

**Borough of West Reading**  
**ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

**June 12, 2023**

**Committee Members Present**

Philip Wert, Chair

Aaron Gantz

Heidi Reuter

Dean Murray, Borough Manager

Mark Ratcliff, CRF Manager

**Staff Present**

Chad Moyer, Code Department Manager

**Visitors Present**

There were no visitors.

**Call to Order**

Mr. Wert called the meeting to order at 6:08 p.m.

**Public Comment**

There were no public comments.

**Approval of Minutes**

Motion made by Heidi Reuter to approve March 13, 2023, and May 8, 2023 meeting minutes, this was seconded by Aaron Gantz, the motion carried.

**Residential Properties Update**

Mr. Wert advised that there was no update as the Planning Commission is still working on short-term rental regulations.

**West Reading Commercial Properties Update**

- 416 Penn – The Motor Club is looking to open by September.
- 433 Penn – There was nothing new to report on the Schweitzer Service Center.
- 438 Penn – Prime Tobacco Zone. Additional work had been done to the property than what was portrayed on the permit issued. They have been asked to stop work until the scope of a more extensive project can be approved by the Code Department.
- 450 Penn – Former Subway. Talks have stalled with other businesses, and it seems that the property owner intends to open their own chain type bubble tea establishment.
- 525 Penn – Legacy Cigar Lounge. Work continues with a scheduled June opening.
- 530 Penn – This commercial space is available to rent.
- 720 Penn – There are talks of establishing a bookstore at this location.
- 717-719 Penn- The owners are looking to modify the second floor to expand or add a new business.

**Strategic Planning Discussion**

Wyomissing Report – Mr. Wert stated that the Wyomissing Borough Manager was only requested to share upcoming residential possibilities in the Borough of Wyomissing. The following potential apartment complex locations were shared:

- Behind the former Friendly's restaurant there are talks of an apartment building on a 4-acre parcel;
- Park Road and Penn Avenue (the Wawa/Heck Brothers intersection) – An Equus Capital Partners owned property is looking to develop a 30-unit apartment building;
- The boiler house property near the railroad tracks of the old Vanity Fair property has a 10-acre parcel that may be developed into an apartment complex;
- The first floor of the old Viva restaurant property may be converted into multiple retail establishments.

### **Strategic Planning Next Steps**

1. Shopping Center Update – There was nothing new to report.
2. Design Standards – This is still in the redevelopment stages. Funding has been secured through the Wyomissing Foundation and Henry Janssen Foundation.
3. Façade Program – There was nothing new to report.
4. BID update – There was nothing new to report.
5. Delaney Circle Discussion – There was nothing new to report.

### **Old/New Business**

Mr. Wert didn't have anything to report on recently opened or new businesses, and there was nothing new to report on the railroad bridge. Mr. Ratcliffe is hoping to have new information for an update at the next meeting.

### **Adjournment**

A motion was made to adjourn the meeting at 7:14 p.m. by Aaron Gantz and seconded by Heidi Reuter. Motion carried.

Respectfully submitted,

Dean Murray, CBO  
Borough Manager