20 please.

21 (Witness approached witness
22 table.)

23 COUNCILMAN KENNEY: Is
24 Mr. Bickel and Mr. Comati here? Could
25 you get ready to come on up in a second.

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2 Hi. Identify yourself for the
3 record and proceed. And I would ask the
4 witnesses if they could possibly -- and I
5 know you are at a disadvantage because
6 you weren't here for the first witness,
7 but to try not to repeat what has already
8 been said, and if you need to diverge a
9 little bit from your structured notes,
10 please feel free to paraphrase and tell
11 us what you think, but without repeating
12 what other people have already said.

13 MS. ANDERSEN: Certainly, sir.
14 I will do my best. I missed --

15 COUNCILMAN KENNEY: You have an
16 exemption because you didn't hear it, so
17 please proceed.

18 MS. ANDERSEN: Well, thank you
19 very much. Good morning, members of the
20 Rules Committee of the City Council.
21 Thank you for the opportunity to testify
22 on transit-oriented development. My name
23 is Christina Andersen. I'm a Senior
24 Urban Designer and Planner with Farr
25 Associates in Chicago. Farr Associates

1 2/24/09 - RULES - BILL 080949, etc.
2 is widely regarded as one of the most
3 sustainable planning and architecture
4 firms in the country, having created
5 numerous TODs and walkable downtown
6 plans. Most recently, Farr Associates,
7 we have focused our efforts on coding as
8 a vehicle of implementing and more
9 broadly being able to impact and effect
10 sustainability, particularly
11 transit-oriented development and walkable
12 pedestrian-oriented areas. I am here
13 today because I am working with
14 NeighborhoodsNow in their TOD efforts.

15 What I want to talk about --
16 what I want to focus on today, since I'm
17 guessing we've already had discussions on
18 what a TOD is and those basics, are what
19 are the benefits of transit-oriented
20 development, why TOD and why now in the
21 City of Philadelphia, and as well as how
22 important zoning is to impact that type
23 of development.

24 So why TOD and why TOD now? So
25 transit-oriented development provides

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2 economic, environmental and social
3 benefits, not only to the neighborhood
4 immediately surrounding the transit
5 station but to the citywide as well as
6 the region as a whole. In this time of
7 economic uncertainty, with the cost of
8 living continuing to rise and families
9 being forced to tighten their budgets,
10 their household budget, the benefits I'm
11 going to expound on in just a moment make
12 TOD a logical growth tool and development
13 tool in Philadelphia as well as across
14 the country.

15 The neighborhoods surrounding
16 transit stations tend to have a higher
17 transit ridership and lower automobile
18 usage rates for commuting than the larger
19 metropolitan area. This is true across
20 the country, and we have found this to be
21 true in our work in Philadelphia.

22 Fewer residents using cars to
23 commute to work means personal cost
24 savings for households living within
25 transit areas. These cost savings

1 2/24/09 - RULES - BILL 080949, etc.

2 include saving money on gas, parking,
3 wear and tear on vehicles, as well as
4 personal time, time spent in the car
5 commuting back and forth to work.

6 There are citywide benefits to
7 this, including less congestion, less
8 stress on the roadway infrastructure and
9 better air quality for the region. Fewer
10 vehicles on the road also have the
11 positive impact for the larger national
12 issues such as greenhouse gases, reducing
13 greenhouse gases.

14 Using public transportation can
15 reduce a household's transportation
16 expenditures, which again provides more
17 flexibility in this time of need where
18 cities are kind of tightening their belts
19 and looking at their budgets.

20 The Center for Transit-Oriented
21 Development, a group that we work with
22 very frequently, the part of Reconnecting
23 America out of San Francisco and
24 Washington, DC, found that the average
25 transportation cost for an auto-dependent

1 2/24/09 - RULES - BILL 080949, etc.
2 neighborhood -- so this is the amount of
3 money households are spending out of
4 their income on transportation costs --
5 in an auto-oriented dominated
6 neighborhood, 25 percent. The average
7 American family spends about 19 percent.

8 Our research has found that
9 households that live in transit-rich
10 neighborhoods spend on average nine
11 percent of household income on
12 transportation. That's a savings of
13 potentially ten percent.

14 Other economic benefits for TOD
15 include regional access to -- better
16 access to the regional market. There's
17 also a higher concentration of activity
18 within neighborhoods, particularly
19 economic, commercial, retail activity,
20 and there's also -- very often in TODs
21 you find that public/private partnership
22 to kind of help foster that
23 transit-oriented development and make it
24 grow, and that community involvement can
25 lead to more cohesive neighborhoods, more

1 2/24/09 - RULES - BILL 080949, etc.
2 people being involved and caring about
3 their neighborhoods. And it's not just
4 kind of these wider, less tangible
5 economic environmental benefits. If you
6 kind of take a look at how good
7 transit-oriented has been designed across
8 the country and you start to break down
9 its kind of physical characteristics, you
10 can see further benefits.

11 Pedestrian and bicycle -- I'm
12 sure we've already talked about that.
13 Transit-oriented areas are pedestrian and
14 bicycle friendly. That means more people
15 are walking, more people are biking, more
16 people are active. In fact, going back
17 to the 2000 census, you can see that
18 people living within a half mile of a
19 transit station are three to five times
20 more likely to use these other modes of
21 transportation, walking, biking, transit.
22 That can have a huge impact on personal
23 health in a time where obesity rates are
24 rising exponentially.

25 The mixed-use nature of TODs

1 2/24/09 - RULES - BILL 080949, etc.
2 with the residential units on the upper
3 floors and very transparent ground floor
4 storefronts and shop fronts also have a
5 benefit, that kind of design feature.
6 What that does is, people who are working
7 in the store can monitor the activity on
8 the street, because they can see out of
9 it, out of their store. The people on
10 the street can see in the store and kind
11 of be able to monitor what's going on in
12 the store, not to mention the fact that
13 they can see all the goods and services
14 that are being sold, which would
15 potentially attract more customers.

16 The residents on the upper
17 floors have the ability to look out their
18 windows in the evenings when they're home
19 from work, on the weekends when maybe the
20 shops aren't always open or offices
21 aren't always open, and are able to
22 monitor the activities that way. This
23 can result in safer neighborhoods. It's
24 a concept called "eyes on the street"
25 that Jane Jacobs kind of has referred

1 2/24/09 - RULES - BILL 080949, etc.

2 to -- or referred to. Excuse me.

3 Finally, in terms of the design
4 of transit-oriented development, the mix
5 of housing types offered in TODs allow
6 households in Philadelphia choices.
7 These choices may allow a household to
8 remain within a neighborhood throughout
9 life's various stages: a single person
10 being able to afford to live in a
11 neighborhood because they can see in an
12 apartment versus married without children
13 versus married with children and then the
14 empty-nester. And if you want to stay in
15 your neighborhood, across the country
16 that's becoming affordably not possible.
17 The cost of housing is too high and
18 housing options just don't exist. In TOD
19 there's an opportunity to provide a
20 variety of types of housing.

21 Promoting TOD and all these
22 housing options can also allow a city to
23 meet its affordable housing goals. In
24 Portland, Oregon there's a TOD called the
25 Pearl District that was a former

1 2/24/09 - RULES - BILL 080949, etc.
2 industrial district that was
3 rehabilitated with transits, and it
4 allowed the City of Portland to meet its
5 ten-year housing goal within seven years,
6 using one-tenth of the anticipated amount
7 of land that they would need to do it,
8 and 25 percent of the units within this
9 TOD are rated for low- to moderate-income
10 residents.

11 So very briefly to talk about
12 why zoning is important to achieving
13 these great benefits. Achieving
14 successful transit-oriented development
15 requires the right set of guiding tools,
16 the right set of regulations. Successful
17 TODs that have been created and/or
18 fostered in recent history have all used
19 such tools, whether it's public/private
20 partnerships, master plans, design
21 guidelines and/or zoning regulations, in
22 order to ensure that the right
23 development is in place. We believe, I
24 believe, that the most effective method
25 is through proper planning and zoning

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2 regulations.

3 Appropriate zoning regulations
4 are important for two reasons. First,
5 the physical development of structures --
6 this is not something that everybody
7 thinks about, but it is absolutely
8 critical.

9 The physical development of
10 structures and their relationship to the
11 transit station, the relationship with
12 the structures to neighboring structures,
13 as well as the public spaces such as the
14 street, define that area's character.
15 Think of your neighborhood street.
16 Remove half the buildings. It feels very
17 different than it did before.

18 Zoning regulations dictate what
19 those buildings look like and the mix of
20 uses within those buildings. Therefore,
21 zoning regulations help define the
22 character of the area, and you want to
23 make sure that you have the right ones in
24 place, because TOD is walkable, it's
25 pedestrian oriented, it's active,

1 2/24/09 - RULES - BILL 080949, etc.
2 inviting. Blank windowless walls,
3 buildings set back behind parking lots,
4 signage clutter, oversized signage are
5 not characteristic of TOD, and if you
6 don't have the right regulations in
7 place, it's possible that you can get
8 that type of development.

9 The second reason that zoning
10 is very important, we feel zoning is very
11 important -- and this is something that
12 Mr. Redding touched on a moment ago -- is
13 that a one-size-fits-all approach to TOD
14 is not going to be successful across the
15 transit corridor. There are two parts to
16 that. One is that the regulations around
17 a transit-oriented development are going
18 to be different than those that exist in
19 your other commercial and residential
20 districts. And not only that, they're
21 going to differ from your mixed-use,
22 pedestrian-oriented districts, because
23 transit has that special -- the transit
24 stations have that special feature. They
25 have the station. They have that center

1 2/24/09 - RULES - BILL 080949, etc.
2 of activity. They have that ability to
3 reduce the vehicle usage and promote
4 pedestrian activity. And proper zoning
5 regulations need to reflect this
6 difference.

7 A park-and-ride commuter
8 station on the north side of the City
9 will develop differently than the transit
10 stations right outside of City Hall and
11 will develop differently than the ones
12 near a university, and all of -- and
13 zoning needs to be sensitive to that.

14 In conclusion, I want to
15 applaud the Committee for discussing this
16 important topic, and hope that the
17 information I've provided for you today
18 is useful in your further discussions.
19 I'll be happy to answer any questions.

20 COUNCILMAN KENNEY: Thank you
21 very much for your testimony.

22 During the course of your
23 testimony when you were talking about
24 eyes on the street and retail first floor
25 and residential on the second and third

1 2/24/09 - RULES - BILL 080949, etc.
2 and transit lines and stops, you were
3 describing where I live. And we weren't
4 TOD because we really didn't know about
5 TOD. I just happened to be lucky enough
6 to move onto the street that I moved on
7 to 19 years ago, which was the 1600 block
8 of South 11th, which has the longest, I
9 think, trolley/bus line in the country,
10 the 23, and three blocks from the Broad
11 Street Subway, which allows me the
12 opportunity to walk in my neighborhood to
13 get on the bus and go to Center City or
14 the subway to go to Center City or the
15 sports complex and have retail,
16 restaurant amenities that you don't get
17 in a lot to neighborhoods and which every
18 neighborhood should have an opportunity
19 for. So I do see firsthand as I come out
20 my house, with the exception of the New
21 Jersey commuters who are parking their
22 cars to take --

23 COUNCILMAN DiCICCO: Using the
24 center of Broad Street.

25 COUNCILMAN KENNEY: Well, no.

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2 On my street actually, on a very cold day
3 on my street what you will see is when
4 the 23 bus hits 11th and Morris, about 15
5 car doors open, because the people are
6 waiting in the warm car to get on the
7 bus. But that's our permit parking issue
8 my neighbors don't want to have. That's
9 another whole -- but my point to your
10 testimony was that it really resonated
11 with me personally because I have a
12 personal experience with it, luckily have
13 a personal experience with it, because I
14 was lucky enough to move where I did.

15 Councilman DiCicco.

16 COUNCILMAN DiCICCO: Thank you,
17 Mr. Chairman. I echo your comments, and
18 being a few years older than you, I
19 recall a couple blocks from where I was
20 born and raised and where I still live,
21 the 11th and Washington Avenue or the
22 Washington Avenue corridor when we had
23 many factories that manufactured all
24 kinds of products, from licorice to paper
25 products to clothing, and growing up as a

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2 kid in that neighborhood, most of the
3 people in my neighborhood worked in those
4 factories, so they literally walked two,
5 three, four blocks away.

6 My question has to go to the
7 transportation systems. Do conversations
8 take place as to the types of modes of
9 transportation that may actually be more
10 attractive and more user friendly? As an
11 example, you can come out of here and
12 look east on Market Street, especially
13 the hours from around 4:30 through 6
14 o'clock in the evening, and you will see
15 what looks like -- someone referred to it
16 as a line of washing machines or
17 refrigerators, all these white SEPTA, New
18 Jersey Transit buses that are literally
19 from the front door of City Hall as far
20 east as 4th and 5th Street, 5th Street,
21 4th Street, sometimes even 3rd, literally
22 back to back. It is a horrible sight,
23 number one, but it's certainly for me, I
24 find it to be -- I would suggest that it
25 would probably be intimidating for people

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2 who have to shop there as well. It's
3 just not a good feel.

4 For the 15 years or so that
5 I've been here, I've been advocating for
6 going back to some of the old
7 transportation systems. SEPTA
8 continually argues that trolleys are
9 non-functional, although other cities
10 have used them. And the 23 line that
11 Councilman Kenney spoke about being the
12 longest in the country, little by little
13 they keep covering the tracks, which
14 means they never want to bring these
15 trolleys back.

16 But we're moving from a
17 situation where we're becoming more,
18 hopefully as a nation, more sensitive to
19 the environment. We talk about
20 alternative fuels. We talk about
21 electric cars, but our transportation
22 system is moving away from electricity
23 and going to diesel fuel.

24 So I just kind of -- how does
25 that fit in? Are those things that are

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2 important to what the TOD would be? Are
3 there conversations, and what could we do
4 to maybe encourage the antiquated
5 thinking of SEPTA to be a little bit more
6 concentrating -- if there's SEPTA people
7 here, I apologize, nothing personal --
8 but to be a little bit more conscious
9 about people who live within the City,
10 which has high concentrations of
11 pollution, and not be so concerned about
12 the high speed rail lines to get people
13 out of the City into the suburbs. What
14 about us?

15 MS. ANDERSEN: Let me first say
16 that I'm an urban designer and planner.
17 I'm not a transit or transportation
18 expert, but I'm going to answer part of
19 the question that I feel I'm qualified to
20 answer in terms of what type of transit
21 are most appropriate for TOD. And the
22 answer is, all kinds. Most
23 transit-oriented development that's
24 occurred throughout the country occurs at
25 rail stations, and that's because that is

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2 where kind of the largest concentration
3 occurs.

4 That said, you can do
5 transit-oriented development around a
6 cluster of bus lines, a cluster of
7 trolley lines. You just need to make
8 sure that there's enough service there to
9 warrant the concentration of commercial
10 and retail and residential activity.
11 Just a bus stop by itself, you generally
12 don't build -- you wouldn't designate a
13 giant transit-oriented development
14 boundary, quarter mile, half mile, based
15 on one line -- or excuse me, one stop for
16 a bus, where you can do that for rail
17 because of the quantity of people and the
18 frequency of the stops and those type of
19 things.

20 But in terms of the second part
21 of your question, I'm just -- I am truly
22 just not qualified to discuss those
23 portions, and I apologize for that.

24 COUNCILMAN DiCICCO: Okay.

25 Just for full disclosure, my youngest son

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2 is a member of the SEPTA Board, but he's
3 in the minority and has not been able to
4 move that agenda. I just really -- it's
5 kind of not where we are, but I think it
6 all fits part of the package.

7 The Morris Street/Tasker line,
8 as Jimmy spoke to, was an electric bus
9 line. They got rid of that. They put
10 diesel buses on the street. Nothing
11 makes sense.

12 MS. ANDERSEN: I think that
13 it's also important that -- transit areas
14 are different, and we keep saying this
15 one-size-fits-all, and that's very true,
16 and one of the things that we've looked
17 at with Reconnecting America and the
18 Center for Transit-Oriented Development,
19 the work that they've done is, they've
20 kind of divided different transit
21 stations and kind of designated them as
22 place types. And they look at things
23 like the concentration of development
24 that occurs around them, as well as their
25 service. You would expect a regional

1 2/24/09 - RULES - BILL 080949, etc.
2 station to have a train line that serves
3 more than just a 20-block up and down
4 corridor. It has -- there's the
5 importance of regional service and the
6 bus lines and the trolley lines and all
7 those feeders versus more of a
8 neighborhood type of transit station
9 where it could be one line that just runs
10 from one side of the City to the other.

11 COUNCILMAN KENNEY: Just as an
12 aside, Councilman, your problem with the
13 Market Street New Jersey bus lineup is
14 exacerbated by the fact that we can't
15 seem to get control over the triple
16 parking across from City Hall and Dunkin
17 Donuts and the Marriott, which causes the
18 SEPTA bus to lay up in the third lane as
19 opposed to where they should be laying
20 up. So, I mean, a lot of this stuff that
21 aggravates us every day getting to work
22 is really kind of people abusing where
23 they're parking and all those other kinds
24 of things, because I've had ongoing
25 disputes with many folks outside their

1 2/24/09 - RULES - BILL 080949, etc.
2 double, triple parking from the fire
3 hydrants, stacking up the valet parking
4 people. I mean, all that stuff just adds
5 to the congestion and the inability for
6 traffic to move around City Hall like
7 say, for example.

8 Thank you. Any other questions
9 for this witness?

10 (No response.)

11 COUNCILMAN KENNEY: Thank you
12 very much for your testimony.

13 MS. ANDERSEN: Thank you.

14 COUNCILMAN KENNEY: Mr. Bickel
15 and Mr. Comati, please. And whoever else
16 with SEPTA is with you can please come
17 up.

18 (Witnesses approached witness
19 table.)

20 MR. BICKEL: Good morning.

21 COUNCILMAN KENNEY: Good
22 morning. Please identify yourself.

23 MR. BICKEL: Councilman Kenney
24 and members of the Committee, my name is
25 Richard Bickel. I'm Director of the

1 2/24/09 - RULES - BILL 080949, etc.
2 Planning Division at the Delaware Valley
3 Regional Planning Commission. DVRPC is
4 the federally designated metropolitan
5 planning organization for the
6 nine-county, Philadelphia, Camden,
7 Trenton region, and we undertake a
8 variety of planning studies. We program
9 capital improvements, and one of our key
10 goals is to link land use and
11 transportation, and we think a great way
12 to do that is through transit-oriented
13 development.

14 The City of Philadelphia and
15 the Southeastern Pennsylvania region have
16 an extensive rail and transit system -
17 SEPTA, PATCO, New Jersey Transit and
18 Amtrak - that is often taken for granted
19 by both daily riders and the public in
20 spite of the multiple benefits created by
21 having this transit system in place. A
22 major focus on DVRPC's recommended
23 policies and plans is to link land use
24 and transportation while emphasizing
25 revitalization of our core cities and

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2 older suburban places rather than
3 continued sprawl. In terms of linking
4 land use and transportation, one way to
5 accomplish this goal is through TOD.

6 DVRPC is a strong proponent of
7 TOD as a key component of short-term and
8 long-term planning for Philadelphia and
9 the region. TOD is an approach to
10 implement regional, county and local
11 plans while supporting public transit
12 agencies, promoting transit ridership and
13 benefiting the environment. We believe
14 TOD can help communities and
15 neighborhoods to achieve both development
16 and mobility benefits. We hope that City
17 Council working with the City Planning
18 Commission, the Zoning Commission and the
19 Mayor's Office will unite to shape TOD
20 zoning provisions and stand ready to
21 assist this effort where we can.

22 TOD can be defined as compact,
23 mixed-use, pedestrian-scale development
24 oriented around or to a rail or transit
25 station, usually within a quarter mile

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2 radius, but which can be much smaller in
3 an urban setting like Philadelphia that
4 promotes transit ridership. The benefits
5 of TOD planning and implementation
6 include reinforcing community identity,
7 supporting environmental goals such as
8 air quality and energy savings, and
9 promoting development patterns that
10 increase transit ridership and reduced
11 auto use.

12 When I think of TOD, I think of
13 the power of partnerships, whether they
14 involve local governments, a county, a
15 public transit agency or a development.
16 Partnerships create the formal and
17 informal linkages that enable and
18 facilitate TOD to occur. In the absence
19 of such a partnership, successful TOD
20 becomes difficult, if not impossible.

21 DVRPC has been working since
22 2000 on a variety of activities, working
23 closely with SEPTA and our counties, and
24 our approach includes advocacy,
25 education, partnerships and funding.

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2 We've prepared a region-wide assessment
3 of TOD potential at 45 stations in
4 Pennsylvania and New Jersey. We provide
5 educational information for municipal
6 officials. We provide grant funding to
7 local governments to prepare TOD plans
8 and zoning districts through our
9 Transportation and Community Development
10 initiative, and DVRPC staff was also
11 involved in drafting and helping to enact
12 Pennsylvania's Transit Revitalization
13 Investment District Act in 2004. The
14 TRID program is administered by the
15 Department of Community and Economic
16 Development working with PennDOT.

17 TRID provides a "how to do it"
18 approach for interested municipalities
19 working in partnership with public
20 transit agencies and the development
21 community to plan for and implement TOD.
22 Eight TRID planning studies are underway
23 around the Commonwealth, including two in
24 Philadelphia, 46th Street and Temple
25 University, which have been advanced by

1 2/24/09 - RULES - BILL 080949, etc.
2 NeighborhoodsNow. These projects are
3 being funded by DCED and PennDOT, as well
4 as DVRPC. TRID-designated communities
5 that advance to the implementation stage
6 are to receive priority for planning and
7 implementation grants and technical
8 assistance from State agencies.

9 In spite of these positive
10 steps, there are still barriers to TOD,
11 and DVRPC staff are continuing to work
12 with our member governments and transit
13 agencies to overcome them: lack of
14 development receptivity, parking issues,
15 traffic generation issues and NIMBY
16 concerns.

17 So in conclusion, we think that
18 and hope that City Council will advance
19 the proposed TOD zoning and would be
20 happy to get involved in that process.

21 Thank you very much.

22 COUNCILMAN KENNEY: Thank you
23 very much for your testimony.

24 Any questions for this witness?

25 (No response.)

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2 COUNCILMAN KENNEY: Seeing
3 none, please identify yourself for the
4 record.

5 MR. COMATI: Yes. Good
6 morning. My name is Byron Comati. I'm
7 the Director of Strategic Planning and
8 Analysis for Southeastern Pennsylvania
9 Transportation Authority, SEPTA, here in
10 Philadelphia, and on behalf of the
11 transit agency, I would like to represent
12 a strong show of support and endorsement
13 for transportation-oriented development
14 in the City of Philadelphia and indeed
15 within the whole SEPTA service region.

16 TOD is a key approach to
17 invigorating a neighborhood in that the
18 transit station becomes the hub or the
19 focal point for a range of other
20 activities to grow and become
21 established. Appropriate retail,
22 community services, high-density housing
23 should be encouraged to cluster around
24 the station area. And there's obviously
25 been testimony on that from earlier

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2 witnesses.

3 To allow this to be more easily
4 accomplished, SEPTA has engaged in
5 collaborative efforts with
6 NeighborhoodsNow in particular and the
7 City's Office of Transportation
8 Infrastructure, as well as the Planning
9 Commission to move forward.
10 Specifically, SEPTA is prepared to work
11 with the City and NeighborhoodsNow to
12 identify transit features that would
13 improve the attractiveness of the station
14 itself; for example, wayfinding
15 information, better signage, lighting
16 improvements, cameras and even access
17 issues; in other words, features that
18 would enhance the overall focal point of
19 the station within the neighborhood
20 itself.

21 In addition, SEPTA is prepared
22 to partner with local neighborhood
23 groups, already existing retail and other
24 entities, as well as local employers to
25 help stimulate the area for smart

1 2/24/09 - RULES - BILL 080949, etc.
2 development that would eventually foster
3 ridership growth at the station,
4 something we're always interested in.

5 It should be noted that SEPTA,
6 through my office in particular, has been
7 working on a sustainability agenda for
8 transit that has a strong focus on
9 transportation-oriented development.
10 NeighborhoodsNow and SEPTA have been in
11 partnership on developing the appropriate
12 approach for a particular type of
13 transportation-oriented development that
14 is known as Transportation Revitalization
15 Investment Districts, TRID -- Mr. Bickel
16 just referred to that -- within the City.
17 TRID offers a funding mechanism and a
18 basis for defining the area to be
19 targeted for improvements that will
20 eventually stimulate controlled and
21 appropriate growth through zoning and
22 development for today's urban living and
23 foster a stronger sense of identity and
24 generally enriched neighborhoods.

25 COUNCILMAN KENNEY: Thank you

1 2/24/09 - RULES - BILL 080949, etc.

2 very much for your testimony.

3 Any questions for this witness?

4 Councilman DiCicco.

5 COUNCILMAN DiCICCO: Thank you,

6 Mr. Chairman.

7 Good morning, gentlemen.

8 Mr. Comati, you heard my

9 comments.

10 MR. COMATI: I did. I did.

11 COUNCILMAN DiCICCO: Any

12 comment on what we were talking about?

13 You talk about encouraging ridership

14 attractiveness. And I'm not an expert on

15 this, but I did have hearings years ago,

16 and there are those who say that people

17 are more inclined to use electric-powered

18 trolleys, as an example, as opposed to

19 the diesel buses and things of that

20 nature. I mean, from an independent poll

21 in my own neighborhood, most people would

22 rather -- they either drive in town or go

23 to New Jersey to shop, and one of the

24 problems is, for whatever reason, they're

25 just not comfortable in those big old

1 2/24/09 - RULES - BILL 080949, etc.

2 buses.

3 Now, just curious, are there
4 any plans -- you know, with the new
5 Administration in Washington and the
6 emphasis on sustainability and the
7 environment and, as I said earlier, my
8 comment earlier to the lady who preceded
9 you, we're moving away from fossil fuels.
10 Is there anything in the works at SEPTA?

11 MR. COMATI: Sure. Councilman,
12 if I could respond. There are a couple
13 of things. Obviously you're well aware
14 that SEPTA has embraced the idea of the
15 hybrid technology for the bus. There
16 will be as many as 480 hybrid buses in
17 the City of Philadelphia and the suburbs
18 within the next two and a half, three
19 years. The hybrid technology is proven.
20 The hybrid technology is much better for
21 the environment and for especially the
22 atmosphere and its emissions. And
23 although it is a more expensive vehicle,
24 it certainly brings efficiencies and the
25 right kind of approach to the environment

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2 in the City that we believe we should be
3 pursuing.

4 I will add that other modes,
5 which you referred to, are being also
6 reconsidered; in other words, trackless
7 trolley in certain parts of the City and
8 also what we like to call fixed guideway
9 rail systems that you might probably know
10 more as just trolley service. It's never
11 that we've abandoned them. It's more an
12 issue of how do we economically make them
13 viable. There are a series of
14 considerations that we have to balance
15 and weigh up, as I'm sure you can
16 imagine. But at this moment, we are
17 looking at those types of alternatives to
18 the more traditional bus in parts of the
19 cities.

20 COUNCILMAN DiCICCO: I actually
21 have a lot more questions, but I'll
22 probably keep it for another time. I
23 know that there's a civic association in
24 South Philadelphia who represent the area
25 of Morris and Tasker Street who have been

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2 advocating to get the trackless trolley
3 put back in service. As I said, I've
4 been an advocate for the 23 line. The 15
5 line got put in place, but I guess that
6 Councilperson had a little bit more juice
7 than I did, no pun intended.

8 But the sustainability and the
9 issue of the cost, again, we'll have this
10 in much greater detail later on. My
11 understanding is that the average life
12 expectancy of a bus, whether it's a
13 hybrid or non-hybrid, is somewhere around
14 five, six, seven years maybe.

15 MR. COMATI: Well, technically
16 from the FTA, Federal Transportation
17 Administration's perspective, it's more
18 like ten years.

19 COUNCILMAN DiCICCO: As
20 compared to a trolley, which is 40 to 50
21 years.

22 MR. COMATI: Well, can be if
23 tended correctly and maintained and
24 rehabilitated, you can go to 20 years
25 with those, that's true.

1 2/24/09 - RULES - BILL 080949, etc.

2 COUNCILMAN DiCICCO: Thank you.

3 No further.

4 COUNCILMAN KENNEY: Thank you
5 very much.

6 I understand Councilman
7 DiCicco's concern, and he's been
8 expressing it for a long time. I think
9 it has to do as much with philosophical
10 issues of electric versus diesel versus
11 some other method. But just as someone
12 who uses SEPTA on a regular basis, I
13 think you guys have really made great
14 improvements in the quality of service
15 and in the timeliness of service and the
16 condition of even though it's a bus, even
17 though it's a bus, they're clean. And I
18 find that one of the complaints that I
19 hear about Philadelphia or SEPTA relative
20 to New York or London or Paris or
21 Washington, DC, is the issue of
22 cleanliness. And as a regular user of
23 SEPTA, I can tell you that the reason
24 they're dirty is because the people who
25 ride them leave their trash and eat and

1 2/24/09 - RULES - BILL 080949, etc.
2 dispose of and -- I mean, just really
3 don't take their stuff with them. I
4 mean, in every transit stop and every
5 subway and El stop, there are trash cans,
6 and to just leave, go out the door and
7 put it in the trash can is not a
8 complicated effort. And I recognize that
9 as these buses and trolleys and subways
10 go into their bays at night, they're
11 cleaned, and that's a labor-intensive
12 effort, but we'd be much cleaner if some
13 of our riders would just take their trash
14 with them and dispose of it properly.

15 So I don't want people to think
16 it's -- I think SEPTA is a pretty good
17 system and it really has a lot of
18 extensive opportunities, and one of the
19 things that I wanted to do this spring
20 and I'm wondering maybe you guys could
21 help, maybe all of us do this, is for us
22 to start out somewhere at Suburban
23 Station and maybe experience some of this
24 regional rail, where it goes, what the
25 connections are, where it ends up, what

1 2/24/09 - RULES - BILL 080949, etc.
2 opportunities for synergies and for
3 cooperation exists with the suburbs. I
4 mean, we've had this constant -- we have
5 two members of the Board. The suburbs
6 control the rest of it. But maybe if we
7 had some idea as to how we can kind of
8 work together in a positive way, I mean,
9 I was intending on doing that this spring
10 and summer anyway, kind of jumping on the
11 R5's and R7's and just see where it takes
12 you and try to figure out where all these
13 kind of connections can be made with the
14 City.

15 When I first started here, I
16 was more a City centric person and
17 Philadelphia only and all that stuff,
18 which I really believe in still, but
19 there's so many other opportunities in
20 the region, and I think rail is really
21 the way to kind of put it together.

22 So with that said, any other
23 questions?

24 Councilman Greenlee.

25 COUNCILMAN GREENLEE: Thank

1 2/24/09 - RULES - BILL 080949, etc.

2 you, Mr. Chairman.

3 I just wanted to second the
4 Chairman's statements on SEPTA and the
5 improvements there and the cooperation
6 that they have certainly with me and I
7 think with a whole lot of other people.
8 I see Mr. Kelly over there and Ms. Jones
9 particularly are our contacts there. And
10 I appreciate your comments on TOD and
11 certainly look forward to working with
12 you and make it work as best as possible
13 when we finally pass this bill.

14 Thank you.

15 MR. COMATI: Thank you very
16 much.

17 COUNCILMAN KENNEY: Thank you
18 very much. Thank you for your testimony.

19 Sam Sherman, Marilyn Wood and
20 James White.

21 (Witnesses approached witness
22 table.)

23 COUNCILMAN KENNEY: Whoever
24 would like to start, please identify
25 yourself for the record and proceed. And

1 2/24/09 - RULES - BILL 080949, etc.

2 I would like to just ask you again, if
3 testimony has been already made in
4 regard, please do not repeat the
5 testimony and try to kind of synopsise
6 your testimony the best you can.

7 Please identify yourself for
8 the record.

9 MR. SHERMAN: My name is Sam
10 Sherman. I'm a Board member of
11 NeighborhoodsNow. I wear many different
12 hats, I think as you're all aware. I'm
13 also the President of the BIA and I'm
14 also a Board member of the Congress for
15 the New Urbanism, a national organization
16 that promotes many of the design
17 principles that are incorporated in the
18 TOD. I'm also a developer in the City of
19 Philadelphia, and one of the things that
20 has not been brought up throughout this
21 testimony and I think it's important to
22 note is that the economy is facing a
23 perfect storm, and at the root of that
24 storm has been the implosion of the
25 housing market, and the housing market is

1 2/24/09 - RULES - BILL 080949, etc.
2 suffering to varying degrees throughout
3 the country. If you look at Phoenix, if
4 you look at Las Vegas, if you look at the
5 sprawl cities of the Sunbelt, the common
6 thing, the common thread with their real
7 estate market collapsing and essentially
8 taking the rest of the economy with it is
9 the fact that they are sprawling and the
10 physical form which has been deployed in
11 those cities does not support transit.
12 That goes back to the cost of energy.

13 I am of the opinion, and
14 history is starting to prove me correct,
15 that the housing market began to deflate
16 at the end of 2005 when gasoline prices
17 hit \$3 a gallon shortly after Hurricane
18 Katrina. Gasoline prices stayed high for
19 the rest of the year leading into 2006,
20 and we all know what happened last year,
21 it went to \$4 a gallon.

22 There is a direct correlation
23 between the cost of energy and what's
24 happening in the housing market today.
25 Higher energy costs eat into a family's

1 2/24/09 - RULES - BILL 080949, etc.
2 budget. It undermines the value of the
3 real estate that is completely and
4 totally dependent on private automobiles.

5 So if we take that conversation
6 back to Philadelphia, our competitive
7 advantage in this city right now is an
8 extensive and very finely grained transit
9 system.

10 As a developer, every project
11 that I am currently looking at in the
12 City of Philadelphia, the criteria that I
13 employ is if I can't get to it by subway,
14 bus or trolley, I don't consider it a
15 viable development model. I do not own a
16 car. I walk or take transit everywhere I
17 go, and on the occasion that I do need a
18 car, I utilize PhillyCarShare.

19 So that being said, I think
20 it's important to note that this is an
21 economic development tool for the City of
22 Philadelphia, because as demographics
23 change, you have to understand that there
24 is an oversupply of single-family homes
25 in the suburbs geared towards a mother, a

1 2/24/09 - RULES - BILL 080949, etc.

2 father and two or three children. That
3 market now only represents 25 percent of
4 the population of this country. The
5 other 75 percent are willing to take a
6 look at urban housing and higher-density
7 housing, because the costs associated
8 with that ownership are typically lower,
9 they're more energy efficient, and in the
10 case of TOD, you can separate your
11 reliance or you can cut your reliance on
12 cars.

13 My own personal situation is
14 that I gave up my car three years ago.
15 That netted me an extra \$800 a month.
16 Now, if you take that \$800 a month and
17 apply that to the purchasing power to buy
18 a home, at today's interest rates you're
19 talking somewhere around a 130 to 140
20 thousand dollar mortgage. Now, of
21 course, that's without taxes and
22 insurance, but you can see what this
23 means, this implication that we are
24 wedded to our cars.

25 I believe the conversation is

1 2/24/09 - RULES - BILL 080949, etc.
2 shifting, and I think it was mentioned
3 before that Philadelphia seems to be
4 behind the curve when it comes to
5 progressive ideas and policies. The one
6 advantage to that is by the time we adopt
7 it, we get the best of what's out there,
8 because everybody else has made the
9 mistakes.

10 So with that being said, I
11 support TOD. I live it every day. And I
12 believe as a developer, it is an
13 opportunity for my community and my
14 market to expand and grow.

15 Thank you very much.

16 COUNCILMAN KENNEY: Thank you
17 very much.

18 Please identify yourself for
19 the record.

20 MS. WOOD: Good morning --

21 COUNCILMAN KENNEY: Good
22 morning.

23 MS. WOOD: -- honorable members
24 of City Council, staff and citizens of
25 Philadelphia. My name is Marilyn Wood

1 2/24/09 - RULES - BILL 080949, etc.
2 and I am the Southeast Regional Director
3 of a statewide advocacy organization
4 called 10,000 Friends of Pennsylvania,
5 and we are an organization that is
6 interested in rebuilding Pennsylvania's
7 economy by promoting strategies and
8 policies that help cities and towns
9 create more healthy and sustainable
10 economic futures. And we also seek to
11 discourage policies and strategies that
12 allow public resources to incentivize
13 sprawling developments in our formerly
14 wooded areas and our farms and open
15 space. And I'm testifying today because
16 my organization is convinced that
17 planning and zoning policies and
18 strategic targeting of public dollars to
19 incentivize transit-oriented development
20 is tremendous public policy.

21 I won't say all the benefits of
22 TOD, because that's already been stated,
23 but I want to emphasize why those public
24 benefits are potential for Philadelphia.
25 And that's because there is a huge market

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2 for this type of development. Sam just
3 mentioned that he knew there was a
4 market, and I want to flesh out some of
5 the things that he said with some of the
6 kinds of studies that have been done and
7 documented about the market for housing
8 near transit.

9 The National Survey on
10 Communities conducted in 2004 for Smart
11 Growth America and the National
12 Association of Realtors asked people to
13 choose between two community types. The
14 first, Community A, was a standard
15 suburban pattern with single-family homes
16 on large lots, no sidewalks, shopping and
17 schools located a few miles away,
18 commutes to work of 45 minutes or more
19 and no public transit, which is the type
20 of community that Sam just described as
21 suffering right now.

22 The second kind of community
23 was a type of community where many of us
24 live in Philadelphia with transit rich,
25 schools within walking distance, commutes

1 2/24/09 - RULES - BILL 080949, etc.
2 of less than 45 minutes. And 55 percent
3 of Americans expressed a preference for
4 the second type of community. And that
5 percentage increased to 61 percent among
6 those thinking of buying a house within
7 the next three years.

8 The similar consumer preference
9 surveys of U.S. households in 2003 and
10 2005 produced comparable results.

11 While demographers estimate
12 that as much as 30 percent of the housing
13 demand in the next two decades will be
14 for residences in dense, walkable
15 communities that are transit rich, less
16 than two percent of the current new
17 housing starts right now are falling into
18 this category. So this presents an
19 incredible opportunity for Philadelphia.

20 Reconnecting America projects
21 that Philadelphia region will see a 65
22 percent growth in households living
23 within a half mile of transit in the next
24 20 years.

25 In 2000, 496,000 of the

1 2/24/09 - RULES - BILL 080949, etc.
2 region's households lived within a half a
3 mile of transit. By 2025, it is expected
4 that as many as 820,000 households,
5 nearly doubling, will want to live near
6 public transit. That means that this is
7 a tremendous market opportunity for
8 Philadelphia to prepare to attract those
9 people and to find places for them that
10 they can have the kind of housing they
11 desire.

12 Also, the transit-rich
13 communities in Southeastern PA and
14 Philadelphia, we found through a study
15 that was done by Temple University that
16 transit riders for suburbs along the
17 commuter rail lines, the real estate
18 values are higher amongst transit riders
19 than they are amongst those that can't
20 get to transit.

21 So in closing, I just wanted to
22 underline that in addition to the
23 environmental and health and community
24 benefits that can be had in terms of
25 affordability for TOD, the market is

1 2/24/09 - RULES - BILL 080949, etc.
2 there for Philadelphia to really thrive
3 in redevelopment by employing this
4 policy.

5 So thank you very much.

6 COUNCILMAN KENNEY: Thank you
7 very much for your testimony.

8 Would you please identify
9 yourself for the record and proceed.

10 MR. WHITE: Good morning.

11 COUNCILMAN KENNEY: Good
12 morning.

13 MR. WHITE: My name is James
14 White, and thank you for the opportunity
15 to testify.

16 The Philadelphia Association of
17 CDCs is an organization of about 80
18 community development corporations and
19 non-profit organizations. I'll probably
20 echo a lot of what's been said, so I'll
21 just summarize briefly what the key
22 points are of my testimony to expedite
23 this hearing along.

24 I would like to focus our
25 testimony on, we really believe that

1 2/24/09 - RULES - BILL 080949, etc.

2 there is a need to create TOD projects in
3 the City to help revitalize our
4 neighborhood and that CDCs are currently
5 working in some of these neighborhoods
6 already to do this work. The caveat
7 being here that we believe that the City
8 should link proposed TOD projects to the
9 City's affordable housing goals and
10 initiatives, emphasizing investment in
11 designated areas where private sector
12 resources and public affordable housing
13 funds can be maximized when combined with
14 sustainable development initiatives.

15 Furthermore, TODs should be
16 gateways to our neighborhoods, increasing
17 opportunities for our residents to have
18 opportunities and access to
19 higher-quality goods and services, as
20 well as access to jobs here in the City
21 and jobs elsewhere.

22 There are a number of CDCs
23 already doing this work. I'll just name
24 a few of them: the Enterprise CDC,
25 Enterprise Heights Real Estate

1 2/24/09 - RULES - BILL 080949, etc.
2 Development Company, Ogontz Avenue
3 Revitalization Corporation and the
4 Asociacion of Puertorriquenos en Marcha.

5 We believe the City needs to
6 put a more supportive infrastructure in
7 place if we want to fully take advantage
8 of this opportunity for transit-oriented
9 development.

10 Thank you for your time.

11 COUNCILMAN KENNEY: Thank you
12 very much for your testimony.

13 Councilman Greenlee.

14 COUNCILMAN GREENLEE: Yes.
15 Very quickly. Mr. White and all of you,
16 including the -- it's the former
17 committeeman of the 15th Ward, 17th
18 Division, Mr. Sherman, thank you.

19 Now, Mr. White, I think you
20 raise an excellent point, and
21 Councilwoman Brown and I were both
22 shaking our heads while you were
23 speaking, about linking it with the
24 overall development and where it's most
25 needed, and that's certainly something I

1 2/24/09 - RULES - BILL 080949, etc.
2 think we should continue to work on and
3 link. If we can link the various needs
4 together, I think it works better for
5 everybody.

6 So, again, thank you for that
7 suggestion. I think we're certainly
8 going to move in that direction.

9 MR. WHITE: Thank you,
10 Councilman.

11 COUNCILMAN KENNEY: Thank you
12 very much for your testimony.

13 Councilwoman Brown.

14 COUNCILWOMAN BROWN: Thank you,
15 Mr. Chairman.

16 I would change "if" in that
17 direction to "we have to" move in that
18 direction. All of your testimony was
19 extremely informative, and delighted to
20 see a developer leading by example on
21 being green and sustainability and --

22 MR. SHERMAN: In this economy
23 you have to be.

24 COUNCILWOMAN BROWN: So where
25 is the ripe or right opportunity to

1 2/24/09 - RULES - BILL 080949, etc.

2 connect your important recommendation
3 with this process? Would it be at the
4 Planning Commission meetings, or where?

5 MR. WHITE: I think we need to
6 work at it on every level. Clearly at
7 the Planning Commission meetings where
8 we've attended, and we have a number of
9 members who sit on several key committees
10 within that group, but also I think we
11 need to look at what we're doing across
12 the board.

13 This opportunity that we have
14 with TOD, other cities have taken
15 advantage of mixed-use development to
16 provide affordable housing linked to, as
17 I know the Councilwoman likes, to green
18 building. So there's tremendous
19 opportunity. I think of my native
20 Chicago where this was done several years
21 ago in poorer neighborhoods. It
22 revitalized the west side, and it changed
23 that neighborhood forever and its
24 commercial corridors.

25 So I think here in Philadelphia

1 2/24/09 - RULES - BILL 080949, etc.

2 where we have a great asset in SEPTA, as
3 we've all recognized for a number of
4 years, that we have a tremendous
5 opportunity by moving this initiative
6 forward to begin to revitalize our
7 neighborhoods and to build the type of
8 developments that will be sustainable
9 over a period of time and create jobs for
10 our neighbors.

11 COUNCILWOMAN BROWN: So
12 philosophically we're there, but in a
13 practical sense, how do we make sure
14 those dots are connected? That's my
15 question. And maybe that question is
16 more appropriate for the City Planning
17 Commission, but it's important to put it
18 on the record here. But at what juncture
19 do you register that formally with the
20 City Planning Commission?

21 Might it be more appropriate
22 for the City Planning Commission to
23 respond to that?

24 COUNCILMAN GREENLEE:

25 Mr. Redding, do you have a comment on

1 2/24/09 - RULES - BILL 080949, etc.

2 that? Maybe you could come up.

3 COUNCILWOMAN BROWN: And
4 particularly in view of the fact that 25
5 percent of the housing stock in the
6 suburbs is not like the rest of the
7 world. I mean, that's an important
8 reality we need to reckon with as a
9 municipality.

10 MR. REDDING: Yes. Good
11 morning again. I'm Richard Redding,
12 Director of Community Planning Division
13 at the Planning Commission.

14 A few comments. I agree that
15 affordable housing can be part of TOD
16 centers, that it can be part of a
17 mixed-use framework. Affordable housing
18 and mixed-income housing I think would
19 fit in great with the concept.

20 In terms of the Planning
21 Commission moving on TOD, zoning is one
22 aspect, and I think we should meet
23 immediately with Councilman Greenlee
24 and --

25 COUNCILWOMAN BROWN: Flesh out.

1 2/24/09 - RULES - BILL 080949, etc.

2 MR. REDDING: -- help make his
3 bill go forward.

4 COUNCILWOMAN BROWN: As strong
5 as possible.

6 MR. REDDING: And I'd like to
7 also share with the Councilman the
8 overview presentation that we did at our
9 Planning Commission meeting, which really
10 sets a departmental policy favoring TOD.

11 But zoning is not 100 percent
12 of TOD. It can also be seen as a design
13 concept or a design direction. In my
14 testimony, I said that our agency -- at
15 our Commission meetings, we're frequently
16 commenting on major developments, either
17 for zoning change or for a zoning
18 variance or for -- there's another reason
19 that escapes my mind. So we're making
20 decisions regularly on major
21 developments, and we need to review them
22 through the lens of TOD principles. Any
23 time that major developments are close to
24 transit stations, we need to look at them
25 in terms of walkability, in terms of

1 2/24/09 - RULES - BILL 080949, etc.
2 connection to the transit station, in
3 terms of mixed use, in terms of density,
4 the same principles that I talked about.

5 COUNCILWOMAN BROWN: And then
6 we hear the principle of affordable
7 housing. So is that a part of the
8 equation or part of the discussion
9 customarily, like is that a standard
10 operating procedure for major planning
11 initiatives that the department looks at?

12 MR. REDDING: Well, yes. We're
13 very much involved in the production and
14 planning of affordable housing in all of
15 the neighborhoods. In my testimony, I
16 didn't refer to affordable housing in
17 relation to TOD, but you're making a
18 really good point, and it can definitely
19 be part of the mix.

20 COUNCILWOMAN BROWN: And so,
21 again, I'm just trying to make sure it
22 happens, because we can talk about it
23 here, but if the dots don't connect after
24 today is over, this time has not been
25 well spent.

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2 So who has the responsibility
3 to make sure that that happens? Is it
4 Mr. White's organization? Is it a
5 standard operating procedure within
6 Planning? How can this sponsor of this
7 bill be assured that that aspect of this
8 discussion is a part of the pie?

9 MR. REDDING: Within City
10 government, leadership is happening from
11 City Council, from Commerce Department
12 and from Planning Commission. And at the
13 Planning Commission, it would be Alan
14 Greenberger, our Executive Director, who
15 reviewed my testimony and supports the
16 testimony. He has a schedule conflict,
17 so he couldn't give the testimony
18 himself.

19 COUNCILWOMAN BROWN: Sure.
20 Okay. That gets close to where I want us
21 to be.

22 COUNCILMAN GREENLEE: I guess
23 the bottom line is, we need to sit down
24 as soon as possible and talk about all
25 these things so they're still sort of

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2 warm in everybody's mind, I guess.

3 And Mr. Greenberger did --

4 Mr. Redding, you're right -- call me and

5 say while he couldn't come himself, he

6 echoed the statements that the Planning

7 Commission certainly supports the concept

8 of the bill, had some questions, which I

9 understand. As I said from the very

10 beginning, this bill I never said was

11 sacrosanct -- no bill is -- but we

12 certainly want to move, and I think the

13 hearing has shown today how many people

14 care about this and the good ideas that

15 have been offered to it.

16 So thank you.

17 Yes, ma'am. Quickly, because

18 we have a few more witnesses.

19 MS. WOOD: I just had two

20 comments about practices that have been

21 implemented at other places around

22 affordable housing and TOD. One is a

23 value capture, because we noted that

24 there's a strong market around TOD. You

25 can use inclusionary housing-type

1 2/24/09 - RULES - BILL 080949, etc.

2 policies or other things like that in
3 order to force the mix.

4 The other thing I wanted to
5 mention is that in a lot of neighborhoods
6 in Philly, there are already a lot of
7 affordable housing units around transit
8 and it's going to be important to protect
9 the affordability that's already there.

10 COUNCILMAN GREENLEE: Good
11 point. Thank you. Thank you very much.

12 Thank you all for testifying.

13 I have one more panel, and I
14 hope I get these names right. I
15 apologize if I mess this up. Lee Huang
16 from Econsult, Rose Gray -- I don't see
17 Rose -- from APM and Omowale Crenshaw
18 from the Enterprise Center.

19 (Witnesses approached witness
20 table.)

21 COUNCILMAN GREENLEE:

22 Mr. Huang, I have you first, so if you'd
23 like to start, or whoever. And, again, I
24 just repeat what the Chairman had earlier
25 said. If you have written testimony, we

1 2/24/09 - RULES - BILL 080949, etc.
2 can make it part of the record and if you
3 could just paraphrase in the interest of
4 time, we'd appreciate it. Thank you.

5 MR. HUANG: Lee Huang,
6 H-U-A-N-G, Director of Econsult
7 Corporation. One of the nice things
8 about going towards the end is,
9 everything good has been said already, so
10 I don't need to say as much. I do have
11 written testimony. Please have it passed
12 through. I did want to make three
13 points.

14 First, I wanted to connect this
15 issue to the broader issue that everyone
16 has been talking about nationally, this
17 notion of stimulus and infrastructure.

18 COUNCILMAN GREENLEE: Do you
19 have copies, sir?

20 MR. HUANG: I can give it to
21 you at the end.

22 COUNCILMAN GREENLEE: That's
23 fine. I thought you meant we have
24 copies. Sorry. Thank you.

25 MR. HUANG: So everyone has

1 2/24/09 - RULES - BILL 080949, etc.
2 been talking about infrastructure. Who
3 knew of such a sexy topic.

4 Secondly related to transit,
5 what we've noticed is some of these
6 cities that have been talked about
7 earlier have been spending billions of
8 taxpayer dollars on measures to institute
9 new infrastructure. Well, guess what?
10 Here in Philadelphia we have great
11 transit infrastructure. I would put the
12 value of the SEPTA system somewhere north
13 of \$20 billion, which is not to say that
14 we don't need some of that federal money
15 coming our way, but to say that we have a
16 lot of asset to build off of, and I think
17 that's the whole notion of TOD.

18 Secondly, it's been mentioned
19 this notion of gas prices. Don't be
20 fooled, gas prices are going back up.
21 There is a very high probability that
22 they will return to the \$4 a gallon level
23 by summer of 2010. There's a small
24 possibility that they will shoot even
25 further upwards if we have, say, some

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2 sort of geopolitical situation, some sort
3 of environmental catastrophe, another
4 natural disaster. And those sorts of
5 things argue for high-density locations,
6 if we're organized to take advantage of
7 development looking for high-density
8 locations.

9 And then, finally, I would just
10 note that while much of the TOD
11 conversation nationally has focused on
12 newer cities, downtowns, suburban areas,
13 one of the things our firm has been very
14 vocal about related to our work with
15 NeighborhoodsNow is this notion of TOD as
16 a neighborhood strategy, very much
17 helping neighborhoods and working
18 families from an affordability
19 standpoint, from an access to other
20 locations standpoint and from an
21 aesthetics standpoint, which not only is
22 a nice thing to live near but can reduce
23 crime and increase perception of safety.

24 So I'm very much a fan of TOD,
25 and thank you very much for your time.

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2 COUNCILMAN GREENLEE: Thank
3 you.

4 Who would like to go next?
5 Ma'am?

6 MS. RODRIGUEZ: Good morning.
7 My name is Jennifer Rodriguez. I'm
8 Director of Community and Economic
9 Development for Asociacion
10 Puertorriquenos en Marcha. I present
11 today on behalf of Nilda Ruiz, who is our
12 CEO and President, and Rose Gray, who was
13 unable to attend. I will summarize
14 basically our testimony.

15 APM, through its 39-year
16 history, has sought to help families
17 achieve their highest potential in life
18 by providing social services, human
19 services, as well as community and
20 economic development. Over the last 15
21 to 20 years, we have leveraged over \$70
22 million of physical improvements in the
23 revitalization of our target area, which
24 is located just east of Temple
25 University's main campus in eastern North

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2 Philadelphia. A lot of that community is
3 located really close to Temple, to
4 transit; namely, the Temple regional rail
5 station.

6 APM does a lot of
7 community-based planning, and it has been
8 an early supporter of TOD practices. We
9 in 2002 published a neighborhood
10 revitalization plan that called for the
11 creation of a TOD close to our community.
12 Our community is primarily underserved,
13 underemployed and undereducated, and we
14 believe that TOD principles go a long way
15 to helping these families not only have a
16 more livable, walkable and healthier
17 neighborhood, but it really does allow
18 them to benefit financially from the
19 non-reliance on cars.

20 If you would imagine people
21 that -- whose cars fails them, they
22 cannot attend school or they cannot go to
23 their jobs, and that's in many cases for
24 populations like the ones we serve, it's
25 really critical. They can lose a job

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2 because they do not -- they're not able
3 to go.

4 So having access and having
5 those linkages between residential
6 development, affordable housing, our
7 underserved and disadvantaged communities
8 to transit, ways in which you can lower
9 the cost of living, those are things that
10 we support, and policies like this one
11 are in alignment with our Healthy
12 Neighborhoods strategy and we support it.

13 Thank you.

14 COUNCILMAN GREENLEE: Thank
15 you. Thank you very much.

16 Mr. Crenshaw, I assume?

17 MR. CRENSHAW: It's Omowale.

18 COUNCILMAN GREENLEE: Omowale.

19 I came close, didn't I? I'm sorry.

20 MR. CRENSHAW: Again, not to
21 repeat that which has already been said,
22 I just want to highlight a few things.

23 For those who don't know, the
24 Enterprise Center is a business
25 accelerator in West Philadelphia at 45th

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2 and Market Street. We've been out there
3 and doing this business for almost 20
4 years now. We predominantly focus on
5 small business development, and we've now
6 migrated towards commercial corridor
7 development where we can now integrate a
8 lot of the technical assistance that we
9 provide for businesses with the growth
10 and development in the neighborhoods. So
11 we're really focused on commercial
12 corridor revitalization. And
13 specifically -- it's already been
14 mentioned by several people now -- our
15 project at 46th and Market Street, which
16 is called the Plaza at Enterprise
17 Heights. And to just kind of paraphrase,
18 the Plaza at Enterprise Heights I
19 personally am working on for four years
20 and the organization has been working on
21 it for almost seven. At our location,
22 which is the southwest corner of Farragut
23 and Market Street between 46th and 47th
24 Street, we've got four, maybe five
25 different zoning classification. G-2,

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2 R-10, R-9, C-2 are the predominant ones,
3 all within 30 or 40 feet of one another.
4 As you know, West Philadelphia in that
5 area was an old agricultural suburb. So
6 what we really want to do is focus on
7 revitalization.

8 And to Councilwoman Blondell
9 Reynolds Brown's point, we have several
10 green components to our project. We have
11 a comprehensive green roof. We're
12 pursuing a LEED Gold certification. We
13 have geothermal heating systems. We are
14 pursuing now solar thermal systems as
15 well to incorporate as many renewable
16 energies as we can, because as an
17 organization like ours and the APM as
18 well, the more efficient our buildings
19 are, the lower the operating costs and
20 the increased longevity that those
21 buildings have. So that's first and
22 foremost.

23 Secondly, we really want to use
24 this opportunity on TOD to support the
25 small business and the small enterprise

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2 redevelopment, to provide entrepreneur
3 opportunities, but also job creation
4 opportunities for local and regional
5 residents. So that's predominantly what
6 we want to focus on.

7 So we enthusiastically support
8 the proposed ordinance changes and the
9 modifications to the commercial district
10 section that Councilman Greenlee is
11 proposing, and we'll do absolutely
12 anything that we can from an
13 organizational standpoint to assist in
14 the growth and development of this
15 conversation and working in conjunction
16 with NeighborhoodsNow, DVRPC and others
17 to really move this conversation forward.

18 Thank you.

19 COUNCILMAN GREENLEE: Thank
20 you, Mr. Crenshaw.

21 Thank you all for your
22 comments.

23 Any questions, comments?

24 (No response.)

25 COUNCILMAN GREENLEE: Again,

1 2/24/09 - RULES - BILL 080949, etc.

2 thank you, and thank you for your
3 patience and hanging in there. I know
4 it's been a while.

5 That's all I have listed to
6 testify. Is there anybody else that
7 wishes to testify on this bill today?

8 (No response.)

9 COUNCILMAN GREENLEE: Seeing
10 none, before I recess, I just want to
11 thank members of the Committee,
12 Councilwoman Brown, for hanging in there,
13 and also thank you to everybody who
14 testified. Again, this is something that
15 we're not going to forget about, we're
16 going to keep working on, and hopefully
17 before we take our summer break, we'll
18 have it passed. I see Ms. Coleman
19 shaking her head enthusiastically over
20 there.

21 So, again, thank you all very
22 much, and Bill No. 080949 -- I'm sorry;
23 Bill No. 080130 is recessed to the call
24 of the Chair.

25 Thank you.

1 2/24/09 - RULES - BILL 080949, etc.

2 (Committee on Rules recessed at

3 12:00 p.m.)

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I HEREBY CERTIFY that the
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MICHELE L. MURPHY
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