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COUNCIL OF THE CITY OF PHILADELPHIA

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COMMITTEE ON RULES

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Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, June 6, 2006
10:30 a.m.

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PRESENT:

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COUNCIL PRESIDENT ANNA C. VERNA

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COUNCILMAN DARRELL L. CLARKE

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COUNCILMAN FRANK DiCICCO

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COUNCILMAN JACK KELLY

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COUNCILMAN JAMES F. KENNEY

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COUNCILWOMAN DONNA REED MILLER

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COUNCILWOMAN BLONDELL REYNOLDS BROWN

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COUNCILMAN BRIAN J. O'NEILL

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BILLS 060290, 060342, 060344, 060445, 060446,
060312, 060442, 060444

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COUNCIL PRESIDENT VERNA: Good morning, everyone. We regret the delay. However, we are now ready to proceed with the public hearing of the Committee on Rules.

I would like the record to reflect to my immediate left is Councilwoman Miller. Also joining us to my extreme right is Councilman Kenney and Councilman Clarke.

I would ask Mr. McPherson to please read Bill No. 060290.

MR. MCPHERSON: An ordinance to amend the Philadelphia Zoning Maps by changing the zoning designations of certain areas of land located within an area bounded by Poplar Street, Canal Street, Lewellen Street and Delaware Avenue.

COUNCIL PRESIDENT VERNA: Good morning. Please identify yourself for the record.

MR. KRAMER: Good morning, Madam President and members of the Rules

1 6/6/06 - RULES - BILL 060290, ETC.
2 Committee. My name is William Kramer. I
3 am the Senior Zoning Planner in the
4 Development Planning Division of the City
5 Planning Commission. I am here today to
6 testify on Bill 060290, which was
7 introduced by Councilmember DiCicco April
8 20, 2006.

9 This bill will rezone an
10 approximately one acre area of property
11 in a block bounded by Poplar Street,
12 Delaware Avenue, Lewellen Street and
13 Canal Street. The property is currently
14 zoned G-2 General Industrial and this
15 ordinance would change the zoning to a
16 designation of C-5 Commercial. The
17 change would allow for the development of
18 a mixed-use commercial, office space,
19 hotel and residential tower. This
20 proposal calls for a development of
21 approximately 1.4 million square feet,
22 including two floors of retail
23 commercial, with 36,000 square feet,
24 three floors containing 66,000 square
25 feet of office space, a ten-story hotel

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2 providing 170 units, and 55 stories of
3 residential development providing 352
4 units. In addition, a parking garage is
5 proposed that will contain 1,100 parking
6 spaces.

7 The Planning Commission at its
8 meeting of May 18, 2006 considered and
9 approved Bill 060290.

10 I would be happy to answer any
11 questions of the Committee.

12 COUNCIL PRESIDENT VERNA: Thank
13 you. Before asking you questions, I
14 would also like to acknowledge the
15 presence of Councilman Kelly.

16 Mr. Kramer, how many stories
17 tall would this building be?

18 MR. KRAMER: Sixty-six stories,
19 ma'am.

20 COUNCIL PRESIDENT VERNA:
21 Sixty-six stories?

22 MR. KRAMER: Yes, ma'am.

23 COUNCIL PRESIDENT VERNA: Is
24 the parking garage a separate building?
25 If so, how tall will that be?

1 6/6/06 - RULES - BILL 060290, ETC.

2 MR. KRAMER: It is a separate
3 building immediately adjacent to the
4 tower. As far as its exact height, the
5 architects are here and would probably be
6 better able to answer that question.

7 COUNCIL PRESIDENT VERNA: I
8 would like to hear. I don't know about
9 other members of the Committee. If the
10 architect is here, would he please
11 approach the witness table.

12 MR. LOVERA: Good morning,
13 Councilwoman.

14 COUNCIL PRESIDENT VERNA: Good
15 morning. Please identify yourself for
16 the record.

17 MR. LOVERA: Yes. I wanted to
18 thank you for the opportunity and I
19 wanted to thank also your colleagues as
20 well. My name is Jorge Lovera and I'm a
21 principal with Agoos/Lovera Architects in
22 Philadelphia. And I have my partner also
23 with me.

24 MR. AGOOS: Ted Agoos, also a
25 principal with Agoos/Lovera Architects.

1 6/6/06 - RULES - BILL 060290, ETC.

2 COUNCIL PRESIDENT VERNA: I
3 believe you heard my question. We're
4 told that the parking garage will be a
5 separate building. My question is, how
6 tall will it be?

7 MR. LOVERA: The garage itself
8 is 15 stories.

9 COUNCIL PRESIDENT VERNA:
10 Fifteen stories?

11 MR. LOVERA: Yes.

12 COUNCIL PRESIDENT VERNA: You
13 really believe in a lot of the height,
14 don't you?

15 MR. LOVERA: Well, actually, it
16 will not be that high, because it's an
17 automated parking garage. It is the type
18 of technology that is --

19 COUNCILMAN CLARKE: No ramps?

20 MR. LOVERA: Pardon me?

21 COUNCILMAN CLARKE: No ramps?

22 MR. LOVERA: No, there is no
23 ramps. And basically the height floor to
24 floor is only maximum of eight feet
25 versus 11 feet. So it's going to be a

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2 much -- not as tall a building as it had
3 been a traditional parking garage. And
4 the height is --

5 MR. AGOOS: It's about 140
6 feet. There's a 20-foot tall retail
7 floor at ground level and then the 15
8 stories above that.

9 COUNCIL PRESIDENT VERNA: Why
10 don't you just sit there until we ask our
11 questions. I think that would be
12 helpful.

13 Of the approximate one acre of
14 property, how much of it will be covered
15 by the development?

16 MR. LOVERA: Actually, there
17 are two areas that will be open. One
18 will be a park on the Canal Street side
19 and then there's a galleria that is
20 actually on the north side. Basically,
21 as I recall, it's about 70 percent of the
22 site will be open -- or 70 percent of the
23 site is actually covered by the building.

24 COUNCIL PRESIDENT VERNA:
25 Seventy percent is covered by the

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2 building.

3 MR. LOVERA: Correct.

4 COUNCIL PRESIDENT VERNA: Can
5 you tell me what the reaction of the
6 community has been to this proposal, and
7 also, Mr. Kramer, you could tell us
8 probably what are the surrounding uses?

9 MR. KRAMER: The surrounding
10 uses to the immediate south are
11 residential proposals that were, as a
12 matter of fact, were considered about a
13 year ago last June, were considered as
14 the 700 North Delaware Brownstone
15 Development Group. It was a development
16 proposal, I believe it's, at Spring
17 Garden Street.

18 Immediately to the north we
19 know that there have been no less than
20 three or four applications currently
21 under consideration by the Zoning Board
22 of Adjustment.

23 It's a former industrial area
24 and there's a lot of industrial uses in
25 here that are under the process of being

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2 converted to residential. Some are more
3 intensively being developed than others.
4 This is obviously a much more intensive
5 development residentially than currently
6 on the other sites immediately to the
7 north of this.

8 Across Delaware Avenue is the
9 waterfront development, the four towers
10 that are on the river itself, as are a
11 number of different towers that are here.
12 This is also just a little bit north of
13 the Marina View site, which is down by
14 the Benjamin Franklin Bridge support that
15 was also a matter considered by this
16 Committee.

17 COUNCIL PRESIDENT VERNA: Who
18 is the developer?

19 MR. KRAMER: The last one was
20 Mr. Chicaiese. There have been a number
21 of different developers that have gone on
22 the other different sites. I don't know
23 them all off the top of my head.

24 COUNCIL PRESIDENT VERNA: So we
25 don't know who the present developer is?

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2 MR. LOVERA: For this site?

3 COUNCIL PRESIDENT VERNA: Yes.

4 MR. LOVERA: Marc F. Stein, and
5 he is with us presently.

6 COUNCIL PRESIDENT VERNA: You
7 don't have to come up. I was just
8 asking.

9 MR. STEIN: Hi. How are you?
10 Marc Stein.

11 COUNCIL PRESIDENT VERNA: Marc
12 Stein --

13 MR. STEIN: Yes.

14 COUNCIL PRESIDENT VERNA: -- is
15 the developer?

16 MR. STEIN: Yes.

17 COUNCIL PRESIDENT VERNA: Thank
18 you.

19 What is the projected cost of
20 the development?

21 MR. STEIN: 350 million.

22 COUNCIL PRESIDENT VERNA: Mr.
23 Stein, would you take the microphone,
24 identify yourself.

25 MR. STEIN: Projected cost is

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2 350 million.

3 COUNCIL PRESIDENT VERNA: So if
4 this were approved, what is the
5 completion date?

6 MR. STEIN: June 2008.

7 MR. LOVERA: Nine.

8 MR. STEIN: Nine. I'm sorry.
9 I wanted it '08.

10 COUNCIL PRESIDENT VERNA: You
11 really wanted it to be '08.

12 MR. STEIN: We were hoping.

13 MR. LOVERA: He wants to kill
14 the architects.

15 COUNCIL PRESIDENT VERNA:
16 Mr. Kramer, approximately how far is this
17 site from the Delaware River?

18 MR. KRAMER: Obviously it's
19 right at Delaware Avenue. We're talking
20 approximately 1,100 to 1,500 feet
21 depending on where you measure it from.

22 COUNCIL PRESIDENT VERNA: Thank
23 you.

24 The Chair recognizes Councilman
25 Kenney.

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2 COUNCILMAN KENNEY: Thank you,
3 Madam President.

4 Gentlemen, could you describe
5 the construction of the building? What's
6 the primary elements of the building
7 structure? How is it put together? I
8 know it's a smaller site, so it's a
9 larger mass going up. Could you talk a
10 little bit about the structure of the
11 property?

12 MR. LOVERA: It's a good
13 question. I mean, we have a terrific
14 team together. It's an international
15 team. Arup is the engineer for the
16 project, the structural engineer, and
17 they are one of the preeminent structural
18 firms in the world. They've done a lot
19 of projects of this nature in places like
20 Hong Kong, Shanghai, New York and so on
21 and on. David Scott is the principal
22 designer working with us on this. And
23 basically it's very similar to what you
24 see right now going up at Comcast.

25 COUNCILMAN KENNEY: Where? I'm

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2 sorry.

3 MR. LOVERA: At Comcast, the
4 Comcast Center. It's a poured-in-place
5 concrete core that holds the elevators,
6 trash chute, stairs, all the different
7 means for public safety, and basically
8 there are walls that are about three to
9 four feet thick, and attached to those
10 walls then will be this structural steel
11 frame that actually will support the 66
12 floors.

13 There are actually two floors
14 that will be mechanical and structural
15 floors. The structure at those floors is
16 so that basically you maintain the
17 exterior frame rigid and very much tight
18 to the core of the building.

19 COUNCILMAN KENNEY: I've been
20 doing a little research on another piece
21 of legislation I'm looking at and I
22 wanted to get your opinion generally.
23 Does the design of this building include
24 a lightning protection system?

25 MR. LOVERA: Yes, it will.

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2 COUNCILMAN KENNEY: And do the
3 buildings that are being designed and
4 built now generally of a certain height
5 include that as part of the spec?

6 MR. STEIN: Yes.

7 MR. LOVERA: Yes.

8 COUNCILMAN KENNEY: It's not a
9 really very expensive element when it's
10 done in the design and structure as
11 opposed to other -- in the other levels
12 of costs, that's really not a big number.

13 MR. STEIN: It's small.

14 MR. LOVERA: No, it isn't.

15 MR. STEIN: But it's handled
16 from foundation level. It's addressed at
17 the foundation level and then it just
18 carries itself through the building.

19 COUNCILMAN KENNEY: And there's
20 different issues as it relates to steel
21 structure and wood frame structure and
22 other types. So there's different types
23 of protection systems that are required.
24 I know this is not a lightning alley.
25 This is not a Florida issue, but I do

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2 know that as we go up higher with
3 residential property, I understand it's
4 more important to have the lightning
5 protection systems in residential
6 properties because of obviously the mass
7 of people living there 24 hours a day as
8 opposed to just having an office
9 building. So that's something that's
10 kind of general throughout the industry?

11 MR. STEIN: Yes.

12 MR. LOVERA: Yes, it is.

13 COUNCILMAN KENNEY: And is our
14 lightning propensity different than it
15 was? Is it the same? I understand that
16 it's rated based on a national standard
17 as to potential incidence.

18 MR. LOVERA: I don't know
19 enough about that particular question to
20 give you an answer, but I don't know,
21 Marc, if --

22 COUNCILMAN KENNEY: But it is
23 included in this building?

24 MR. STEIN: Yes. Yes. It's a
25 general requirement of all the high-rises

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2 today.

3 COUNCILMAN KENNEY: It's in the
4 Code?

5 MR. STEIN: Yes. I believe it
6 is, yes. I mean, I remember back all the
7 way to the early '80s doing jobs out of
8 state and it was always part of the Code
9 to include it.

10 COUNCILMAN KENNEY: I wasn't
11 sure it was included in the Code of
12 Philadelphia, though.

13 Is there a certain height
14 requirement over which you need to do it?

15 MR. STEIN: I would think
16 anything that has the propensity to --

17 COUNCILMAN KENNEY: I'm saying
18 is there something in the Code that says
19 over four stories, over five stories?

20 MR. LOVERA: I personally don't
21 know.

22 COUNCILMAN KENNEY: The other
23 issue, what do you intend the range of --
24 is it condominium or is it apartments?

25 MR. STEIN: It's going to be a

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2 mixed use, retail, commercial, hotel and
3 then above that condos.

4 COUNCILMAN KENNEY: What's the
5 condo range in pricing?

6 MR. STEIN: Condo ranges are
7 going to be from the 6's to two and a
8 half.

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

11 COUNCIL PRESIDENT VERNA: Thank
12 you.

13 The Chair recognizes Councilman
14 Clarke.

15 COUNCILMAN CLARKE: Thank you,
16 Madam President.

17 Good morning, gentlemen.

18 MR. LOVERA: Good morning.

19 COUNCILMAN CLARKE: This
20 development, is it going to be determined
21 by pre-sales whether or not you move
22 ahead, or you're moving ahead regardless?

23 MR. STEIN: We're moving ahead,
24 once we have approvals.

25 COUNCILMAN CLARKE: Financing

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2 is in place?

3 MR. STEIN: Yes. Yes.

4 COUNCILMAN CLARKE: The hotel
5 component, is this based on any analysis
6 of the City's hotel vacancy rate?

7 MR. STEIN: I mean, personally
8 speaking, I'm a lifetime resident of
9 Philadelphia and I really love the
10 Boutique Hotel situation, and I think
11 that the waterfront now that it's what's
12 happening down there, I think it lends
13 itself to like a Boutique situation. And
14 we're looking at it more as a Boutique
15 situation more than a --

16 COUNCILMAN CLARKE: So it won't
17 be similar to the --

18 MR. STEIN: Like a high
19 turnover type hotel.

20 COUNCILMAN CLARKE: Because we
21 had a gentleman from the Hyatt in here
22 maybe a year ago voicing some concern
23 about his ability to have his occupancy
24 at the level that he needed to have it.
25 He was actually asking for some sort of

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2 tax relief.

3 MR. STEIN: That was the big
4 part of when we looked at it with these
5 guys when we first started out. We have
6 so much mixed use in it, it helps hedge
7 the bet a little bit on the different
8 elements of it, the retail, the
9 commercial, the hotel and the condo. So
10 that if one was a little bit affected,
11 the other one could help pick up the
12 difference in the fluctuation of the
13 markets.

14 COUNCILMAN CLARKE: In the
15 event that the hotel component is not
16 successful, it could be converted to
17 condos or apartments?

18 MR. STEIN: Yes.

19 MR. AGOOS: The footprint of
20 the hotel floors is the same as the
21 residential floors.

22 COUNCILMAN CLARKE: So you have
23 that flexibility?

24 MR. STEIN: Yes.

25 MR. LOVERA: Also, we must add

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2 that the Boutique Hotel is not a
3 convention hotel, so it's expressly just
4 rooms or suites of rooms, I mean, with
5 some amenities. So it's different, very
6 different, than what a Marriott or even a
7 Hyatt probably would want to do.

8 MR. AGOOS: And, again, we're
9 only talking about 177 rooms.

10 COUNCILMAN CLARKE: All right.
11 Thank you, gentlemen.

12 COUNCIL PRESIDENT VERNA: Thank
13 you.

14 The Chair recognizes Councilman
15 Kenney.

16 COUNCILMAN KENNEY: Just for
17 discussion's sake on Councilman Clarke's
18 point, and I think we wind up having
19 difficulty finding balance. We had our
20 problems at the Convention Center, which
21 seem to have been resolved. During the
22 course of the fall-off on bookings, we
23 had a number of hotels convert to
24 condominiums, I think spurred by the lack
25 of business and by the ten-year tax

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2 abatement. We're expanding the Center
3 now. So we could potentially be in a
4 situation where we don't have enough
5 hotel space once this Center is expanded.
6 And then we look further down the road
7 with some vision to potentially an
8 Olympics situation, you know, we may be
9 short rooms.

10 It's a really hard formula to
11 figure out, because at some point in
12 time, you're either overstocked or you're
13 understocked, but I think we're moving in
14 the direction. With the expansion and
15 with other things that are coming to the
16 City, we may need to get more hotel rooms
17 on line. The big hoteliers who struggle
18 with rec rates and convention business
19 and filling up the rooms do have those
20 periods of flux where they're extremely
21 concerned, and should be, but I think
22 that what's coming expansion-wise and
23 potentially some of the other major
24 events that may be coming here, I think
25 we may be in need of hotel space three,

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2 five, seven, ten, 15 years from now.

3 MR. STEIN: The people that
4 we've talked about are very excited about
5 Philadelphia and they're very excited
6 about the potential and what's happening
7 here, and it's nice to hear that the
8 hotel vendors, they're excited.

9 COUNCILMAN KENNEY: Obviously
10 the expansion is for real, and that alone
11 is going to hopefully create a situation
12 where we're going to need some space, so
13 hopefully it will all coincide in a
14 timely way.

15 Thank you.

16 COUNCIL PRESIDENT VERNA: Thank
17 you.

18 The Chair recognizes
19 Councilwoman Miller.

20 COUNCILWOMAN MILLER: Hi. Good
21 morning.

22 I see the bill talks about one
23 acre. How many acres does this
24 development take?

25 MR. STEIN: It's actually

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2 only -- it's less than an acre. It's
3 32,600 square feet, the actual parcel.

4 MR. AGOOS: The entire project
5 encompasses about two and a half acres.
6 That includes the site that has the
7 parking garage as well as a galleria and
8 retail space that surrounds it.

9 MR. LOVERA: The 32,000 square
10 foot footprint of the site for the
11 Bridgman's View Tower is what you see
12 here in the site plan. The additional
13 piece of land is really just to the north
14 of that, which is what also takes into
15 account the parking garage. And all of
16 that basically is the two and a half
17 acres approximately for the whole
18 complex.

19 COUNCIL PRESIDENT VERNA: Thank
20 you.

21 MR. LOVERA: You're welcome.

22 COUNCILMAN DiCICCO: Madam
23 Chair.

24 COUNCILWOMAN MILLER: I'm
25 not --

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2 COUNCILMAN DiCICCO: If I could
3 just on that point. Part of the
4 negotiations with the community
5 association led to this final design with
6 the parking garage, and correct me if I'm
7 wrong, Mr. Stein, because the community
8 was as concerned and probably most
9 concerned with public space.

10 So Mr. Stein then had to
11 purchase an additional parcel in which to
12 build the parking garage on so that they
13 could provide for a set-back and create
14 public space. And I forgot what the
15 percentage of the public space is, 30
16 percent or something.

17 MR. STEIN: We'll be 30
18 percent.

19 COUNCILMAN DiCICCO: So that's
20 why originally it was just the one acre
21 built, even a taller structure, which did
22 not suit the community at the time, and
23 then as a result of the negotiations, as
24 I said, another parcel was purchased by
25 the developer to build a parking garage

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2 and create that public space.

3 COUNCIL PRESIDENT VERNA: Thank
4 you.

5 MR. LOVERA: President Verna,
6 if I may, I could actually explain to you
7 a little bit more fully how especially
8 the ground floor is really laid out, if
9 you would like to.

10 COUNCIL PRESIDENT VERNA: Is
11 the Committee interested in hearing?

12 Councilman Kenney.

13 MR. LOVERA: Specifically to
14 clarify the open space --

15 COUNCIL PRESIDENT VERNA: I
16 think members would like to -- some of
17 the members would like to be informed.

18 COUNCILMAN DiCICCO: I have an
19 open invitation to this Committee, since
20 I have a lot of projects, to come to my
21 community meetings and be part of that
22 whole discussion.

23 COUNCILMAN CLARKE: Councilman,
24 I've been to your community meetings.

25 No, thank you.

1 6/6/06 - RULES - BILL 060290, ETC.

2 MR. LOVERA: You have your own.

3 The project we call the
4 Bridgman's View Tower, and that's a
5 66-story structure that we just talked
6 about, and that's in the south part of
7 the site and that's this floor plan that
8 you see here before you. Then there's a
9 glazed galleria, which actually is really
10 for basically pedestrian ways. It's part
11 of the open space. There's some shopping
12 there as well. And then there's the
13 parking garage, which you see here on
14 this portion of it, which is what we just
15 described earlier. And in addition to
16 that also is retail, two levels of
17 retail, and two levels of office space
18 above that, not significant numbers, but
19 it's part of the complex.

20 What we were able to do from an
21 open land kind of park point of view is
22 really pull the building towards Delaware
23 Avenue, and by doing so, we have actually
24 a fairly extensive park, as you can see,
25 on this part of the floor plan. And it's

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2 not just a park, but it's also a place
3 where basically a cafe, outdoor dining
4 can occur. There's possibly a water
5 course as well. So it's really a great
6 amenity that is not only for the
7 residents of the complex, but also for
8 the community as well.

9 In addition to that, as I said,
10 there's the kind of glazed galleria,
11 which is the element that connects the
12 tower itself to the lower-rise element,
13 which is what you see here. You can see
14 the view, pedestrian view, from Poplar
15 Street. This is Poplar. Canal is going
16 over to the side, and then you have
17 Delaware Avenue just on the foreground --
18 or background.

19 And one thing that we were very
20 interested in doing -- because when you
21 get into high-rise construction, a lot of
22 times architects miss the ball game. I
23 mean, by the fact that you have eight or
24 ten stories of parking, there has to be a
25 transition between the tower itself and

1 6/6/06 - RULES - BILL 060290, ETC.

2 the pedestrian areas, and when Marc was
3 able to get the additional parcel to the
4 north, then the garage moved out of the
5 original tower, which was really creating
6 some issues in terms of scale and how you
7 really allow this tower to come
8 gracefully down to the ground. So at
9 this point, we've been able to achieve
10 that by the fact that the retail and the
11 office is only five stories. So that is
12 only about 75, 80 feet instead of 175
13 feet.

14 COUNCILMAN CLARKE: What's on
15 the site currently?

16 MR. LOVERA: It's a parking
17 lot. It's just a parking lot.

18 COUNCILMAN CLARKE: All right.

19 MR. LOVERA: And as you can see
20 in some of these renderings -- and these
21 are preliminary, but they're pretty much
22 telling the story -- is really a tower
23 that actually, as I said before, I mean,
24 gracefully comes down to the ground
25 plane. And not only that, but also we've

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2 created this logia, which is like a
3 columnated area that people can be out of
4 the element, even in summertime. I mean,
5 you can have tables and chairs and people
6 can sit out there, just like you do in
7 Europe where -- they're a little bit
8 ahead of us in that sense. Well, that's
9 what we're adapting here. We're not
10 creating something new, but in a way
11 we're transporting that from that part of
12 the world. And so these dark dots that
13 you see are the columns, and there's
14 about 12 feet in between that and the
15 retail wall.

16 So as a Philadelphian, as
17 somebody coming to visit the City, you
18 can also shop a shop in the embrace of
19 this logia and you can also have cafes
20 out there that actually would have
21 tables, enough space for comfort of
22 tables and chairs, take people in.

23 And so that's really the two
24 sides, the Delaware Avenue side and the
25 Poplar side, and then as I said

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2 previously, the west side or the Canal
3 Street side is actually this grand park.

4 In addition to that also, we're
5 treating Canal Street as a great amenity.
6 I mean, right now it's a forgotten
7 trash-strewn area, but it's a
8 cobblestone, it has a lot of character
9 and it's got a lot of history, because
10 that's where part of this little creek
11 came across, which is now in a culvert.
12 So we're actually going to reclaim that
13 wonderful character and bring it back to
14 life by providing additional retail along
15 Canal Street as well.

16 All the entrance to the parking
17 garage and exiting from the parking
18 garage will be done off Delaware Avenue,
19 and much of that traffic will actually be
20 onto Delaware Avenue. Not much of it
21 actually being forced onto the community
22 itself.

23 COUNCILWOMAN MILLER: What are
24 the neighboring properties? I mean,
25 what's next to this?

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2 MR. LOVERA: Well, Wells Meats
3 is right at the tail end.

4 COUNCILWOMAN BROWN: What is
5 that?

6 MR. LOVERA: Wells, W-E-L-L.

7 COUNCIL PRESIDENT VERNA: Wells
8 Meats.

9 MR. LOVERA: I believe it's
10 probably with an S probably. So that's
11 all north of the site. Brownstone or
12 Hoboken Brownstone would be to the south.
13 To the west, I mean, there's a couple of
14 vacant lots and one or two small
15 residential places.

16 It's very interesting, because
17 I-95 -- I don't think we have a drawing
18 that shows that, but what community
19 exists west of I-95 is very different
20 than what happens east of I-95, as most
21 of you probably know. West of I-95 is
22 this very densely residential, largely at
23 this point residential community, with
24 some light industrial still existing. To
25 the east, I mean, it's only a few pockets

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2 of residential. Most of it is either
3 abandoned industrial or somewhat
4 underperforming industrial. So in a way,
5 it's a very natural kind of place for
6 some development of this nature to really
7 happen.

8 In addition to the two floors
9 of, just to expand a little bit, of
10 retail, there's three office and then
11 there's two amenity floors above that.
12 You see a little bit of it here with
13 trellises, which are going to be the
14 lower level, lower amenity level, is
15 basically a health spa, a restaurant and
16 also access to the green roof. And by
17 the way, the project is going to be a
18 lead certified project. So it's a green
19 architecture. That is also going to be
20 accessible by the community and visitors
21 and so on.

22 The upper amenity floor is
23 going to be the registration floor for
24 the hotel and the shops and so on. So
25 the lower amenity floor will have a green

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2 roof for portions of it, as will the
3 garage. The roof of the garage will be
4 trellised, will have portions of it that
5 will be green roof and will also have a
6 pool as well for the use of the residents
7 of the tower.

8 COUNCILWOMAN MILLER: And you
9 said the cost of the condos are from
10 600,000 to 1 million?

11 MR. STEIN: To two and a half.

12 COUNCILWOMAN MILLER: Two
13 million.

14 MR. STEIN: 600,000 to two and
15 a half.

16 MR. LOVERA: 600,000 to two and
17 a half.

18 MR. STEIN: It's pretty much a
19 generality right now. It could be a
20 little bit lower. It's all about the...

21 COUNCILWOMAN MILLER: Sometimes
22 I wonder. You said that the hotel
23 industry is excited about what's going on
24 here in Philadelphia. So I guess people
25 must be excited, too. When doing your

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2 feasibility study, where do you believe
3 you get your tenants from?
4 Philadelphians?

5 MR. STEIN: We believe there's
6 a cross-section. We believe there's a
7 lot of people moving back into the City.
8 We think there's a generation now that
9 the kids are older and they're moving
10 back to the City where they originally
11 started. And we think that it's a great
12 place to -- we think the waterfront is
13 going to be such an exciting place to
14 live, there's going to be so much to look
15 at. There's just going to be so much
16 going on.

17 I mean, in any great city in
18 this country, there's a fantastic
19 waterfront, and the liveliness that's
20 going to go on down there. The views are
21 going to be amazing in this building. I
22 mean, truly, they're going to be amazing.
23 The sunsets, I mean, we're there at
24 nighttime and we're taking shots and we
25 did a lot of studies for shadowing for

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2 the neighborhoods. We really wanted to
3 show that. And we're pinpoint-shadowed
4 on the neighborhood, and that's why we
5 worked with the neighborhood for close to
6 six months, and everything that you see
7 up there is a product of what they
8 wanted. And we are actually establishing
9 a liaison committee between us and them,
10 which is unprecedented, where we're
11 helping them pick somebody, an
12 intermediary, so that they're always
13 involved with us during the process. So
14 if something happens that they are not
15 happy with, they're going to be able to
16 come to us directly. And also I'm the
17 local guy, so they know that I'm not
18 going anywhere and I'm here until the
19 end.

20 I think I used to be 6'2", but
21 now I'm a little bit shorter from all the
22 meetings. But I think we're getting
23 there.

24 COUNCILWOMAN MILLER: Thank
25 you.

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2 Thank you, Madam President.

3 COUNCIL PRESIDENT VERNA: The
4 Chair recognizes Councilman Kelly.

5 COUNCILMAN KELLY: Yes. Good
6 morning, gentlemen. I just want to know,
7 I'm just curious, are any of the gaming
8 sites adjacent or near this property?

9 MR. STEIN: To the north about
10 2,500 feet is going -- with the proposed
11 Sugar House, and then to the south of us
12 about 2,500 feet is the Planet Hollywood
13 proposed site. But just for the record,
14 when I went after this originally, it was
15 not -- there was no proposals or sites.
16 It just happened.

17 COUNCILMAN KELLY: This could
18 benefit you greatly then.

19 MR. STEIN: Well, actually, to
20 be honest with you, it could work either
21 way. There's people that don't want to
22 be around the congestion and there's
23 people that don't want to be around all
24 the gaming, and then there's other people
25 that really do. I mean, Atlantic City is

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2 a perfect example of that.

3 COUNCILMAN KELLY: Well, at
4 least in your testimony you mention you
5 have 177 rooms for the hotel.

6 MR. STEIN: Yes.

7 COUNCILMAN KELLY: How many
8 rooms or how many condos are you
9 anticipating?

10 MR. STEIN: Proposed right now
11 is 550.

12 MR. LOVERA: No, no. Well, 350
13 are the condos and 177 hotel rooms.

14 COUNCILMAN KELLY: Now, your
15 parking garage, how many cars?

16 MR. LOVERA: Well, we have
17 1,160 cars and the need to satisfy the
18 complex is for 860. So we have
19 approximately 300 cars in excess of what
20 is actually needed.

21 COUNCILMAN KELLY: What is
22 actually needed?

23 MR. LOVERA: Right.

24 COUNCILMAN KELLY: And how high
25 is this parking garage?

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2 MR. LOVERA: As Councilman
3 DiCicco is reminding me, that is part of
4 the negotiation also with the community
5 as well. They really wanted to see
6 something in excess of just what was
7 needed.

8 COUNCILMAN KELLY: Absolutely,
9 because that seems to be a critical
10 point --

11 MR. LOVERA: Absolutely.

12 COUNCILMAN KELLY: -- in any of
13 these developments, is the traffic.

14 All right. Thank you, Madam
15 President.

16 MR. LOVERA: I know that fully
17 well, because I live on Kenilworth
18 Street. I moved in in 1990, and at that
19 time, there wasn't much of an issue, but
20 soon after that, it became a real issue.
21 So it's critical.

22 COUNCIL PRESIDENT VERA: Thank
23 you.

24 Councilwoman Brown, did you
25 want to be recognized?

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2 COUNCILWOMAN BROWN: I did.

3 Thank you, Madam President.

4 Good morning, gentlemen.

5 Councilwoman Donna Reed Miller raised my
6 initial question on the who, where do you
7 see capturing citizens who will indeed
8 occupy this development and indeed make
9 it profitable. I'm just curious about
10 experience. But for experience, you
11 would not be sitting at the table. So
12 just give us a brief background on have
13 you engaged in this type of development
14 elsewhere in the City, elsewhere in the
15 country, and is this a new first type
16 model? Knowing that the green
17 environment issue is new and a good
18 thing, but separate from that, have you
19 done other developments of this type of
20 this scale?

21 MR. STEIN: Honestly, I'm a
22 first-time developer on this, but 29
23 years I've been a steel contractor in the
24 City of Philadelphia. I've worked on all
25 the major projects in the City. Fourth

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2 generation. Just grew up in the
3 business, grew up working for a lot of
4 developers, doing all their things and
5 help them get on the board and all the
6 way back to the early '80s and all the
7 warehouse conversions and everything. It
8 was just an opportunity that came up and
9 we really felt that there was a
10 tremendous steel proponent in this.

11 We're steel people, so we see
12 this as a steel project for us. And it's
13 got a view of the bridge. And back in
14 the early days when my grandfather came
15 over from the old country, all those guys
16 did a little term on the bridge, you
17 know, doing their apprenticeships and
18 stuff. So it's kind of like a little bit
19 of --

20 COUNCILWOMAN BROWN: Nostalgia?

21 MR. STEIN: Yeah, it really is.
22 And there's a lot of people that gave
23 their lives for all that stuff that we
24 want to really -- and Bridgman's View is
25 a tribute to the International Iron

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2 Workers, because it's just been something
3 that a lot of people done a lot of good
4 things for.

5 MR. LOVERA: If I may,
6 Councilwoman, we've been in practice for
7 23 years as Agoos/Lovera Architects and
8 we've done very significant projects in
9 the City and other places, including the
10 Linc. I see the place a little bit
11 quieter than in those days, but I have to
12 say, I mean, that typically as a firm, we
13 don't take on a lot of the developers as
14 clients, and the reason is that it's a
15 tougher market to work in. But with Marc
16 and Ryan and -- but I have to say that
17 these three guys have been outstanding,
18 not only in terms of payments to the firm
19 for our services, which now are six
20 months and going and amounting to a
21 significant amount of dollars, but the
22 fact is also that they have a spirit,
23 they have a vision for doing something
24 that is exceptional, and they told us
25 that from day one, and to basically

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2 support that. Our test, Ted's and mine,
3 was to see who they would allow us to
4 have on the team, because when you have
5 quality consultants, you got to pay for
6 that service. And when we got Arup on
7 board and PHY -- and PHY is the
8 mechanical consultant, MEP,
9 mechanical/electrical/plumbing consultant
10 for the Comcast Center -- we knew that
11 they were not only for real, but they
12 were also interested in following up with
13 the level of quality that we would
14 expect.

15 So they've been tremendous in
16 that sense. They're not going to flip
17 the site over. And we're really looking
18 forward to just not only a great
19 experience for the firm, but also a
20 project that is going to continue to put
21 Philadelphia on the map, because this is
22 going to be iconic architecture,
23 something that -- you know when you look
24 at Manhattan from Brooklyn and you see
25 these great buildings, just there's your

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2 plot. That's the kind of thing that
3 you'll see here.

4 MR. AGOOS: There were two
5 other real tests with this. One is the
6 decision to acquire the adjacent property
7 to move the parking structure there.
8 Putting it, as Jorge has said before, as
9 part of the base of this building really
10 killed it. It made the pedestrian
11 experience very, very difficult, and it
12 was something that the community and we
13 were concerned about that made a
14 significant investment to acquire that.

15 The other is that typically a
16 building like this, you see a lot of
17 rectangular boxes, the very generic, they
18 look pretty much the same. It was the
19 decision very early on to give this a
20 sculptural quality. What we've done is
21 essentially created a sinuous wall that
22 rose the profile particularly as it faces
23 Northern Liberties. It presents a very
24 narrow profile, which results in a very
25 thin shadow, to the extent that any are

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2 cast across 95.

3 Those decisions from the
4 beginning are not the typical developer
5 decisions that are made, and it's
6 something that will attribute to their
7 approach to this project.

8 MR. LOVERA: Just one more
9 thing. When they first came to us, they
10 said, We want a million 400,000 square
11 feet of space and no less than 1 million
12 square feet of net sellable. When we
13 actually did our first broad-brush
14 strokes on paper, we were concerned. Ted
15 and I were concerned, because all we
16 could come up with was 750,000 square
17 feet net sellable. And we figure, you
18 know what, if we lose it, we lose it.
19 We're not going to do anything
20 differently. And they actually embraced
21 it. After we explained the whole thing,
22 they totally embraced it, and to us, that
23 was another test that we were kind of
24 running to just see if they were
25 interested in this quality of

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2 architecture that they had spoken about.

3 COUNCILWOMAN BROWN: Thank you
4 for your testimony. My only other
5 observation is, as a Councilperson who is
6 not a district Councilperson, I do
7 observe how keenly district
8 Councilpersons are involved in these kind
9 of often times fragile development
10 projects getting to this stage. So to
11 hear that considerable discussion,
12 conversation and negotiations happened
13 around parking, therein accommodating the
14 citizens who are already there, been
15 there paying their taxes and aren't going
16 any place, I think is extremely
17 important. Parking typically ends up
18 being the glitch pin or the achilles heel
19 in trying to overcome brain projects like
20 this to bear.

21 MR. STEIN: We basically made
22 the neighborhood -- we brought them into
23 the developers' process. A lot of people
24 say we're crazy, you're getting them
25 included. And really from the beginning

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2 the Councilman said, Go right to the
3 neighborhood. You got to get the
4 neighborhood, and that's what we did.
5 And we stayed with the neighborhood and
6 we held their hand, and they were very
7 voiceful with us.

8 COUNCILWOMAN BROWN: As well
9 they should be.

10 MR. STEIN: And they should be.
11 And we reacted to them. And when we
12 finally went to our final with them, they
13 were very supportive and they understood
14 that they finally have somebody -- I
15 don't know. Maybe not. But I feel like
16 they finally have somebody that's really
17 listening to them, and we're trying to do
18 what they need done.

19 COUNCILWOMAN BROWN: And thus
20 it's possible, when the developers work
21 with the district Councilperson, who work
22 with the community at the door, not when
23 you're halfway down the track, but at the
24 door, you end up with where you are
25 today.

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2 MR. STEIN: Yes.

3 COUNCILWOMAN BROWN: Thank you
4 very much.

5 MR. STEIN: Thank you. Thank
6 you very much.

7 COUNCIL PRESIDENT VERNA:

8 You're welcome.

9 The Chair recognizes Councilman
10 Kenney.

11 COUNCILMAN KENNEY: Thank you,
12 Madam President. I'll be brief.

13 First of all, Councilman
14 DiCicco I think has done again a
15 tremendous job in taking a lot of heat
16 and bringing the community in and
17 actually --

18 COUNCILMAN DiCICCO: Heat is
19 good for you.

20 COUNCILMAN KENNEY: Heat is
21 good for you. All these projects,
22 whether it's casino projects or whether
23 it's development projects, they're all
24 controversial. Everybody is afraid of
25 the future, everybody is afraid of

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2 change. And it would have been easy for
3 him to put his arms across his chest and
4 say, Not in my backyard, and been a
5 demigod for the residents and have less
6 political opposition and complaints from
7 some of his political opponents. So I
8 know all the hard work actually created
9 and helped mold what we're looking at
10 now.

11 From what we're looking at now,
12 I just want to compliment you. The thing
13 that jumps out at me is that this is an
14 exclusive residence, it's retail, but
15 what you've done in the design makes it
16 almost a public space. It's an open
17 public space in many ways where people
18 feel they're not -- it's not a gated
19 community. It's not keeping them from
20 the river. It's not keeping them from
21 traversing and having pedestrian
22 experience and being on the rooftop in
23 the green space. I'm telling you, when I
24 see it, it looks like some flyovers of
25 Miami or some of the flyovers of New York

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2 and Chicago. And I've consistently said
3 that great cities need tall buildings,
4 and if you can do a tall building and
5 make it as inviting to the public as
6 that, I think you've hit a home run.

7 MR. LOVERA: If I may just
8 add --

9 MR. STEIN: Thank you very
10 much.

11 MR. LOVERA: -- Councilman
12 Kenney, Councilman DiCicco was great in
13 the fact also that he did not -- he
14 actually told us we have to go to the
15 community. I mean, if they give the
16 support and all that, then I would be
17 willing to do what I have to do, and for
18 that, we really commend him.

19 The other thing also that we
20 really had not spoken about is the fact
21 that we -- one of the first things we did
22 was actually grab a hold of the master
23 plan or the neighbor's plan that Northern
24 Liberties had already done. This is not
25 the vision on Delaware Avenue, but that

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2 plan talked about no gated communities,
3 ease of access to the waterfront, allow
4 the views to the waterfront for the
5 community. There's all of these
6 different items that one of the first
7 things we did was basically an analysis
8 of that, and out of that rose what you
9 see before you.

10 MR. AGOOS: And their desire
11 for green space. That was another key
12 component.

13 COUNCIL PRESIDENT VERNA: Thank
14 you very much.

15 Are there any other questions
16 or comments from members of the
17 Committee?

18 (No response.)

19 COUNCIL PRESIDENT VERNA:
20 Seeing none, gentlemen, thank you very
21 much. The proposal looks absolutely
22 magnificent and I certainly want to wish
23 you well.

24 MR. AGOOS: Thank you.

25 MR. LOVERA: Thank you.

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2 MR. STEIN: Thank you,
3 Councilwoman.

4 COUNCIL PRESIDENT VERNA: Do we
5 have anyone else to testify on this bill?

6 (No response.)

7 COUNCIL PRESIDENT VERNA:
8 Anyone else to testify on this bill?

9 (No response.)

10 COUNCIL PRESIDENT VERNA:
11 Suspension?

12 COUNCILMAN DiCICCO: Yes.

13 MR. LOVERA: President Verna,
14 should we leave the boards up or
15 should --

16 COUNCIL PRESIDENT VERNA: No.
17 It's not necessary. Thank you.

18 MR. LOVERA: You have the
19 booklets.

20 COUNCIL PRESIDENT VERNA: We
21 don't have anyone else to testify.

22 MR. LOVERA: Okay.

23 COUNCIL PRESIDENT VERNA: Is
24 anyone else going for a suspension of the
25 rules?

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2 MR. LOVERA: Thank you very
3 much. I appreciate it.

4 MR. STEIN: A suspension of the
5 rules.

6 COUNCIL PRESIDENT VERNA: Okay.

7 MR. STEIN: Is that good or
8 bad? May I please have a suspension of
9 the rules?

10 COUNCIL PRESIDENT VERNA: We
11 got the message. Thank you. Thank you
12 all very much.

13 MR. STEIN: Thank you. Thank
14 you very much.

15 COUNCIL PRESIDENT VERNA: I
16 would ask Mr. McPherson to please now
17 read Bill No. 060342. And before he does
18 so, I would like to acknowledge the
19 presence of Councilman O'Neill and
20 Councilwoman Brown.

21 Mr. McPherson.

22 MR. MCPHERSON: An ordinance to
23 amend the Philadelphia Zoning Maps by
24 changing the zoning designations of
25 certain areas of land located within an

1 6/6/06 - RULES - BILL 060290, ETC.
2 area bounded by Delaware Avenue, Columbia
3 Street, Delaware River and Shackamaxon
4 Street.

5 COUNCIL PRESIDENT VERNA:
6 Mr. Kramer.

7 MR. KRAMER: Yes. Good
8 morning, Madam President and members of
9 the Rules Committee. My name is William
10 Kramer. I am the Senior Zoning Planner
11 in the Development Planning Division of
12 the City Planning Commission. I am here
13 today to testify on Bill No. 060342,
14 which was introduced by Councilmember
15 DiCicco May 4, 2006.

16 This bill will rezone property
17 in an area bounded by Delaware Avenue,
18 Columbia Street, the Delaware River and
19 Shackamaxon Street from a current zoning
20 designation of G-2 General Industrial to
21 a designation of C-3 Commercial. The
22 property in question is known as Piers 49
23 and 50. The purpose of the change is to
24 allow for the development of the property
25 in a residential capacity.

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2 The Planning Commission is
3 scheduled to consider Bill 060342 at its
4 next scheduled meeting June 15, 2006.

5 I would be happy to answer any
6 questions of the Committee.

7 COUNCIL PRESIDENT VERNA: Thank
8 you very much.

9 Mr. Kramer, can you tell us
10 what type of residential use is proposed?

11 MR. KRAMER: We just received
12 the breakdown of the proposal yesterday
13 morning. This does call for two
14 different -- two towers, two residential
15 towers, providing condominium use.

16 COUNCIL PRESIDENT VERNA: How
17 high are the towers?

18 MR. KRAMER: Proposed building
19 height would be 363 feet.

20 COUNCIL PRESIDENT VERNA: And
21 did I hear you say they will be for
22 condominiums?

23 MR. KRAMER: Yes, ma'am, you
24 did. And the condominium size is varying
25 from 790 square feet to 1,950 square

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2 feet, and all would feature balconies.
3 I'm looking for the exact number of
4 units. It has been designed so it would
5 be in two phases. The first phase would
6 have an easternmost 36-story tower with
7 an attached garage that would have 271
8 units with 428 enclosed parking spaces.

9 COUNCIL PRESIDENT VERNA: I'm
10 sorry. How many units did you say?

11 MR. KRAMER: Two hundred
12 seventy one units with 428 enclosed
13 parking spaces. At first there will be
14 an additional 116 parking spaces
15 available, surface parking, that will be
16 abandoned when they do the Phase 2
17 construction.

18 The Phase 2 construction adds
19 an additional 36-story tower with an
20 additional 246 units and an additional
21 298 parking spaces in a garage. So the
22 total parking --

23 COUNCIL PRESIDENT VERNA: Do we
24 have any indication as to what the cost
25 of the condominiums will be?

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2 MR. KRAMER: I do not have that
3 within the information I've been given.
4 Their attorney is here and may be able to
5 answer.

6 COUNCIL PRESIDENT VERNA: Who
7 is the proposed developer?

8 MR. KRAMER: I actually do not
9 have their name. Their attorney was
10 represented by Mr. Primavera. He should
11 be able to --

12 COUNCIL PRESIDENT VERNA:
13 Mr. Primavera, good morning.

14 MR. PRIMAVERA: Yes. Good
15 morning, Council President Verna.

16 COUNCIL PRESIDENT VERNA:
17 Please identify yourself for the record
18 and perhaps you could answer some of the
19 questions.

20 MR. PRIMAVERA: Carl Primavera.
21 I'm here representing the developer.
22 With me is Sharon Suleta, my colleague.
23 Bruce Schmidt --

24 COUNCIL PRESIDENT VERNA: I'm
25 sorry. You turned your head.

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2 MR. PRIMAVERA: I'm sorry.

3 Sharon Suleta is my colleague.

4 COUNCIL PRESIDENT VERNA: I
5 don't think we heard who the developer
6 is.

7 MR. PRIMAVERA: It's Dario
8 Patrungalo is the representative. They
9 have created a family partnership.
10 Probably many of you know them from their
11 core business, which is A&P Construction.
12 They do work for the City, for PennDot.
13 They've been involved in the construction
14 business for many years. And Dario is
15 here today representing that development
16 partnership.

17 We also have Bruce Schmidt from
18 BLT Architects who has plans and
19 materials that, if you would like, we can
20 set up similar to the first presentation
21 to give you a better idea of what the
22 project hopefully will look like.

23 COUNCIL PRESIDENT VERNA: Okay.
24 That would be fine.

25 MR. PRIMAVERA: Just by way of

1 6/6/06 - RULES - BILL 060290, ETC.

2 additional background to what Mr. Kramer
3 said, the property is zoned industrial.
4 There's a warehouse operation there.
5 That's been a tenant. The property is
6 owned by Mr. Philip O'Godden. He's been
7 a long-term owner of industrial
8 properties on Delaware Avenue.

9 As you'll see once our
10 rendering is there, it's an interesting
11 statement about Philadelphia that this
12 may be considered modest compared to what
13 you just saw. A few years ago something
14 like what you're about to see would have
15 been considered dramatic, but it's now
16 considered to be what we expect, I guess,
17 in terms of the new development.

18 This site is on the waterfront.
19 It is impacted by the so-called
20 moratorium, and we'll get into that in a
21 little bit, because we do need the
22 riverbed lease from the State. So we are
23 talking to the State on those issues.

24 We have met with the Fishtown
25 Civic. We're going to meet with them

1 6/6/06 - RULES - BILL 060290, ETC.
2 again. Interestingly enough, because
3 we're on the river side, there's no
4 adjoining community next to this. So
5 obviously that makes it easy for us. We
6 don't have to worry about some of the
7 things that would happen if you're right
8 up against existing homes. And also
9 we're on the east side of 95 and most of
10 the residential development is on the
11 west side of 95. So people are pretty
12 pleased to think that instead of the
13 industrial site which is currently there
14 representing the G-2, we would now see a
15 residential development.

16 COUNCIL PRESIDENT VERNA: What
17 are the proposed costs and completion
18 date if this is approved?

19 MR. PRIMAVERA: Well, at this
20 point, as Mr. Kramer mentioned, the
21 thought is that they would build the
22 first tower, the one closest to the
23 river, because ultimately the market is
24 going to probably have to digest all
25 these new projects. Unless there's

1 6/6/06 - RULES - BILL 060290, ETC.
2 especially broad interest, we would
3 envision doing the first tower. We
4 envision about \$150 million per tower
5 when you add up the rising cost of
6 materials. I know there's new union
7 contracts in place, energy costs. So
8 most of these things reflect an attitude
9 that there will be price escalation in
10 the construction.

11 The cost factor, obviously the
12 penthouse units are always going to be
13 the most expensive, but we're hoping to
14 be in the 450 to 500,000 a unit range,
15 which is expensive, but given other
16 product, we think that we will be
17 competitive. The fact that we have easy
18 access from Delaware Avenue, 95, we think
19 that will be attractive to people. And,
20 again, as the earlier presenters said,
21 the views from the waterfront are
22 spectacular.

23 COUNCIL PRESIDENT VERNA: Won't
24 the Governor's moratorium on the
25 riverfront development determine when a

1 6/6/06 - RULES - BILL 060290, ETC.

2 project may proceed?

3 MR. PRIMAVERA: Yes. We
4 thought we were well on the way to having
5 that concluded by the summer recess in
6 Harrisburg, but then -- I know the
7 Governor says not to call it a
8 moratorium, but suspension of approvals,
9 whatever the term is, we have been
10 impacted.

11 We have spoken to GSA. We have
12 spoken to the Governor's office. They
13 say that there are two issues driving the
14 process. One is, they are trying to come
15 up with a new formulation on how to value
16 the riverbed leases. Before it was
17 nominal consideration given the fact that
18 the leases are not something that anybody
19 other than the adjoining property owner
20 could use, but they're reevaluating
21 appraisals.

22 The other thing is, they want
23 to make sure that there's waterfront
24 access for the public, which we will
25 provide as well, and our Planning

1 6/6/06 - RULES - BILL 060290, ETC.

2 Commission has also been asking for that.

3 So they're the two issues.

4 It's pretty apparent that the process --
5 we'll work over the summer and then
6 hopefully we'll have it resolved when
7 they come back in the fall. But that
8 process runs independent of the zoning
9 process, so we thought if we could get
10 the zoning done and then just basically
11 have it ready to go for the riverbed
12 lease, then once that's done, we'd be
13 ready to start.

14 But you're right, Council
15 President Verna, without the riverbed
16 lease, we can't get started. We can't
17 get financing.

18 COUNCIL PRESIDENT VERNA: Thank
19 you.

20 The Chair recognizes Councilman
21 Kelly.

22 COUNCILMAN KELLY: Yes. Thank
23 you, Madam President.

24 Mr. Primavera, I just want to
25 know something. On the left of this,

1 6/6/06 - RULES - BILL 060290, ETC.

2 there's a park. Is that Penn Treaty
3 Park?

4 MR. PRIMAVERA: Yes, it is.

5 COUNCILMAN KELLY: On this
6 side, what is this vacant land? Is there
7 any --

8 MR. PRIMAVERA: That's an
9 interesting question. I think that's the
10 proposed, is that called, Sugar House
11 site?

12 COUNCILMAN DiCICCO: That's
13 correct. It's adjacent to the Sugar
14 House.

15 MR. PRIMAVERA: So we're
16 immediately to the north of that site.
17 So obviously nobody has a crystal ball.
18 We may end up having a casino there. We
19 may not. Interestingly --

20 COUNCILMAN KELLY: Who owns the
21 site right now; do you know?

22 MR. PRIMAVERA: You mean the
23 Sugar House site?

24 COUNCILMAN KELLY: Yes.

25 MR. PRIMAVERA: I don't know.

1 6/6/06 - RULES - BILL 060290, ETC.

2 We don't have any relationship to them.

3 We're not part of any casino team or

4 anything like that. It will be

5 interesting to see. And similar to the

6 earlier presentation, some people think

7 that gaming will help the residential

8 market because people want to be close to

9 it. Other people think it may not. But

10 we've decided we're kind of gaming

11 neutral. We don't do gaming.

12 COUNCILMAN KELLY: I just had a

13 question about parking. How many parking

14 spaces are you contemplating?

15 MR. PRIMAVERA: Well, the total

16 is going to be for both 908 garage

17 spaces, but let me just go through the --

18 COUNCILMAN KELLY: How many

19 condos are you constructing here?

20 MR. PRIMAVERA: We're talking

21 about Phase 1, which is 271 units and 428

22 parking spaces, and that's the one that

23 we think the market would immediately

24 embrace. And then if we go to Phase 2,

25 that's another 246 units and another 298

1 6/6/06 - RULES - BILL 060290, ETC.

2 garage spaces. So if the whole thing
3 gets built to that maximum, it would be
4 517 units and 726 parking spaces. So the
5 extra spaces would be in surface parking
6 if we need it.

7 So we have plenty of parking
8 for the site. We think that that's going
9 to be obviously one of the attractive
10 things about it, people will be able to
11 park and have easy access to their cars.
12 We don't have any other traffic that's
13 immediately impacting us. Casino
14 traffic, we've taken the position that
15 I'm sure that the casinos are going to
16 have to figure out their own traffic and
17 their own parking.

18 COUNCILMAN KELLY: The one
19 thing I'm concerned about, though, is 512
20 units and the cost of these units are
21 probably, what, 400, 500?

22 MR. PRIMAVERA: 400,000 to
23 500,000 based on today's pricing.

24 COUNCILMAN KELLY: With the
25 type of person that's going to be

1 6/6/06 - RULES - BILL 060290, ETC.

2 purchasing these condos, I would think
3 they would have more than one car, and
4 that's of a concern. In other words, if
5 a lot of these people have two and three
6 cars, it could be a problem.

7 MR. PRIMAVERA: We have the
8 ability to add another level of garage
9 parking if we wanted to. It's being
10 built to handle that, because that's a
11 good point, but, quite frankly, we think
12 that we have -- I mean, we exceed a lot
13 of the ratios that people are looking at
14 now. And also we hope at some point
15 there will be some public transportation
16 along Delaware Avenue, which would be
17 great, whether it's a tram or bus.

18 But you're right, we have to
19 make sure that we have enough parking on
20 site so that people, whether they have
21 one car or two, will be able to park on
22 site, because it's not a site where you
23 would go off site to park and then come
24 back.

25 COUNCILMAN KELLY: Then you

1 6/6/06 - RULES - BILL 060290, ETC.

2 could expand the parking, then?

3 MR. PRIMAVERA: Yes. So it's
4 being designed to accommodate another
5 deck if we need it.

6 COUNCILMAN KELLY: Good. Thank
7 you.

8 Thank you, Madam President.

9 COUNCIL PRESIDENT VERNA:
10 You're welcome.

11 Are there any other questions
12 from members of the Committee?

13 The Chair recognizes Councilman
14 Kenney.

15 COUNCILMAN KENNEY: Thank you,
16 Madam President.

17 I was out of the room for a few
18 minutes. Is that a marina that I see
19 associated with it or no?

20 MR. PRIMAVERA: Well, it's
21 artistic license. We would like to have
22 a small marina. That would all be
23 subject to State approval, because it
24 doesn't exist. It would not be a
25 commercial marina, because we don't have

1 6/6/06 - RULES - BILL 060290, ETC.
2 the space for it, but what we said is, it
3 would be no frills and we would have a
4 space where both the public and people
5 who live in the condominium would be able
6 to tie it up. But we don't have room for
7 a boat repair or any type of amenity. So
8 it's bare bones, but we still think it
9 would be nice to have.

10 COUNCILMAN KENNEY: Similar to
11 what you have at Pier 9 and 11 near La
12 Veranda in the back there, kind of just
13 residential use or rental?

14 MR. PRIMAVERA: Right, but not
15 as grand as that.

16 COUNCILMAN KENNEY: That's not
17 9 and 11. That's 5 and -- 3 and 5. I'm
18 sorry.

19 Is that an Army Corps issue?
20 Is there approval there, too?

21 MR. PRIMAVERA: We believe that
22 we are okay with the Army Corps in terms
23 of the existing pier, because it was
24 approved previously. Anything we do with
25 the marina is both Army Corps and the

1 6/6/06 - RULES - BILL 060290, ETC.

2 State. So we show it because that's
3 where we want to have it, but we have to
4 get through those approvals.

5 COUNCILMAN KENNEY: Okay.

6 MR. PRIMAVERA: We think it
7 would be nice. We actually would like to
8 have a restaurant in Building 1 like La
9 Veranda, because C-3 allows us --

10 COUNCILMAN KENNEY: Up top or
11 down bottom?

12 MR. PRIMAVERA: No. It would
13 be at the -- well, that's not a bad idea,
14 but it would be at the water's edge, and
15 then people would be able to arrive, tie
16 up.

17 COUNCILMAN KENNEY: There's not
18 a lot of higher rise dining in the City.

19 MR. PRIMAVERA: It's a great
20 idea.

21 COUNCILMAN KENNEY: I would
22 love to have seen the Comcast building
23 have something like that, some kind of
24 observation deck or restaurant on top,
25 similar to the Rainbow Room in New York.

1 6/6/06 - RULES - BILL 060290, ETC.

2 MR. PRIMAVERA: It's a great
3 idea. Somebody should do it.

4 COUNCILMAN KENNEY: But it is
5 expensive, I guess.

6 MR. PRIMAVERA: And also I
7 think a lot of the profit in these
8 buildings is in the penthouse units, so
9 they kind of use that to leverage a lot
10 of the other -- you hate to say \$400,000
11 is a moderately priced unit.

12 COUNCILMAN KENNEY: Well, these
13 days. And people from New York and other
14 places think it's cheap.

15 MR. PRIMAVERA: That's where we
16 think a lot of these people will be
17 coming from. I think that we're still
18 drawing people from outside the area who
19 want to be in Philadelphia, they want to
20 be in a new building, they want to have
21 waterfront views.

22 COUNCILMAN KENNEY: That's
23 another important issue when it comes to
24 this development, because, again, trying
25 to grow the City, we're not going to -- a

1 6/6/06 - RULES - BILL 060290, ETC.
2 lot of people who live in the City are
3 not going to be buying these. They're
4 going to be people who are new residents.
5 And the commute from New York, from
6 Manhattan, to Philadelphia is nothing
7 anymore. You can see what's happened up
8 in Bucks County. I think that's just
9 starting to come down more and more,
10 which I think is a wonderful opportunity
11 to gain new residents with some spending
12 power.

13 MR. PRIMAVERA: I think it's
14 funny to say, but we're almost becoming a
15 bedroom community for New York.

16 COUNCILMAN KENNEY: That's
17 okay.

18 MR. PRIMAVERA: Which is never
19 something we felt would happen.

20 COUNCILMAN KENNEY: That's
21 okay. Thank you.

22 COUNCIL PRESIDENT VERNA: Are
23 there any other questions or comments
24 from members of the Committee?

25 (No response.)

1 6/6/06 - RULES - BILL 060290, ETC.

2 COUNCIL PRESIDENT VERNA:

3 Gentlemen, thank you. Thank you very
4 much.

5 MR. PRIMAVERA: Thank you. We
6 would ask to suspend the rules, if you
7 would so incline to do that.

8 COUNCILMAN DiCICCO: Madam
9 President, if I may. On the suspension,
10 I will ask for the suspension of rules,
11 but for the record, the Fishtown
12 Neighborhood Association will have a full
13 Board meeting on the 14th of this month,
14 and not anticipating any objection to
15 this, but should there be, then I will
16 hold up on second and final reading, but
17 absent any objection from the community,
18 then I will call it up on the 15th.

19 MR. PRIMAVERA: That's fine
20 with us, and we also want to thank
21 Councilman DiCicco. We went to Fishtown.
22 The zoning committee heard the
23 presentation. There were no objections,
24 but apparently, and perhaps wisely, they
25 now have a process where if it's what

1 6/6/06 - RULES - BILL 060290, ETC.
2 they call community-wide development,
3 they want to bring it to their Board.
4 And we tried to get them to meet earlier,
5 but they couldn't allow for that. So the
6 timing works for us and we're happy to
7 work with that time frame.

8 COUNCIL PRESIDENT VERNA: Thank
9 you all very much.

10 MR. PRIMAVERA: Thank you.

11 COUNCIL PRESIDENT VERNA:
12 Councilman DiCicco, I'm just rather
13 curious. How far is this development
14 from the previous proposed development
15 that we heard earlier?

16 COUNCILMAN DiCICCO: Two blocks
17 maybe.

18 COUNCILMAN KELLY: That
19 previous development was in between that.

20 COUNCILMAN DiCICCO: The
21 previous development is a little south of
22 it, a couple blocks. And just for the
23 record, when they mentioned the
24 Brownstone property, that is -- remember
25 the 8th Floor?

1 6/6/06 - RULES - BILL 060290, ETC.

2 COUNCIL PRESIDENT VERNA:

3 That's what we were talking about, the
4 8th Floor.

5 COUNCILMAN DiCICCO: I meant to
6 mention it earlier. When they talk about
7 the Brownstone project, it's the
8 building, the old warehouse, where the
9 8th Floor, the club, used to be located.
10 That's the site, which is right about in
11 here. So the previous development will
12 be generally in this area and the
13 Brownstone piece would run somewhere in
14 here. It's about 1,100 units. We
15 already did the legislation on that
16 several months ago. About 1,100 units
17 all together, with mid-rise and townhouse
18 development.

19 COUNCIL PRESIDENT VERNA: Thank
20 you.

21 Do we have anyone that would
22 like to testify on this bill?

23 (No response.)

24 COUNCIL PRESIDENT VERNA:

25 Seeing no one, I would ask Mr. McPherson

1 6/6/06 - RULES - BILL 060290, ETC.
2 to please read the title of Bill No.
3 060344.

4 MR. McPHERSON: An ordinance to
5 amend the Philadelphia Zoning Maps by
6 changing the zoning designations of
7 certain areas of land located within an
8 area bounded by Delaware Avenue, Penn
9 Street, Ellen Street, the Delaware River
10 and Spring Garden Street.

11 COUNCIL PRESIDENT VERNA:
12 Mr. Kramer.

13 MR. KRAMER: Good morning,
14 Madam President and members of the Rules
15 Committee. My name is William Kramer. I
16 am the Senior Zoning Planner in the
17 Development Planning Division of the City
18 Planning Commission. I am here today to
19 testify on Bill No. 060344, which was
20 introduced by Councilmember DiCicco May
21 4th of 2006.

22 This bill will rezone a portion
23 of an area bounded by Delaware Avenue,
24 Penn Street, Ellen Street extended, the
25 Delaware River and Spring Garden Street

1 6/6/06 - RULES - BILL 060290, ETC.

2 extended. This bill will rezone a
3 portion of this block from its current
4 designation of C-3 Commercial to a
5 designation of G-2 General Industrial.
6 This bill reverses the provision of Bill
7 No. 040937, which was signed into law
8 January 25, 2005.

9 The City Planning Commission is
10 scheduled to consider Bill No. 060344 at
11 its next scheduled meeting June 15, 2006.

12 I would be happy to answer any
13 questions of the Committee.

14 COUNCIL PRESIDENT VERNA: Thank
15 you.

16 Mr. Kramer, your testimony is
17 that this bill will rezone a portion of
18 the block from its current designation of
19 C-3 Commercial to a designation of G-2
20 General Industrial. However, looking at
21 the maps attached to the bill, it appears
22 that the zoning change is from a
23 designation of G-2 to C-3. Can you tell
24 us which is correct? Is there a
25 development proposal for this property,

1 6/6/06 - RULES - BILL 060290, ETC.

2 and, if so, can you elaborate?

3 Do you have a copy of the pink
4 bill?

5 MR. KRAMER: I do not have a
6 copy of the pink bill. I have a copy of
7 the original bill that was given to us by
8 the Clerk's Office after introduction.
9 This was, as I said in my testimony, the
10 reversing of a prior bill. So what was
11 done was the switching of the titles on
12 the bill. I don't know if there was a
13 subsequent error or not, but the bill I
14 was given indicates that it does shift
15 this from C-3 Commercial to G-2 General
16 Industrial. And originally back in 2005,
17 this was doing the reverse, changing it
18 from G-2 to C-3. So there is no
19 development proposal that I am aware of
20 at this point in time.

21 COUNCILMAN DiCICCO: Madam
22 President, if I may.

23 COUNCIL PRESIDENT VERNA: Yes.

24 COUNCILMAN DiCICCO: The site
25 that we're speaking to is the site of the

1 6/6/06 - RULES - BILL 060290, ETC.
2 much-touted Trump Tower. Unlike the two
3 previous developers who were here this
4 morning, but for one very short community
5 meeting, there have been no follow-up
6 meetings with the Northern Liberties
7 Neighborhood Association. There have
8 been a number of announcements and
9 preliminary ribbon cuttings, or whatever
10 you want to refer to them as, about this
11 tower, but what I'm asking is that we go
12 back to G-2 Industrial. That would
13 prohibit any development of a residential
14 tower or any type of residential
15 development on that site, and this is a
16 way of ensuring that the developer is
17 then required to go back to the community
18 and work through my office and the
19 community. So that's really why I'm
20 asking for this to go opposite of what we
21 do with the other two bills, going from
22 G-2 to C-3 or 5. We're asking that this
23 go back to industrial use.

24 COUNCIL PRESIDENT VERNA:

25 There's a problem with the map in the

1 6/6/06 - RULES - BILL 060290, ETC.

2 pink bill.

3 Mr. Kramer, we have a copy of
4 the pink bill. Perhaps you should --

5 MR. MCPHERSON: I gave it to
6 him.

7 COUNCIL PRESIDENT VERNA: Do
8 you have a copy of the pink bill?

9 MR. KRAMER: I've seen it. The
10 way this is written is actually incorrect
11 and the map should actually be inverted.
12 Map A should be Map B and vice versa.
13 Map B should be Map A. I believe we can
14 draft this as an amendment to this bill
15 to make it do what it wants to do.

16 Currently, the proposed Map B
17 in the bill as printed in the pink copy
18 is what exists. It's currently zoned C-3
19 Commercial today. So we do have to amend
20 the bill, I would imagine.

21 COUNCILMAN KENNEY: Madam
22 President, may I ask a question?

23 COUNCIL PRESIDENT VERNA: Yes.

24 COUNCILMAN KENNEY: Councilman
25 DiCicco --

1 6/6/06 - RULES - BILL 060290, ETC.

2 COUNCILMAN DiCICCO: It's just
3 the way it was printed. It was printed
4 in reverse order.

5 COUNCILMAN KENNEY: But one of
6 the things that concerns me is, we can
7 fix this here by amendment, according to
8 the Planning Commission. Under the
9 current circumstances without the change,
10 does the developer have the ability to go
11 in and get a permit? The way it is right
12 now, would they have the ability to go
13 get a permit?

14 COUNCILMAN DiCICCO: When you
15 say "the way it is" --

16 COUNCILMAN KENNEY: The way it
17 is before our change. Not the way it is
18 in the mistaken bill, not the mistakes in
19 the bill. The current zoning of the
20 parcel, would it allow them --

21 COUNCILMAN DiCICCO: Yes.

22 COUNCILMAN KENNEY: It would
23 allow them to get a permit? One of the
24 things that I would suggest, even though
25 we're going to amend this bill and fix

1 6/6/06 - RULES - BILL 060290, ETC.
2 it, is that L&I be put on very clear
3 notice, because we just had this
4 situation the other day where a guy got
5 approval from the Zoning Board and had
6 his property condemned two weeks later,
7 because nobody talks to each other. I
8 would be concerned that some developer
9 would go in there, this or some other,
10 try to get a permit across the desk, we
11 have never told them that we fixed it or
12 changed it and now we're stuck in some
13 mess, especially when the record is going
14 to be a little confusing as to which map
15 is which. I'm just concerned about
16 communication with L&I.

17 COUNCILMAN DiCICCO: I
18 understand.

19 MR. KRAMER: I will be in touch
20 with the Zoning Unit at L&I when I get
21 back to my office. I will let them know.

22 COUNCILMAN KENNEY: Okay.

23 COUNCIL PRESIDENT VERNA:
24 Mr. Kramer, you will offer the amendment?

25 MR. KRAMER: Yes, ma'am. I'll

1 6/6/06 - RULES - BILL 060290, ETC.

2 have to draft it, but, yes, we can amend
3 the maps correctly. I can have them to
4 you this afternoon. I don't have them
5 physically here, unless -- Mr. Abernathy
6 is going to make his copies --

7 COUNCIL PRESIDENT VERNA: Why
8 couldn't we do that now.

9 MR. KRAMER: -- and take care
10 of that.

11 COUNCIL PRESIDENT VERNA: Are
12 there any other questions or comments
13 from members of the Committee on this
14 bill?

15 (No response.)

16 COUNCIL PRESIDENT VERNA: Do we
17 have anyone else to testify on this bill?

18 (No response.)

19 COUNCIL PRESIDENT VERNA: The
20 next bill to be considered, it would have
21 been Bill No. 060312. However, that is
22 being held at the request of the sponsor.

23 Also, Councilman DiCicco, it is
24 my understanding that Bill No. 060442 is
25 also being held at your request.

1 6/6/06 - RULES - BILL 060290, ETC.

2 COUNCILMAN DiCICCO: Yes.

3 COUNCIL PRESIDENT VERNA: I
4 would, therefore, ask Mr. McPherson to
5 please read the title of Bill No. 060444.

6 MR. MCPHERSON: An ordinance to
7 amend the Philadelphia Zoning Maps by
8 changing the zoning designations of
9 certain areas of land located within an
10 area bounded by the Montgomery County
11 Line, Pine Road, Bloomfield Avenue,
12 Verree Road and Red Lion Road.

13 COUNCIL PRESIDENT VERNA: Thank
14 you.

15 Mr. Kramer.

16 MR. KRAMER: Good morning,
17 Madam President and members of the Rules
18 Committee. My name is William Kramer. I
19 am the Senior Zoning Planner in the
20 Development Planning Division of the City
21 Planning Commission. I am here today to
22 testify on Bill No. 060444, which was
23 introduced by Councilmember O'Neill May
24 18, 2006.

25 This bill is a zoning remapping

1 6/6/06 - RULES - BILL 060290, ETC.
2 bill for the Bustleton area of the City.
3 It covers approximately 450 acres of land
4 bounded by the Montgomery County Line,
5 Pine Road, Bloomfield Avenue, Verree Road
6 and Red Lion Road. The area is
7 predominantly a residentially zoned area
8 with a mix of zoning designations from
9 R-1 to R-4 throughout. There is an
10 industrial park located along Red Lion
11 Road that will retain its G-2 zoning
12 designation and a commercial property
13 located at Red Lion and Verree that will
14 retain its C-2 Commercial designation.
15 This bill will rezone a majority of the
16 residential properties to a designation
17 of R-1 or R-2 in order to restrict their
18 ability to be subdivided as a matter of
19 right.

20 This bill is scheduled to be
21 considered at the Planning Commission's
22 next meeting of June 15, 2006.

23 I would be happy to answer any
24 questions of the Committee.

25 COUNCIL PRESIDENT VERNA: Thank

1 6/6/06 - RULES - BILL 060290, ETC.

2 you.

3 Mr. Kramer, do you know how
4 many existing property owners will be
5 affected by these changes?

6 MR. KRAMER: I do not have an
7 exact total, but it would number several
8 thousand. I would imagine we're talking
9 in the area of 2,000 to 3,000 homeowners
10 in this entire area. This is a very
11 large area. As I said, 450 acres. It
12 covers quite a number of homeowners.

13 COUNCIL PRESIDENT VERNA: I see
14 that Councilman O'Neill had put his light
15 on.

16 COUNCILMAN O'NEILL: I'll wait
17 until you finish.

18 COUNCIL PRESIDENT VERNA: Okay.
19 Are there any proposed
20 development plans that would be adversely
21 affected by these changes?

22 MR. KRAMER: Not that I'm aware
23 of, no, ma'am.

24 COUNCIL PRESIDENT VERNA: The
25 Chair recognizes Councilman O'Neill.

1 6/6/06 - RULES - BILL 060290, ETC.

2 COUNCILMAN O'NEILL:

3 Mr. Kramer, is it fair to say that this
4 is an upgrade of the zoning of the area
5 from a residential perspective? We're
6 not downgrading anything to allow more
7 development. We're actually restricting
8 future development, where people would
9 need a variance rather than as a matter
10 of right if they tear a house down and
11 put two or more up on the same lot.

12 MR. KRAMER: That is correct.

13 COUNCILMAN O'NEILL: And in
14 this particular area, while it's very
15 large, and the three maps required
16 indicate that, a lot of these homes in
17 this remapping as opposed to some of the
18 other that we've done already are
19 existing developments where there really
20 isn't tear-down opportunities. In terms
21 of a percentage of the 450 acres, the
22 tear-down opportunities are much less
23 than in previous remappings, because we
24 had so many developments built in the
25 '50s, '60s, '70s that conformed to the

1 6/6/06 - RULES - BILL 060290, ETC.

2 zoning and there's really not tear-down
3 opportunity to put more than one on the
4 map.

5 MR. KRAMER: That's correct.

6 Yes.

7 COUNCILMAN O'NEILL: Thank you.

8 COUNCIL PRESIDENT VERNA: Thank
9 you.

10 Any other questions or comments
11 by members of the Committee?

12 (No response.)

13 COUNCIL PRESIDENT VERNA: Do we
14 have anyone else to testify on this bill?

15 (No response.)

16 COUNCIL PRESIDENT VERNA: Is
17 there a recess?

18 COUNCILMAN O'NEILL: Suspension
19 of the rules.

20 COUNCIL PRESIDENT VERNA: Thank
21 you.

22 I would ask Mr. McPherson to
23 please read the title of the next bill,
24 Bill No. 060445.

25 MR. MCPHERSON: An ordinance to

1 6/6/06 - RULES - BILL 060290, ETC.
2 amend the Institutional Development
3 District Master Plan of Temple University
4 by allowing for the construction of a new
5 building to be used for the Fox School of
6 Business and Management.

7 MR. KRAMER: Good morning,
8 Madam President and members of the Rules
9 Committee. My name is William Kramer.
10 I'm the Senior Zoning Planner in the
11 Development Planning Division of the City
12 Planning Commission. I am here today to
13 testify on Bill No. 060445, which was
14 introduced by Councilmember Clarke May
15 18, 2006.

16 This bill will permit an
17 amendment of the Institutional
18 Development District Master Plan for
19 Temple University. The amendment is for
20 the erection of a seven-story, 220,415
21 square foot structure to be used as the
22 home for the new Fox School of Business
23 and Management, which currently occupies
24 Speakman Hall directly adjacent to the
25 site. This new complex will house

1 6/6/06 - RULES - BILL 060290, ETC.

2 lecture halls, general use classrooms,
3 student and administrative offices,
4 student lounges and the Fox School
5 academic departments.

6 The City Planning Commission at
7 its meeting of March 16, 2006 reviewed
8 and approved the proposed changes to the
9 Master Plan of Temple University.
10 Accordingly, the Planning Commission
11 recommends that Bill No. 060445 be
12 approved.

13 I would be happy to answer any
14 questions of the Committee.

15 COUNCIL PRESIDENT VERNA: Thank
16 you, Mr. Kramer.

17 Currently, the business school
18 occupies Speakman Hall, which is
19 adjacent, I understand, to this site.
20 Are the numbers of people who will be
21 using the new site be approximately the
22 same number as occupy the current site of
23 the business school? If more will occupy
24 the new property, will parking for the
25 area be sufficient?

1 6/6/06 - RULES - BILL 060290, ETC.

2 MR. KRAMER: I believe that the
3 number of students to be using these
4 halls will be pretty much the same. The
5 architect, Mary Winston, is here that
6 designed all this and may be able to
7 better indicate that.

8 I believe that Temple would
9 like us to believe that there will
10 continue to be more students on campus,
11 and that's a constant growth issue. I
12 don't know that this particular project
13 is going to generate that growth, and
14 they already do exceed the amount of
15 parking required on campus. The numbers
16 currently provide 2,902 parking spaces,
17 and by Code requirements are required to
18 have 1,104 spaces. So obviously they
19 will exceed the amount of required spaces
20 in the district, more than double what's
21 required.

22 COUNCIL PRESIDENT Verna: Which
23 I would assume would indicate they're
24 doubling the amount of parking.

25 COUNCILMAN CLARKE: Madam

1 6/6/06 - RULES - BILL 060290, ETC.

2 President, I don't think that there's a
3 person that lives in that community that
4 believes that Temple has adequate parking
5 spaces on the facility for their
6 students, but that's not something that
7 we can resolve today.

8 COUNCIL PRESIDENT VERNA: Okay.
9 While you're there, was there any
10 indication as to what will become of
11 Speakman Hall? Do you know?

12 MR. KRAMER: I believe that the
13 architects have that.

14 COUNCIL PRESIDENT VERNA:
15 That's fine.

16 Please introduce yourself and
17 proceed with your testimony.

18 MR. WINSTON: My name is Mary
19 Winston. I'm Director of Special
20 Projects, Facilities Management, Temple
21 University. I am the Project Architect
22 for this project working in conjunction
23 with the designer.

24 Speakman Hall will be occupied
25 as the Fox Business School and will

1 6/6/06 - RULES - BILL 060290, ETC.

2 attach to the new Alter Hall, which is
3 the addition. There will not be an
4 increase in student population.

5 COUNCIL PRESIDENT VERNA: Thank
6 you.

7 MS. WINSTON: This is
8 essentially a replacement of class space.
9 We've recently demolished a building
10 called Curtis Hall. So we are replacing
11 some facilities that were lost across
12 campus.

13 COUNCIL PRESIDENT VERNA:
14 Although the map is difficult to read, it
15 does indicate provisions for future
16 surface parking and for a future --
17 everything is future -- parking garage.
18 Any indication as to how many additional
19 parking spaces are to be provided and
20 exactly when they would be available?

21 MS. WINSTON: The map that
22 you're looking at encompasses two
23 projects. It encompasses the Tyler
24 School of Art, which is relocating
25 existing parking and creating future

1 6/6/06 - RULES - BILL 060290, ETC.

2 parking in an adjacent lot off of 12th
3 and Norris Streets, if that's the area
4 that you're referring to.

5 COUNCIL PRESIDENT VERNA: Yes,
6 it is.

7 All right. The Chair
8 recognizes Councilman Clarke.

9 COUNCILMAN CLARKE: Thank you,
10 Madam President.

11 Good morning. What's the time
12 line on the construction of the facility?

13 MS. WINSTON: We anticipate to
14 start construction, if we receive all of
15 the approvals, by this fall, with
16 occupancy for September of 2008.

17 COUNCILMAN CLARKE: Who is the
18 general contractor?

19 MS. WINSTON: It's a
20 State-funded project, so we have a
21 construction manager on the project,
22 which is Driscoll.

23 COUNCILMAN CLARKE: In terms of
24 participation, who do you have monitoring
25 that?

1 6/6/06 - RULES - BILL 060290, ETC.

2 MS. WINSTON: Monitoring the
3 project?

4 COUNCILMAN CLARKE: Yes, in
5 terms of minority and female.

6 MS. WINSTON: Yes. We will
7 have more than 33 percent participation.
8 We are just beginning the bid process on
9 this project.

10 COUNCILMAN CLARKE:
11 Thirty-three percent across the board?
12 Can you break it down?

13 MS. WINSTON: Across the board.

14 COUNCILMAN CLARKE: Can you
15 break it down?

16 MS. WINSTON: That's our target
17 at this point.

18 MR. BISHOP: Councilman, if I
19 can just --

20 COUNCILMAN CLARKE: Go ahead.

21 MR. BISHOP: If I could
22 respond. For the record, Tabb Bishop,
23 Deputy Chief of Staff, Executive Office
24 of the President for Temple University.

25 The University for all of its

1 6/6/06 - RULES - BILL 060290, ETC.

2 projects in this specific area of
3 minority participation, we hired GPUAC,
4 Greater Philadelphia Urban Affairs
5 Coalition, and they will work with us in
6 terms of monitoring that and making sure
7 that we reach our goals.

8 Thirty-three percent actually
9 is something that the University has some
10 successes in reaching on a consistent
11 basis and we don't see that this would be
12 any deviation from that path.

13 COUNCILMAN CLARKE: Have we
14 exceeded 33 percent?

15 MR. BISHOP: Actually, there
16 have been. Yes, we've exceeded that.
17 There's an ambulatory care facility,
18 which is actually a Temple University
19 Hospital project, but there was a lot of
20 the Temple University facilities staff
21 that were managing that process, and they
22 reached, I think it was, 40 percent, if
23 my memory is right.

24 MS. WINSTON: Forty-two
25 percent.

1 6/6/06 - RULES - BILL 060290, ETC.

2 MR. BISHOP: Forty-two percent.

3 COUNCILMAN CLARKE: Forty-two
4 percent. Do you have an idea what the
5 breakdown was, MBE, WBE, DBE?

6 MS. WINSTON: Not off the top
7 of my head. I'm sorry.

8 MR. BISHOP: I can get that for
9 you later today, Councilman.

10 COUNCILMAN CLARKE: In terms of
11 your goals, do you identify your goals by
12 category or you just say generally the
13 participation goal is 33 percent, or do
14 you break it down MBE, WBE, DBE?

15 MS. WINSTON: This is Mary
16 Winston again.

17 We target based on the trades
18 and we target based on MBE, WBE and DBE
19 with our aspirations on what we have
20 historically seen on projects and what we
21 can anticipate to see.

22 COUNCILMAN CLARKE: That
23 doesn't make me feel comfortable. If you
24 want to talk about what you historically
25 see as it relates to participation in the

1 6/6/06 - RULES - BILL 060290, ETC.

2 City of Philadelphia, that doesn't make
3 me feel comfortable at all.

4 MS. WINSTON: No. I'm sorry.
5 Not with the City of Philadelphia. What
6 we, Temple, have historically seen on
7 projects. Typically we've done better
8 than 33 percent on most of the projects
9 that we've worked on.

10 COUNCILMAN CLARKE: Is there
11 the possibility that we can get a little
12 more aggressive? In a project in
13 proximity to Temple University Avenue
14 north, we set a goal of 50 percent, and
15 while we didn't get there, we got over 40
16 percent, which was unprecedented in that
17 type of project. I'm just a little
18 concerned, if you continue to have a 33
19 percent threshold, the likelihood that
20 you'll go far beyond that is improbable.
21 So I'm wondering at some point in time --
22 I understand the history of the
23 developments that have taken place on the
24 campus, but if we don't raise that
25 threshold, the likelihood that we'll

1 6/6/06 - RULES - BILL 060290, ETC.
2 continue to get higher numbers is
3 improbable. So I was wondering if we can
4 start looking at possibly increasing the
5 ante.

6 MR. BISHOP: Yes. Councilman,
7 I should say that we would be honored
8 with the opportunity to work with your
9 office on that particular area. It's
10 something that there's a high sensitivity
11 on the University side of equation. We
12 realize that we have to do more. So we
13 are proud that we've been able to get
14 over 40 percent on the past several
15 projects, but we realize that the work
16 doesn't stop there.

17 One of the reasons why we use
18 that 33 percent, because we feel that
19 that's a number we can as close to
20 guarantee as possible, but our goal is
21 always to get beyond that. So it's
22 just --

23 COUNCILMAN CLARKE: But it's
24 the last two you got 40 percent. Then
25 you probably should do 40 percent, right,

1 6/6/06 - RULES - BILL 060290, ETC.

2 because that's the most recent history?

3 MR. BISHOP: Exactly right.

4 And we feel like we can more than likely
5 continue that. We're going to be faced
6 with a situation with a lot of the other
7 developments taking place across the
8 City, so there's always going to be a
9 push to try to bump that number up. But
10 we're very committed to that, Councilman.
11 In fact, even in that regard, we have
12 created an Office of Multi-Cultural
13 Affairs, which there's a component of
14 that which deals with the vendors and
15 contracting aspects of what the
16 University does. So it's related to
17 construction, but it also goes beyond the
18 area of construction at the University as
19 well. So there's a commitment there from
20 the administration.

21 COUNCILMAN CLARKE: Will there
22 be any additional long-term jobs as a
23 result of the new facility?

24 MR. BISHOP: The answer is yes.

25 COUNCILMAN CLARKE: And has

1 6/6/06 - RULES - BILL 060290, ETC.

2 there been a plan in place to possibly
3 utilize the local community for some of
4 those job opportunities?

5 MR. BISHOP: Yes. We've been
6 working a lot with -- two things we've
7 done also -- this is another recent
8 initiative with the University. There's
9 the Office of Community Outreach in
10 hiring, which is out of our Human
11 Resources Department. One of the things
12 we're trying to do is to make sure
13 there's an increase in the number of
14 people who are able to apply for jobs
15 when they become available, and the idea
16 being -- the focus is really, for us, the
17 immediate neighborhood. So this is not
18 just talking about other parts other than
19 the area surrounding the main campus or
20 the Health Sciences Center. So we have a
21 major effort underway to try to make sure
22 we increase the numbers of people who are
23 employed from those communities.

24 COUNCILMAN CLARKE: Thank you.
25 One last question. Well, actually, I'll

1 6/6/06 - RULES - BILL 060290, ETC.
2 ask it on the second part of your
3 request.

4 COUNCIL PRESIDENT Verna: Any
5 other questions or comments from members
6 of the Committee?

7 (No response.)

8 COUNCIL PRESIDENT Verna: Do we
9 have anyone else to testify on this bill?

10 (No response.)

11 COUNCIL PRESIDENT Verna:
12 Seeing no one, I would ask Mr. McPherson
13 to please read the title of -- we didn't
14 get a request for a suspension.

15 MR. Bishop: Yes. I'd like to
16 respectfully request suspension of the
17 rules.

18 COUNCIL PRESIDENT Verna: Thank
19 you.

20 I would ask Mr. McPherson to
21 please read the title of Bill No. 060446.

22 MR. McPherson: An ordinance to
23 amend the Institutional Development
24 District Master Plan of Temple University
25 by allowing for the construction of a new

1 6/6/06 - RULES - BILL 060290, ETC.

2 building to be used for the Tyler School
3 of Art.

4 MR. KRAMER: Good afternoon,
5 Madam President and members of the Rules
6 Committee. My name is William Kramer.
7 I'm the Senior Zoning Planner in the
8 Development Planning Division of the City
9 Planning Commission. I am here today to
10 testify on Bill No. 060446, which was
11 introduced by Councilmember Clarke May
12 18, 2006.

13 This bill will permit an
14 amendment of the Institutional
15 Development District Master Plan for
16 Temple University. The amendment is for
17 the erection of a two-story, 255,000
18 square feet structure for use as the
19 Tyler School of Art, which will be linked
20 to the existing Presser Hall. This new
21 complex will house all of the academic
22 programs presently located at the Tyler
23 campus in Elkins Park, Pennsylvania.
24 These programs include ceramics,
25 fiber/fabric design, foundation, glass,

1 6/6/06 - RULES - BILL 060290, ETC.

2 graphic and interactive designs,
3 metal/jewelry, painting and drawing,
4 photography, printmaking, publications,
5 sculpture and exhibitions. The Tyler
6 School of Art has been located at the
7 Elkins Park campus for approximately 60
8 years. This somewhat secluded suburban
9 location has left the campus isolated
10 from the activity of the main campus and
11 this move will make the school a more
12 active and visible member of the
13 University while additionally giving the
14 students access to a wider range of
15 activities and resources.

16 The City Planning Commission at
17 its meeting of April 20, 2006 reviewed
18 and approved the proposed changes to the
19 Master Plan of Temple University.
20 Accordingly, the Planning Commission
21 recommends that Bill No. 060446 be
22 approved.

23 I would be happy to answer any
24 questions of the Committee.

25 COUNCIL PRESIDENT VERNA: Thank

1 6/6/06 - RULES - BILL 060290, ETC.

2 you, Mr. Kramer.

3 Your testimony is that the new
4 facility will allow for the relocation of
5 the Tyler School of Art from its present
6 location in Elkins Park to Temple's main
7 campus. Can you tell us how many
8 students and staff will be relocated, and
9 is there sufficient parking in the area
10 to accommodate, and, if not, what are the
11 plans for providing parking?

12 MR. KRAMER: I do not know how
13 many students will be relocated to the
14 campus. I would let Mr. Bishop answer
15 that in a second.

16 As regarding parking, the
17 proposal does require an additional 65
18 parking spaces for the district, which
19 raises the required parking by Code from
20 1,107 to 1,172 parking spaces. While
21 this proposal doesn't call for any
22 additional parking that I'm aware of for
23 this particular aspect of the amended
24 Master Plan, it does exceed the Code
25 requirements for parking, except I would

1 6/6/06 - RULES - BILL 060290, ETC.

2 add that, as Councilman Clarke would
3 indicate, that even though it meets the
4 Code-required parking, which is the basis
5 for our decisions, there may certainly be
6 a parking need at the University level.
7 It's one of the, shall we say,
8 shortcomings of the district that only
9 requires a parking space for every 3,000
10 or 4,000 square feet of building under
11 the Code, which is not to say that that's
12 going to provide adequate parking, and
13 it's usually a market-driven number.
14 That's because the universities and the
15 institutions have much more of a need for
16 parking than is required under the Code.
17 I don't have the means at this time to
18 change that, and even if I did, I'm not
19 certain that it would require the
20 institutions that currently exist to then
21 subsequently meet it, owing to
22 non-conforming provisions within the
23 Code.

24 But Mr. Bishop was going to
25 answer with the students.

1 6/6/06 - RULES - BILL 060290, ETC.

2 MR. BISHOP: If I may, Council
3 President?

4 COUNCIL PRESIDENT VERNA:
5 Certainly, Mr. Bishop.

6 MR. BISHOP: Thank you very
7 much. There are about 800 students that
8 we expect would come down from the Elkins
9 Park campus and about 100 to 120 staff
10 members, and that will include faculty,
11 teachers and staff.

12 For us, the parking issue is a
13 challenge even before the Tyler School
14 was coming down. I think we are -- it
15 was a subject we've been wrestling a lot
16 with. And I've been at the University
17 now for about three and a half years and
18 there's not been a week that's passed
19 since I've been there that we've not sat
20 down and tried to figure out ways of
21 providing more parking.

22 We're a bit landlocked in terms
23 of trying to find the right opportunity
24 to do so, but we're really wrestling with
25 this trying to find the best way to do

1 6/6/06 - RULES - BILL 060290, ETC.

2 so. In fact, what we tried to do is to
3 sensitize some students so that they're
4 not -- they're being very thoughtful in
5 terms of parking in the neighborhoods.
6 We figure that's one of the ways that we
7 can kind of help to provide more parking
8 spaces directly. We can kind of work to
9 sensitive the students so that they're
10 being more thoughtful in terms of where
11 they park in the neighborhoods.

12 COUNCIL PRESIDENT VERNA: The
13 Chair recognizes Councilman Clarke.

14 COUNCILMAN CLARKE: Thank you,
15 Madam President.

16 The problem with the parking
17 has less to do with the available spaces
18 on the campus, because there are
19 substantial number of parking lots and
20 garages on the campus. The problem is
21 with the students and their unwillingness
22 to use the parking on the campus because
23 they have to pay for it. So what they do
24 is drive into the community and find free
25 parking spaces in the community.

1 6/6/06 - RULES - BILL 060290, ETC.

2 Normally the response to that
3 would be permit parking, but the
4 community feels that it's been there
5 longer than Temple University and they
6 shouldn't have to pay for permit parking
7 to park in their own community.

8 So that's the problem that we
9 have. So to add additional parking
10 spaces on the campus is just really not
11 an answer, because people are not going
12 to park in the current parking spaces.
13 So we just have to figure out a way to
14 convince people that they need to get
15 permit parking so we can adequately
16 enforce those measures. That's our
17 biggest issue down there.

18 COUNCIL PRESIDENT VERNA: Do
19 the students get a special parking rate?

20 MR. BISHOP: Yes, they do.

21 COUNCILMAN CLARKE: I don't
22 think it can be better than free, though.

23 COUNCIL PRESIDENT VERNA: What
24 do they pay?

25 MR. BISHOP: I believe it's

1 6/6/06 - RULES - BILL 060290, ETC.

2 around \$80 a month.

3 COUNCILWOMAN MILLER: I'm not
4 sure it's that much. My daughter goes to
5 Temple, and I believe -- she's in her
6 fourth year, but I know in the beginning
7 I used to give her the money to park and
8 it was 40 bucks. It was \$40. So I don't
9 think it's gone up to 80 yet. It could
10 have been an increase, but I don't think
11 it's 80.

12 MR. BISHOP: Thank you for
13 correcting me, Councilwoman. I think the
14 number I was pulling for I think was
15 probably for the employees. So I thank
16 you for that.

17 COUNCILWOMAN MILLER: All
18 right. And I agree with Councilman
19 Clarke. On my way home many days, I
20 drive through Temple's campus up 13th
21 Street or either up Broad. I agree that
22 it's probably -- I think Temple has lots
23 of parking lots and available
24 opportunities to park, but I think the
25 young people don't want to pay, and

1 6/6/06 - RULES - BILL 060290, ETC.
2 that's when they go out into the
3 neighborhoods. And I read most of what
4 you send out as a parent and I think you
5 do encourage the young people to park in
6 the facilities and get these passes or
7 whatever. And I guess you would be
8 landlocked. So it's kind of hard to
9 provide additional parking. You have a
10 lot of parking, unless you build garages,
11 because right now you're sort of at the
12 open lots. But sometimes you just have
13 to be a little bit creative and work the
14 situations out.

15 But I do know that the
16 students -- because my daughter was
17 actually parking somewhere closer to
18 Susquehanna Avenue at one point, and I
19 said, no, I didn't really want her
20 parking up that far. I wanted her to go
21 back down towards the campus.

22 But I just want to commend --
23 the campus has grown so, and not so much
24 expansion, because I go up 13th Street
25 most of the time, and even just going up

1 6/6/06 - RULES - BILL 060290, ETC.

2 13th Street, it's just -- I think it's
3 13th Street. It's just changed a lot,
4 and I think it's a good change. I wanted
5 to comment and say that.

6 Thank you.

7 MS. WINSTON: Thank you.

8 MR. BISHOP: Thank you,
9 Councilwoman.

10 COUNCIL PRESIDENT VERNA: The
11 Chair recognizes Councilman Kenney.

12 COUNCILMAN KENNEY: Thank you,
13 Madam President.

14 Has the University done an
15 analysis of the percentage of commuting
16 students versus those who live on campus?

17 MR. BISHOP: There's something
18 that I've seen done a few years back,
19 Councilman, when they tried to get a
20 number on that. It's a little bit of a
21 difficult issue to nail down
22 specifically, because sometimes the
23 students will use different modes of
24 transportation to get to campus.
25 Sometimes they'll drive, sometimes --

1 6/6/06 - RULES - BILL 060290, ETC.

2 COUNCILMAN KENNEY: I'm talking
3 about people living in dormitories versus
4 those who are not registered in dorms.

5 MR. BISHOP: The numbers that
6 have come out of that have shown pretty
7 consistently that there are fewer
8 students who are living in the buildings
9 and driving at the same time.

10 COUNCILMAN KENNEY: Could you
11 give me like a ballpark percentage of
12 what your typical commuter percentage is
13 versus the people who live on campus?
14 And I don't mean off-campus apartments,
15 because it's really hard to determine
16 those numbers. It's just who is
17 registered in your dorms as a percentage
18 of your student body versus who has to
19 come from somewhere else, those who could
20 walk to school and those who can't walk
21 to school.

22 Where I'm headed is, have you
23 guys sat with SEPTA at all as far as
24 attempting even if it comes to be part of
25 the amenity of being a Temple student is

1 6/6/06 - RULES - BILL 060290, ETC.
2 a transpass? Would it be worth it for
3 the University to try to even pay for
4 that stuff as a pilot project as opposed
5 to the contention in the neighborhood as
6 opposed to trying to find parking spots
7 and figure that out? And what are the
8 regulations for residential students with
9 cars? Because I know, for example, in
10 some universities freshmen are not
11 permitted to have a vehicle on campus if
12 they live there.

13 Now, again, you don't want to
14 constrict the attraction of the
15 University to a freshman who has a car,
16 but then again, you have to live within
17 the reality of being in an urban campus.
18 I'd be just curious of whether SEPTA, if
19 you guys could explore that, whether
20 SEPTA would be amenable considering its
21 need to improve its ridership,
22 considering students in general not
23 minding to use public transportation.

24 I know I've talked to a number
25 of students at Penn. They would love to

1 6/6/06 - RULES - BILL 060290, ETC.

2 use public transportation if SEPTA
3 provided 24-hour consistency in getting
4 on and off the campus. For example, from
5 Old City to Penn, after a certain time
6 the bus stops running and they need to
7 take cabs or take a car.

8 So I would think that the
9 Temple students, as a general rule, would
10 not mind using the subway or bus system
11 if in fact you gave them some incentive
12 to use it for free or an extremely
13 reduced rate. I just think that since
14 that Broad Street Line is right through
15 the middle of your campus, it would seem
16 to be a lost opportunity not exploring
17 some innovative way to as part of your
18 tuition -- I mean, in the end, you could
19 pass it on. As part of an incoming
20 freshman commuter, you get a transpass
21 for the year or for at least the school
22 year. I think SEPTA would perhaps jump
23 at the opportunity to increase its
24 ridership in that way.

25 MR. BISHOP: Councilman, to

1 6/6/06 - RULES - BILL 060290, ETC.

2 your point, I know that there have been
3 some conversations probably going back
4 about two or three years ago just to see
5 if there might be some kind of additional
6 discount that students could receive. Of
7 course, it was coming at a time when
8 SEPTA was still wrestling with its own
9 budgetary issues, so they were saying
10 that they didn't think they could reduce
11 that cost any.

12 COUNCILMAN KENNEY: See, I
13 don't think in the end SEPTA would be the
14 one paying for it. I think in the end
15 the University would be the one paying
16 for it, and if you hide it in the tuition
17 payment, who cares, as long as you can
18 pass it on. You pass on stuff to
19 everybody. If they think they're getting
20 it for free, they're more likely to use
21 it, especially if they could use it not
22 only getting to school but going from
23 campus to someplace to hang out, South
24 Street, Manayunk, Old City, whatever.

25 I think that we don't in many

1 6/6/06 - RULES - BILL 060290, ETC.
2 ways as a City plan transportation around
3 student bodies on our major urban
4 campuses, because what I hear from them
5 is that they would love to get on a bus
6 and go somewhere and have fun, but also
7 get back on that bus at midnight, 1
8 o'clock in the morning and have a
9 consistent route, which SEPTA can't
10 provide for them because the ridership is
11 not -- it's almost a chicken and egg.
12 They cut the bus route down a certain
13 time because there's no ridership, but no
14 ridership because there's no bus.

15 So I think certainly
16 considering the Broad Street subway's
17 proximity to everything on your campus,
18 that I would be giving away free passes
19 to get them out of their cars.

20 MR. BISHOP: Councilman, I
21 should add to that, there have been --
22 I'll use an example. We run a shuttle
23 service, which doesn't cost students any
24 money. All they do is show their ID, and
25 it takes them down to Center City. I

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2 guess there are about two stops in Center
3 City that it makes and then it returns
4 back to the main campus. In fact, it
5 even goes out to our campuses out in
6 Montgomery County as well. That's one of
7 the ways that we've tried to address some
8 of that, but, of course, I won't be able
9 to satisfy everybody at all times. But
10 that service is available for most of
11 days of the week. The one challenge
12 there for us, unfortunately, is that
13 during the summer months because the need
14 for that shuttle service is not as high,
15 so we don't continue that during the
16 summer months, even though we're finding
17 out around Temple's campus because you
18 have so many private developments that
19 are up now, you have a lot more students
20 who are staying beyond the normal fall
21 and spring semester schedules. They stay
22 over the summer months as well to try to
23 find --

24 COUNCILMAN KENNEY: I don't
25 even know what a transpass costs for a

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2 year, but it can't be that astronomical a
3 number. And rather than run your own
4 fleet and have your own insurance issues
5 and your own boys to have to drive the
6 buses, you have one of the better
7 transportation systems in the country,
8 even though it's expensive, right in your
9 doorstep. So I would encourage you to
10 try to find out something that would get
11 a free transpass in their hand. Maybe
12 they'll use public transportation more.

13 Thank you.

14 COUNCIL PRESIDENT VERNA: Thank
15 you.

16 Any other questions or comments
17 from members of the Committee?

18 (No response.)

19 COUNCIL PRESIDENT VERNA: Do we
20 have anyone else to testify on this bill?

21 (No response.)

22 COUNCIL PRESIDENT VERNA:

23 Seeing none, Mr. Bishop, do you have a
24 request on this?

25 MR. BISHOP: Yes, Council

1 6/6/06 - RULES - BILL 060290, ETC.

2 President. We'd like to respectfully
3 request suspension of the rules for this
4 bill.

5 COUNCIL PRESIDENT VERNA: Thank
6 you.

7 MR. BISHOP: Thank you very
8 much.

9 COUNCIL PRESIDENT VERNA: Thank
10 you all very much.

11 This will conclude the public
12 hearing of the Committee on Rules. We
13 will now go into our public session, and
14 the Chair recognizes Councilman Clarke
15 regarding Bill No. 060290.

16 COUNCILMAN CLARKE: Thank you,
17 Madam President. Madam President, I move
18 that Bill No. 060290 be reported out of
19 Committee with a favorable recommendation
20 and a request for suspension of the rules
21 as to allow reading at the next session
22 of Council.

23 (Duly seconded.)

24 COUNCIL PRESIDENT VERNA: It
25 has been moved and seconded that Bill No.

1 6/6/06 - RULES - BILL 060290, ETC.

2 060290 be reported out of Committee with
3 a favorable recommendation; further, a
4 recommendation that the rules of Council
5 be suspended so as to permit first
6 reading at our next session of Council.

7 All in favor will please say
8 aye.

9 (Aye.)

10 COUNCIL PRESIDENT VERNA: Those
11 opposed?

12 (No response.)

13 COUNCIL PRESIDENT VERNA: The
14 ayes have it and the motion carries.

15 The Chair recognizes
16 Councilwoman Miller regarding Bill No.
17 060342.

18 COUNCILWOMAN MILLER: Thank
19 you, Madam President. I move that Bill
20 No. 060342 be voted out of this Committee
21 with a favorable recommendation and
22 further move that the rules of Council be
23 suspended so as to permit first reading
24 at our next session.

25 (Duly seconded.)

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2 COUNCIL PRESIDENT VERNA: It
3 has been moved and seconded that Bill No.
4 060342 be reported out of Committee with
5 a favorable recommendation; further, that
6 a recommendation be made that the rules
7 of Council be suspended.

8 All in favor will please
9 indicate by saying aye.

10 (Aye.)

11 COUNCIL PRESIDENT VERNA: Those
12 opposed?

13 (No response.)

14 COUNCIL PRESIDENT VERNA: The
15 ayes have it and the motion carries.

16 The Chair recognizes Councilman
17 Kenney regarding Bill No. 060344.

18 COUNCILMAN KENNEY: Thank you,
19 Madam President. I move that the
20 amendment offered to Bill No. 060344 be
21 approved, and that amendment is replacing
22 Maps A and Maps B on the attachment.

23 (Duly seconded.)

24 COUNCIL PRESIDENT VERNA: It
25 has been moved and seconded that the

1 6/6/06 - RULES - BILL 060290, ETC.

2 amendment be approved.

3 All in favor will please say
4 aye.

5 (Aye.)

6 COUNCIL PRESIDENT VERNA: Those
7 opposed?

8 (No response.)

9 COUNCIL PRESIDENT VERNA: The
10 ayes have it. The amendment is adopted.
11 And I would make a request that someone
12 went and make absolutely certain that the
13 Chief Clerk's Office receives a copy of
14 the amendment.

15 Again, the Chair recognizes
16 Councilman Kenney.

17 COUNCILMAN KENNEY: Thank you,
18 Madam President. I move that Bill No.
19 060344 as amended be reported out of this
20 Committee favorably and a request made
21 for rules suspension to allow for first
22 reading at our next Council session.

23 (Duly seconded.)

24 COUNCIL PRESIDENT VERNA: It
25 has been moved and seconded that Bill No.

1 6/6/06 - RULES - BILL 060290, ETC.

2 060344 be reported out of Committee with
3 a favorable recommendation as amended;
4 further, that the rules of Council be
5 suspended so as to permit first reading
6 at our next session of Council.

7 All in favor will say aye.

8 (Aye.)

9 COUNCIL PRESIDENT VERNA: Those
10 opposed?

11 (No response.)

12 COUNCIL PRESIDENT VERNA: The
13 ayes have it and the motion carries.

14 The Chair recognizes Councilman
15 Clarke regarding Bill No. 060444.

16 COUNCILMAN CLARKE: Thank you,
17 Madam President. I move that Bill 060444
18 be reported out of Committee with a
19 favorable recommendation and a request
20 for rules suspension as to allow reading
21 at the next session of Council.

22 (Duly seconded.)

23 COUNCIL PRESIDENT VERNA: It
24 has been moved and seconded that Bill No.
25 060444 be reported out of Committee with

1 6/6/06 - RULES - BILL 060290, ETC.

2 a favorable recommendation; further, that
3 a recommendation the rules of Council be
4 suspended so as to permit first reading
5 at our next session of Council.

6 All in favor will please say
7 aye.

8 (Aye.)

9 COUNCIL PRESIDENT VERNA: Those
10 opposed?

11 (No response.)

12 COUNCIL PRESIDENT VERNA: The
13 ayes have it and the motion carries.

14 Again, the Chair recognizes
15 Councilman Clarke regarding Bill No.
16 060445.

17 COUNCILMAN CLARKE: Thank you,
18 Madam President. I move that Bill 060445
19 be reported out of Committee with a
20 favorable recommendation and a request
21 for rules suspension as to allow reading
22 at the next session of Council.

23 (Duly seconded.)

24 COUNCIL PRESIDENT VERNA: It
25 has been moved and seconded Bill No.

1 6/6/06 - RULES - BILL 060290, ETC.

2 060445 be reported out of Committee with
3 a favorable recommendation; further, that
4 a recommendation of Council be suspended
5 so as to permit first reading at our next
6 session of Council.

7 All in favor will say aye.

8 (Aye.)

9 COUNCIL PRESIDENT VERNA: Those
10 opposed?

11 (No response.)

12 COUNCIL PRESIDENT VERNA: The
13 ayes have it and the motion carries.

14 Again, the Chair recognizes
15 Councilman Clarke regarding Bill No.
16 060446.

17 COUNCILMAN CLARKE: I move that
18 Bill 060446 be reported out of Committee
19 with a favorable recommendation and a
20 request for rules suspension as to allow
21 reading at the next session of Council.

22 (Duly seconded.)

23 COUNCIL PRESIDENT VERNA: It
24 has been moved and seconded that Bill No.
25 060446 be reported out of Committee with

1 6/6/06 - RULES - BILL 060290, ETC.

2 a favorable recommendation; further, a
3 recommendation that the rules of Council
4 be suspended so as to permit first
5 reading at our next session of Council.

6 All in favor will indicate by
7 saying aye.

8 (Aye.)

9 COUNCIL PRESIDENT VERNA: Those
10 opposed?

11 (No response.)

12 COUNCIL PRESIDENT VERNA: The
13 ayes have it, the motion carries, and
14 this concludes our public hearing and
15 meeting on the Rules Committee.

16 Thank you all very much.

17 (Committee on Rules adjourned
18 at 12:20 p.m.)

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CERTIFICATE

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I HEREBY CERTIFY that the

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proceedings, evidence and objections are

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contained fully and accurately in the

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stenographic notes taken by me upon the

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foregoing matter on June 6, 2006, and that

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this is a true and correct transcript of same.

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MICHELE L. MURPHY

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