

West Reading Economic Development Committee

April 12, 2021

6:00 PM

West Reading Borough Hall

1. Call to Order

2. Public Comments

3. Approve March Minutes

5. Residential Properties Update

Villas at Narrow property report – UPDATE Phil

6. WR Commercial Properties Update

- 301 Penn – New tenant - Mendez Flooring. Moving from the 500 block.
- 416 Penn – Motor Club opening in early 2021 – New date for opening?
- 428 Penn – Updated plans received. Likely delayed into 2021.
- 433 Penn – Schweitzer’s Service Center property – Mark R.
- 438 Penn – New tenant – Swerl Designs – Opening April 17th.
- 450 Penn – SOLD on 1/7 for \$250k. – Update?
- 611 Penn – Vacant. Looking for tenant.
- 635 Penn – Former Eastridge Outfitters. Possible new tenant coming.
- 703 Penn – Owner looking for tenant. Spoke w/ Mark and Cathy. Update?
- 713 Penn – The Bar Cart. Coming soon. UPDATE Robin
- 720 Penn – Serenity Gift Shop. Now open.
- 723 Penn – Vacant. Looking for tenant.
- 726 Penn – Vacant. Looking for tenant. Possible personal training business coming
- 20-22 N. Sixth –CRF hiring agent to assist in finding a tenant.

7. Strategic Planning Discussion

- Wyomissing Report – John

- Strategic Planning Next Steps

1) Rebranding strategy through D&E. – UPDATE - Mark

2) Pocket park on N. 6th from Penn to Court. Traffic impact study completed -
UPDATE - Mark

3) Design standards – UPDATE - Phil

- HARB/design strategy discussion – Looking to re-schedule w/ PHMC

8. Old & New Business

- Update on recently opened and potential new businesses – UPDATE – Committee Members

- Railroad Bridge – repainting and potential lighting/embellishments soon - K. Kozo idea

9. Adjournment