

# Pottstown Borough Montgomery County



## Washington Street Neighborhood Action Plan Update - Executive Summary



After



Before

The former dairy (above), 420 & 424 Chestnut Street (below right), and the former auto dealership at 523 High Street (below), will rely on current private sector owners – or new owners to effectuate the adaptive reuse of these sites.

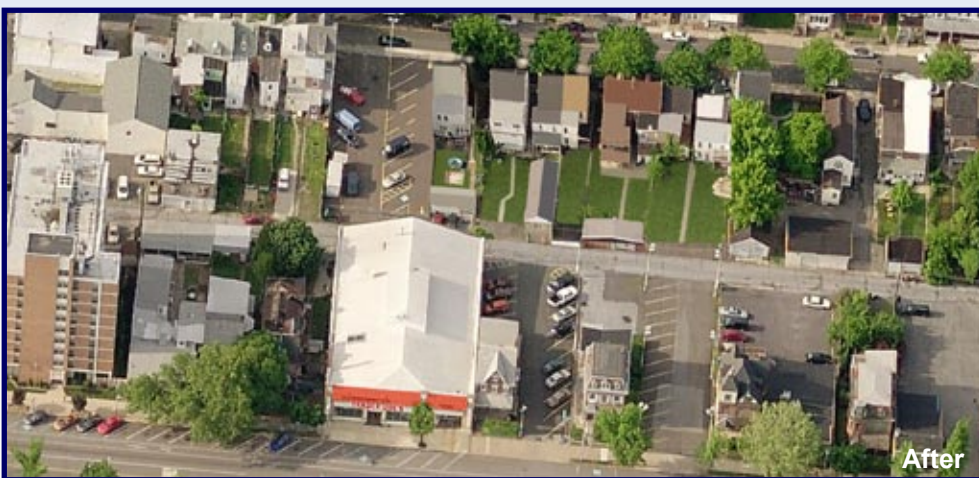


After

Proposed streetscape improvements above consist of street trees, pedestrian scale lighting, ADA ramps, and sidewalk repairs. Total costs are estimated at \$1.4 million for the 10 block district. Implementation will rely on the Borough obtaining funding from a variety of possible County, State and Federal sources.



Before



After



After

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### About Genesis Housing Corporation

Since 1994, Genesis Housing Corporation, a 501(c)(3) non-profit organization, has served Montgomery County as a community housing development organization (CHDO) and is dedicated to the development of affordable housing and to the education of consumers on housing and financial issues.

### 2010 Washington Street Action Plan

The 2010 Washington Street Action Plan, which is an update to the 2000 plan, is a community-based revitalization plan for the Washington Street neighborhood in Pottstown, PA. The preparation of the plan was made possible by a grant from Susquehanna Bank.

A comprehensive neighborhood plan was developed and is being implemented to improve the housing stock, reduce crime and revitalize this deteriorated section of Pottstown. To date, more than sixty properties have benefited from the Genesis Housing Corporation program in Pottstown.

A Steering Committee of Borough leaders helped guide the preparation of the plan update. While the previous plan focused on problem corner properties, the 2010 plan has adopted a mid-block property improvements strategy for the next decade. A community meeting was also held and the plan presented to Pottstown Borough Council. Emphasis is also placed on improving the neighborhood streetscape.

### Implementation and Funding

The responsibility for implementation of the recommendations of this update study will be the responsibility of many organizations and individuals.

Genesis Housing Corporation is committed to continue its past practices of acquiring, renovating and selling affordable homes to eligible home buyers. In Pottstown, Genesis Housing Corporation's projects are funded by Montgomery County's Housing Trust Fund, HOME Investment Partnership and Community Development Block Grant programs. Additional funds are provided by the Neighborhood Stabilization Program.

### Demonstration Projects

In order to help stimulate additional redevelopment in the Washington Street neighborhood, five demonstration projects were selected to illustrate possible adaptive reuse for each of these locations. Only one of the sites – The Chestnut Street Park – is in public ownership. The other four are all privately owned. These recommendations are aimed at increasing interest in redevelopment of these privately held sites. These adaptive reuse ideas can also be applied to other properties in the Washington Street Neighborhood and Borough toward neighborhood revitalization and community building.

*The conversion of this small Pottstown School District park at 423 Chestnut Street, into a community garden - will rely on the School District, Borough and community.*



### Steering Committee

- Dave Garner, Pottstown Borough Council
- Ellen Crain, Susquehanna Bank
- Alison Hunter, Lighthouse Bookstore/Resident
- Michelle Borzick, Borough of Pottstown
- Bill Sharon, Borough of Pottstown
- Katrina Belcher, Susquehanna Bank
- Thomas Hylton, Pottstown Planning Commission
- Newstell Marable, Pottstown Branch NAACP



*One half of the duplex at 174 North Washington Street was recently acquired by Genesis Housing Corporation and renovations at that location will occur in the near future.*

