

City of Philadelphia



(Bill No. 160271-A)

AN ORDINANCE

To amend the Philadelphia Zoning Maps by changing the zoning designations of certain areas of land located within an area bounded by 31st Street, Master Street, 32nd Street, and Jefferson Street. Further to approve the Master Plan for the Brewerytown Residential Mixed-Use District by adding the site bounded by 31st Street, Master Street, 32nd Street and Jefferson Street; to the Brewerytown Residential Mixed-Use District and approving various construction projects.

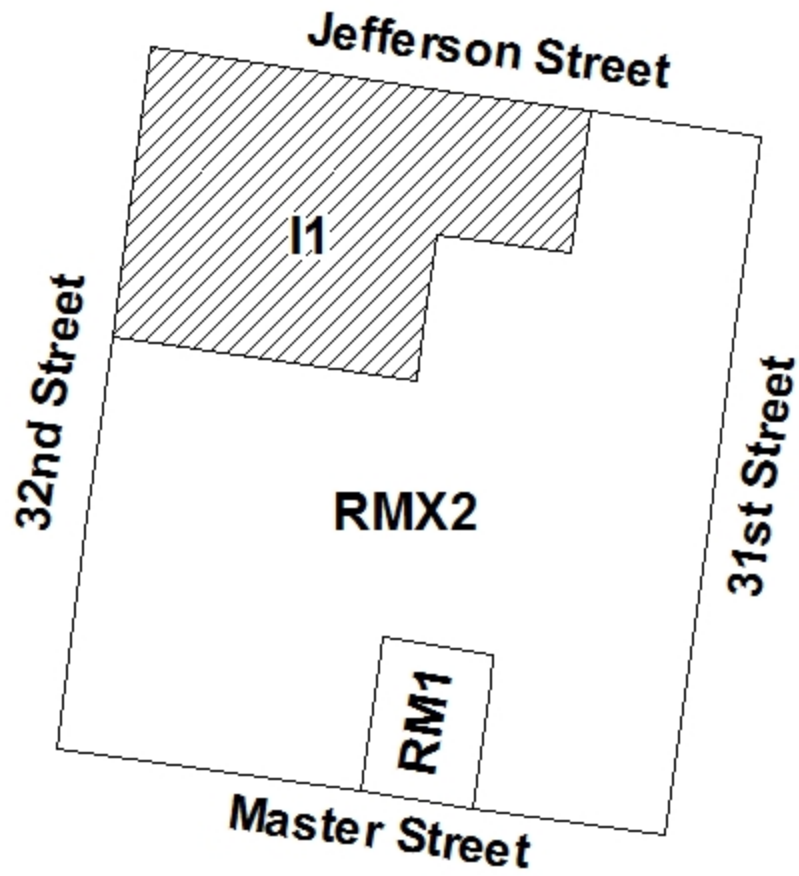
THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Pursuant to Section 14-106 of The Philadelphia Code, The Philadelphia Zoning Maps are hereby amended by changing the zoning designations of certain areas of land within an area bounded by 31st Street, Master Street, 32nd Street, and Jefferson Street, known as 3117-27 West Master Street, from the existing zoning designations indicated on Map "A" set forth below to the zoning designations indicated on Map "B" set forth below.



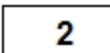
SECTION 2. Pursuant to Section 14-304(4) of The Philadelphia Code, the Residential Mixed-Use-2 District for Brewerytown is hereby amended by allowing for the construction of approximately 592 residential units with 651 parking spaces, for a total of approximately 745,000 gross square feet of construction, all in the vicinity of North 31st Street and West Master Street, as set forth in attached Exhibit "A", which is on file with the Chief Clerk's Office, and a copy of which is attached hereto for reference.

SECTION 3. This Ordinance shall become effective immediately.

Map A - Existing Zoning

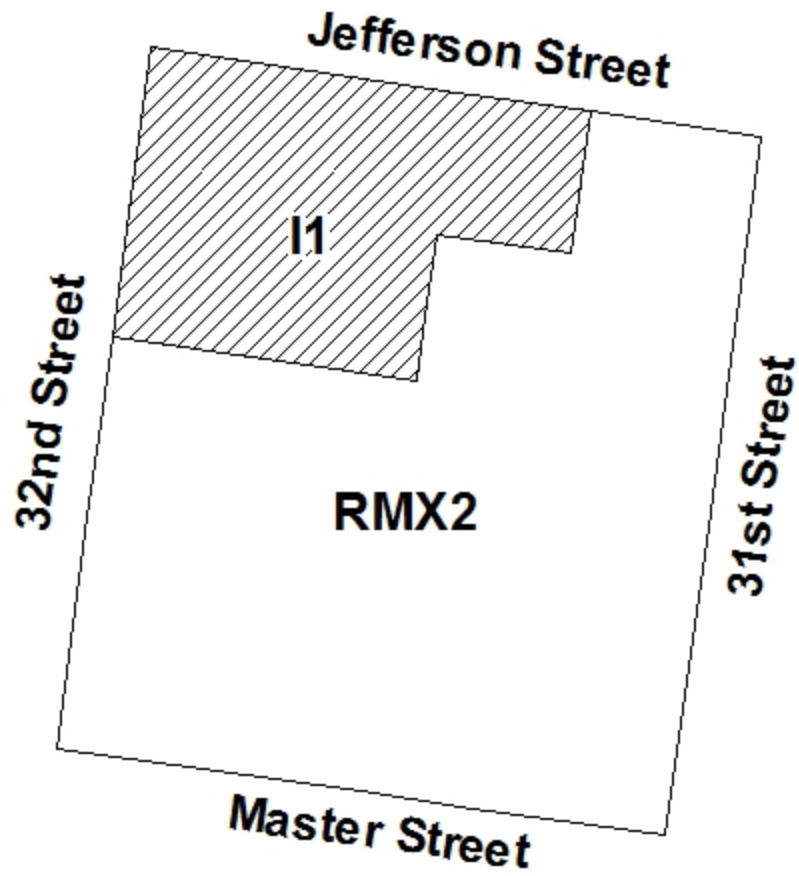


Legend

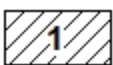
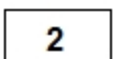
-  Light Industrial
-  Residential Multi-Family
-  Residential Mixed-Use



Map B - Proposed Zoning



Legend

-  Light Industrial
-  Residential Mixed-Use



City of Philadelphia
Economic Opportunity Plan
Brewerytown Master Plan

Table of Contents

I. Introduction and Definitions.....2
II. Project Scope.....2
III. Goals.2
IV. Equity Ownership3
V. Diversity Practices4
VI. Responsiveness.....5
VII. Compliance and Monitoring of Best and Good Faith Efforts.5
VIII. Remedies and Penalties for Non-Compliance.....6

I. Introduction and Definitions

The City of Philadelphia strongly encourages the use of certified Minority ("MBE"), Women ("WBE"), Disabled ("DSBE") and Disadvantaged ("DBEs") Business Enterprises (collectively, "M/W/DSBEs") and minority and female workers in all aspects of Brewerytown Master Plan (the "Project") located at 3101 Master St. ("the Site") which may include financial investment, design, construction, and operations.¹ In support of this objective, the City of Philadelphia will require that Westrum BT2, LP (the "Owner") commit to this Economic Opportunity Plan ("EOP" or "Plan"). This Plan contains ranges of projected M/W/DSBE utilization and goals for the employment of minority and female workers in connection with the Project at the Site. This Plan shall be a part of and incorporated into the resulting agreement(s) with the owners of the Brewerytown Master Plan.

The Owner hereby verifies that all information submitted to the Office of Economic Opportunity ("OEO") in response to this Plan is true and correct and takes notice that the submission of false information is subject to the penalties of 18 PA C. S. Section 4904, relating to unsworn falsification to authorities and 18 PA C. S. Section 4107.2 (a)(4), relating to fraud in connection with minority business enterprises or women's business enterprises.

For the purposes of this Plan, MBE, WBE, DBE and DSBE shall refer to certified businesses so recognized by OEO. Only the work or supply efforts of firms that are certified as M/W/DSBEs by an OEO-approved certifying agency will be eligible to receive credit as a Best and Good Faith Effort.² In order to be counted, certified firms must successfully complete and submit to the OEO an application to be included in the OEO Registry which is a list of registered M/W/DSBEs maintained by the OEO and available online at www.phila.gov/oeo/directory.

For this Plan, the term "Best and Good Faith Efforts," the sufficiency of which shall be in the sole determination of the City, means: efforts, the scope, intensity and appropriateness of which are designed and performed to foster meaningful and representative opportunities for participation by M/W/DSBEs and an appropriately diverse workforce and to achieve the objectives herein stated. Best and Good Faith Efforts are rebuttably presumed met when commitments are made within the M/W/DSBE participation ranges established for the Project and a commitment is made to employ a diverse workforce as enumerated herein.

II. Project Scope

Modular construction of approximately 204 market-rate rental units

III. Goals

A. M/W/DSBE Participation Ranges

As a benchmark for the expression of "Best and Good Faith Efforts" to provide meaningful and representative opportunities for M/W/DSBEs in the Project, the following participation ranges have been established. These participation ranges represent, in the absence of discrimination in the solicitation and selection of M/W/DSBEs, the percentage of MBE, WBE and DSBE participation that is reasonably attainable through the exercise of Best and Good Faith Efforts. These percentages relate to the good faith estimated cost of the entire Project. In order to maximize opportunities for as many businesses as possible,

¹ Disadvantaged Business Enterprises ("DBEs") are those socially or economically disadvantaged minority and woman owned businesses certified under 49 C.F.R. Part 26.

² A list of "OEO approved certifying agencies" can be found at www.phila.gov/oeo

a firm that is certified in two or more categories (e.g., MBE and WBE and DSBE or WBE and DSBE) will only be credited toward one participation range as either an MBE or WBE or DSBE. The ranges are based upon an analysis of factors such as the size and scope of the Project and the availability of MBEs, WBEs, DSBEs and DBEs to participate in this development.

The following contract goals have been set for the Project:

Contracts	Minority Owned	Female Owned	DSBE	Total
Construction	20-25%	10-15%	BGFE	30-40%

B. Employment Goals

The owner agrees to exhaust Best and Good Faith Efforts to employ minority persons and females in its workforce of apprentices and journeymen at the following levels:³

- Minority Apprentices - 50% of all hours worked by all apprentices
- Minority Journeymen - 32% of all journey hours worked across all trades
- Female Apprentices - 7% of all hours worked by all apprentices
- Female Journeypersons – 2% of all hours worked across all trades

Local Residents
32%

IV. Equity Ownership

The Philadelphia Code 17-1603 requires that each Economic Opportunity Plan include information concerning the Equity Ownership (as defined) of (1) the contractor, developer and/or recipient of financial assistance required to submit the Plan; (2) participants (as defined) engaged by the contractor, developer and/or recipient of financial assistance; and (3) the eventual owner or owners of the project or contract to which the Plan relates; and requiring periodic reports for the purpose of updating Equity Ownership information; all under certain terms and conditions.

Identify the current equity owners of the project.

Type of Ownership	% Minority Owned	% Women-Owned	% Disabled Persons
Sole Proprietorship	0%	0%	0%
Partnership			
Corporation			

If the project is privately owned, the following individuals will become the anticipated Equity Owners upon completion.

Ownership structure will not change

³ These goals are based upon the recommendations of the Mayor’s Advisory Committee on Construction Industry Diversity (MACCID), published in the 2009 MACCID Report; they have been augmented by OEO over time based upon labor market data.

Following the completion of the project, the project owner is responsible for meeting the reporting guideline identified in the Philadelphia Code.⁴

V. Diversity Practices

In compliance with Chapter 17-1603, the Economic Opportunity Plan shall contain a statement from the contractor, developer, and/or recipient of financial assistance summarizing past practices by identifying and describing examples of processes used to develop diversity at any/all levels of its organization including, but not limited to, Board and managerial positions. This statement shall also summarize strategic business plans specific to current or past practices of M/W/DSBE utilization on government and non-government projects and procurement.

1. Describe employment and recruitment policies used to achieve diversity in your workforce.

Our general practice is to interact with local civic associations in regards to possible community engagement and support. If we employ the services of a general contractor they are encouraged to make use of local labor whenever and where ever possible.

2. Provide the race, gender, and residential (local) status of your:

A. Directors	1 White, Male, Philadelphia 1 White, Male, suburbs
B. Management	3 white males, suburbs 4 white females, suburbs
C. General Workforce	CORPORATE PEOPLE : 7 males,suburbs, 8 females,suburbs ONSITE PERSONNEL:2 white males,NJ, 1 white male suburb, 1 black male suburb, 1 white female NJ,1 white female suburban Dozens of subcontractors

3. Identify your organization’s methods of solicitation and utilization of Minority, Woman and Disabled Businesses (M/W/DSBEs). Please be specific in describing outreach and any procurement policies that are focused on creating or sustaining business relationships with M/W/DSBEs.

We solicit or encourage our general contractor to solicit the use of local help when at all possible.

⁴ Per The Philadelphia Code 17-1603: *Continuing Reporting Requirements.*

(i) Within 30 days of each anniversary of the date that the Plan is finally certified, the contractor, developer and/or recipient of financial assistance shall file with the Chief Clerk of Council and the certifying agency an addendum to the original Plan that provides the Equity Ownership information required in subsection (g)(.2), updated so that it is accurate as of the anniversary date. This requirement shall continue until the project is completed.

(ii) The final EOP report required pursuant to § 17-1604(2)(a) shall include updated Equity Ownership information that is accurate as of the date of the final report.

(iii) After the final EOP report has been filed, the owner or owners of the completed project shall have a continuing obligation to file a Statement of the owner's or owners' Equity Ownership within 30 days of each anniversary of the date that the final EOP report is submitted. The Statement shall be accurate as of the relevant anniversary date, and shall be filed with the Chief Clerk of Council and the certifying agency. No Statement shall be required if the completed project is not privately-owned.

4. What percentage of your company’s total spend with vendors and suppliers is attributable to M/W/DSBEs? Please include a list of the largest M/W/DSBEs used by your organization in the last 12 months.

- 10%
- Gutlei Plumbing - Minority Woman owned*
- East Atlantic Concrete - Minority Owned*
- Kearns Electric - Minority Owned*
- JKRP Partners (architects) - Minority Women*
- Kelly Home Remodeling - Minority Owned*
- Elite Painters Minority Owned*
- Onieda Sprinkler - Minority Owned*

VI. Responsiveness

A. The owner shall identify M/W/DSBE commitments and other agreements evidencing their intent to use Best and Good Faith efforts to employ minority persons and females at the levels stated herein. The identified commitments constitute a representation that the M/W/DSBE is capable of providing commercially useful goods or services relevant to the commitments and that the Owner has entered into legally binding commitments or other legally binding agreements with the listed M/W/DSBEs for the work or supply effort described and the dollar/percentage amounts set forth. In calculating the percentage of M/W/DSBE participation, the standard mathematical rules apply in rounding off numbers. In the event of inconsistency between the dollar and percentage amounts listed on the form, the percentage will govern.

B. M/W/DSBE commitments are to be memorialized in a written subcontract agreement. Letters of intent, quotations, contracts, subcontracts and any other documents evidencing commitments with M/W/DSBEs become part of and an exhibit to the Agreement resulting from the RFP.

C. OEO will review the owner’s commitments for the purpose of determining whether Best and Good Faith Efforts have been made. OEO reserves the right to request further documentation and/or clarifying information at any time during the construction and development of the Project.

VII. Compliance and Monitoring of Best and Good Faith Efforts

A. The owner agrees to cooperate with OEO in its compliance monitoring efforts, and to submit, upon the request of OEO, documentation relative to its implementation of the Plan, including the items described below:

- Copies of signed contracts and purchase orders with M/W/DSBE subcontractors
- Evidence of payments (cancelled checks, invoices, etc.) to subcontractors and suppliers to verify participation; and
- Telephone logs and correspondence relating to M/W/DSBE commitments.
- To the extent required by law, the Owner shall ensure that its on-site contractors maintain certified payrolls which include a breakout of hours worked by minority and female apprentices and journeypersons. These documents are subject to inspection by OEO.

B. Prompt Payment of M/W/DSBEs

The owner agrees and shall cause its contractors to ensure that M/W/DSBEs participating on the Project receive prompt payment for their work or supply effort within five (5) days after receipt of payment from the project owner.

C. Oversight Committee

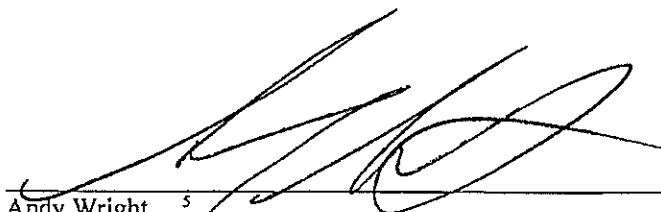
For this Project, in the sole discretion of the City, an oversight committee may be established consisting of representatives from the Owner, representatives of the building trades, the construction manager, and the City which may include the Project site's district councilperson, OEO, and appropriate community organizations ("Committee"). The Committee will meet regularly to provide advice for the purpose of facilitating compliance with the Plan.

D. Reporting

The owner agrees to file an annual report with the City of Philadelphia and City Council concerning the performance of the Economic Opportunity Plan through the duration of the Project. In addition, during construction, the Owner will provide "snapshot" reports containing updates for certain categories of information contained in its annual report on a monthly basis during construction. Snapshot reporting will include: (i) utilization of M/W/DSBEs, and (ii) the hiring and employment of minorities and females. All reports (quarterly & annually) provided to the City under this section will also be provided to the Office of Economic Opportunity.

VIII. Remedies and Penalties for Non-Compliance

A. The owner agrees that its compliance with the requirements of this Plan is material to the Agreement. Failure to comply with the Plan may constitute a substantial breach of the Agreement and is subject to the remedies and penalties contained therein or otherwise available at law or in equity. Notwithstanding the foregoing, no privity of contract exists between the City and any M/W/DSBE identified in any contract resulting from implementation of the Plan. Neither the Owner nor the City intends to give or confer upon any such M/W/DSBE any legal rights or remedies in connection with subcontracted services under any law or policy or by any reason of any contract resulting from implementation of the Plan except such rights or remedies that the M/W/DSBE may seek as a private cause of action under any legally binding contract to which it may be a party.



4/21/16
Date

Andy Wright ⁵
Vice President of Acquisitions and Approvals
Westrum Development Company



4/21/2016
Date

Angela Dowd-Burton⁶
Executive Director
Office of Economic Opportunity
City of Philadelphia

⁵ The Owner's Representative is required to sign and date, but the City reserves the right to obtain the Owner's Representative signature thereon at any time prior to Plan certification. The Owner Representative will receive from the City a certified copy of its Plan which should be filed with the Chief Clerk of City Council within fifteen (15) days of the issuance and published by OEO, in a downloadable format, on the OEO website.

⁶ Pursuant to Section 17-1603 (2) of The Philadelphia Code, the representative of the City of Philadelphia's Office of Economic Opportunity, the "certifying agency", certifies that the contents of this Plan are in compliance with Chapter 17-1600.

EXHIBIT “A”



LEGEND

- RESIDENTIAL MEDIUM DENSITY
- RESIDENTIAL HIGH DENSITY
- COMMERCIAL CONSUMER
- COMMERCIAL MIXED RESIDENTIAL
- BREWERYTOWN MASTER PLAN DISTRICT

RMX-2 - RESIDENTIAL MIXED-USE ZONING CRITERIA

REQUIREMENTS	REQUIRED	PROPOSED
Overall Area	1 Acre	35.68 Acres
Overall Area (excluding open air parking)	25%	8.92 Acres
Floor Area Ratio (FAR)	100 SF/ DU	115.5% of District (746,336 SF)
Service Area	500 ± DU	26,546 SF
Min. Floor Area - 100 DU	500 ± DU	26,546 SF
Min. Floor Area - 100 DU	500 ± DU	26,546 SF
ON-STREET PARKING	N/A	TBD
BICYCLE PARKING	N/A	TBD
Min. Class 1A Bicycle Parking Spaces	500 / 3+ 197	276
Other Classes	12 per 1000 dwelling units: 1 per every 3 DU	6
Overall Density	24,524 / 10,000 SF	746,336 SF / 10,000 SF

RMX-2 MASTER PLAN DEVELOPMENT TABLE

LOT ID	LOT AREA (SQ. FT.)	OPEN AREA (SQ. FT.)	% OPEN AREA	BUILDING FLOOR AREA (SQ. FT.)	# OF STORIES	FLOOR AREA RATIO	# OF DWELLING UNITS	OFFICE, RETAIL, DWELLING & COMMERCIAL SERVICE	PARKING SPACES	BICYCLE PARKING
3101 W GIRARD #2	92,120.77 AC	31,488 SF	34.2%	24,534 SF	1	266.3	-	24,534 SF	93	6
3103 W THOMPSON #3	4,011.2 SF	3,836 SF	9.4%	55,192 SF	4	141.9	64	-	50	22
3016-44 W THOMPSON #4	47,457.0 SF	5,220 SF	11.0%	44,716 SF	4	94.2	50	-	72	17
3101 W THOMPSON #5	167,212.0 SF	89,096 SF	53.0%	247,170 SF	4	147.8	144	-	144	144
3101 MASTER #6	136,403.8 SF	37,550 SF	27.5%	260,225 SF	5	190.7	204	-	203	52
1415-35 N 31st #7	58,020.0 SF	10,038 SF	17.3%	39,668 SF	4	110.2	50	-	50	24
1536-50 N 31st #8	15,008 SF	15,008 SF	100.0%	-	-	-	-	-	-	-
2101-27 GLENWOOD #9	15,411 SF	13,177 SF	85.5%	70,784 SF	6	175.4	80	11,800 SF	49	17
TOTAL RMX-2 ZONE	674,667.7 SF	206,987 SF	30.6%	746,336 SF	..	115.5	592	36,334 SF	661	281

BREWERYTOWN MASTER PLAN
Philadelphia, PA

prepared for:
WESTRUM DEVELOPMENT COMPANY
1300 Virginia Drive, Ste 215
Fort Washington, PA, 19054

prepared by:
Ruggiero Plante Land Design
4220 Main Street Philadelphia, PA 19127
Phone: 215.382.8800 Fax: 215.382.8800 www.ruggieroplanteland.com

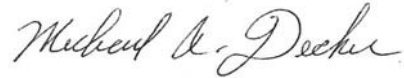
Plan Date: May 03, 2016
Scale: 1" = 60'
60' 30' 0'

City of Philadelphia

BILL NO. 160271-A continued

Certified Copy

CERTIFICATION: This is a true and correct copy of the original Bill, Passed by the City Council on May 12, 2016. The Bill was Signed by the Mayor on May 20, 2016.



Michael A. Decker
Chief Clerk of the City Council