

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON RULES

Room 676, City Hall
Philadelphia, Pennsylvania
Tuesday, February 24, 2015
10:15 a.m.

PRESENT:

COUNCILMAN WILLIAM K. GREENLEE, CHAIR
COUNCILWOMAN CINDY BASS
COUNCILWOMAN JANNIE BLACKWELL
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN BOBBY HENON
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS 140906, 140936, 141031, 150007, and
150050

- - -

1
2 COUNCILMAN GREENLEE: This is
3 the Committee on Rules. We have a quorum
4 with Councilman Goode, Councilman
5 O'Brien, Councilman Henon, and
6 Councilwoman Bass.

7 We're going to go a little
8 different than the schedule here because
9 Councilman Squilla requested that we just
10 hold his for a few minutes. So we're
11 going to start with -- Ms. Marconi, why
12 don't you read the title of the first
13 bill we're going to start.

14 THE CLERK: Bill No. 150007, an
15 ordinance to amend the Philadelphia
16 Zoning Maps by changing the zoning
17 designations of certain areas of land
18 located within an area bounded by Front
19 Street, Frankford Avenue, Norris Street,
20 Aramingo Avenue, Fletcher Street, Moyer
21 Street, Berks Street, Girard Avenue,
22 Columbia Avenue, Beach Street, Delaware
23 Avenue, Frankford Avenue, and Girard
24 Avenue.

25 COUNCILMAN GREENLEE: I

1 2/24/15 - RULES - BILL 140906, etc.
2 understand Ms. Marconi's microphone
3 wasn't on, but are the other mikes on?
4 They're all on, right?

5 (Yes.)

6 (Witness approached witness
7 table.)

8 COUNCILMAN GREENLEE: All
9 right. Mr. Gregorski, why don't you
10 start.

11 MR. GREGORSKI: Good morning,
12 Councilman Greenlee and members of the
13 Rules Committee. I'm Marty Gregorski,
14 Division Director of the Development
15 Division of the Philadelphia City
16 Planning Commission. I'm here to testify
17 on Bill No. 150007, which was introduced
18 into City Council on January 22nd, 2015
19 by Councilmember Greenlee on behalf of
20 Council President Clarke.

21 Bill No. 150007 amends the
22 Philadelphia Zoning Maps by rezoning an
23 area bounded by Front Street, Girard
24 Avenue, Columbia Avenue, Frankford
25 Avenue, Delaware Avenue/Beach Street,

1 2/24/15 - RULES - BILL 140906, etc.
2 Columbia Avenue, Girard Avenue, Berks
3 Street, Moyer Street, Fletcher Street,
4 Girard Avenue, Norris Street, Frankford
5 Avenue, and Oxford Street. It contains
6 corrective changes to manage existing
7 land use in the southeast section of
8 Fishtown, as well as changes which
9 encourage development on the Frankford
10 Avenue and Girard Avenue commercial
11 corridors.

12 The bill upzones blocks on the
13 east side of Front Street to CMX-3
14 Commercial to encourage the development
15 of empty lots under the Market-Frankford
16 El.

17 It rezones two former mills to
18 IRMX to allow their conversion to
19 residential use based on plans that have
20 been approved by the Zoning Board of
21 Adjustment.

22 Lastly, the bill upzones
23 parcels on Delaware Avenue to encourage
24 more density in accordance with the
25 Master Plan for Central Delaware.

1 2/24/15 - RULES - BILL 140906, etc.

2 This bill follows the
3 recommendations of the City's
4 Comprehensive Plan.

5 The Philadelphia City Planning
6 Commission considered Bill No. 150007 at
7 its meeting of February 17th, 2015 and
8 recommended it for approval, as amended.

9 I will be happy to answer any
10 questions at this time.

11 COUNCILMAN GREENLEE: So if I
12 understand, this bill has an amendment,
13 07?

14 MR. GREGORSKI: This bill has
15 an amendment. Map No. B7 needs to be
16 replaced with a new B7. I have those
17 amendments with me.

18 COUNCILMAN GREENLEE: Okay.
19 Has that been distributed? That wasn't
20 distributed before.

21 MR. GREGORSKI: I was told it
22 was, but I'm sorry if it wasn't.

23 COUNCILMAN GREENLEE: All
24 right.

25 MR. GREGORSKI: This is to fix

1 2/24/15 - RULES - BILL 140906, etc.

2 a mapping error that was sent over with
3 the bill.

4 COUNCILMAN GREENLEE: Just kind
5 of more of a technical amendment, would
6 you say?

7 MR. GREGORSKI: Correct.

8 COUNCILMAN GREENLEE: Okay.

9 Are there any questions for
10 Mr. Gregorski on this bill?

11 (No response.)

12 COUNCILMAN GREENLEE: Seeing
13 none, thank you very much.

14 Is there anyone else here to
15 testify on Bill No. 150007?

16 (No response.)

17 COUNCILMAN GREENLEE: Seeing
18 none, we'll move to our next bill.

19 Ms. Marconi.

20 THE CLERK: Bill No. 150050, an
21 ordinance to amend the Philadelphia
22 Zoning Maps by changing the zoning
23 designations of certain areas of land
24 located within an area bounded by
25 Montrose Street, 17th Street, Carpenter

1 2/24/15 - RULES - BILL 140906, etc.
2 Street, and 18th Street.

3 MR. GREGORSKI: Good morning,
4 Councilman Greenlee and members of the
5 Rules Committee. I'm Marty Gregorski,
6 Division Director of the Development
7 Division of the Philadelphia City
8 Planning Commission here to testify on
9 Bill No. 150050, which was introduced
10 into City Council on January 29th, 2015
11 by Councilmember Johnson.

12 Bill No. 150050 rezones the
13 area bounded by Montrose Street, 17th
14 Street, Carpenter Street, and 18th
15 Street. The bill changes the zoning of
16 land that has been deemed the location of
17 neighborhood open space. The community
18 has worked with the Philadelphia
19 Redevelopment Authority to create an
20 amenity here, and this bill matches that
21 use.

22 The open space is known as
23 Carpenter Green and has been an ongoing
24 project in the South of South
25 Neighborhood for a number of years. The

1 2/24/15 - RULES - BILL 140906, etc.
2 community has worked with the PRA and the
3 local Councilmember's office to have
4 vacant, dilapidated properties demolished
5 and cleared the way for the creation of a
6 neighborhood passive park space. The
7 park is currently going through Phase 1
8 work on the infrastructure for drainage
9 and utilities and has funding in place to
10 work on Phase 2, creating a landscaped
11 open space. There will be space for
12 programming and a spray ground when
13 finished as well as other passive
14 features.

15 The Philadelphia City Planning
16 Commission at its meeting of February
17 17th voted to recommend approval of Bill
18 No. 150050.

19 I will be happy to answer any
20 questions at this time.

21 COUNCILMAN GREENLEE: Thank
22 you.

23 Any questions for
24 Mr. Gregorski?

25 (No response.)

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE: Seeing
3 none, anyone else here to testify on Bill
4 No. 150050?

5 (No response.)

6 COUNCILMAN GREENLEE: Moving
7 right along, Ms. Marconi.

8 THE CLERK: Bill No. 140936, an
9 ordinance to amend the Philadelphia
10 Zoning Maps by changing the zoning
11 designations of certain areas of land
12 located within an area bounded by Market
13 Street, 48th Street, Haverford Avenue,
14 and 46th Street.

15 MR. GREGORSKI: Good morning,
16 Councilman Greenlee and members of the
17 Rules Committee. I'm Marty Gregorski,
18 the Division Director of the Development
19 Division of the Philadelphia City
20 Planning Commission here to testify on
21 Bill No. 140936, which was introduced
22 into City Council on November 20th, 2014
23 by Councilmember Blackwell.

24 Bill No. 140936 amends the
25 Philadelphia Zoning Maps by changing the

1 2/24/15 - RULES - BILL 140906, etc.
2 zoning designations of certain areas of
3 land located within the area bounded by
4 Market Street, 48th Street, Haverford
5 Avenue, and 46th Street. The existing
6 zoning of this block is split between
7 RSA-2 and RSA-3 Residential. The
8 proposed zoning changes the
9 non-residential portions of the block to
10 CMX-3 Commercial and the existing
11 residents will remain as RSA-2
12 Residential. This block includes the
13 existing Youth Study Center and the
14 proposed Police Headquarters/Public
15 Safety Services Campus. The 46th Street
16 Station area was a focus area in the
17 University Southwest District Plan and
18 recommends this block for rezoning to
19 CMX-3 Commercial.

20 The Philadelphia City Planning
21 Commission considered Bill No. 140936 at
22 its meeting of December 9th, 2014 and
23 recommended it for approval.

24 I'd be happy to answer any
25 questions at this time.

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE: So just
3 so I'm clear, there are some residential
4 portions?

5 MR. GREGORSKI: There are.

6 COUNCILMAN GREENLEE: All
7 right. And I know Councilwoman Blackwell
8 is supportive of this.

9 Any questions for Mr. Gregorski
10 on this bill?

11 (No response.)

12 COUNCILMAN GREENLEE: Is there
13 anyone else here to testify on Bill No.
14 140936?

15 (No response.)

16 COUNCILMAN GREENLEE: Seeing
17 none, Ms. Marconi, why don't we do 031
18 first.

19 THE CLERK: Bill No. 141031, an
20 ordinance to amend the Philadelphia
21 Zoning Maps by changing the zoning
22 designations of certain areas of land
23 located within an area bounded by 6th
24 Street, Wood Street, 2nd Street, Benjamin
25 Franklin Bridge Access Road, and Vine

1 2/24/15 - RULES - BILL 140906, etc.

2 Street Expressway Ramp.

3 MR. GREGORSKI: Good morning,
4 Councilman Greenlee and members of the
5 Rules Committee. I'm Marty Gregorski,
6 Division Director of the Development
7 Division of the Philadelphia City
8 Planning Commission here to testify on
9 Bill No. 141031, which was introduced
10 into City Council on December 11th, 2014
11 by Councilmember Squilla.

12 Bill No. 141031 rezones the
13 area bounded by 6th Street, Wood Street,
14 2nd Street, Benjamin Franklin Bridge
15 Access Road, and the Vine Street
16 Expressway Ramp. This bill rezones a
17 portion of the Old City neighborhood
18 north of the Ben Franklin Bridge and
19 south of the expressway ramps between 2nd
20 and 6th Street. It contains a number of
21 corrective changes to match the existing
22 land use in the area. There is a
23 proposed amendment to the bill to
24 maintain industrial zoning on active
25 industrial property.

1 2/24/15 - RULES - BILL 140906, etc.

2 The proposed rezoning of this
3 area was a recommendation of the City
4 Planning Central District Plan.

5 The Philadelphia City Planning
6 Commission heard Bill No. 141031 at its
7 meeting of January 20th, 2015 and
8 recommended it for approval, as amended.

9 I'd be happy to answer any
10 questions at this time.

11 COUNCILMAN GREENLEE: And we do
12 have an amendment for this one, and that
13 was in our packet.

14 Any questions for Mr. Gregorski
15 on this bill?

16 (No response.)

17 COUNCILMAN GREENLEE: Seeing
18 none, anyone else here to testify on Bill
19 No. 141031?

20 (No response.)

21 COUNCILMAN GREENLEE: Seeing
22 none, let's go to our last bill, which I
23 guarantee will not be as short.

24 Ms. Marconi.

25 THE CLERK: Bill No. 140906, an

1 2/24/15 - RULES - BILL 140906, etc.
2 ordinance amending Title 14 of The
3 Philadelphia Code, entitled "Zoning and
4 Planning," by amending Section 14-203,
5 entitled "Definitions," and by amending
6 Chapter 14-500, entitled "Overlay Zoning
7 Districts," to add a new Section 14-516,
8 entitled "/UED Urban Experiential Display
9 Overlay Control District," all under
10 certain terms and conditions.

11 COUNCILMAN GREENLEE: Thank
12 you.

13 First, the record will reflect
14 that Councilman Squilla, a member of the
15 Committee, is present, and we recognize
16 Councilman Squilla.

17 COUNCILMAN SQUILLA: Thank you,
18 Mr. Chairman.

19 First of all, I'd like to say
20 that this is a process that's been going
21 on for a long time, over a year, working
22 with Planning and amendments that have
23 been ongoing up until yesterday for some
24 other input that we received from people
25 throughout Planning and the

1 2/24/15 - RULES - BILL 140906, etc.

2 Administration.

3 We are offering amendments to
4 this bill, and testimonies I believe will
5 be on the amendments of the bill, and
6 hopefully we could hear from the people
7 involved and be able to come up with a
8 conclusion by the end of the hearing.

9 Thank you.

10 COUNCILMAN GREENLEE: Thank
11 you, Councilman.

12 Ms. Marconi, you want to call
13 our first witness, please.

14 THE CLERK: Gary Jastrzab.

15 COUNCILMAN GREENLEE: While
16 he's coming forward, the record will
17 reflect that Councilwoman Blackwell is in
18 the room.

19 And, Councilwoman, we already
20 had your hearing on the bill and there
21 was no problem.

22 COUNCILWOMAN BLACKWELL: You
23 mean it's over?

24 COUNCILMAN GREENLEE:
25 Absolutely.

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILWOMAN BLACKWELL: Thank
3 you. Thank you then. I can go to my
4 funeral. Thank you.

5 COUNCILMAN GREENLEE: It's not
6 your funeral, right?

7 COUNCILWOMAN BLACKWELL: No.

8 COUNCILMAN GREENLEE: A
9 funeral. Okay. We don't want to start
10 any rumors. Okay.

11 COUNCILWOMAN BLACKWELL: Thank
12 you, everybody.

13 (Witness approached witness
14 table.)

15 COUNCILMAN GREENLEE:
16 Mr. Jastrzab, please.

17 MR. JASTRZAB: Good morning,
18 Councilman Greenlee and --

19 COUNCILMAN GREENLEE: Right in
20 the microphone. You got a low voice
21 there.

22 MR. JASTRZAB: Good morning,
23 Councilman Greenlee and members of the
24 Rules Committee. My name is Gary
25 Jastrzab, Executive Director of the City

1 2/24/15 - RULES - BILL 140906, etc.
2 Planning Commission. I'm here today to
3 testify on Bill No. 140906, which was
4 introduced by Councilmember Squilla on
5 November 13th, 2014.

6 I should say at the outset that
7 at its meeting of February 27th, 2015,
8 the City Planning Commission voted to
9 recommend that this bill not be approved.

10 The bill amends the
11 Philadelphia Zoning Code by adding a new
12 "/UED Urban Experiential Display Overlay
13 Control District" that enables the
14 installation of special advertising
15 devices in a specified core area of
16 Center City. The bill creates the UED
17 Urban Experiential Display Overlay
18 Control District in which
19 three-dimensional advertising
20 installations may be located upon the
21 further approval of the City Planning
22 Commission and the Art Commission. These
23 installations, termed UEDs, may be either
24 freestanding, sculpture-like structures
25 or may be attached to a building or a

1 2/24/15 - RULES - BILL 140906, etc.
2 wall. UED installations will exhibit
3 full motion video, animation, and other
4 special effects, primarily through the
5 use of lighting.

6 The area of the UED Overlay
7 Control District includes a two-block
8 wide corridor along Broad Street from
9 Race to Locust Streets and a similar
10 corridor along Market Street from 12th to
11 15th. Within the Overlay Control
12 District, three specific subareas are
13 identified in which UEDs would be
14 permitted: the Convention Center area,
15 namely, the east side of North Broad
16 Street between Arch and Race; the Reading
17 Terminal Market area, North 12th Street
18 Between Arch and Filbert; and the Avenue
19 of the Arts area, South Broad Street
20 between Walnut and Locust. For any
21 additional UEDs to be installed within
22 the Overlay Control District, the Zoning
23 Code would have to be further amended to
24 add new subareas.

25 The bill also regulates the

1 2/24/15 - RULES - BILL 140906, etc.
2 height, separation distance between UED
3 installations and specified roadways and
4 residentially zoned sites, luminance,
5 hours of operation, and other aspects of
6 UED operation.

7 On January 20th, 2015, the UED
8 concept was presented as an "information
9 only" item to the City Planning
10 Commission. While no action is taken on
11 "information only" items, it provides an
12 opportunity for Commission members to ask
13 questions about a development or a
14 legislative proposal, as well as time to
15 reflect on a proposal before making a
16 formal recommendation. At the January
17 meeting, several concerns were raised
18 about the proposal and a number of
19 suggestions were offered for modifying
20 the bill.

21 Based on this guidance from the
22 Commission, the staff worked closely with
23 Councilmember Squilla's office, the Law
24 Department, and other bill stakeholders
25 to suggest and prepare a number of

1 2/24/15 - RULES - BILL 140906, etc.
2 technical and substantive amendments to
3 Bill 140906 to make its provisions more
4 acceptable to Commission members, who
5 under the City Charter are charged with
6 making recommendations to the Mayor and
7 City Council on any zoning-related
8 legislation.

9 These amendments included
10 prohibiting UEDs from being located on
11 City sidewalks and rights-of-way, and if
12 they encroach upon these with wall signs
13 or overhangs, requiring separate
14 legislation authorizing a street
15 encroachment;

16 Removing language that
17 specified processes for locating UEDs on
18 municipally owned properties. Such
19 locations are not prohibited, but should
20 follow City processes that are currently
21 in place;

22 Prohibiting UEDs from being
23 placed on vacant lots or surface parking
24 lots;

25 Specifying that should a UED be

1 2/24/15 - RULES - BILL 140906, etc.
2 placed on a building or wall, it must not
3 obstruct that structure's existing
4 windows;

5 Adjusting the maximum light
6 output during evening hours to a maximum
7 of 500 nits;

8 Adjusting provisions related to
9 the enforcement of digital screen
10 brightness levels by specifying that UEDs
11 must utilize technology to automatically
12 reduce the intensity of illumination
13 relative to the ambient light level and
14 that this illumination shall not exceed
15 0.3 foot-candles of light above ambient
16 light levels. Lighting levels are to be
17 measured by a professional in this field
18 using a properly calibrated
19 light-metering device;

20 Revising the maximum square
21 footage for digital sign faces to a total
22 of 2,500 square feet for freestanding
23 signs and 3,500 square feet for wall
24 signs;

25 Eliminating audio volume from

1 2/24/15 - RULES - BILL 140906, etc.

2 programmed content on the UED

3 installation;

4 Removing the "Plan of
5 Development" language of the bill and
6 requiring any individual UED
7 installations to be reviewed and approved
8 by the City Planning and Art Commissions.
9 This proposed amendment further requires
10 that the City Planning Commission's Civic
11 Design Review Committee make a
12 recommendation to the full City Planning
13 Commission to assist in their
14 deliberations;

15 And, finally, replacing the
16 "public benefit" provisions of the bill,
17 which originally called for providing
18 annual funding to specified non-profit
19 corporations, with an approved plan for
20 physical improvements to the public realm
21 in the Overlay District, with such a plan
22 managed and implemented by a public
23 entity.

24 At its meeting of February
25 17th, 2015, the Philadelphia City

1 2/24/15 - RULES - BILL 140906, etc.
2 Planning Commission reviewed Bill No.
3 140906, including these agreed-upon
4 amendments. However, given the character
5 and operation of UED installations, the
6 City Planning Commission had serious
7 reservations about the impact that they
8 would have on the public realm. These
9 concerns included the height and size of
10 the installations, the brightness of
11 digital displays, and the overall
12 physical appearance and appropriateness
13 of UED installations. For these reasons,
14 the City Planning Commission recommended
15 that the bill not be approved.

16 This concludes my testimony,
17 and I'll be happy to answer any questions
18 that you may have.

19 COUNCILMAN GREENLEE: Thank
20 you, Mr. Jastrzab. Before I recognize
21 Councilman Squilla, just a couple of
22 quick questions.

23 First, my understanding is that
24 the staff that worked on this bill, as
25 Councilman Squilla indicated, was quite a

1 2/24/15 - RULES - BILL 140906, etc.

2 while that this was being worked on.

3 MR. JASTRZAB: Yes.

4 COUNCILMAN GREENLEE: They
5 recommended approval; is that correct?

6 MR. JASTRZAB: Well, the staff
7 worked with the Councilman's office and
8 other stakeholders. There were probably
9 half a dozen meetings or more,
10 correspondence via telephone and e-mail
11 to craft some amendments that would be --
12 that we thought would be more acceptable
13 to the Commission. Ultimately, though,
14 they voted not to recommend the bill.

15 COUNCILMAN GREENLEE: The
16 staff, did they make a recommendation?

17 MR. JASTRZAB: The staff made a
18 recommendation to the Commission for
19 approval with the amendments that I
20 discussed.

21 COUNCILMAN GREENLEE: Okay.
22 All right. And just in your last
23 paragraph there, you say what the
24 Commission -- and I know you can't speak
25 for each individual Commission member. I

1 2/24/15 - RULES - BILL 140906, etc.
2 understand that. But you say about the
3 concerns that were raised, and then in
4 the last part of that one sentence it
5 says that the overall physical appearance
6 and appropriateness of UED installations,
7 which would indicate to me that the
8 Commission just doesn't want them at all.
9 So even with these amendments, which
10 apparently were brought up at the
11 Commission meeting --

12 MR. JASTRZAB: They were.

13 COUNCILMAN GREENLEE: Okay. So
14 basically they're just against UED, it
15 sounds like.

16 MR. JASTRZAB: Correct.

17 COUNCILMAN GREENLEE: Okay.

18 Councilman Squilla.

19 COUNCILMAN SQUILLA: Thank you.

20 COUNCILMAN GREENLEE: Please.

21 I'm sorry. The record will reflect that
22 Councilwoman Tasco, a member of the
23 Committee, is present.

24 And the amendments that we're
25 talking about here, they're still being

1 2/24/15 - RULES - BILL 140906, etc.

2 put together?

3 COUNCILMAN SQUILLA: Yes.

4 They're being printed right now.

5 COUNCILMAN GREENLEE: Okay.

6 Thank you.

7 COUNCILMAN SQUILLA: Again, it
8 was down to -- we had some final
9 requests, and one of the issues was
10 actually approval from PennDOT to be
11 approved of these UEDs. So we felt that
12 if PennDOT would feel -- have that option
13 to approve the signage, that would
14 alleviate the fears that the Planning
15 Commission has and others may have with
16 the thing, because they're not going to
17 approve anything that would be a
18 detriment to the community or to the
19 roadway. So that amendment is being
20 added. That was one of the last
21 amendments added by request of the
22 Administration. So that also is a way
23 now, not knowing that the -- that
24 amendment was not in there when the
25 Planning Commission did make their

1 2/24/15 - RULES - BILL 140906, etc.
2 ruling. I don't know if that would
3 affect them or not since they were
4 against UEDs or signs anyway. But a lot
5 of these amendments that were put in
6 place were put in place by recommendation
7 of the Planning Commission, correct?

8 MR. JASTRZAB: Correct.

9 COUNCILMAN SQUILLA: And during
10 that level, my main concern was
11 brightness always, and we went through
12 several different rounds of nits and nits
13 at night, nits during the day, and then
14 we came up with measuring of the nits,
15 and there's supposedly a nit gun -- I
16 think we may see a display of it in this
17 hearing -- that has to be directly on the
18 lights in order to get the reading of the
19 nits, and then there was foot-candles
20 compared to ambient light. And we came
21 up with something on this bill
22 particularly, and we're going to work
23 with Councilman Henon on the brightness
24 for his bill and all bills throughout the
25 City, but the brightness is the key,

1 2/24/15 - RULES - BILL 140906, etc.
2 because a lot of concerns we hear from
3 the community is actually at nighttime,
4 sometimes these signs appear to be too
5 bright. And according to this bill, we
6 have 0.3 foot-candles above ambient
7 light. We believe that during the
8 process of these meetings, that that was
9 something that was not too bright, it
10 wouldn't interfere with the quality of
11 life of surrounding people and/or
12 businesses, and that was a better way to
13 measure the actual brightness of a sign.
14 Would you agree with that?

15 MR. JASTRZAB: Yes. My -- I'm
16 certainly not a lighting expert, but my
17 understanding is that the foot-candles
18 measure is what's perceived by the human
19 eye, as the sun moves through the sky on
20 bright days, on cloudy days. So it's
21 relative to the existing ambient light.
22 And my understanding also is that the 0.3
23 foot-candles is an industry standard that
24 has been developed over time to kind of
25 find a happy medium between the needs for

1 2/24/15 - RULES - BILL 140906, etc.

2 the operation of the device and its
3 impact on the physical environment.

4 COUNCILMAN SQUILLA: Also, do
5 you agree that -- obviously the future of
6 signage and proponents of, I guess,
7 advertising sees a change in the
8 direction of signs, where we're going to
9 have more probably digital signs
10 throughout the country, throughout the
11 world, and knowing that, we could be on
12 top of that with some legislation and
13 working with Councilman Henon on citywide
14 legislation to see if we be in the
15 forefront of this. Being able to measure
16 the brightness is really a key to
17 protecting the quality of life of the
18 people surrounding, and I think in the
19 future, in the future bills that
20 Councilman Henon will pass will really
21 dictate the brightness of these signs,
22 which will make a big difference. And
23 that's why it was so important I think
24 during our meetings and my main concern
25 was how that brightness would affect the

1 2/24/15 - RULES - BILL 140906, etc.
2 surrounding area. So that's where we
3 came up with the 0.3 foot-candles for
4 illuminance over ambient light. And,
5 therefore, no matter how bright the day
6 is, it would only be 0.3. So it wouldn't
7 matter how bright the nits were, because
8 you're measuring on what is the actual
9 visual light from a person's eye compared
10 to the surrounding light in that area.

11 MR. JASTRZAB: Correct.

12 COUNCILMAN SQUILLA: And,
13 therefore, it would never be too bright,
14 and if it would, then the fines would
15 alleviate to the billboard or the sign
16 person accordingly each day that that
17 would be in violation. And also
18 foot-candle lighting is an easier way to
19 measure compared to the nits, where you
20 have to be directly in front of the LED
21 lights and would need sort of maybe a
22 high reach or something to get up there
23 and point these guns.

24 So this makes it a little more
25 easier for us to enforce, and I think in

1 2/24/15 - RULES - BILL 140906, etc.
2 the future, this will be the way that we
3 enforce our laws. Because anything that
4 we have here in the City obviously is
5 only as good as our enforcement. So we
6 need to make sure if we do things like
7 this and we're progressive, understanding
8 the future, what's coming up, knowing how
9 to really protect the citizens is the
10 most important part of it. And so that's
11 why we wanted to build enforcement into
12 this bill, and hopefully it will model
13 that throughout the City. Do you agree
14 with that?

15 MR. JASTRZAB: Yes.

16 COUNCILMAN SQUILLA: Okay.

17 Thank you very much.

18 COUNCILMAN GREENLEE:

19 Councilman, if I could ask you a question
20 just for the record, and I know we're
21 getting the amendments, but Mr. Jastrzab
22 in his testimony goes over all these
23 points that were raised that concerned
24 the Commission. Are most of those or all
25 of those covered in the amendments?

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2 COUNCILMAN SQUILLA: Yes. The
3 height was one of the ones that they had
4 some concern with. It was 58 feet, and
5 that was basically because of the actual
6 size of the buildings that were being
7 proposed of this and it was in
8 conjunction with the building of how the
9 sign would be perceived. Also, one of
10 the requests was to have local artists
11 and architects part of the process. That
12 was also amended into the bill, so that
13 local artists and architects will be part
14 of the planning process and the design of
15 the UED. And that will go a long way to
16 making sure -- it also needs historic
17 approval, Art Commission approval. These
18 things, we thought, would lend a hand
19 into letting the Commission know that
20 we're serious. We're not trying to do
21 anything that would be a blight on the
22 City, and also we think it will enhance
23 the actual makeup of the City and really
24 draw people to those areas where these
25 UEDs are.

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE:

3 Mr. Jastrzab, would you agree with what
4 was just said, that the points that you
5 raised were addressed in amendments?

6 MR. JASTRZAB: Yes. Yes, they
7 are.

8 COUNCILMAN GREENLEE: And --

9 MR. JASTRZAB: And there are
10 some additional amendments that have been
11 added since we met last, I think, on
12 February 13th.

13 COUNCILMAN GREENLEE: So it
14 seems like an honest attempt or a real
15 attempt to try to address all the issues
16 that were raised, except don't do it all,
17 right?

18 MR. JASTRZAB: It was, yes.

19 COUNCILMAN GREENLEE: All
20 right.

21 MR. JASTRZAB: And, of course,
22 I have to take my guidance from the
23 Commission.

24 COUNCILMAN GREENLEE: No. I
25 understand. I understand. I'm sorry. I

1 2/24/15 - RULES - BILL 140906, etc.

2 put words in your mouth.

3 Any other questions?

4 Councilwoman Tasco and then

5 Councilman Henon.

6 COUNCILWOMAN TASCO: I just

7 want to be clear. I'm sorry I'm late

8 this morning. But this bill is strictly

9 for the Center City area?

10 MR. JASTRZAB: Correct. Yes.

11 COUNCILWOMAN TASCO: And this

12 part doesn't apply to business corridors,

13 commercial corridors in neighborhoods?

14 MR. JASTRZAB: No. It would

15 apply only to a corridor along Broad

16 Street and a corridor, a smaller

17 corridor, along Market Street centered on

18 City Hall.

19 COUNCILWOMAN TASCO: Okay.

20 Thank you.

21 Thank you.

22 COUNCILMAN GREENLEE:

23 Councilman Henon.

24 COUNCILMAN HENON: Thank you,

25 Mr. Chairman, and good morning. Thank

1 2/24/15 - RULES - BILL 140906, etc.
2 you for your testimony. I have a few
3 questions on the brightness and the
4 measurements in which we measure light
5 with digital displays, and it's been an
6 ongoing -- unfortunately, I know a little
7 too much about nits than I'd like to and
8 ambient light as well as foot-candles.

9 Will there be a digital control
10 in with these digital signs?

11 MR. JASTRZAB: I believe that
12 the legislation --

13 COUNCILMAN HENON: That will
14 adjust naturally to the actual ambient
15 light?

16 MR. JASTRZAB: Yes. I believe
17 the legislation addresses that by having
18 automatic controls that would adjust with
19 the light.

20 COUNCILMAN HENON: And from a
21 staff perspective, are you aware -- have
22 you all taken in consideration some of
23 the outdoor advertising sign controls
24 that have been going on for the last four
25 years --

1 2/24/15 - RULES - BILL 140906, etc.

2 MR. JASTRZAB: Yes.

3 COUNCILMAN HENON: -- when
4 creating these types of regulations?

5 MR. JASTRZAB: Yes.

6 COUNCILMAN HENON: Because I
7 want to make sure that we maximize our
8 opportunities here with our convention
9 and business visitors in the Center, the
10 Convention Center and downtown, the
11 Avenue of the Arts. And we have a
12 tremendous amount of foot traffic. You
13 have a tremendous amount of advertising
14 ideas, and I think we as a city have an
15 opportunity to capitalize on some funding
16 that we could get as a result of this,
17 because I think it is going to set the
18 path moving forward. We have shortfalls
19 with our schools and some of our other
20 key areas within the City budget, and
21 this really gives an opportunity -- the
22 \$2 million that is set out in the bill
23 for its initial construction is a little
24 encouraging, because you're not just
25 going to throw up a stick and put an iPad

1 2/24/15 - RULES - BILL 140906, etc.
2 on it where people could charge for
3 advertising.

4 So I just want to make sure we
5 get it right. And is it the
6 Administration's position that PennDOT
7 has approved the UEDs here or they have
8 to approve?

9 MR. JASTRZAB: No. They would
10 have to approve I think by virtue of the
11 fact that some of these installations are
12 on state highways.

13 COUNCILMAN HENON: So they have
14 not approved it?

15 MR. JASTRZAB: And they have
16 not. This legislation just creates an
17 overlay district. It does not -- it puts
18 in place the entitlement to install
19 these. It does not approve any single
20 installation at this point. That would
21 be a whole separate process.

22 COUNCILMAN HENON: But you
23 would need a companion piece of
24 legislation to go with it?

25 MR. JASTRZAB: Yes.

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN HENON: So
3 technically in my district, in the 6th
4 Councilmanic District, once this is
5 passed, I could introduce an enabling
6 legislation for my district in specific
7 areas because this has --

8 MR. JASTRZAB: This particular
9 legislation is limited only to that core
10 area of Center City. Any additional
11 overlay districts that would permit these
12 devices would have to be a separate bill
13 amending the Zoning Code.

14 COUNCILMAN HENON: I mean, this
15 allows us to have overlays in the various
16 districts because you're defining it in
17 the Zoning Code?

18 MR. JASTRZAB: This is one
19 particular overlay for the Center City
20 area, yes.

21 COUNCILMAN HENON: So awaiting
22 PennDOT's approval for any type of
23 digital sign, does the Administration
24 support UEDs?

25 MR. JASTRZAB: For any

1 2/24/15 - RULES - BILL 140906, etc.
2 individual installation, my understanding
3 is that PennDOT would need to approve the
4 UED proposal.

5 COUNCILMAN HENON: So is it
6 contingent upon PennDOT's approval
7 review?

8 MR. JASTRZAB: Yes, and also
9 the approval of the City Planning
10 Commission and also the approval of the
11 Art Commission.

12 COUNCILMAN HENON: And what
13 kind of PennDOT challenges might this
14 bring?

15 MR. JASTRZAB: My understanding
16 is that PennDOT retains the authority to
17 approve digital signage, all billboards
18 actually, along state highways and that
19 they have granted to Philadelphia the
20 right to regulate through the City codes
21 those signs, those billboards and digital
22 signs. However, they have not approved
23 these individual devices at this time,
24 and it would require an application of a
25 particular UED installation that they

1 2/24/15 - RULES - BILL 140906, etc.
2 would have to review as well as the
3 Planning and Art Commissions.

4 COUNCILMAN HENON: Do we need
5 PennDOT's approval since PennDOT has
6 given the City its authority?

7 MR. JASTRZAB: My
8 understanding -- I'm not sure on that
9 point. My understanding is yes, it would
10 require PennDOT approval, because they're
11 on state highways.

12 COUNCILMAN HENON: Okay. I
13 have no further questions.

14 COUNCILMAN GREENLEE:
15 Councilwoman Bass.

16 COUNCILWOMAN BASS: Thank you.

17 Gary, I just have a couple of
18 questions for you. Can you give us some
19 sort of an idea in terms of where
20 Philadelphia stands in comparison to
21 other cities that use these sorts of
22 displays? Do you know, say, of the top
23 ten cities which cities do use these
24 displays, and are you familiar with this?
25 Have you looked into it?

1 2/24/15 - RULES - BILL 140906, etc.

2 MR. JASTRZAB: These particular
3 displays, these UEDs, are unique and
4 Philadelphia would be the first city to
5 have such a device.

6 COUNCILWOMAN BASS: So we'd be
7 the first?

8 MR. JASTRZAB: Yes.

9 COUNCILWOMAN BASS: And you
10 said that you didn't -- you suggested
11 that PennDOT would need to approve, but
12 have we contacted PennDOT to, I guess,
13 know for sure if PennDOT would actually
14 be required to approve the UEDs?

15 (Witness approached witness
16 table.)

17 COUNCILMAN GREENLEE:
18 Ms. Cutler, you kept inching closer to
19 the table. I knew you wanted to answer.

20 DEPUTY MAYOR CUTLER: Good
21 morning. Rina Cutler, Deputy Mayor,
22 Transportation and Utilities.

23 Yes. There is an amendment, I
24 believe, that has been authored by
25 Councilman Squilla which gives PennDOT

1 2/24/15 - RULES - BILL 140906, etc.

2 the authority to approve any UED that is
3 on a state highway.

4 COUNCILWOMAN BASS: Okay. All
5 right. And my last question was probably
6 more of a comment, is that it seems as
7 if, just from reading the testimony here,
8 that there was a good-faith effort, that
9 there were some concerns that were
10 expressed by the Commission and then
11 there was a good-faith effort to address
12 those concerns, and it came back, Well,
13 thanks for addressing those, but no
14 anyway. And it's a little bit daunting
15 to try to spend the time and effort and
16 even the resources to try to find a
17 solution that's going to be acceptable to
18 the Commission just to have them say,
19 Well, no. I kind of equate it to when
20 I'm at home and my daughter says, Can I
21 have a popsicle for dinner? I say no,
22 and the answer is because I said so. And
23 so it almost feels like the answer here
24 is no, because I said so.

25 And so I'm wondering if you

1 2/24/15 - RULES - BILL 140906, etc.
2 have any sort of -- is there any other
3 reason as to why you're not recommending
4 this, particularly because all of the
5 concerns were addressed?

6 MR. JASTRZAB: I think the
7 Commission was really concerned about the
8 size of these devices.

9 COUNCILWOMAN BASS: So that
10 wasn't addressed in the amendments?

11 MR. JASTRZAB: No. The
12 original legislation has a certain
13 height, 58 feet maximum, that these UEDs
14 could reach.

15 They had concerns about
16 brightness. A major concern, which is
17 addressed in the amendments, concerned
18 encroachments over City rights-of-way.
19 For example, the Commission did not want
20 any of these devices in the public
21 sidewalk. They had to be on private
22 property.

23 They also had concerns about --

24 COUNCILMAN GREENLEE: Can I
25 just interrupt. I just want to be clear,

1 2/24/15 - RULES - BILL 140906, etc.

2 though. That's addressed in the
3 amendment?

4 MR. JASTRZAB: It is.

5 COUNCILMAN GREENLEE: All
6 right.

7 COUNCILWOMAN BASS: But I guess
8 what I'm asking is, what was not
9 addressed that was the cause for the --

10 MR. JASTRZAB: I think the
11 Commission just felt uncomfortable with
12 the size and proposed locations, and
13 certainly they were concerned about the
14 brightness and the other impacts on the
15 public realm, the public environment as
16 experienced by pedestrians, drivers,
17 cyclists, that this would be distracting
18 and inappropriate for the urban fabric of
19 Philadelphia.

20 COUNCILWOMAN BASS: Okay.
21 Because from what I see, most of that has
22 been addressed, so I still don't
23 understand why the Commission is saying
24 no. And I just think that if -- we're
25 the fifth largest city in the nation, and

1 2/24/15 - RULES - BILL 140906, etc.
2 as being such, we have to have a reason,
3 I believe, for the no. I'm not saying
4 that no should be off the table, but I
5 would like to have the reason for the no
6 instead of no and just because I said so,
7 which is what it kind of feels that the
8 answer is that we're giving here.

9 MR. JASTRZAB: The reason I
10 guess, if I could just summarize it,
11 would be that it would have a negative --
12 speaking on behalf of the Commission,
13 that the UEDs would have a negative
14 impact on the public realm in
15 Philadelphia.

16 COUNCILWOMAN BASS: Okay.
17 Based on?

18 MR. JASTRZAB: Well, size,
19 height, brightness, immensity of these
20 devices. They were just very
21 uncomfortable with the concept.

22 COUNCILWOMAN BASS: Okay. They
23 were uncomfortable with the concept,
24 okay. All right. Thank you.

25 COUNCILMAN GREENLEE: Thank

1 2/24/15 - RULES - BILL 140906, etc.

2 you.

3 And just before I recognize
4 Councilman Goode, one other question came
5 to me. How many, do you know -- maybe
6 you don't know -- how many of the
7 Commission members -- I know we're going
8 to see a demonstration of these. How
9 many Commission members actually saw it,
10 saw the demonstration?

11 MR. JASTRZAB: All of the
12 Commission members had seen the
13 demonstration at the January 20th
14 meeting, which was held as an
15 "information only" item on the agenda,
16 basically a briefing of the Commission
17 members of the concept. So they all had
18 seen it.

19 COUNCILMAN GREENLEE: Okay.

20 MR. JASTRZAB: They had a month
21 plus to reflect on the idea.

22 COUNCILMAN GREENLEE: All
23 right. I would, again, just have to echo
24 Councilwoman Bass's concerns, though. I
25 mean, if all these things were raised at

1 2/24/15 - RULES - BILL 140906, etc.
2 a meeting and the vast majority of them
3 are addressed, to then just say, "Well,
4 we never liked it anyway" sounds a
5 little -- not the way to operate, I
6 guess.

7 MR. JASTRZAB: Well, it doesn't
8 happen very often. I mean, most times --

9 COUNCILMAN GREENLEE: I hope
10 not.

11 MR. JASTRZAB: -- the
12 Commission will vote in accord with the
13 staff's recommendation. In this case, I
14 just think that the level of comfort was
15 not high enough for them even to approve
16 this amendment to the Zoning Code which
17 would establish an overlay.

18 COUNCILMAN GREENLEE: And I
19 know you can't speak for everybody. I
20 understand that.

21 I'm sorry. Councilman Goode.

22 COUNCILMAN GOODE: Thank you,
23 Mr. Chairman.

24 So your statement is that the
25 Commission does not like the concept?

1 2/24/15 - RULES - BILL 140906, etc.

2 MR. JASTRZAB: Yes.

3 COUNCILMAN GOODE: But this
4 particular bill just establishes an
5 overlay district and the Commission would
6 still have to approve individual
7 displays; is that correct?

8 MR. JASTRZAB: That is correct.

9 COUNCILMAN GOODE: And so when
10 you raise issues with regard to size,
11 scale, those type of things, those are
12 things the Commission actually would have
13 to look at in terms of a plan of
14 development?

15 MR. JASTRZAB: Correct. In
16 fact, working with Councilman Squilla, we
17 had also suggested an amendment or as
18 part of one of the amendments that review
19 by the City Planning Commission's Civic
20 Design Review Committee would also occur.
21 And the CDR Committee is a committee of
22 the City Planning Commission that was
23 created by the new Zoning Code that
24 evaluates the physical design of a
25 project -- usually they're larger-sized

1 2/24/15 - RULES - BILL 140906, etc.
2 projects -- for its impact on the public
3 realm. So there would be a several-step
4 additional process of review for each
5 individual UED that might be applied for.

6 COUNCILMAN GOODE: I think you
7 see where I'm going with this. To echo
8 what my colleagues are saying, the City
9 Planning Commission would still have to
10 review and give approval to individual
11 displays, and so why be against the
12 concept when you still have a say in
13 terms of scale and density and character
14 and how it impacts the surrounding
15 community? If you still have the
16 authority to review and approve, how do
17 you just be against it?

18 MR. JASTRZAB: I understand
19 what you're saying, and that in part was
20 part of the staff's reasoning in working
21 to craft these amendments to make the
22 bill more acceptable to the Commission.
23 We knew that this just creates an
24 entitlement where such UEDs could be
25 installed, but for any individual UED to

1 2/24/15 - RULES - BILL 140906, etc.
2 actually be implemented would require
3 another series of reviews.

4 COUNCILMAN GOODE: So you still
5 get to be against the displays if you
6 want to, but why be against the concept?

7 MR. JASTRZAB: Well, you know,
8 again, I can only voice what the
9 Commission expressed at the meeting of
10 February 17th, and they expressed a lot
11 of discomfort with the idea.

12 COUNCILMAN GOODE: Without even
13 looking at any individual displays.

14 MR. JASTRZAB: Well, they had
15 seen three conceptual examples that had
16 been presented to them on January 20th.

17 COUNCILMAN GOODE: So did they
18 have any recommendations in terms of
19 those three examples?

20 MR. JASTRZAB: Well, I mean,
21 they didn't specifically address the
22 examples at that meeting, but they did
23 raise concerns, as I mentioned, about
24 height, size, brightness, and impact on
25 the public realm.

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GOODE: So did they
3 have recommendations with regard to
4 height and size and brightness?

5 MR. JASTRZAB: They didn't have
6 specific recommendations, but the staff
7 used the guidance of that discussion at
8 the January 20th meeting to work with
9 Councilman Squilla's office to develop
10 some additional amendments. One example
11 is that these devices shouldn't be
12 installed on, say, a surface parking lot,
13 where that surface parking lot would
14 never be developed because a UED was
15 providing some income to the owner of
16 that property. That was one amendment
17 that we added to the bill.

18 You know, I can only say how
19 the Commission voted and kind of try to
20 attempt my best to interpret their
21 reasoning, which I've stated.

22 COUNCILMAN GOODE: Just one
23 final question. So is it fair to say
24 that the Commission does not want to be
25 responsible for having to make decisions

1 2/24/15 - RULES - BILL 140906, etc.

2 on individual displays?

3 MR. JASTRZAB: I'm sorry.

4 Could you repeat that?

5 COUNCILMAN GOODE: Is it fair
6 to say that the Commission does not want
7 to be responsible for having to make
8 decisions on individual displays?

9 MR. JASTRZAB: Well, I don't
10 know that they --

11 COUNCILMAN GOODE: So if you're
12 just against the concept of an overlay
13 district, then you don't have to make a
14 decision on individual displays.

15 MR. JASTRZAB: They were
16 against the concept and they were against
17 the idea of the overlay that would permit
18 them.

19 COUNCILMAN GOODE: Thank you.

20 COUNCILMAN GREENLEE: If I
21 could just add, it seems like they
22 ignored a whole lot of work done by the
23 Councilman's office and the staff of the
24 Planning Commission. It doesn't make
25 sense to me. I just got to echo what

1 2/24/15 - RULES - BILL 140906, etc.
2 everybody else is saying. And I know
3 that's not your fault, but I just got to
4 put that on the record.

5 Anyone else?

6 Councilman Henon.

7 COUNCILMAN HENON: Thank you,
8 Mr. Chairman.

9 Mr. Jastrzab, I got a question
10 on licensing and permitting and the
11 ability for upgrades and maintenance for
12 the structure itself. Can you explain to
13 me what the permitting fees, the license
14 fees, and the zoning process will be as
15 we move forward?

16 MR. JASTRZAB: I can't explain
17 the permitting fees, but the legislation
18 does say that no permits may be issued
19 for a UED device until
20 it's subsequently -- each individual UED
21 is approved by City Planning and the Art
22 Commission and with the additional
23 amendment added for PennDOT for PennDOT's
24 approval of these devices as well. I
25 don't know just offhand what the

1 2/24/15 - RULES - BILL 140906, etc.
2 requirement would be for the permitting
3 fee and the maintenance -- not the
4 maintenance, but the enforcement; for
5 example, of the brightness would have to
6 be developed through regulations on the
7 part of L&I.

8 COUNCILMAN HENON: Is there or
9 has there been license fees set or does
10 that still need to be set?

11 MR. JASTRZAB: Not a
12 specific -- I'm not aware of a specific
13 license fee that has been established for
14 UEDs.

15 COUNCILMAN HENON: Is there
16 anybody from the Administration present
17 here today that has an answer, or if you
18 can get back to the Committee with --

19 MR. JASTRZAB: We can certainly
20 get back to you.

21 COUNCILMAN HENON: -- some of
22 the answers to these questions.

23 Thank you.

24 COUNCILMAN GREENLEE: Thank
25 you, Councilman.

1 2/24/15 - RULES - BILL 140906, etc.

2 Councilwoman Tasco.

3 COUNCILWOMAN TASCO: I just
4 have a question. Given the tone of your
5 testimony of describing the thinking of
6 the Planning Commission, even if we pass
7 this bill, do you ever see any of these
8 signs going up with their permission?

9 MR. JASTRZAB: I think it would
10 really depend upon the quality of the
11 design and the impact on the surrounding
12 area for the Commission and the Art
13 Commission, for that matter, to approve
14 these. But the Commission has an open
15 mind and I think that they would evaluate
16 any application for a UED installation in
17 good faith if this overlay ordinance is
18 passed.

19 COUNCILWOMAN TASCO: Thank you.

20 COUNCILMAN GREENLEE: Thank
21 you.

22 Any other questions for
23 Mr. Jastrzab or Ms. Cutler?

24 (No response.)

25 COUNCILMAN GREENLEE: Seeing

1 2/24/15 - RULES - BILL 140906, etc.

2 none, thank you both very much.

3 MR. JASTRZAB: Thank you.

4 COUNCILMAN GREENLEE: Ms.

5 Marconi, our next group.

6 THE CLERK: Thaddeus

7 Bartkowski, Carl Primavera, Ronald

8 Patterson.

9 (Witnesses approached witness
10 table.)

11 COUNCILMAN GREENLEE: Good
12 morning, gentlemen.

13 MR. PATTERSON: Thank you.
14 Good morning.

15 COUNCILMAN GREENLEE: Please
16 identify yourself and proceed.

17 MR. PATTERSON: Good morning.
18 Ronald Patterson. I'm with Klehr
19 Harrison.

20 COUNCILMAN GREENLEE: A little
21 closer to the microphone.

22 MR. PATTERSON: Good morning.
23 Ronald Patterson with Klehr Harrison law
24 firm. My partner, Carl Primavera, will
25 join us shortly. He's at the Zoning

1 2/24/15 - RULES - BILL 140906, etc.

2 Board. With me is Thaddeus Bartkowski,
3 who is the principal at Catalyst Outdoor.

4 Thaddeus has a short
5 presentation for the Committee, which I
6 think is important, because this is a
7 novel idea and everyone has their ideas
8 of how it may look. It's complicated and
9 complex, but I think the short video and
10 slide presentation you will see will make
11 things a lot clearer.

12 MR. BARTKOWSKI: Two things
13 for --

14 COUNCILMAN GREENLEE: Please
15 identify yourself.

16 MR. BARTKOWSKI: Thaddeus
17 Bartkowski, Catalyst Outdoor Advertising.
18 Thank you for the opportunity to be here
19 this morning.

20 If I could just address
21 Councilman Henon's inquiry earlier as to
22 a permit fee. The legislation as
23 presently contemplated has an annual
24 permit fee, Councilman Henon, of \$4,000
25 per year, with escalators in that permit

1 2/24/15 - RULES - BILL 140906, etc.
2 fee. There's also a requirement for a
3 developer to have a place in escrow, an
4 amount sufficient to remove any UED in
5 the event of abandonment. Those were two
6 things that I believe you had asked
7 earlier.

8 When I was looking at the three
9 years of history that went into the
10 extensive planning of this -- and, Renee,
11 if you could please run the video -- I
12 wanted to take a lengthy process, an
13 extensive process, and boil it down as
14 simply as I could as to what this is
15 about. And it reminded me when I was a
16 child and I lived in the Fairmount
17 section of the City. My father worked
18 for the City of Philadelphia in the
19 Solicitor's Office, and I had an
20 opportunity on rare occasions when I was
21 off from school to meet him in the City
22 for lunch or for otherwise. And as a
23 child, I didn't know much about the City
24 or the built environment, but I could
25 tell you exactly where the John Wanamaker

1 2/24/15 - RULES - BILL 140906, etc.
2 eagle was and I could tell you exactly
3 how to get there, because it was uniquely
4 Philadelphia, and it reinforced the sense
5 of place that is Philadelphia.

6 So here we are about three
7 decades later and the opportunity exists
8 in 2015 to take what's known as visual
9 communication technology and to create
10 something that reinforces the uniqueness
11 of the City, and that's fundamentally at
12 its core what this is about. And I could
13 try and do my best to explain it to you,
14 and the legislation in front of you does
15 an okay job as just being descriptive,
16 but I think you need to see what the
17 potential is to understand it. And what
18 I'd like to start with here is about a
19 three-minute video that will give you a
20 good sense of it and then we'll go from
21 there.

22 Thank you again for your time.
23 (Video played.)

24 COUNCILMAN GREENLEE: By the
25 way, gentlemen, were you trying to score

1 2/24/15 - RULES - BILL 140906, etc.
2 points with us by having the Council
3 President demonstrated on that or was
4 that just a coincidence?

5 MR. BARTKOWSKI: It just
6 demonstrates how extensively involved the
7 Council President was in this process.

8 COUNCILMAN GREENLEE: Okay.

9 MR. BARTKOWSKI: That's the
10 overview. Let's get down to the details.
11 Looking at it from six perspectives: the
12 purpose, why UEDs, why now, why
13 Philadelphia; the history of the detailed
14 three-year process that we've undertaken
15 to get to the legislation that's in front
16 of you today; a visual summary of the
17 legislation so you can see when
18 implemented how it affects the urban
19 center; the design and approval process
20 if Council decided to move forward, all
21 the steps that would need to happen
22 before a building permit could be issued;
23 the issue of brightness, as was discussed
24 earlier, or more technically speaking,
25 luminance and illuminance; and the

1 2/24/15 - RULES - BILL 140906, etc.
2 non-profit component.

3 The purpose: This is about
4 five things when you sum it up. It's
5 about creating a multi-faceted
6 communication platform that's able to add
7 vibrancy in unique commercial corridors.
8 It's about reinforcing the sense of place
9 that is areas like the Avenue of the Arts
10 or the Convention Center. It's about
11 being proactive and not reactive.

12 Visual communication technology
13 is here. The opportunity exists to
14 regulate that technology in a way that
15 ensures that its implementation is of the
16 highest level. It's about creating
17 exposure for non-profits in the City of
18 Philadelphia. There's over 560
19 non-profits in this city, and the ability
20 to create meaningful exposure for them is
21 tremendous.

22 Three years of detailed
23 planning and transparent development.
24 There's been over 70 meetings and
25 presentations with more than 50

1 2/24/15 - RULES - BILL 140906, etc.
2 stakeholders. There's been 50 different
3 UED concepts that have been put forth.
4 There's been over 20 locations that have
5 been contemplated for this
6 implementation.

7 The legislation itself: UED
8 boundary line is denoted here in blue.
9 Before a location can be approved, City
10 Council would have to issue a companion
11 piece of legislation for a specific site.
12 The three initial sites that we're
13 proposing are the corner of Broad and
14 Race at the Convention Center, the globe
15 at 12th and Arch, and the notes concept
16 on the Bellevue garage.

17 One of the key provisions of
18 the legislation is that no UED can be
19 constructed within 900 feet of another
20 UED, as outlined here by the yellow
21 circles. The areas in red, based upon
22 the three initial locations being
23 approved, would leave those areas in red
24 unable to have any additional UEDs.

25 The next provision in the

1 2/24/15 - RULES - BILL 140906, etc.
2 legislation requires a 500 foot spacing
3 from passive parks and open space
4 districts, some of which are identified
5 in green, and a 500 foot spacing from
6 residentially zoned districts. When you
7 layer those into the equation with the
8 three initial locations that have been
9 proposed, you end up with an area here
10 that's not colored in red that could
11 support additional UEDs under the
12 construct of the current legislation.
13 Now, depending on the placement of those
14 other two in those areas, you could
15 support either one or two other UEDs.

16 The design and the approval
17 process: Let's talk about the design for
18 a second. The legislation requires a
19 minimum of three local artists, designers
20 or architects to design each UED.
21 Additionally, there's a minimum of \$2
22 million that has to go into the physical
23 construction of a UED, not engineering
24 costs, not design costs, not soft costs,
25 into the physical structure itself.

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2 There's a requirement for three
3 different types of visual communication
4 technology to be included in the
5 implementation. The reason behind this
6 is, what's trying to be created here is a
7 pedestrian viewer experience, not just a
8 simple single form of technology.

9 The last part is in order to
10 create these forms, it requires a custom
11 implementation of technology. This is a
12 typical LED module. This is what most of
13 the technology that you see in this city
14 looks like. It's square in shape. You
15 can see the exposed LEDs. You can see
16 that there's significant spacing between
17 those LEDs. And when you have a tile
18 like this, you are limited to flat square
19 and rectangular shapes.

20 If you're going to create
21 three-dimensional objects, a couple
22 things need to change. That globe
23 concept, that's eight different shapes of
24 modules that vary from traditional shapes
25 like this to curved shapes to triangular

1 2/24/15 - RULES - BILL 140906, etc.
2 shapes to make sure you have a continuous
3 surface area.

4 The other thing you'll notice
5 about this type of technology is its
6 surface mount diodes. You can't see the
7 individual red, green, and blue diodes
8 because they're all behind each one of
9 these. The resolution of this is 225
10 percent on average higher than what you
11 see in a conventional digital display.

12 The approval process: If
13 Council decides to move forward with the
14 legislation as contemplated, there is a
15 long road ahead between then and a
16 construction permit. That road includes
17 Civic Design Review, then Planning Board
18 approval, then Philadelphia Art
19 Commission approval, and then lastly
20 PennDOT approval on top of that. The
21 purpose of these two implementations --
22 and the reality is is that the concepts
23 that we've showed here today are nothing
24 more than concepts. If it was to move
25 forward, the final implementations will

1 2/24/15 - RULES - BILL 140906, etc.
2 look much differently than the concepts
3 because of the input of all these parties
4 involved in it. So whether you think on
5 the Avenue of the Arts should be some
6 literal implementation like the notes or
7 something more abstract like a sound wave
8 or something in between, this process is
9 designed that whatever gets built at the
10 end of the day, everybody has had a voice
11 in the process.

12 The issue of brightness, how
13 bright is too bright. Technically we're
14 talking about two things, luminance and
15 illuminance. Luminance is the measure of
16 how much light is produced from a
17 surface. As Councilman Squilla had
18 suggested earlier, it's measured in nits.
19 You measure nits with a luminance meter,
20 otherwise known as a nit gun. This one
21 in my hand is a \$4,000 device. It has
22 its limitations. Those limitations
23 include that you have to be perfectly
24 perpendicular from the display that you
25 want to measure the nits from in order

1 2/24/15 - RULES - BILL 140906, etc.
2 for it to be accurate. It's kind of
3 difficult when you've got a display
4 that's elevated unless you're going to
5 bring a crane out.

6 Second thing, nits cannot be
7 correlated back to ambient light level.
8 Now, the legislation includes a
9 requirement for a cap of 500 nits at
10 night and 7,500 nits during the day. If
11 you just stop there with your lighting
12 regulations, you could have a situation
13 where a display is operating at 5,000
14 nits, well below the 7,500 cap, during a
15 cloudy or overcast day and it would still
16 be too bright because it doesn't
17 correlate back to ambient light level.

18 The luminance, on the other
19 hand, is how much light illuminates a
20 particular surface, whereas was suggested
21 earlier it's what the eye perceives as
22 brightness. It's measured in
23 foot-candles. It can be measured with a
24 device like this. It's a light meter.
25 It's a \$200 device. You can buy them for

1 2/24/15 - RULES - BILL 140906, etc.
2 as little as a hundred dollars. You can
3 measure with this at almost any angle,
4 without being perfectly perpendicular.
5 The best part about using this form of
6 measurement is that it can be in line
7 with ambient light level.

8 So there are two schools of
9 thought on how to measure it, and I'm not
10 here to tell you which one is better.
11 Okay? But I am here to tell you that the
12 legislation in front of you includes both
13 of them. And so with the two of them
14 combined, then you're addressing the
15 perspective of lighting from two
16 different sides and you've also had --
17 you have a way in order to effectively
18 regulate.

19 Non-profits: It takes a lot of
20 things for non-profits to be successful,
21 but there's two key things I think most
22 people would agree with and, that is,
23 they need exposure and they need capital.
24 And if you have exposure, you usually can
25 get capital, and if you've got capital,

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2 you can buy exposure.

3 There's over 560 of them in the
4 City of Philadelphia, by our research,
5 and I bet you if you asked a citizen of
6 Philadelphia to name however many
7 non-profits they can, they'd probably
8 come up with about five.

9 The UED platform is designed to
10 address that. Over ten hours a week on
11 each UED with an even distribution, not
12 at 12:00 midnight, not at 6:00 in the
13 morning, but evenly distributed with the
14 rest of the formatting of the UED, has to
15 be dedicated to non-profit communication.
16 The developer of that UED has an
17 obligation to provide the non-profit with
18 the creative. So it's a zero cost for
19 the non-profit. We're talking about a
20 level of transformative exposure for
21 these non-profits.

22 The second part of this piece
23 is capital, and the capital piece is that
24 UEDs are about financially empowering
25 non-profits to maintain and revitalize

1 2/24/15 - RULES - BILL 140906, etc.
2 the built environment where they are
3 located. According to the Non-Profit
4 Finance Fund in 2014, 47 percent of
5 non-profits reported a decline in both
6 state and federal funding. That's no
7 surprise. We all see it.

8 Each UED will provide \$5.2
9 million to a non-profit over the life of
10 the UED, those initial non-profits, the
11 Avenue of the Arts for the notes concept
12 on the Bellevue, the Reading Terminal
13 Market at 12th and Arch, and a split
14 benefactor for the Convention Center
15 between Friends of the Rail Park and
16 Avenue North Renaissance.

17 Let's talk about what that
18 money means. The legislation as drafted
19 requires \$125,000 from each UED to go to
20 a non-profit in the base year. It then
21 adds 4 percent escalators per year. So
22 if somebody was going to develop a UED
23 five years from now in 2020, their base
24 year would be 146,000.

25 What's this money mean? How

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2 meaningful is it? That \$125,000, that's
3 approximately just more than a third of
4 the budget of the Avenue of the Arts.
5 That's \$125,000 that can go to
6 maintaining the beautiful ornamental
7 street lights that are there, the pavers
8 that form the crosswalks that are unique
9 to the Avenue of the Arts or the flower
10 beds that line the Avenue of the Arts.
11 It's real dollars, meaningful amounts
12 relative to non-profits, and it's
13 recurring.

14 You know, when you take a look
15 at what this is about, up until a half a
16 decade ago, signs or displays were
17 defined by the information they
18 disseminated. You had on-premise signs,
19 off-premise signs, government signs,
20 political signs. It's time to transform
21 the thinking of not governing signs or
22 regulating based upon a century-old model
23 of what signs disseminate, but rather
24 looking at the fact that this
25 communication that exists today is able

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2 to create a communication platform that
3 can disseminate all different types of
4 communication. And here we are in a city
5 that's got a long history of firsts and
6 the opportunity is to take the
7 well-thought-out, well-planned
8 legislation that's in front of you that
9 has been through an exhaustive review
10 from a lot of different bodies and
11 stakeholders and to create something
12 that's world class, but more importantly
13 than creating something that's world
14 class, creating something that's uniquely
15 Philadelphia.

16 Thank you for your time.

17 COUNCILMAN GREENLEE: Thank you
18 for the presentation. If I could just
19 ask one question. I'm not sure you said
20 this directly. What was -- and I'm sure
21 it was with consultation with the
22 Councilmembers, but deciding on those
23 three locations, what went into
24 specifically those locations?

25 MR. BARTKOWSKI: Sure. There

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2 was a lot of factors that went into the
3 determination of the three initial
4 locations. The first is, if you look at
5 the three sites that we've picked, I
6 think we could agree that all three of
7 them don't have tremendous architectural
8 value. We have a parking garage on the
9 Avenue of the Arts. We have what amounts
10 to a big-box hotel on the corner of 12th
11 and Arch. When it comes to the
12 Convention Center, we wanted to create
13 something at the corner of Broad and
14 Race. It's a very expansive corner.
15 It's visually filled with very hard
16 surfaces between the building itself and
17 the concrete facade. And so to sum up
18 the question is is, we wanted to have
19 properties where the UED implementation
20 would be an enhancement to what's there.

21 COUNCILMAN GREENLEE: All
22 right. Thank you.

23 Councilman Squilla.

24 COUNCILMAN SQUILLA: Thank you,
25 Mr. Chairman.

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2 I know we've been working on
3 this for a real long time, until this
4 morning obviously, but I think we took
5 into consideration a lot of the concerns
6 that everyone had along the way, and I'm
7 under the pure belief that we don't know
8 the key to success, but the key to
9 failure is trying to please everyone. So
10 in that case, we really, really took a
11 lot of heart and information from the
12 Planning Commission, from the
13 Administration, from even Scenic
14 Philadelphia and others while we were
15 going along this path. And, again, not
16 everybody is going to be happy, but I
17 think we found really a compromise that
18 can work. And, again, this just is
19 allowing the UEDs to be in a specific
20 location, and then we got to go back
21 through the process again if each one is
22 going to be individually vetted through
23 all these processes.

24 So, I mean, I want to thank
25 Thaddeus and Ron. And, Ron, if you have

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2 something to add on that, I would
3 appreciate it.

4 MR. PATTERSON: Sure. Thank
5 you. I just wanted to parlay on that
6 that even though the Commission voted not
7 to support it, we continued to work with
8 the staff and work out and work through
9 the amendments that they had recommended,
10 continuing, as you mentioned, to this
11 morning adding in the requirement of the
12 additional PennDOT approval, where
13 applicable, and then also the issue about
14 what happens when the signs run their
15 useful life or they are abandoned, and
16 the concept was to use concepts already
17 in place that are in the code, for
18 example, for sidewalk cafes, pedestrian
19 bridges that project over or encroach
20 upon the rights-of-way where a bond is
21 established in connection with an
22 agreement that's worked out with the Law
23 Department in the appropriate form and
24 amount in the event that that would
25 happen.

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2 COUNCILMAN SQUILLA: Thank you.

3 COUNCILMAN GREENLEE: Thank
4 you.

5 Any other questions?

6 Councilwoman Tasco.

7 COUNCILWOMAN TASCO: I just
8 have two. Would you work with the
9 establishments to design the sign for
10 their facility?

11 MR. BARTKOWSKI: Yeah. In a
12 word, yes. The way the legislation is
13 currently structured, you have to have a
14 minimum of three local designers,
15 architects involved, and that's for the
16 purpose of the legislation. If you look
17 at an implementation that we would be
18 involved in, we have a tremendous
19 resource in the various art schools that
20 are in this city, and I'd like to go to
21 the art schools and get their efforts on
22 each of the UEDs weighing in. I think it
23 would make it a very interesting process
24 and a very interesting outcome.

25 MR. PATTERSON: I might ask you

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2 too, the owners of the properties are
3 also involved in the design, correct?

4 MR. BARTKOWSKI: Yeah. The
5 owners of the properties have ultimately
6 the final say from the relationship
7 between the UED developer and the
8 property owner as to what the design is.
9 So I apologize if I misunderstood your
10 question, but each of the property owners
11 does have to sign off on the design.

12 COUNCILWOMAN TASCO: And I just
13 want to clarify the non-profit idea.
14 Would the non-profits throughout the City
15 be considered or just those non-profits
16 within the area of where the signs would
17 be going, say, Center City?

18 COUNCILMAN SQUILLA: Well, let
19 me just add in one second. I'm sorry,
20 Councilwoman. When we first decided
21 about the signs, my main thing with
22 signage and then also the City's ability
23 to maintain things that we do has been
24 lacking, and what I told Thaddeus is, the
25 only way we do this is if we're able to

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2 maintain the facilities around the area,
3 which I called an impact fee. An impact
4 fee was something that I felt that the
5 people close by who have non-profits in
6 that area would be able to receive some
7 of those funds in order to keep up the
8 surrounding area who were immensely
9 impacted by the UED. Therefore, they
10 would be able then to clean up the
11 streets, maybe light the streets, maybe
12 put shrubbery or things around the areas
13 that they needed. And so we thought that
14 within a certain boundary of the UED, a
15 non-profit in that area should be the one
16 that would be eligible for this type of
17 compromise. And so we actually reached
18 out to some of the non-profits that were
19 close by the sign and see if they would
20 be interested in this concept, and that's
21 how we came up with the people who are
22 involved, if that clarifies that.

23 Thaddeus, if you want to add.

24 MR. BARTKOWSKI: Thank you,
25 Councilman.

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2 If I could just add to that, to
3 answer your question. We have two pieces
4 to the non-profits. We have the
5 financial piece, which Councilman Squilla
6 so eloquently outlined, through a
7 community benefits agreement of putting
8 those money back into the non-profits
9 that serve the areas in the immediate
10 vicinity of the UED. We then have the
11 communication component where each UED is
12 required to have 8 percent of its time
13 for a non-profit. And the answer to your
14 question, it's our perspective that it is
15 not the UED's developer's decision or
16 purview to decide which non-profit should
17 be on which UED at what times, but rather
18 that those UEDs have to be made available
19 to all non-profits for that exposure.

20 COUNCILWOMAN TASCO: All
21 non-profits in the City or all
22 non-profits in the area?

23 MR. BARTKOWSKI: The way the
24 legislation is currently drafted, it just
25 says all non-profits. If Council would

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2 like to amend it to be all non-profits
3 located in the City, I have no objection.

4 COUNCILMAN SQUILLA: I think
5 for the signage point, it's all
6 non-profits in the City, all non-profits,
7 everywhere, would be able to get sign
8 time on that sign, no matter where the
9 non-profit is located. But the actual
10 dollar amount was specifically for local
11 non-profits.

12 MR. BARTKOWSKI: That's
13 correct.

14 COUNCILWOMAN TASCO: Thank you.

15 COUNCILMAN GREENLEE: Thank
16 you.

17 Any other questions?

18 Councilman Henon.

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

21 Very well thought-out and
22 delivered presentation.

23 MR. BARTKOWSKI: Thank you.

24 COUNCILMAN HENON: I think the
25 different concept with the CBAs going to

1 2/24/15 - RULES - BILL 140906, etc.
2 the local neighborhood group is something
3 that at least has, I think, some of our
4 attention.

5 I want to circle back on the
6 license fees. You said there was a
7 \$4,000 license fee for each of the signs;
8 is that correct?

9 MR. BARTKOWSKI: That's
10 correct, and it's due payable on an
11 annual basis.

12 COUNCILMAN HENON: That's an
13 annual basis?

14 MR. BARTKOWSKI: That's an
15 annual basis.

16 COUNCILMAN HENON: Thank you
17 very much.

18 MR. PATTERSON: Councilman,
19 that would be addressed by a bill that
20 would amend the licensing provisions of
21 the code to add --

22 COUNCILMAN HENON: Yes. I see
23 a lot more technical cleanup and
24 additions to this bill to get where you
25 need to go.

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2 And just another question. In
3 just a brief cursory review of the
4 amendments, you talk -- well, it's
5 probably in the original bill. The
6 enforcement of these signs by a third
7 party, L&I, how is that?

8 MR. BARTKOWSKI: We've set up
9 the provisions in the fashion that they
10 could be done by L&I. If Council wanted
11 to see that amended to have a third party
12 do that at possibly even the expense of
13 the developer, we would be amenable to
14 that, but the emphasis, Councilman, is is
15 that measuring the light, as you well
16 know, once you figure out how it should
17 be done, it's really not rocket science.
18 I think the process of getting people to
19 agreement on how it should be measured is
20 more of the hurdle.

21 COUNCILMAN HENON: Well, and
22 what measurements set the automatic
23 dimming devices for the digital displays
24 is what the agreement should be. Look,
25 as long as it's consistent with some of

1 2/24/15 - RULES - BILL 140906, etc.
2 the outdoor digital, outdoor advertising
3 and accessory, non-accessory signs,
4 that's something worth discussing as we
5 move forward.

6 MR. BARTKOWSKI: And the only
7 thing I can add to that, Councilman, is
8 we as a company operate the second
9 largest digital signage network in the
10 region, and the provisions of 0.3
11 foot-candles above ambient light level is
12 what we use to function on all of our
13 displays, and we had not only no issues
14 with it, but we've also found that at
15 that level, we also conform to existing
16 municipal light spillover regulations.

17 COUNCILMAN HENON: And I agree.
18 I think that, as you well know, the
19 measurement nationally with some of these
20 digital displays are in nits, because
21 having the conversion in both of them in
22 the legislation and having it at the 0.3
23 or 0.03 above ambient light is, I think,
24 absolutely the way to go.

25 MR. BARTKOWSKI: Thank you.

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2 COUNCILMAN GREENLEE: Thank
3 you, Councilman.

4 Any other questions or
5 comments?

6 (No response.)

7 COUNCILMAN GREENLEE: Seeing
8 none, thank you both very much. Thank
9 you for your participation.

10 MR. BARTKOWSKI: Thank you for
11 your time.

12 COUNCILMAN GREENLEE: Ms.
13 Marconi, our next panel.

14 THE CLERK: John McNichol,
15 Albert Mezzaroba, and Paul Beideman.

16 (Witnesses approached witness
17 table.)

18 COUNCILMAN GREENLEE: Good --
19 it's still morning. Good morning.
20 Mr. McNichol, I think you were called
21 first, so if you want to start.

22 MR. McNICHOL: Thank you,
23 Mr. Chairman, members of the Committee.
24 It's my pleasure to be with you here.
25 Still morning, Mr. Chairman.

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2 COUNCILMAN GREENLEE: Barely.

3 MR. McNICHOL: I'm John

4 McNichol, President and CEO of the

5 Pennsylvania Convention Center Authority.

6 I'm here today on behalf of our Board of

7 Directors and for myself to endorse the

8 legislation before the Committee and urge

9 its passage. I want to thank Councilman

10 Squilla for his hard work on the

11 legislation and recognize that his

12 efforts had answered a lot of questions

13 at our Board level to get us comfortable

14 with where we are.

15 I'll be as brief as possible,

16 Mr. Chairman, and make myself available

17 to the Committee individually or whenever

18 it would be necessary.

19 I'd like to go back and explain

20 just very quickly the need that we have

21 at the Convention Center. As you know,

22 the Convention Center was expanded in

23 2011 with an investment of somewhere in

24 the order of \$789 million, Pennsylvania

25 taxpayer dollars. It went into expanding

1 2/24/15 - RULES - BILL 140906, etc.
2 the facility up to its current boundaries
3 at Broad Street. That was a major public
4 works project. Actually, the largest in
5 the history of the Commonwealth of
6 Pennsylvania, and in doing so, believe it
7 or not, the planners did not necessarily
8 contemplate some of the needs for things
9 like digital signing along Broad Street.

10 So we have this beautiful
11 expansion and this wonderful presence on
12 Broad Street. However, you could drive
13 right past it and not know it was the
14 Convention Center if you were from out of
15 town. So we literally had a branding
16 need and a digital signage need there.

17 We did have in our capital
18 budget \$950,000 to address digital
19 signage on the facility, and we were
20 contemplating various treatments. We had
21 some lighting design and signage
22 companies come in, give us some
23 recommendations and, frankly,
24 Mr. Chairman and members of the
25 Committee, it was all fairly uninspiring.

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2 Because of the setback at the front face
3 of our building on Broad Street, anything
4 that we were to put on the front of the
5 building you would likely drive by
6 without noticing. It, frankly, would
7 have been -- most of the treatments that
8 we received were fairly static. Anything
9 that we would have done to the Broad and
10 Race corner outside, again, would have
11 been fairly pedestrian treatment. It
12 would have been sort of a big pole with a
13 big lighted sign on it. You could get
14 someone creative, but you couldn't get as
15 creative as what was brought to us by the
16 folks at Catalyst Outdoor in their
17 presentations.

18 I should mention to the
19 Committee that we did a lot of due
20 diligence, we, the Convention Center
21 Authority and our Board, in analyzing
22 this from a holistic perspective about
23 what our needs were and how we could meet
24 those needs in the most responsible way
25 possible. Understanding that everyone in

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2 the room here practically is a fiduciary
3 of the taxpayers in some form or fashion,
4 we take that charge very seriously. And
5 to that end, the Board had some
6 requirements.

7 One is that if we were to enter
8 into this partnership under the UED
9 program and allow the signage on Broad
10 and Race, which we were inclined to do,
11 it would give us the opportunity to first
12 forego the expense of \$950,000 of capital
13 expense that we could redirect to other
14 important projects in the Center. That's
15 a key. So right off the top, we have
16 that savings in our quiver. That's
17 something that I think is meaningful.

18 In addition to that, the
19 promise of the guarantees under the lease
20 and rent agreements would be 150,000
21 minimum each year, or 27 percent of the
22 gross revenues generated by the signage.
23 That's meaningful and that would be a
24 meaningful return on taxpayer investment
25 back to the Center for other uses.

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2 That's in addition to the non-profit
3 contributions that's already been
4 discussed.

5 We also feel the need by
6 putting branding on the building, you'll
7 notice that the proposed treatments and
8 future treatments would likely have the
9 Pennsylvania Convention Center logo or
10 name type on the actual sign, giving us
11 badly needed signage on Broad Street. So
12 that's something that's very important.

13 The Board was concerned about
14 and got satisfaction in our discussion
15 and in our term sheet with Catalyst or
16 proposed term sheet with Catalyst content
17 control. It's very important to us as it
18 would be to members of the Committee and
19 City Council that we control the content
20 and make sure that only appropriate
21 content would be broadcast on that
22 signage in front of our building.

23 Some things that the Committee
24 may not have considered but I'd like to
25 offer because I think it sets us apart as

1 2/24/15 - RULES - BILL 140906, etc.
2 a somewhat unique actor in this play is
3 that we have customers coming in from all
4 over the country. They have many
5 choices. They could choose other
6 facilities around the country. When they
7 choose Philadelphia over Boston or over
8 Washington, DC or Baltimore or other
9 places, Chicago, they come with an
10 expectation of certain amenities that a
11 building will bring. We don't have
12 digital -- we don't have a sufficient
13 digital package for those customers
14 today. We would love to be able to
15 enhance that. It's an up-sell
16 opportunity for us. It's also becoming
17 something of an expectation. It would be
18 nice for Philadelphia and the
19 Pennsylvania Convention Center to
20 actually be the first.

21 To Councilwoman Bass's
22 question, I know that you noticed that it
23 was something we'd actually have the
24 opportunity to lead on. It would be nice
25 for our Convention Center to lead the way

1 2/24/15 - RULES - BILL 140906, etc.
2 and to have a unique type of branding and
3 signage outside the building. I think it
4 would be a great amenity for our
5 customers and it would be a great
6 platform for them to see more of the
7 Center.

8 Other distinguishing
9 characteristics of the Center I think
10 that are very important and that's an
11 exciting alternative to the otherwise
12 uninspired treatments that we discussed,
13 we'll include it in our marketing
14 materials, and we believe it will
15 actually draw even more customers to the
16 Center. We believe it will raise public
17 profile to some of what we call our gate
18 shows, our short-term shows. So like the
19 Flower Show that's coming to town this
20 week and the Auto Show. Those are public
21 access shows that people can buy tickets
22 to, but you'd be surprised how many
23 people call us and say, "When is the
24 Flower Show" after the fact. Just having
25 that opportunity out front could

1 2/24/15 - RULES - BILL 140906, etc.
2 potentially draw in ticket purchasers,
3 which actually drive revenue for us on
4 the food and beverage side and other
5 opportunities. And I think it also helps
6 to bring some public awareness to the
7 Convention Center. A lot of folks, even
8 City folks, may not really be familiar if
9 they haven't visited the Center that
10 that's what it is.

11 So we want to be proud of the
12 Pennsylvania Convention Center. We see
13 this as a way to brand our building and
14 to make it express the wonderful nature
15 of what it is.

16 The Board went through a very
17 deliberative process. I'll try and
18 accelerate this for you, but understand
19 that the Board deliberated, two
20 subcommittees of our Board of Directors,
21 the Capital Improvements Committee and
22 our Administration and Management
23 Committee. Both deliberated, both heard
24 testimony on the matter and
25 presentations. Catalyst was very helpful

1 2/24/15 - RULES - BILL 140906, etc.
2 in providing that information to our
3 Board members and our committees. Both
4 subcommittees of the Board passed
5 unanimously resolutions and forwarded
6 them to the Board. The Board then
7 unanimously voted to approve and empower
8 myself as President and CEO to enter into
9 a lease agreement, all, of course,
10 contingent upon future approvals, first
11 thing City Council.

12 So we've done an awful lot like
13 that. I mentioned our fiduciary
14 responsibility. At the end of the day,
15 I'm driven by one thing. We changed our
16 capital program so that it's a
17 reinvestment strategy. It's got to
18 either save the taxpayers money, it's got
19 to make the taxpayers money, and if it
20 doesn't do those two things at the same
21 time, then, frankly, it's not a priority
22 for us. But this is a nice way for us to
23 work through our capital program to
24 enhance the customer experience and grow
25 the business at the Pennsylvania

1 2/24/15 - RULES - BILL 140906, etc.
2 Convention Center. So I'm proud to
3 enthusiastically support the legislation
4 and thank the Committee for its time.

5 COUNCILMAN GREENLEE: Thank
6 you, Mr. McNichol. We'll hear from all
7 three and then we'll have questions.

8 MS. MEZZAROBA: Thank you,
9 Mr. Chairman, members of the Committee.
10 I'm here as Chairman of the Reading
11 Terminal Market Corporation. We are a
12 non-profit 501(c)(3). Although unlike --

13 COUNCILMAN GREENLEE: Identify
14 yourself for the record.

15 MR. MEZZAROBA: Oh, Albert
16 Mezzaroba. I'm sorry. I should have
17 known that.

18 COUNCILMAN GREENLEE: You know
19 how this works out, come on.

20 MR. MEZZAROBA: I'm rusty.

21 So I am here on twofold. One
22 is as an affected neighbor. The sign is
23 going to be placed on the opposite corner
24 from the Terminal, and as a neighbor and
25 not only a neighbor but the Terminal is

1 2/24/15 - RULES - BILL 140906, etc.
2 probably considered a jewel of the 19th
3 century, is the greatest tourist
4 attraction right now in Philadelphia.
5 Last year we had six and a half million
6 people through it. So it's always very
7 important to the Terminal and its Board
8 and its merchants to understand what's
9 going in and around us. And I think the
10 one thing the Convention Center has
11 proven is that you can mix the old and
12 the new and come up with something that's
13 much better. And, again, following on
14 many of the questions here earlier,
15 including Councilwoman Bass, I think to
16 be the first one into the digital age on
17 the edge of something that goes back to
18 the 19th century and the 1850s is just
19 something that puts Philadelphia above
20 and beyond every other jurisdiction.

21 The second reason why I'm here
22 to support this is obviously, as you see
23 on the slides from Catalyst, we will be
24 the beneficiary, the Reading Terminal
25 Market Corporation, of some of the

1 2/24/15 - RULES - BILL 140906, etc.
2 revenue that comes back as a
3 non-for-profit. And one of the greatest
4 challenges that we have is maintaining
5 and operating a building that's over 150
6 years old. The City under former
7 Councils forced the Convention Center
8 Authority in the '80s to rebuild the
9 Market. They did a great job, but that's
10 coming on 30 years, but no one left us
11 with a capital account. So we kind of do
12 the best we can. We raise some money, we
13 borrow some money, and I think we're
14 doing a fine job, but many of the
15 improvements that the City and the
16 Convention Center Authority did in the
17 '80s are coming to end of life. So
18 rather than add four to five dollars a
19 foot to the existing merchants, this
20 would be just a godsend for us to fund
21 our capital into the future.

22 Thank you.

23 COUNCILMAN GREENLEE: Thank
24 you, sir.

25 Mr. Beideman.

1 2/24/15 - RULES - BILL 140906, etc.

2 MR. BEIDEMAN: Thank you,
3 Councilman Greenlee and Committee
4 members.

5 COUNCILMAN GREENLEE: A little
6 closer to the microphone, please.

7 MR. BEIDEMAN: I'm Paul
8 Beideman, President of the Avenue of the
9 Arts Incorporated, and it's my pleasure
10 to be here this morning to speak on
11 behalf of this initiative. I'd also like
12 to mention that also who have come today
13 is Tom Lynch, the former President of the
14 Union League, Amanda Giddings, who is
15 sales manager for the Capital Grille, and
16 Tim Moyer, who is a resident of Symphony
17 House but also is the volunteer leader of
18 our 1,500 members Friends of the Avenue
19 of the Arts, and we're here basically
20 today to enthusiastically support the
21 proposal.

22 Avenue of the Arts Inc. has
23 been around for 20 years and its primary
24 job is to work with the stakeholders of
25 the Avenue of the Arts to focus on what

1 2/24/15 - RULES - BILL 140906, etc.
2 we can do with our public and private
3 partners to support the public
4 environment and to market to drive
5 traffic to this economic engine.

6 The Avenue of the Arts
7 generates well over three -- I'm sorry;
8 three-quarters of a billion dollars of
9 economic impact annually, has over 1.1
10 million visitors, and its reputation you
11 all know. Through this process of
12 working with our stakeholders, we really
13 had an opportunity to do some meaningful
14 due diligence, I think, on this project.
15 We've had multiple discussions and
16 presentations at our Board of Directors.
17 We have worked with the Executive
18 Committee of the Friends of the Avenue of
19 the Arts, who are an all-volunteer
20 organization of folks that live or work
21 on the Avenue. We have a monthly Council
22 meeting of stakeholders from all of the
23 businesses and venues on the Avenue of
24 the Arts to discuss issues that are
25 important to the stakeholders, and

1 2/24/15 - RULES - BILL 140906, etc.
2 obviously this initiative has been on
3 that agenda for quite some time, and we
4 have reached out certainly on an
5 individual basis to business leaders and
6 stakeholders on the Avenue to seek their
7 opinion as well.

8 As a result of all those
9 discussions, our Board of Directors and
10 the Executive Committee of the Friends of
11 the Avenue of the Arts are very, very
12 optimistic and positive about approving
13 this recommendation. We feel that it
14 will be additive to the whole quality and
15 the image of the Avenue of the Arts. It
16 will be a revenue generator for the City.
17 It will promote both the not-for-profits,
18 which there are a significant number on
19 the Avenue in terms of the venues, the
20 businesses there, but also provide a
21 broad opportunity for other
22 not-for-profits within the City.

23 The funds that have been
24 committed to the Avenue of the Arts
25 organization to help support the public

1 2/24/15 - RULES - BILL 140906, etc.
2 environment is a game-changer. The list
3 of things that need to be done is almost
4 infinite, and it's always a challenge to
5 be raising money to figure out what the
6 right priorities are, and to generate
7 this money to community organizations as
8 a predictable, sustainable source of
9 funds is powerful in terms of the
10 organization to be able to do what needs
11 to be done to maintain and enhance the
12 safety, attractiveness, beauty of this
13 very, very important asset for the region
14 and the City and to help market to
15 support the businesses and the future
16 development that's ongoing there.

17 In terms of the discussion that
18 was going on earlier around the
19 perception and risk of having these types
20 of things in the market generally, I
21 would just like to point out to you that
22 for years now there has been the
23 advertising cube on the Kimmel Center
24 itself, which is lit all hours of the day
25 and night, and there's really been

1 2/24/15 - RULES - BILL 140906, etc.
2 nothing but positive associated with
3 that. The opportunity here is to broaden
4 that out. That device, for obvious
5 reasons, is used primarily for the Kimmel
6 Center and its events. This broadens out
7 that opportunity to other organizations
8 on the Avenue and throughout the City to
9 advertise and create awareness.

10 Also, lastly, each night every
11 night of the week between City Hall and
12 Pine Street we light every building on
13 the Avenue. And if you walk down there
14 and you see it, it's a beautiful thing.
15 It enhances the image and the experience.
16 So from my perspective, this isn't really
17 new, and the checks and balances that are
18 being discussed and put into place by
19 Council and the Commission and the Arts
20 Commission, all these, will assure that
21 this thing is done with the highest level
22 of quality. And with the involvement
23 that we have with Catalyst Outdoor and
24 the strength of our Councils and our
25 Boards, we're comfortable that the thing

1 2/24/15 - RULES - BILL 140906, etc.
2 is going to be executed with the highest
3 quality possible.

4 Lastly, we've generated, after
5 reaching out to the 1,500 friends, we've
6 generated about 140 letters of positive
7 support in favor of the initiative.

8 So thank you.

9 COUNCILMAN GREENLEE: Thank you
10 all very much.

11 Mr. Beideman, let me just start
12 with you. You talk about what you've
13 done between City Hall and Pine. You
14 also include the Avenue of the Arts
15 North, right, I assume? Are you involved
16 with that or is that a separate?

17 MR. BEIDEMAN: Yes. We've been
18 involved --

19 COUNCILMAN GREENLEE: A little
20 more in the microphone.

21 MR. BEIDEMAN: Yes. For years
22 we've been involved with North Broad
23 Street as well, but as Avenue Renaissance
24 North forms as a separate organization,
25 our organization becomes more focused

1 2/24/15 - RULES - BILL 140906, etc.
2 more exclusively on South Broad. We
3 continue to work with the folks that are
4 trying to get that organization built so
5 that we can do everything we can to
6 support its growth and its future
7 success, and we're also continuing to
8 work on the North Broad Street lighting
9 and landscaping initiative, which is
10 undertaken right now. I attend regular
11 project meetings for that and continue to
12 support that effort. But as time goes
13 on -- and I believe focus is a good
14 thing -- that there will be more focus
15 dedicated by Avenue Renaissance North to
16 North Broad Street and the Avenue of the
17 Arts Incorporated organization focusing
18 on south.

19 COUNCILMAN GREENLEE: Okay.
20 The reason I raise that, you talk about,
21 again, all the lighting you've done, and
22 I know there's a difference of opinion on
23 this, but I've always thought that
24 lighting adds kind of vitality and thus
25 vitality adds people. That's what we

1 2/24/15 - RULES - BILL 140906, etc.
2 want. And you certainly see people South
3 Broad. It's still a struggle sometimes a
4 little bit when we go north. So I was
5 wondering -- maybe, Mr. McNichol, you can
6 comment -- as far as that kind of adding
7 obviously the funding and the
8 advertising, all that, but just the
9 activity issue, if you will.

10 MR. McNICHOL: Yeah.
11 Mr. Chairman, it's a great point. That
12 part of the building is truly -- it's
13 fairly sterile right now. It just
14 doesn't have a lot of accent lighting.
15 It has street lighting obviously for
16 safety and security purposes, but there's
17 no pop to it, I mean, to use a scientific
18 term. So when we have 235,000 people
19 come through the Flower Show and 250-some
20 thousand people come through the Auto
21 Show and the whole thing and they're
22 working into the early evening hours, I
23 mean, just imagine how much more electric
24 that front of the building would be than
25 it is. We have an LED curtain wall that

1 2/24/15 - RULES - BILL 140906, etc.
2 can give you some nice lighting and
3 different treatments, but nothing would
4 pop like this would pop. And I think it
5 would also be something for a customer to
6 come to town, they're spending hundreds
7 of thousands of dollars, they ought to at
8 least be able to see their logo in front
9 of the building just welcoming guests.
10 So if we have the nephrology convention
11 coming in with 25,000 kidney doctors, you
12 know, it would be nice to recognize their
13 contribution to our economy, because
14 they're generating on the order of 45
15 million in economic impact to the City.
16 I think they certainly deserve to have
17 some branding associated with it.

18 So I agree with you. I think
19 it would certainly liven up our neck of
20 the woods on Broad Street, but I think it
21 would be done in a tasteful way and in a
22 way that wouldn't be gaudy in any sense.

23 COUNCILMAN GREENLEE: And,
24 again, that would be guided by all the
25 various steps you have to take to finally

1 2/24/15 - RULES - BILL 140906, etc.

2 have this approved, right?

3 MR. McNICHOL: Absolutely. And
4 we're a very conservative Board. Our
5 Board is a very conservative group by
6 nature. I mean, we walk slowly. I
7 mentioned that we take our responsibility
8 to the taxpayers very seriously. So this
9 will be a very calculated approach as it
10 has been. Many, many hours and meetings
11 have gone behind this from our Board's
12 involvement and our staff. So I assure
13 the Committee that we'll continue with
14 that due diligence and make sure we're
15 responsible citizens.

16 COUNCILMAN GREENLEE: Okay.
17 Thank you. By the way, I like the word
18 "pop." I understand that much more than
19 nits.

20 MR. McNICHOL: I'm a nitwit, I
21 guess.

22 COUNCILMAN GREENLEE:
23 Councilman.

24 COUNCILMAN SQUILLA: Mr.
25 Chairman, I just want to add to -- I

1 2/24/15 - RULES - BILL 140906, etc.
2 believe there's somebody here from Avenue
3 North Renaissance, but if not, they sent
4 a letter of support also, who is going to
5 help and hopefully make North Broad
6 Street pop a little more than it is right
7 now. So hopefully that will all work
8 out.

9 COUNCILMAN GREENLEE: And I
10 know the Council President has been
11 working that out for a long time.

12 COUNCILMAN SQUILLA: Yes.

13 COUNCILMAN GREENLEE: Any other
14 questions or comments?

15 Councilman Henon.

16 COUNCILMAN HENON: Thank you,
17 Mr. Chair, and thank you, gentlemen, for
18 your testimony. I just want to make a
19 few quick comments to Mr. McNichol and I
20 just want to congratulate you on your
21 exemplary performance at the Convention
22 Center as of lately in changing your
23 strategy. I was just at a -- stopped by
24 a manufacturing conference that was just
25 here last week, within the last week and

1 2/24/15 - RULES - BILL 140906, etc.
2 a half, and 5,000 participants, over 400
3 vendors, and the Chairperson and the
4 Executive Director of that show said this
5 is their first time here in Philadelphia
6 and they had such a wonderful experience
7 that they will be back next year.

8 So I think your comments here
9 and the way you and your team has
10 strategized, the new tactics and the
11 visitor to the Convention Center
12 experience has been the first-class
13 product, which we deserve as a
14 first-class city. So I take all what you
15 say at the highest regard, and the proof
16 is in the pudding. You have certainly
17 increased bookings. You have changed the
18 way our labor force is produced as a team
19 in continuity, and it's producing a lot
20 of revenue opportunities for us.

21 So with that being said, I want
22 to bridge into today and the UEDs here.
23 You had mentioned in your comments and
24 your testimony that you're going to be
25 able to save \$900,000 in capital. Can

1 2/24/15 - RULES - BILL 140906, etc.
2 you explain a little bit on that?
3 Because I think that's great, where those
4 resources could be put to other
5 friendlier -- well, I wouldn't say more
6 friendlier experience, but having another
7 experience that people who use our
8 Convention Center will have.

9 MR. McNICHOL: Absolutely. So
10 we'll take and divert what we would have
11 otherwise spent, 950,000, thereabouts, on
12 the digital signage on the front of the
13 building. We'll be able to put that
14 money back into our capital budget and
15 we'll be able to reallocate that for more
16 important projects related to the
17 expansion.

18 For instance, we'll be spending
19 \$900,000 this year on high-density WiFi
20 throughout the expanded portion of the
21 facility. Why do we have to do that?
22 Because we're going to have the World
23 Meeting of Families and Pope Francis
24 coming to town and then we're going to
25 back it up in 2016 with the Democratic

1 2/24/15 - RULES - BILL 140906, etc.
2 National Convention coming to town. And
3 so the demands on the building are not
4 going to get less; they're going to get
5 significantly harder for us. But those
6 challenges are easy challenges to face
7 given the fact that the business, as you
8 mentioned, Councilman Henon, is really on
9 an exponential climb. We've booked,
10 since May of last year, 28 new major
11 citywide shows worth 850 million in
12 economic impact to the region. We have
13 never seen that kind of growth in the
14 history of the Convention Center dating
15 back to 1993. We've never seen this much
16 interest in that facility and we've never
17 seen greater cooperation to a person, to
18 an organization from our show labor force
19 all the way through to our Convention and
20 Visitors Bureau, hoteliers, Reading
21 Terminal Market, all of our partners in
22 the region that make the Convention
23 Center such a wonderful experience. We
24 now have a model in place that's proven
25 that it can work.

1 2/24/15 - RULES - BILL 140906, etc.

2 The customer that you mentioned
3 was Pack Expo East came here. It's a box
4 manufacturing packaging convention and
5 exhibits. Not only are they coming back;
6 they're booked now for three more years,
7 '17, '19, and '21 as a result not of
8 anything that I did but of the team
9 effort that resulted in a very, very
10 positive experience for their attendees
11 and their exhibitors. So I thank you for
12 coming over and visiting that show, but
13 understand that the economic impact of
14 the show this year was over \$25 million
15 to the region for that show coming.
16 We're going to take it from a two-hall
17 show to what I believe will be a
18 four-hall show by 2019, and they're going
19 to be great partners with us.

20 COUNCILMAN HENON: I mean,
21 you're going to increase such foot
22 traffic and people in and out of the
23 facility and using and patronizing a lot
24 of our local restaurants and shows.

25 MR. McNICHOL: I've got a

1 2/24/15 - RULES - BILL 140906, etc.
2 million square feet of exhibit space that
3 I want to fill every day, and the
4 practical matter is that we have to draw
5 people in, right? These customers come
6 to Philadelphia on a cycle. We had not
7 been doing a good job in the past in
8 retaining those customers. Some
9 customers were not coming back or they
10 were cancelling or they weren't
11 considering Philadelphia. They're
12 considering Philadelphia now. So we're
13 really on an aggressive path to make
14 sure -- and remember what I said earlier.
15 If it doesn't save the taxpayers money or
16 make the taxpayers money, we're really
17 not putting it on our priority list.
18 This will do both. This will save the
19 taxpayers 950,000 just to start in
20 capital investment, not to mention the
21 cost of maintenance and utilities to
22 maintain and keep the signs going if we
23 had to pay for them ourselves. So that's
24 just a start. Then you add the layer of
25 revenue-sharing that would come with the

1 2/24/15 - RULES - BILL 140906, etc.
2 rent or lease agreement associated with
3 the signage on our property, and we're
4 looking at probably on the magnitude of
5 at least a \$6 million net savings over
6 the course of the program, more likely
7 somewhere in the neighborhood of 10 to 15
8 million.

9 COUNCILMAN HENON: And this
10 obviously fills with the Art Commission's
11 approval, it fulfills some of your public
12 art obligation?

13 MR. McNICHOL: Absolutely. We
14 also are going to be dedicating -- as
15 part of the expansion, we're working with
16 the City and the Art Department of the
17 City, PAFA as well as the Commission on
18 the Arts, the Pennsylvania Commission of
19 on the Arts. We'll be investing
20 somewhere in the order of a million two
21 in art in the expanded project. So this
22 will help us there too. So we're really
23 in great shape right now. This program
24 would be a major boost for our capital
25 program. It would allow us to put things

1 2/24/15 - RULES - BILL 140906, etc.
2 right back to make us more competitive
3 with peer facilities around the country,
4 make Philadelphia the great choice for
5 what it is.

6 COUNCILMAN HENON: Thank you.
7 I have no further questions.

8 COUNCILMAN GREENLEE: Thank
9 you, Councilman.

10 I should mention for the record
11 the letters that were mentioned in
12 support of this will be made part of the
13 overall record.

14 Any other questions?
15 Councilwoman Tasco.

16 COUNCILWOMAN TASCO: I'd just
17 like to thank our Executive Director from
18 the Convention Center. He's doing a
19 great job, and we appreciate all the new
20 activity over there. Thank you.

21 MR. McNICHOL: Thank you,
22 Councilwoman.

23 COUNCILMAN GREENLEE: Any other
24 questions or comments?

25 (No response.)

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE: Seeing
3 none, thank you all very much.

4 MR. McNICHOL: Mr. Chairman, I
5 have my Board resolution. Could I have
6 that read into the record, please.

7 COUNCILMAN GREENLEE: Sure.
8 That will be made part of the record.

9 Ms. Marconi, I think we have
10 one more panel. You want to call the
11 other panel, please.

12 THE CLERK: Addisu Habte and
13 Bruce Marks, Jeff Braff, and Michael
14 McGettigan.

15 (Witnesses approached witness
16 table.)

17 COUNCILMAN GREENLEE: Whoever
18 would like to come up first.

19 Why don't you just -- we'll
20 call you up.

21 Who would like to go first?
22 Please identify yourself and proceed.

23 MR. MARKS: My name is Bruce
24 Marks. My unit is at 201 North Broad
25 Street, directly across from the proposed

1 2/24/15 - RULES - BILL 140906, etc.
2 UED on North Broad Street. I support the
3 proposed UED. I believe it will help the
4 vibrancy of North Broad Street and the
5 non-profit organizations in that area.

6 Thank you.

7 COUNCILMAN GREENLEE: Thank
8 you.

9 Who would like to go next?

10 MR. HABTE: Hi. How are you?
11 My name is Addisu Habte and I'm the owner
12 of Jake's Pizza located directly across
13 the street where the UED will be going on
14 Broad and Race, and I'm actually looking
15 forward to this UED going up. I think it
16 will bring more people to that corner.

17 Being the main entrance, even
18 though the facade of the Convention
19 Center is located on Broad Street, but
20 actually technically the main entrance of
21 the Convention Center is located at 12th
22 and Arch, and the majority of the
23 convention actually takes place there.
24 But to bring some kind of an advertising
25 of that magnitude, an art piece to the

1 2/24/15 - RULES - BILL 140906, etc.
2 corner of Broad and Race, will really
3 help our area and light up that area
4 significantly, and I'm actually looking
5 forward to it. And I want to thank
6 Catalyst for taking their time to get us
7 involved and implementing this program.

8 Thank you.

9 COUNCILMAN GREENLEE: Thank
10 you.

11 Sir.

12 MR. BRAFF: Good morning.

13 COUNCILMAN GREENLEE: Good
14 morning.

15 MR. BRAFF: Jeff Braff,
16 President of Center City Residents
17 Association. We are a 501(c)(3)
18 non-profit, one of the registered 564
19 non-profits in the City that you saw on
20 the screen. So I guess we'll get our
21 minute in the sun. We're not slated to
22 get money, but we will get under the
23 proposal -- I assume we'll be a
24 beneficiary of an opportunity to display
25 what we do on the screens.

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2 Nonetheless, Center City
3 Residents Association joins with the
4 Planning Commission in opposition to the
5 UED overlay. To their credit,
6 Mr. Bartkowski and his team made a
7 presentation very similar to that which
8 you saw here today to my Board, about 30
9 members in attendance, discussion
10 afterwards. The Board was unanimous in
11 its opposition to the concept.

12 Mr. Henon has been working for
13 more than a year on non-accessory
14 billboards -- three years. And this is
15 designed as an overlay. Let's be clear.
16 This will be an exemption from the
17 legislation that Mr. Henon and his group
18 has been working on for many years. We
19 had already an exception, an overlay on
20 Market East, and the rationale for that
21 was that that was going to promote
22 economic development in Market East. No
23 such rationale here. We're talking about
24 very vibrant locations that are already
25 developed.

1 2/24/15 - RULES - BILL 140906, etc.

2 You all saw the presentation.

3 I saw a number of you were kind of
4 mesmerized by it. Many of you probably
5 seen it before. These things could be
6 kind of cool, no question about it. And
7 the amendments, Councilman Squilla, I
8 think a lot of those are very good
9 amendments and substantially improved the
10 proposed bill. But at the end of the
11 day, folks, these are giant commercial
12 billboards that are going to be in very
13 prominent places. And when I say
14 "giant," we're talking about 58 feet in
15 the legislation. That's six stories.

16 CCRA did not oppose the cube in
17 front of the Kimmel Center that
18 Mr. Beideman talked about before. Just a
19 whole different scale. And, Councilwoman
20 Bass, when you asked about what was in
21 the Planning Commission's mind as to why
22 they opposed it and Mr. Jastrzab talked
23 about the Commission said it was -- they
24 had concerns about the impact on the
25 public realm, their focus there was on

1 2/24/15 - RULES - BILL 140906, etc.

2 the size and the height of these and the
3 enormity, and 70 percent of the content
4 is going to be commercial. Let's not
5 forget that.

6 I have nothing more to add, but
7 I hope that adds a little bit of insight.
8 I don't know what the Commission was
9 thinking about, but I can tell you what
10 my Board members were thinking.
11 Fifty-eight feet of commercial
12 advertising in your face -- it's very
13 different than what we have at the Kimmel
14 Center, and I'm sure we could do
15 something a lot that would be good for
16 the Convention Center. It doesn't have
17 to be so gargantuan and in your face.

18 Thank you.

19 COUNCILMAN GREENLEE: Thank
20 you. Mr. Braff, let me just ask one
21 question. I know in fairness, you guys
22 have been very consistent on this, but
23 for the most part -- and I know you said
24 you didn't oppose the Kimmel site, but
25 you've pretty much been against any kind

1 2/24/15 - RULES - BILL 140906, etc.
2 of real advertising, lighted advertising,
3 in the neighborhood, right? Because I
4 remember when I came to the civic
5 association with the newsstand, which was
6 clearly a lot less bright, large than
7 this is, and I kind of heard the same
8 argument, you know, that it was too
9 bright and it was going to be distractive
10 and it was overbearing. Now, I don't
11 think anybody since those things have
12 been put up have used any of those words,
13 but -- at least that I know of. Nobody
14 has said it to me.

15 MR. BRAFF: And we haven't seen
16 what was contemplated. All we have now
17 is the --

18 COUNCILMAN GREENLEE: Right.
19 Well, but I mean, how can I put this? It
20 is Center City, and isn't that
21 different -- don't you have to consider
22 that it's different from a lot of the
23 other neighborhoods in the City?

24 MR. BRAFF: Absolutely.
25 Absolutely. It adds to the vibrancy.

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE: Right.

3 Okay. So you do consider that when you
4 make a decision?

5 MR. BRAFF: Absolutely. But
6 we're talking here six-story high
7 structures, three-dimensional, in your
8 face, in very prominent areas, and we
9 don't think it's appropriate.

10 COUNCILMAN GREENLEE: Okay. I
11 appreciate your opinion.

12 Councilwoman Bass.

13 COUNCILWOMAN BASS: I just
14 wanted to go back and, as I understand,
15 just to clarify that. PennDOT, the
16 Planning Commission, and the Art
17 Commission would have to approve it
18 before the design would be found
19 acceptable to go into a location. So
20 it's not like a six-foot big-old thing
21 would just drop into a neighborhood over
22 night.

23 MR. BRAFF: They're not going
24 to approve the advertising that's going
25 to appear on it.

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILWOMAN BASS: Right; not
3 the advertising. The actual --

4 MR. BRAFF: What you saw with
5 Council President Clarke up there, you
6 didn't see any commercials. What you saw
7 were nice things that were kind of cool.
8 I think there's a distinction between
9 those two.

10 COUNCILWOMAN BASS: Okay. All
11 right. Thank you.

12 COUNCILMAN GREENLEE:
13 Councilman Squilla is going to come over
14 here because the mike isn't working.

15 We'll get to you, sir. You'll
16 be next.

17 COUNCILMAN SQUILLA: Just one
18 question. I know you heard the
19 amendments that we did add about approval
20 of the Art Commission.

21 MR. BRAFF: And PennDOT, which
22 I think is an excellent idea. We don't
23 want to jeopardize that funding.

24 COUNCILMAN SQUILLA: Exactly.
25 So now we know that that will be taken

1 2/24/15 - RULES - BILL 140906, etc.
2 care of, and hopefully you could bring
3 that back to your Board and let them
4 understand that we took under
5 consideration your concerns and added
6 them to the legislation.

7 Thank you.

8 COUNCILMAN GREENLEE: Thank
9 you.

10 Any other questions?
11 Councilwoman Tasco.

12 COUNCILWOMAN TASCO: I just
13 think that for the presentation they were
14 ideas, but not the definite. So
15 certainly the community would have a say
16 in what and size in terms of what will go
17 in the Center City area and particularly
18 along Market Street where it is becoming
19 more commercial and we need some vibrancy
20 in Philadelphia to wake us up. We look
21 like a big country town. So it doesn't
22 help to have a little bright time some
23 place. But I don't live in Center City,
24 so I understand what you're talking
25 about, but certainly your input would be

1 2/24/15 - RULES - BILL 140906, etc.

2 very important.

3 Thank you.

4 MR. BRAFF: Thank you,

5 Councilwoman.

6 COUNCILMAN GREENLEE: Thank

7 you.

8 Any other questions or

9 comments?

10 (No response.)

11 COUNCILMAN GREENLEE: Seeing

12 none, thank all three of you.

13 Sir, you want to come up.

14 Is there anyone else here other

15 than this gentleman that wants to

16 testify?

17 (No response.)

18 COUNCILMAN GREENLEE: He'll be

19 the final one.

20 (Witness approached witness

21 table.)

22 COUNCILMAN GREENLEE: Please

23 identify yourself for the record and

24 proceed.

25 MR. McGETTIGAN: Good

1 2/24/15 - RULES - BILL 140906, etc.
2 afternoon, Mr. Chairman and members of
3 the Rules Committee. My name is Michael
4 McGettigan, born and raised in
5 Philadelphia, as was my dad, grand-dad,
6 and my son, who just finished 12 years of
7 Philly public schools and just got into
8 Haverford College on a pretty decent
9 ride. We won't go too broke.

10 So I guess there's been an
11 attempt to kind of go into minutia, you
12 talking about nits and little bits of
13 measurement, and I want to say -- you
14 know, I brought this little -- you may
15 have noticed the TV on a stick I brought
16 to give you a little sense of it, and I
17 would say I feel that that definitely
18 cheaped the feel of this room and is an
19 ugly distraction, and I could probably
20 make money by saying I could reach an
21 incredibly exclusive audience by showing
22 commercials and things aimed directly at
23 you, but I think that would be wrong and
24 indignity to this room.

25 The term "art" was brought up a

1 2/24/15 - RULES - BILL 140906, etc.
2 lot and the Wanamaker eagle was brought
3 up as a comparison. I can only say to
4 that that I know the Wanamaker eagle.
5 I've met people at the Wanamaker eagle.
6 The Wanamaker eagle is a favorite of
7 mine, and these UEDs are no Wanamaker
8 eagle.

9 But I guess the main thing
10 too -- and this is something -- all of us
11 are being born (unintelligible) back into
12 the past. I'm 60 years old. I think
13 most of the Rules Committee is getting up
14 there, and we have a tendency to maybe be
15 buffaloed a little bit by the use of
16 technology. But younger people aren't.
17 I borrowed that iPad yesterday at Indy
18 Hall, the City's first co-working space,
19 an anchor of Nerd Street Philly where
20 everybody is working on little machines
21 the whole time. The general response
22 from those people, most of them under 30,
23 was, Go get them, that stuff is crap.
24 Not one of the people I spoke to there
25 was working or having anything to do with

1 2/24/15 - RULES - BILL 140906, etc.
2 outdoor marketing, and the reason,
3 they're very simple. If you read Adweek
4 or scan any of it, the easiest show of
5 hands in here would be say who does not
6 have a smart phone. Seriously.
7 Everybody has one. And the vanity of
8 proposing that like in some medieval city
9 we would need to gather by these LED
10 machines to be told that there's an Amber
11 Alert last night at 2 o'clock, which I
12 got on my mobile device. Mobile is the
13 future, and everybody at Indy Hall knows
14 it. Everybody young I speak to knows it.
15 It's targeted. It is measurable.

16 Outdoor cannot be efficiently
17 measured. It cannot be targeted and, in
18 fact, they are shying away from any
19 deliberate proof of how well it works.
20 They could do scans to show that drivers
21 will be distracted on Broad Street and
22 look at that sign that you place outside
23 the Convention Center, but they will not
24 do those measurements because it would
25 expose them to liability. So the

1 2/24/15 - RULES - BILL 140906, etc.
2 remaining scraps of the billboard
3 industry are trying to change them into
4 television sets and place them by
5 expressways and by pedestrians and by our
6 public streets. But they do not and will
7 not ever state how effective they are at
8 distracting drivers, because that will
9 open them to liability.

10 Nonetheless, if it happens, I
11 submit that as partners with
12 Mr. Bartkowski, you may be parties to
13 liability on that, and Philadelphia has a
14 lot of lawyers.

15 Speaking of lawyers, just an
16 observation, Mr. Bartkowski has been
17 associated with using the courts
18 significantly along the Main Line to
19 force billboards into cities and
20 townships that don't wish them to be
21 there. Before you partner up or work
22 with him, I think you should keep that in
23 mind.

24 Now, some of the specific
25 things that were stated here by various

1 2/24/15 - RULES - BILL 140906, etc.
2 supporters, including the fellow from the
3 Avenue of the Arts and the Convention
4 Center, the Convention Center gentleman
5 was stating that he had a problem with
6 people finding the Convention Center by
7 the time they reach Broad and Arch, and
8 thus that sign would have utility, to
9 which I say perhaps you should fire your
10 marketing people. I have been to
11 convention centers in recent years in Los
12 Angeles, Las Vegas, London, Atlanta, and
13 New York City, and none relied on outdoor
14 electronic signs to let me know what was
15 going on inside, except in a very, very
16 brief way. Generally they use often
17 movie marquis or mere banners.
18 Everything was transmitted through iPads
19 and smart devices. So putting a bet on
20 that -- putting a bet on that we need to
21 reach people through a glorified
22 billboard in the front of those
23 businesses is just being sort of
24 hoodooed.

25 I would also submit that we are

1 2/24/15 - RULES - BILL 140906, etc.
2 not Houston, Austin or Trevese. We are
3 the City of Philadelphia with the Museum
4 of Art, the Rodin Museum, the Barnes.
5 The aesthetic bar is set very high in
6 Philadelphia, as we can see just by
7 looking around and by the building where
8 all this work is transacted.

9 I looked at that
10 presentation -- and I look at a lot of
11 digital presentations, probably more than
12 is healthy for me. I live in a digital
13 world. And I don't know how long
14 Catalyst and Mr. Bartkowski have had to
15 work on that. I would not even call
16 it -- could we go on the record -- is
17 everything I'm saying on the record? So
18 I may be the first person in here to go
19 on record as saying, I'm sorry, those are
20 fugly. Those are fugly. F-U-G-L-Y. And
21 I really think there's very little room
22 for disagreement. I do not have a \$4,000
23 aesthetic or taste meter as opposed to a
24 nit meter. But I think it's pretty
25 clear, that's not a very high bar at all

1 2/24/15 - RULES - BILL 140906, etc.
2 set in that PowerPoint we just looked at.
3 It gives me very little confidence.

4 And speaking of lack of
5 confidence, we had the Avenue of the Arts
6 gentleman saying -- I think the figure in
7 question is about 125,000. Place that
8 against the Kimmel Center's and the
9 Suzanne Roberts Theatre recently
10 shuttered and all the other construction
11 there, I'm not sure I would bet on that
12 guy's advice on what new buildings or
13 constructions are going to be the most
14 financially remunerative to the City.

15 I'm almost done.

16 COUNCILMAN GREENLEE: Thank
17 you.

18 MR. McGETTIGAN: Finally, he
19 mentions -- he's attempting to sort of
20 brainwash us a little bit, the way the
21 casino said we'll give money to schools
22 and so on and try and get into an
23 argument of how many slots versus how
24 many kids helped. We're going to help
25 these non-profits I think immediately.

1 2/24/15 - RULES - BILL 140906, etc.

2 It's not a slippery slope. It is a
3 cliff, where immediately you introduce
4 the political problem of who doesn't get
5 the money from that blight and why my
6 business or my non-profit is closer. So
7 you have an effect of splitting it. You
8 have an effect of laziness, because those
9 people are supposed to do their jobs and
10 get money otherwise rather than pimping
11 off our public environment for a little
12 bit of assured money on these UEDs, which
13 is -- I got to say, even that betrays a
14 lack of real planning or thought in the
15 marketing to come up with UEDs while
16 we're in the midst of the longest war in
17 our country's history.

18 There's two other -- there's
19 some brand names that weren't mentioned.
20 Philadelphia itself is a brand name. And
21 I don't mean the cream cheese. I mean
22 the city. We have a lot of problems. We
23 have carpenters fussing around outside
24 the Convention Center. We have our
25 schools. They consume huge amounts of

1 2/24/15 - RULES - BILL 140906, etc.

2 your time and they consume the time of
3 other businesses and people wishing to
4 settle here.

5 You want to defend the brand of
6 Philadelphia, and by putting up these
7 TV's on a stick, people with
8 sophistication look and say, They did
9 that. That's the kind of thing that
10 makes me think maybe I'll go a little bit
11 further down to Raleigh, North Carolina
12 to their tech triangle or somewhere where
13 they don't put up with that.

14 Additionally, City Council
15 themselves, you have -- it's going to
16 hurt you in two ways. One is the Rules
17 Commission and then later the entire
18 Council. If you say yes or don't cut
19 this idea off now, think of the other
20 junk that's coming down the road, because
21 this is junk, and you're going to have
22 other people going, I can make a little
23 money by doing this or that. It means
24 you've lowered the bar and you're going
25 to have to entertain more junk and waste

1 2/24/15 - RULES - BILL 140906, etc.
2 more time when you should be saving
3 schools so that other kids can have the
4 experience my son did at Masterman, which
5 is as rare as hen's teeth in
6 Philadelphia. Your time is important.
7 You shouldn't waste it on this stuff.

8 And then, lastly, if I have a
9 business near LEDs -- we're trying to
10 measure the brightness, the nits.
11 There's the effect of LEDs on people, but
12 also business. If I have a business or a
13 non-profit or some institution near these
14 and I see what they've done to the
15 streetscape, I'm going to go and push the
16 envelope and make my signs brighter and
17 try and push it and get other stuff, and
18 you end up in a garish area, which I
19 think some people have said -- there's
20 sort of this, Oh, that maybe we could be
21 Times Square or maybe that. For us to be
22 Times Square, we're going to have to do
23 this by a factor of 100.

24 The other is that New York
25 Times has recently reported that Times

1 2/24/15 - RULES - BILL 140906, etc.
2 Square is not a success. They only sell
3 T-shirts. The local merchants are having
4 a huge problem. They succeeded in
5 attracting people. They've created a
6 public spectacle, but there's actually no
7 economic foundation for what they have
8 done there and it has huge enforcement
9 issues.

10 Everything I'm saying can be
11 checked out - that mobile is the way to
12 go, that billboards are dying, that a
13 Times Square sign area is not an
14 unalloyed good to the City, no matter
15 what it makes for those people who do it.

16 And there's a couple of real
17 big icons that are reasons that people
18 come to the City, and we're sort of
19 saying, Oh, wow, maybe if we got this
20 gigantic LED sign made of, I think,
21 mostly Chinese components and employs
22 almost no one once it's installed other
23 than a few switches and programmers, that
24 it's going to somehow attract people that
25 are going to go, Jeez, stuff that lights

1 2/24/15 - RULES - BILL 140906, etc.
2 up. The things that attract people to
3 Philly the most are a bell that doesn't
4 ring, a boxer statue that doesn't box, a
5 piece of paper in a case signed in 1776.
6 I think we have -- and an Art Museum
7 where the vast majority of the stuff on
8 the wall does not light up. Those are
9 the things that bring tourists here, not
10 a couple of gimmicks on sticks in a few
11 areas where they've obviously been
12 separated almost as though they have
13 realized subconsciously the toxicity and
14 how poorly it affects our streetscape.
15 They're going, Oh, we'll start by just
16 putting these in until other non-profits
17 go, Oh, if he'd put five more up, we'd
18 get some more money, instead of looking
19 for it ourselves. Those are the
20 problems.

21 I think you have to protect
22 Philly's brand, protect Philly's icons
23 and not put in this kind of air-fat
24 stuff.

25 COUNCILMAN GREENLEE: Sir, if I

1 2/24/15 - RULES - BILL 140906, etc.

2 could ask you please --

3 MR. McGETTIGAN: Thank you very
4 much. I hope you'll check into the stuff
5 I've said because I think you'll find it
6 checks out.

7 COUNCILMAN GREENLEE: Thank you
8 for your opinion.

9 Is there anyone else here to
10 testify on this bill?

11 Mr. Bartkowski, I don't want to
12 go back and forth on that. You made your
13 testimony. Okay? You made it. You made
14 it, sir. Because otherwise then we'll go
15 and he'll want to respond. Okay?

16 MR. BARTKOWSKI: It was on a
17 technical matter.

18 COUNCILMAN GREENLEE: That's
19 okay. That's all right. You made a good
20 presentation. We got it.

21 MR. BARTKOWSKI: Thank you.

22 COUNCILMAN GREENLEE: Before we
23 go into the public meeting, I think,
24 Councilman Henon, you wanted to make a
25 statement. Since we only have two

1 2/24/15 - RULES - BILL 140906, etc.

2 microphones working here, go ahead.

3 COUNCILMAN HENON: Thank you,
4 Mr. Chairman. I just want it stated for
5 the record to the folks who gave the
6 presentation and the sponsor of the bill
7 and those who see the public benefit and
8 the opportunity for community benefits
9 agreements and additional revenue to the
10 City, that in concept I think we are
11 getting closer to moving our City
12 forward. I think the devil is certainly
13 in the details, as you well know. And it
14 was brought out in the record today that
15 I've been dealing with outdoor
16 advertising and digital displays or
17 digital signs for a little over three
18 years now. So for consistency, I
19 continue to work with the sponsor of this
20 bill.

21 As Councilwoman Tasco had
22 indicated, this is not a finished
23 product, but we will get there, I'm sure,
24 and we will do that with continued
25 outreach, as has been done. It's been

1 2/24/15 - RULES - BILL 140906, etc.
2 indicated that over 50 -- where
3 approximately 50 stakeholders were
4 engaged in the process, which is
5 extremely encouraging, working with the
6 Administration as well. The consistency
7 is certainly in the measurements, in the
8 audio, in the visual, and illumination
9 and several other things that we continue
10 to work out throughout this process.

11 So to the sponsor, Councilman
12 Squilla, I appreciate your ongoing
13 dialogue and working towards a finished
14 product.

15 COUNCILMAN GREENLEE: Thank
16 you.

17 Any other comments, questions?

18 COUNCILMAN SQUILLA: Mr. Chair,
19 thank you.

20 COUNCILMAN GREENLEE: It's
21 working now.

22 COUNCILMAN SQUILLA: I fixed
23 it. I think we pulled out the
24 connections below us.

25 But I just want to say to

1 2/24/15 - RULES - BILL 140906, etc.
2 Councilman Henon, yes, absolutely. And
3 also looking forward to -- since the
4 major concern on a lot of these signs are
5 brightness and complaints we get most
6 from digital signs are brightness, and
7 that's why it's important to be able to
8 enforce that issue, and that's why the
9 legislation moving forward very soon will
10 be able to handle the enforcement of
11 brightness, and I think maybe the belt
12 and suspenders mode of having both nits
13 and foot-candles as part of measuring the
14 brightness will really give people the
15 wherewithal to understand it and then
16 also understand how we can enforce it so
17 we don't affect the quality of life of
18 anybody surrounding that area.

19 So looking forward to seeing
20 this come out of Committee and then other
21 changes that need to be put in as we move
22 forward.

23 Thank you.

24 COUNCILMAN GREENLEE: Thank
25 you. Thank you, Councilman.

1 2/24/15 - RULES - BILL 140906, etc.

2 Being no further questions or
3 comments, we will now recess our public
4 hearing and go into the public meeting of
5 the Rules Committee, and the Chair
6 recognizes Councilman Goode.

7 COUNCILMAN GOODE: Thank you,
8 Mr. Chairman. I move that the amendment
9 to Bill 140906 be approved.

10 (Duly seconded.)

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

13 All in favor?

14 (Aye.)

15 COUNCILMAN GREENLEE: Opposed?

16 (No response.)

17 COUNCILMAN GREENLEE: Hearing
18 none, the amendment to Bill 140906 is
19 approved.

20 Councilman Goode.

21 COUNCILMAN GOODE: I move that
22 Bill 140906, as amended, be reported out
23 of this Committee with a favorable
24 recommendation.

25 (Duly seconded.)

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE: It's been
3 moved and seconded.

4 All in favor?

5 (Aye.)

6 COUNCILMAN GREENLEE: Opposed?

7 (No response.)

8 COUNCILMAN GREENLEE: Hearing
9 none, Bill No. 140906, as amended, is
10 reported out of this Committee with a
11 favorable recommendation.

12 Councilman Goode.

13 COUNCILMAN GOODE: I move the
14 amendment to Bill 141031 be approved.

15 (Duly seconded.)

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

18 All in favor?

19 (Aye.)

20 COUNCILMAN GREENLEE: Opposed?

21 (No response.)

22 COUNCILMAN GREENLEE: Hearing
23 none, the amendment is approved.

24 Councilman.

25 COUNCILMAN GOODE: I move that

1 2/24/15 - RULES - BILL 140906, etc.

2 Bill 141031, as amended, be reported out
3 of this Committee with a favorable
4 recommendation and suspension of the
5 rules to allow first reading at our next
6 session of Council.

7 (Duly seconded.)

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

10 All in favor?

11 (Aye.)

12 COUNCILMAN GREENLEE: Opposed?

13 (No response.)

14 COUNCILMAN GREENLEE: Hearing
15 none, Bill No. 141031, as amended, is
16 reported out of this Committee favorably
17 with a rules suspension.

18 Councilman Goode.

19 COUNCILMAN GOODE: I move that
20 the amendment to Bill 150007 be approved.

21 (Duly seconded.)

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

24 All in favor?

25 (Aye.)

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE: Opposed?

3 (No response.)

4 COUNCILMAN GREENLEE: Hearing

5 none, the amendment is approved.

6 Councilman Goode.

7 COUNCILMAN GOODE: I move that

8 Bill 150007, as amended, be reported out

9 of this Committee with a favorable

10 recommendation and suspension of the

11 rules to allow first reading at our next

12 session of Council.

13 (Duly seconded.)

14 COUNCILMAN GREENLEE: It's been

15 moved and seconded.

16 All in favor?

17 (Aye.)

18 COUNCILMAN GREENLEE: Opposed?

19 (No response.)

20 COUNCILMAN GREENLEE: Hearing

21 none, Bill No. 150007, as amended, is

22 reported out of this Committee favorably

23 with a rules suspension.

24 Councilman Goode.

25 COUNCILMAN GOODE: I move that

1 2/24/15 - RULES - BILL 140906, etc.

2 Bill 150050 be reported out of this
3 Committee with a favorable recommendation
4 and the rules of Council be suspended so
5 as to permit first reading at our next
6 session of Council.

7 (Duly seconded.)

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

10 All in favor?

11 (Aye.)

12 COUNCILMAN GREENLEE: Opposed?

13 (No response.)

14 COUNCILMAN GREENLEE: Hearing
15 none, Bill 150050 is reported out of this
16 Committee favorably with a rules
17 suspension.

18 Councilman Goode.

19 COUNCILMAN GOODE: I move that
20 Bill 140936 be reported out of this
21 Committee with a favorable recommendation
22 and suspension of the rules to allow
23 first reading at our next Council
24 session.

25 (Duly seconded.)

1 2/24/15 - RULES - BILL 140906, etc.

2 COUNCILMAN GREENLEE: It's been
3 moved and seconded.

4 All in favor?

5 (Aye.)

6 COUNCILMAN GREENLEE: Those
7 opposed?

8 (No response.)

9 COUNCILMAN GREENLEE: Hearing
10 none, Bill No. 140936 is reported out of
11 this Committee favorably with a rules
12 suspension.

13 That concludes the business of
14 the Rules Committee today. Thank you all
15 for your participation.

16 (Committee on Rules concluded
17 at 12:30 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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