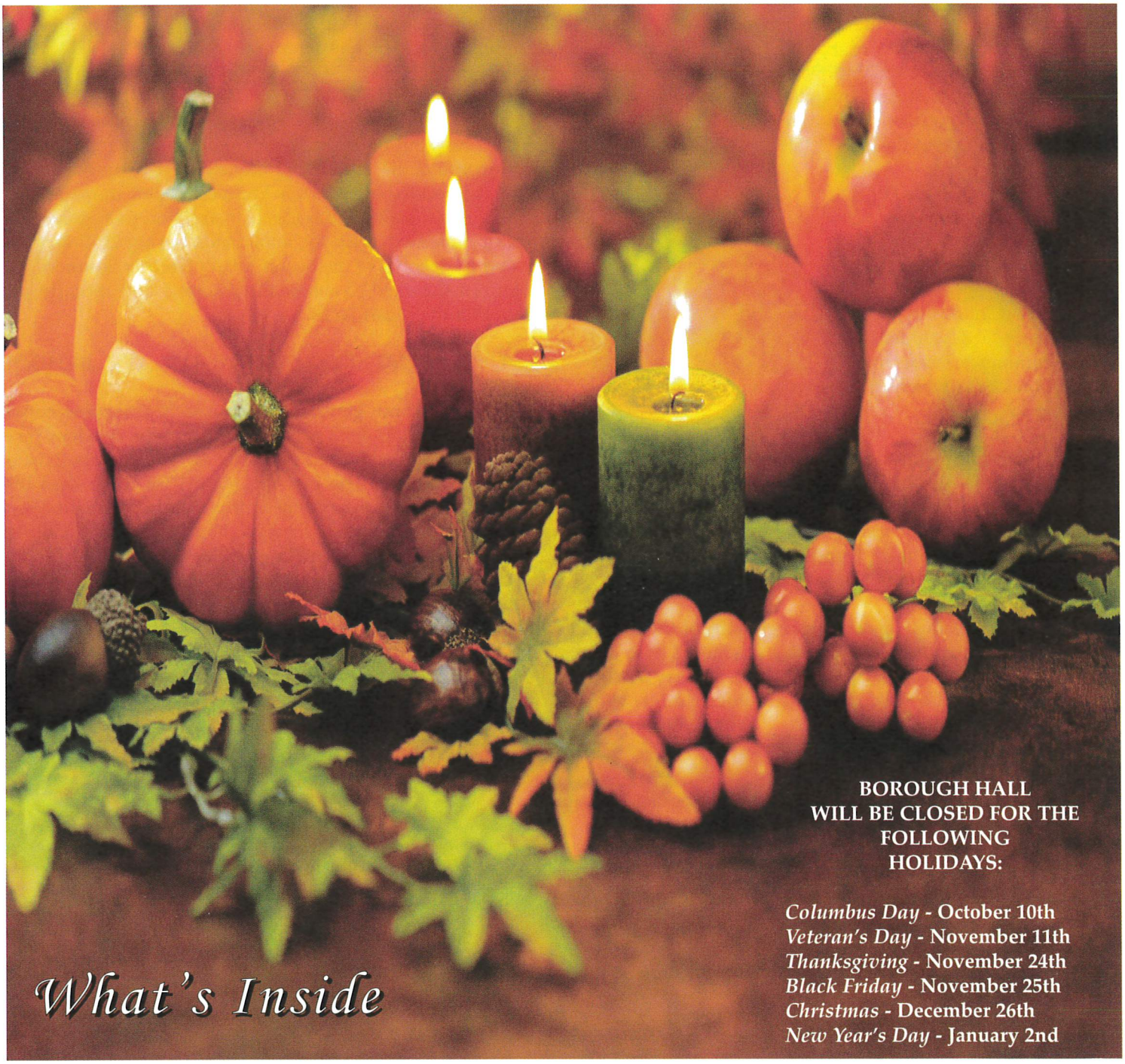
WEST READING COURIER

Fall - Winter 2016



What's Inside

BOROUGH HALL WILL BE CLOSED FOR THE FOLLOWING HOLIDAYS:

Columbus Day - October 10th
Veteran's Day - November 11th
Thanksgiving - November 24th
Black Friday - November 25th
Christmas - December 26th
New Year's Day - January 2nd

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Mayor's Desk ...Mayor Valentin Rodriguez, Jr.

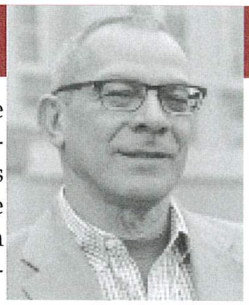


Photo courtesy of The Reading Eagle

Greetings,

Recently, West Reading has received a lot of positive publicity. I want to congratulate the West Reading Elm Street program by recognizing them as the most productive neighborhood revitalization program.

West Reading resident Andy Moletress received a Townie Award recognizing him as top Volunteer of the Year in Pennsylvania. Townie awards were created by the Pennsylvania Downtown Center (PDC) to recognize excellence in areas advancing the sense of place, quality of life and economic vitality of Pennsylvania's downtowns nearby neighborhood residential areas. It is really quite and honor that a West Reading resident was chosen from a field that included nominations from throughout the entire state.

ECONOMIC DEVELOPMENT UPDATE



As you may know, economic development has been one of my top priorities. Attracting new homebuyers, entrepreneurs, developers and new commerce, serves to expand our tax base, which helps to keep our borough tax rates from rising.

Fiscal responsibility plays an important role in the economic development of the borough. To that end, council and I recently approved the refinancing of previous bond debt with an expected interest refund of approximately $200,000-$220,000 to the general fund. In fact, Standard and Poor's recently increased our borough's rating from A to A+.

The "Lofts and Narrow" project is progressing at the former Narrow Fabrics property at 701 Reading Avenue. Phase One plans include a fitness center, restaurant and gym on the first floor. Phase Two will consist of high-end loft apartments on the 3rd, 4th, and 5th floors. The development of this project will contribute significantly to the borough's tax base - it will also increase the number of people using Penn Avenue's diverse dining and distinctive shopping district.

A number of new businesses on Penn Avenue have opened and other long-time ones are expanding. All this activity demonstrates that developers and businesses want to invest in West Reading and be part of our success.

READING AVENUE 'GATEWAY' PROJECT UPDATE

Under the Buttonwood Norfolk Southern Railroad Bridge you can't help but notice the poor condition of the bridge supports exposing the steel rebar skeleton. I've initiated and gained support to have Norfolk Southern repair those deteriorated columns during the bridge construction to augment the ongoing construction for the anticipated Spring 2017 completion and re-opening of the bridge span. Norfolk Southern has recognized the need to repair the columns and recently put bids out for the repair work.

WEST READING REPRESENTATION ON SCHOOL BOARD

As you may know, getting fair and equitable representation on the Wyomissing Area School Board for the residents/taxpayers of West Reading has been one of the top initiatives of my administration. The petition, signed by more than 950 qualified voters in support of proportional representation election of the school district, is proceeding in the Berks County Court of Common Pleas with final arguments scheduled in the near future. Recently, Terri Taylor a resident of West Reading, was appointed to fill a vacancy on the school board at the May 2016 meeting of the board. Her appointment is a good first step in the effort of gaining the proportional representation of three dedicated West Reading seats on the school board.

West Reading Borough Contact Info

Borough of West Reading
500 Chestnut St.
West Reading, PA 19611
Phone: 610-374-8273
Fax: 610-374-8419
www.westreadingborough.com
Office Hours: Monday-Friday, 8:00AM - 5:00PM
For individual departments, please dial 610-374-8273 and hit the appropriate option as indicated below:
Administration & Water Dept: option 1
Codes, Zoning: option 4
Police Department: option 3
Recreation: option 5

West Reading Tax Collector (Janice Kaucher)
500 Chestnut Street
West Reading, PA 19611
Phone: 610-374-8273, ext. 225

Police Department
500 Chestnut Street
West Reading, PA 19611
Emergency only: 911
Phone (non-emergency): 610-373-0111
Fax: 610-375-1893
Office Hours: Monday-Friday, 8:00AM - 8:00PM
www.westreadingpolice.com

Public Works Department
1st and Chestnut Streets
West Reading, PA 19611
Phone: 610-374-8605
Hours: Monday-Friday, 7:00AM - 4:00PM

Fire Department
223 Playground Drive
West Reading, PA 19611
Emergency only: 911
Phone (non-emergency): 610-372-9621
Fax: 610-372-3569
www.wrfire.com
E-mail: westreadingfire@hotmail.com

West Reading Main Street Foundation & Elm Street Offices
500 Chestnut Street
West Reading, PA 19611
Phone: 610-685-8854; Fax: 610-685-9061
www.wrcrf.org

Council Corner ...Councilman Philip Wert



It's amazing to me how much our little borough continues to grow and define its identity as a leading community within the county and region. Every few months, new businesses and business expansion plans are submitted at borough hall for permitting and approval. The Reading Health System is gearing up for completion of a new surgical tower project, which will represent their biggest expansion project to date. Our residential neighborhoods are witnessing upticks in homeowners who are continuing to improve their homes and properties, while the West Reading Community Revitalization Foundation and its programing support the borough through its award-winning volunteers and Elm Street and Main Street programs.

Recently, announcements of substantial redevelopment projects at the Narrow Fabrics building on Reading Avenue and potential new investment at the Vanity Fair complex is exciting news for West Reading and its residents, and these projects are sure to add to the social and cultural fabric of the borough.

All of this great news translates into more predictible revenue streams for West Reading. Adding residents, businesses, and having businesses expand are all vital to any community's long-term financial health and viability. All communities have needs, and West Reading certainly does as well. Our streets need paving; our trees need trimming. Penn Avenue infrastructure needs maintenance, our employees need to be rewarded and commended, and we would love to grow the borough's beautiful park system. All of these needs and wants take money, and it's been one of my goals to try and make these goals a reality without consistenly resorting to real estate tax increases.

I think we do a pretty good job at holding the fiscal line in West Reading, but that's never a reason to sit on one's laurels. My focus has been to get West Reading issued a grade of 'A+' regarding the public purse strings, and that means measured spending coupled with precise strategies for adding to the coffers without regularly raising taxes. I believe there are ways to achieve both of these items, and I hope you will all join me in continuing to build a better West Reading for ourselves, our kids and our business community.

Administration ...Stephanie L. Burkholder and Cathy L. Hoffman





Storm Water Management

Storm water is water from precipitation that flows across the ground and pavement when it rains or when snow and ice melt. The water seeps into the ground or storm sewers – the drains you see at street corners or low points on the sides of streets.

When Good Rain Goes Wrong



Storm water becomes a problem when it picks up debris, chemicals, dirt, and other pollutants. Debris and dirt can cause flooding and erosion of stream banks. Storm water is untreated, bringing pollutants directly to our lakes, streams, and rivers.

Storm Water and Street Cleaning



Debris in roadway gutters quickly clogs storm drains and blocks runoff pathways. Street cleaning keeps these clear and allows water to drain faster and more completely. This prevents water building on roadways due to storm drain backups which makes our streets safer for motorists and pedestrians. The Borough takes street cleaning very seriously for all of these reasons.

For more information on storm water management and how you can help, please contact Borough Hall at 610-374-8273 or the Pennsylvania Department of Environmental Protection (www.dep.state.pa.us).

Public Works Department ...Dean E. Murray



Information for Residents

Go Green Program

We accept yard waste at the Borough garage by appointment ONLY during the hours of 7:00AM to 4:00PM Monday-Friday. The garage is located at 1st and Chestnut Streets near Palmer's. Please call 610-374-8605 to set up an appointment. Place branches from Borough trees in the planting strip after a major storm and we will pick them up. Please do not place them in the street.

Leaf Collection and Street Cleaning



Streets that are part of the street cleaning program will be cleaned on their respective days. Other streets will be posted the day before at random or as needed. Please rake your leaves out to the gutters prior to leaf collection. Remember to remove your vehicle prior to leaf collection or street cleaning or your vehicle will be ticketed. Also, please keep branches and larger debris out of the leaf piles to prevent clogging of the sweeper.

Sewer Backups

Please don't put anything in the sewer system other than toilet paper (NO wipes; feminine products; paper towels; wash cloths; toys, etc.) If you have a sewer backup, please contact the Borough first and we will assess the problem and see if you need to contact a plumber. To report a backup during regular business hours Monday thru Friday please contact the Borough Hall at 610-374-8273. If you have a backup after hours or on a weekend/holiday please contact the Police Department non-emergency # at 610-373-0111. You don't need to wait until the next business day to contact us.

Snow Storm Tips

Please don't throw snow in the street once we have been by with the plows (there's an ordinance against this). After a heavy snow fall we will go out and start to haul the snow away starting with the smaller streets to assist with parking and then the main streets for accessibility.

Code Enforcement ...Code Enforcement Officer Matthew Magovern

Contact us.....

We encourage all residents and/or businesses to contact our department with any questions you may have, or to file a complaint form. Complaint form can be found on our website at www.westreadingborough.com.

Contact information for the Code Enforcement Department:

Matthew Magovern
Chief Code Enforcement Officer/Zoning Officer
610-374-8273, ext. 240
wrcodes@westradingborough.org

Mark Civitarese
Assistant Code Enforcement Officer
610-374-8273, 239
wrcodes@westreadingborough.org

Cynthia Madeira
Code Enforcement Administrative Assistant
610-374-8273, ext. 238
cmadeira@westreadingborough.org

Phone: 610-374-8273, option 4
Fax: 610-374-0575

Trash Information

Please Note: The Code Enforcement Department is placing an emphasis on the enforcement of trash/refuse bags that are not in durable, watertight containers with lids. Due to public health and safety we ask for your cooperation.

1.) All refuse must be stored in durable, water-tight containers equipped with handles and tight-fitting covers which cannot be larger than thirty-five (35) gallons. It is recommended to mark your containers with your address.
2.) Four (4) trash cans per household per trash collection day are allowed. Please do not place bulky items out for regular trash collection. One bulk item per household per month may be placed out for collection on the first Friday of the month.
3.) Please do not place trash/recycling out prior to noon the day before pickup and promptly remove your receptacle by midnight the day of pickup.
4.) Trash pickup remains every Tuesday and Friday. Recycling pickup remains every Wednesday.
5.) Yard waste must be placed in biodegradable bags for pickup or arrangements made with the Borough Garage for disposal. Please call 610-374-8605 to schedule an appointment between the hours of 7:00AM to 4:00PM.
6.) Electronic items such as microwaves, dehumidifiers, refrigerators and air conditioners will NOT be removed by the trash hauler. These items must be recycled due to hazardous materials. Please contact Berks County Solid Waste Authority at 610-478-6362 or visit their website at www.co.berks.pa.us/swa for more information.

Code Enforcement ...continued from page 4

Sidewalk Snow and Ice Removal

We do not issue notices/warnings for snow and ice removal from public sidewalks on your property.

It shall be the duty of every property owner or persons occupying the property to clear or cause to be cleared from the public sidewalks along public streets and alleys that abut the property within the Borough. **Snow, ice, hail and sleet shall be cleared from sidewalks within a period of 36 hours after the snow and/or ice storm has ended.** Sidewalks shall be kept clear of snow, ice, hail and sleet at all times after the 36-hour period unless the snow/ice has hardened or becomes frozen that it cannot be removed without injury to the sidewalk. The owner, occupant or tenant of each property will then be required to place salt, sand or other abrasive or chemical material to the sidewalk. **A clear path of at least 30 inches in width is required.**
Please be sure to clear snow away from fire hydrants as this will assist fire department personnel to distinguish a fire in the event of an emergency.

If snow, sleet and/or hail are not removed within the time frame allowed by ordinance, a $25.00 fine will be issued. A violation notice, shall be posted on your property, hand delivered or sent via 1st class mail. The fine must be paid at Borough Hall within a specified time period. If the fine is not paid within the time allowed, a non-traffic citation will be filed with the local District Justice who will attach additional fees which may increase the fine amount.

We are always seeking volunteers to assist our elderly and/or disabled residents who cannot maintain their sidewalks in the event of snow or ice. If anyone would like to volunteer please contact our department to be added to a volunteer list. On the same note, if you cannot maintain your sidewalk or know a resident that is elderly/disabled and is unable to maintain their sidewalk, please contact our department to be added to a list so we may try to offer assistance with snow and/or ice removal.

Permit Information

A common question we receive is "Do I need a permit to have work done?" In most cases, yes, you do. A building permit is required for, but not limited to the following:

- Additions
- Roof Work
- Decks
- Fences
- Windows
- Driveways
- Renovations
- Concrete Work
- Electrical work
- Plumbing Work

A **Plumbing Permit** must be acquired by a licensed master plumber, and the fees vary depending upon the type of work being performed.

A **Zoning Permit** is required for all businesses, including home occupations within the Borough. Please inquire with our Zoning Officer as to uses permitted by right for the specific zoning district prior to signing a lease or purchasing a property. A zoning permit is also required for all fences, pergolas, accessory buildings, additions, driveways or any change of use. Please note: Our Zoning Ordinance has recently been updated to allow 6' high solid privacy fencing. The zoning permit fee is $50.00

A **Rental Occupancy Permit** is required for all residential units and is to be acquired by the owner of the property. A bi-annual (every 2 years) inspection is required. The annual occupancy permit fee is $75.00 per unit. A tenant listing of all occupants must be completed for every rental unit and updated within (10) days of any change in occupancy as well as on an annual basis.

A **Certificate of Occupancy Inspection** is required prior to the sale or transfer of *ANY* property located within the Borough. Please contact the Code Enforcement Office at 610-374-8273, ext. 238 to apply and schedule this inspection. The fee for this inspection is $100.00 for a single unit; additional units add an additional $25.00 per unit. Inspections scheduled less than five business days from settlement will be charged $200.00 and $50.00 for each additional unit.

An **Alarm Permit** is required for all alarmed properties within the Borough. There is a one-time permit fee of $50.00. Please be aware that after three (3) false alarms within a calendar year a fine of $100.00 will be issued for each and every false alarm thereafter until December 31st.

A **Solicitation Permit** is required for any door-to-door soliciting (products, services, handing out flyers/any materials, leaving flyers/brochures for residents or to attach door hangers, etc). Permits must be secured prior to any soliciting activity. A Borough issued ID badge must be worn at all times while soliciting. If a person approaches your home and cannot provide an ID badge issued by the Code Department please retain any contact information and forward to our attention.

Anyone found working without proper permits shall be charged a triple permit fee.

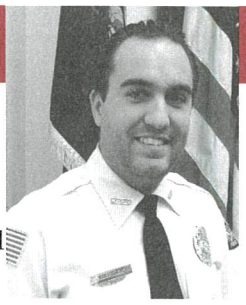
...continued on page 6

Code Enforcement ...continued from page 5

Reminders....

1.) Pet owners are responsible for the removal and proper disposal of animal fecal matter when it is deposited on public or private property: alleys, public streets, sidewalks, etc. Pet owners are responsible to maintain their property and keep it clear of animal fecal matter which must be removed on a daily basis or within every 24 hour period.
2.) Animals at Large - It is unlawful for any person to allow an animal to be without a controlled restraint at any time.
3.) Noise by Animals - Pet owners are responsible to prevent continuous noise for a period of ten (10) minutes or intermittently for thirty (30) minutes or more to disturb any person at any time of the day or night unless a person is trespassing or threatening to trespass upon private property or causes to tease or provoke the animal.
4.) Cars, trucks, RV's, motorcycles, etc. cannot be parked on the grass on your property or the property where you reside. Vehicles may only be parked on a stone, concrete or macadam pad. Prior to installing any parking pad, a zoning permit application is required.
5.) All properties are to be clearly marked with their individual house number in the front and rear of the property. The height of the numbering is to be a minimum of four (4) inches, the color must clearly contrast with the background and be placed in an easily identifiable location.
6.) Grass and weeds shall be maintained at a height less than 10" at all times. All grass/weeds in the planting strip and along the alley are the property owner's responsibility.
7.) Trees, shrubs, hedges or other vegetation shall not extend into the sidewalk space, streets or alleyways. Growth shall not be at a height of less than eight (8) feet over any sidewalk or pedestrian walkway or sixteen (16) feet over any roadway. Please do not throw weeds, grass clippings and/or hedge clippings into the street. Please see trash information for proper disposal methods.

Fire Department ...Chief Mark D. Burkholder



Fire Prevention Week

The week of October 2nd to the 8th is "Fire Prevention Week 2015". This year's theme is *"Don't wait, check the date! Replace smoke detectors every 10 years"*. Did you know that smoke detectors have an expiration date? After reaching 10 years of age, smoke detectors should be replaced. A smoke dectecor gradually loses its ability to detect smoke as it ages, after 10 years they must be replaced. As you know, smoke alarms save lives. If there is a fire in your home, smoke spreads fast and you need smoke alarms to give you time to get out. In fact, having a working smoke alarm cuts the chances of dying in a reported fire in half! Please contact the station if you have questions or you want your detectors replaced.



Open House

Come join us for our Open House at the station on Wednesday, October 5th from 6:00PM to 9:00PM. There will be fire prevention displays for the entire family, refreshments and our fire apparatus and station will be open for tours. We will have free food and snacks for all who attend, so please plan on stopping by and enjoy the evening with your local firefighters.

Fire Safety

We are entering the peak heating season, so remember these safety tips. Remember to keep all curtains and other combustible materials away from space heaters and remember to keep children away from the heaters. Natural Christmas trees can be a hazard if not properly cared for and remember to keep the water bowl in the stand full at all times. Use lights that are UL approved for indoor use and have been checked for any problems before they have been installed on the tree.

Be advised that open burning is illegal in the Borough of West Reading unless you apply for, and receive a permit from the Code Enforcement Department. No open burning of leaves, yard waste or any type of outdoor temporary fireplace will be allowed without proper authorization. If you have any questions please contact the Borough's Code Enforcement Department.

Smoke Detectors



Please call the station if you have questions about smoke detectors or if you need your batteries changed and are unable to do it yourself. We also have new smoke alarms for sale at a cost of $10.00 each installed. Call or email us for more information.

Membership

We accept membership applications starting at the age of 14. If you are interested in volunteering with your neighborhood fire department, please log on to **www.wrfire.com** and download an application or visit us any Wednesday night to pick up an application.

Fire Department ... continued from page 6

Kiddies Christmas Party ...Saturday, December 17, 2016

Kiddies Christmas Party

December 17th, from 2:00PM to 4:00PM we will be holding our annual Kiddies Christmas Party for children of Borough residents ages 10 and under. Admission is *FREE* and all children will get to see Santa and receive a small gift.



You must pre-register your child. Registration forms are available on our website, or at Borough Hall to receive a free ticket to the event.

WE WILL NOT BE GOING DOOR TO DOOR TO HAND OUT TICKETS!

Santa will also be riding around the Borough in one of our fire trucks to say hello and to remind you of the event. Hope to see you there!

Toys Requested

We are currently accepting toy donations for our Kiddies Christmas party. Each year Borough children take part in this event to receive a small toy and meet Santa Claus. Please consider donating a new unwrapped gift (which may be dropped off at the Borough Hall) for the party. It is only with the support of the community that this event can truely be a success.

Police Department ...Chief Stephen Powell



Hours of Operation

The Police Department's front desk is open from 8:00AM to 8:00PM, Monday through Friday. We can be reached at 610-373-0111. If the front desk is closed you can contact Berks County Communications Center at 610-655-4911. You can also stop by the Administration Office between 8:00AM and 5:00PM if the Police Department is closed to purchase No Parking Signs and make Parking Ticket payments. For your convenience parking tickets can also be paid online.

Police Department Social Media

For information on Police related matters, community events, to apply for Handicapped Parking, Vacation Reports, and information on Parking Ticket Payment options, please visit the WRPD Crime Watch page at: https://berks.crimewatchpa.com/westreadingpd. You can also check out our Facebook page at: http://www.facebook.com/WRPolice

Street Postings

PLEASE CHECK YOUR STREET FOR SIGN POSTINGS, including those that are posted for the street cleaning program. Borough Crew Members may also post the streets for other maintenance work. Signs are posted on posts, trees and stakes the day before the scheduled maintenance work. Vehicles must be removed during the specified times, or tickets will be issued.

Going on vacation?

If you are going on vacation please file a vacation report so we know you are going to be away. Call 610-373-0111, stop by in person or download a form and email the form to: wrpd@westreadingborough.org. This information will be helpful if you are going away for a week or if your street is posted for maintenance work.

WRPD Mission Statement

Mission Statement of the West Reading Police Department

Since it was first established in 1923, it has been the mission of the West Reading Police Department to provide our community with a safe and secure place to visit and call home.

All of us here at the West Reading Police Department are dedicated to maintaining strong community relationships throughout the highest ethical standards, respect, professional conduct, and the preservation of peace in a fair and dignified manner.

Award Recipient

The West Reading Police Department would like to congratulate Mr. Dean Rohrbach as the recipient of the 2016 WRPD Community Service Award. The award, created by the Officers of the WRPD in 2014, is given during our annual National Night Out event. Community members are nominated by the Officers who then vote to select the recipient.

Dean is the manager of the Borough's Elm Street Program. The Program, which under Dean's direction has received several state wide awards, has been instrumental in revitalizing neighborhoods and areas adjacent to the Penn Street corridor. This includes the outstanding wall mural project along Cherry Street.

The West Reading Police Deparment congratulates Dean Rohrbach on all he has accomplished, and for his dedication and service to the Borough of West Reading.

Police Department ...continued from page 7

West Reading Crime Watch

On the second Tuesday of every month, a dedicated group of community residents, the *WEST READING CRIME WATCH,* meets at Borough Hall to discuss how they can help reduce crime in our community.

In 2015, Crimewatch officially logged in almost 300 hours of active service via monthly patrol duty or by providing assistance at various community events and it is on track to significantly top that number in 2016.

Email WRCW.ORG@gmail.com if you have any questions or want more information about Crime Watch. Facebook members: type "*West Reading Crimewatch*" into the Facebook search bar to visit and "friend" the West Reading Crime Watch page in order to get ongoing news on issues of interest as well as detailed information about current activities.

For more information contact Sgt. Keith Phillips at 610-373-0111 or kphillips@westreadingborough.org.

West Reading Crime Watch Meetings are held on the following dates:

September 13, 2016; October 11, 2016; November 8, 2016; December 13, 2016; January 10, 2017, February 14, 2017, March 14, 2017, April 11, 2017, May 9, 2017

Trick-or-Treat

Monday, October 31, 2016
6:00PM to 9:00PM



October 31st has been designated as the Borough-authorized night for Trick-or-Treating. Please turn on your porch light if you wish to have little Borough goblins to visit you.

Please note: Parents or a responsible adult should accompany all children while walking the streets of the Borough.

It is recommended, as a safety precaution, that children should always carry a flashlight after dark so that they can be seen by vehicular traffic.

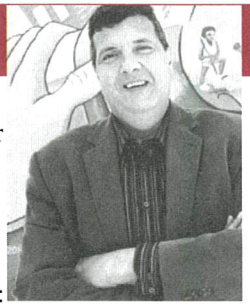
Snow Emergency Routes

The following is a list of Snow Emergency Routes in the Borough of West Reading:

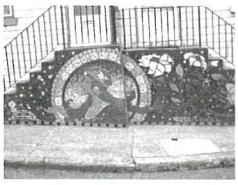
Buttonwood St.	Entire Length
Fifth Ave.	Delaney Circle to Museum Rd.
Museum Rd.	Entire Length
N. Fourth Avenue	Entire Length
Parkside Drive N.	Entire Length
Parkview Rd.	Entire Length
Penn Ave.	Entire Length
Pine St	S. 3rd Ave. to S. 5th Ave.
Reading Ave.	Delaney Circle to 8th
	Delaney Circle to N. 4th
Seventh Ave.	Penn Ave. to Parkside Drive N.
Third Ave.	Penn Ave. to Sunset Rd.

If the Mayor declares a snow emergency, vehicles parked on the routes must be moved until the snow emergency is lifted.

West Reading Elm Street ...Manager Dean R. Rohrbach



WEST READING ELM STREET RECEIVES STATEWIDE AWARD



West Reading Elm Street won a Townie Award from Pennsylvania Downtown Center (PDC) recognizing us as the most productive neighborhood revitalization program in Pennsylvania. PDC tracks reporting requirements for the PA Department of Community & Economic Development. West Reading Elm Street production was measured in categories such as private property facades improved, enhancing public spaces through streetscape improvements and public art, substantial rehab and modernization of the housing stock, total dollars invested in their target area, and ratio of private sector dollars to public sector funding as well as our innovative solutions to effectively combat blighting influences and making West Reading a unique & distinctive community.

A. EARTH DAY EVENT

Here are the final numbers for our April 16th Earth Day Event:

Number of Volunteers:	86
Number of Volunteer Hours:	473

Value of Volunteer Labor: $10,378 (PA Downtown Center rate: $21.94/hour)

Accomplishments/Results:

1.) Cleaned 22 street containers and refilled with soil.
2.) Built or repaired 5 raised Community Garden beds
3.) Collected 42 bags of trash (1 bag=20 lbs; 100 bags= one ton)
4.) Cleaned by-pass cloverleaf into and out of West Reading
5.) Repainted Bertolet Handicap Fishing Dock
6.) First Earth Day cooperative event with Main Street & West Reading Recreation Department.

West Reading Elm Street ...Manager Dean R. Rohrbach

B. PARR PROGRAM

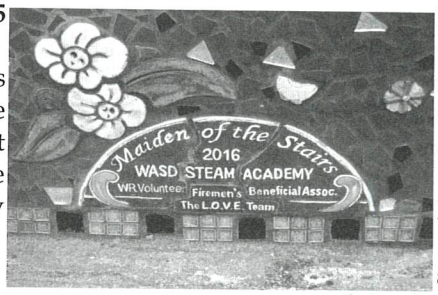
Our PARR program buys foreclosed properties and fixes them up before selling them to someone who will live there. Its purpose is to increase surrounding property values and decrease the number of rental units.

1. PARR Project #4 (138 South 6th Avenue)

Rehab and modernization of this large corner 5-bedroom project is finished and the property is on the market at $139,000. Bank's "after rehab" appraisal is $156,000. We have a bona fide buyer willing to pay full-price and hope to go to settlement in September.

2. PARR Project #5 (115 South 2nd Avenue)

We are putting the finishing touches on this 4-bedroom property. We added a powder room to the first floor and significantly enlarged the second floor bathroom. The property is on the market for $85,000.



C. PAINT THE TOWN EVENT

As of July, we have raised $25,000 which will fully or partially paint facades of 18 properties. In the five years since the Paint the Town program began we have painted a total of sixty-nine (69) properties all in a five block area and changed the character of our target neighborhood. The program paints the front facades of properties in bright three-color schemes to give the neighborhood curb appeal.

D. 2015 STATE GRANT APPLICATION

Our $250,000 state proposal for streetscape improvements in the 00 and 100 block of South 6th Avenue is complete. We will submit it as soon as the Department of Community and Economic Development puts out a Request for Proposals.

E. FACADE GRANT PROGRAM UPDATE

A lot of my time is put into raising funds and writing reports so I am behind in submitting paperwork to the state to reimburse those applicants approved last year. That paperwork has now been submitted and they will be notified when we receive funds and cut their checks. Other approved applicants will be notified when they can proceed on their projects.

F. CHERRY STREET MURAL CORRIDOR

Two new murals and a mosaic have been commissioned and should be complete by year's end as part of the Cherry Street Mural Corridor. We hope this effort will contribute to West Reading's economic vitality by attracting visitors from outside of the area who hear about our unique outdoor art gallery and bring their dollars into our local economy.

West Reading Main Street ...Manager Christin Kelley

Upcoming Events



Photo courtesy of Heidi Reuter

Costumes on the Corridor

Silly and spooky, Penn Avenue has plenty to pick from during October for girls and boys of all ages!

Friday, October 21st, 5:00PM to 7:00PM
Cost is *FREE*

Each year, hundreds of families enjoy a night of family fun along Penn Avenue during **Costumes on the Corridor**, a safe Trick-or-Treat event courtesy of the West Reading merchants!

Local businesses along the 400 - 700 blocks of Penn Avenue will be staying open late to hand out treats or (tricks!) to young Trick-or-Treaters.



Don't forget to stay for the Harvest Hayrides & Haunted House at the West Reading Playground starting at 7:00PM on October 21st and 22nd!

Carve out all the details at LoveWestReading.org!

Love 2nd friday on penn • west reading

SECOND FRIDAY ON PENN
The 2nd Friday of *Every Month*

Discover *SECOND FRIDAY* and enjoy an evening in West Reading. Whether it's date night or girls night out or your own night out, you can enjoy some music, shopping and delicious dining up and down Penn Avenue. As you stroll along the Avenue, browse charming boutiques, stay for dinner & drinks at one of many remarkable restaurants, and have a relaxing night on the town.

Come on out and see what *SECOND FRIDAY* is all about

~ September 9th
~ October 7th
~ November 11th
~ December 9th



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West Reading Main Street ...continued from page 9

FALL FESTIVAL

West Reading comes alive with its annual Fall Festival on the Avenue, Saturday, September 17th! Enjoy a day of live music and browse local shops' sales. There will also be art and craft displays and children's activities. Our exclusive beer garden will also have craft brews on tap.



HOLIDAY GLOW

There's no place like home for the holidays and we're making our list and checking it twice for the most festive and lovable Holiday Glow celebration yet! Penn Avenue is the premier holiday destination for picking up the perfect gift for your special someone or spending the evening celebrating the season with your favorite people! A month of don't miss events and once in a lifetime specials makes Penn Avenue your one stop holiday shopping and dining destination for everything; from the finest caviar to the most fabulous party dress and everything you need for the naughty, and nice on your list! Come celebrate the season with us and help Santa check off his list too! There's something for everyone to love about West Reading!

Take a look at what's happening during our Holiday Glow!

~ Friday, November 25th: Black Friday

~ Saturday, November 26th: Small Business Saturday

~ Friday, December 2nd : Ladies Night Out

~ Friday, December 9th: 2nd Friday- Men's Night Out

~ Saturday, December 10th: Run Santa Run 5K

~ Saturday, December 17th: Mrs. Claus Competition

Get all the glowing details at LoveWestReading.org!

@LoveWestReading #LoveWestReading
#HolidayGlowOnTheAve

Parks and Recreation Department ... Helen Moyer



Harvest Festival

Saturday, October 1, 2016
10:00AM - 5:00PM
West Reading Playground

Come out for an afternoon of fun with your family and friends at the West Reading Playground.

The Recreation Commission is happy to offer children of all ages a day of fun filled events, music, crafts, food, harvest sale and farmers' market.

Don't forget about our pumpkin carving/decorating contest:

Age group:
3-9 years of age
10-13 years of age
16 years to adult

1st, 2nd and 3rd place prizes will be awarded to each age group. Prizes to be awarded beginning at 4:00PM.



(You may also purchase your pumpkin on site.)

Harvest Hayride

Friday, October 21, 2016 &
Saturday, October 22, 2016
7:00PM - 9:00PM
West Reading Playground

Cost: Hayride ($3.00/person)
(rides begin at the pavillion)
Haunted House ($3.00/person)
Duck Pond ($1.00/person)

Join in the excitement with us as you enjoy a "fun" hayride throughout the playground area, but watch out for those scary drivers - they might take a wrong turn down spoooky lane into the pumpkin patch and end up in the graveyard. The fun doesn't end there.

Come and see the newest addition to the Harvest Hayride, "The Haunted House". Don't forget to come down to the field to roast S'mores with our fire department. We will have light refreshments available for you to purchase and some Halloween crafts. This is a night for the entire family.

Also take your chance and see what you can win at Mrs. Heckler's famous Duck Pond. Hope to see you there!



Parks and Recreation Department ...continued from page 10

Mother-Son Dance

Saturday, November 5, 2016
7:00PM to 9:00PM
West Reading Fire Co.
(223 Playground Drive)



Join us at the 10th annual Mother-Son Dance for a night of music, dancing and fun.

This year's theme is *"Wild, Wild West"*! Mothers and sons, come dressed as your favorite Cowboy/Cowgirl.

Tickets are $14.00 per couple and $7.00 for additional siblings in the same family. Tickets may be purchased after October 3, 2016 at the West Reading or Wyomissing Borough Halls from 8:00AM to 5:00PM.
***Deadline to purchase tickets is Thursday, November 3rd.**

Your ticket also includes a light refreshment and a memorable photo. You will also have the opportunity to win door prizes and there is a gift for every child.

The dance is for West Reading, Wyomissing, and Sacred Heart students in grades K-6th.



For more information please contact West Reading Borough Hall at 610-374-8273.

Tickets WILL NOT be sold at the door.

Parks and Recreation

Holiday Tree Lighting

Friday, December 2, 2016
6:00PM
Delaney Circle
Raindate: Monday, December 5th



Don't miss out on West Reading's 88th annual Holiday Tree Lighting event!

Special appearance by Santa and Mrs. Claus. Musical entertainment provided by the Wyomissing Area School District Music Department. There will be performances by Berks Ballet, Scottish Rite Cathedral and many more.

Following the tree lighting, stop on by St. James Church located in the 600 block of Penn Avenue for refreshments and pictures with Santa and Mrs. Claus.

Christmas Decorating Contest

Judging - Friday, December 16, 2016



Get into the holiday spirit this season by decorating your home. All houses will be judged from 7:00PM to 9:00PM on December 16th.

First prize is a single pool membership or playground program registration. Second and third place winners will receive a one day complimentary guest pass to the pool, or a gift certificate to the snack bar.

Judges will be looking for creativity, originality, and overall presentation in the following categories:

- *White lights*
- *Colored lights*
- *Best theme idea*

There is no need to pre-register and you don't need to be home to win - just make sure you have your lights on! Best of luck to everyone.

Community Spotlight

Reading Public Museum

Reading Public Museum
500 Museum Road
Reading, PA 19611
610-374-5850

EXHIBITIONS AT THE MUSEUM

Sept. 17, 2016 to Jan. 2, 2017
Illuminated Manuscripts: Treasures from the Collection

Sept. 24, 2016 to Dec. 11, 2016
Reading: Reorganization of Space by Quincy Owens and Luke Crawley

Nov. 5, 2016 to Jan. 8, 2017
Dale Chihuly Venetians: The George R. Stroemple Collection

Nov. 5, 2016 to Jan. 2, 2017
Yuletide Around the World



Dec. 17, 2016 to May 14, 2017
Thomas and Friends: Explore the Rails

Borough of West Reading
500 Chestnut Street
West Reading, PA 19611

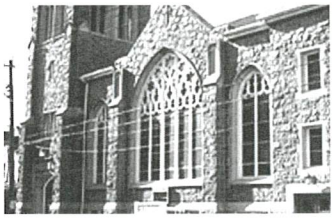
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West Reading, PA 19611

Community Spotlight

Bethany Evangelical Lutheran Church

Bethany Evangelical Lutheran Church
336 Franklin Street, West Reading
610-375-7163
www.bethanywestreading.org



Worship Services and Times
Worship at 10:15AM
~ 9/18 Sunday School begins at 9:00AM

Upcoming Events and Programs
Bethany Lutheran offers Music and Movement clases for children ages 6 months to age 5. Classes are offered Monday and Thursday mornings. Please call the church office for more information: 610-375-7163, or visit the church website at http://www.bethanywestreading.org

Food Pantry - Third Wednesday of each month (9:30AM-12Noon)
Pantry delivery- 2nd Thursday of each month (1:00PM)
High school and college students can earn community service hours for helping with our food pantry anytime during the year. Volunteer help is greatly appreciated.

In case of inclement weather for church closings, listen to closing information on WEEU - 830AM radio or WFMZ-69 News Strom Center.

Scottish Rite Cathedral

Scottish Rite Cathedral
310 S. Seventh Avenue, West Reading
610-373-0104



Holiday Happenings is a Celebration of the Season to the community from the Scottish Rite Masons. Lots of model train displays of all sizes and gauges. There will be a display of decorated trees, Live Nativity, entertainments, refrshements, games, clowns and ballooon scultures, and of course, SANTA CLAUS.

Saturday, December 3rd - 7:00PM - *TubaChristmas*
Saturday, Deember 10th - 7:00PM - *Reading Choral Society with the Ringold Band*
~ Events are still going on in the auditorium on Sundays.

Dates to Remember

Sept. 17 - Fall Festival
Oct. 10 - Borough Hall closed
Oct. 14 - 2nd Friday (Penn Avenue)
Oct. 21 - Costumes on the Corridor
Oct. 21 & 22 - Harvest Hayride
Oct. 31 - Trick or Treat Night
Nov. 5 - Mother-Son Dance
Nov. 6 - Daylight Savings
Nov. 8 - Election Day
Nov. 11 - 2nd Friday (Penn Avenue)
Nov. 11, 24, 25 - Borough Hall closed
Nov. 25 - Dec. 24 - Holiday Glow Celebration
Dec. 2 - Christmas Tree Lighting
Dec. 9 - 2nd Friday (Penn Avenue)
Dec. 10 - Run Santa Run (5K Run)
Dec. 16 - Christmas Decorating Contest
Dec. 17 - Kiddie's Christmas Party
Dec. 26 - Borough Hall closed
Jan. 2, 2017 - Borough Hall closed

St. James Church

St. James Parish of
Reading City Church
644 Penn Avenue
West Reading, PA 19611
610-372-2034
Worship - Sunday's at 10:00AM



December 4th to December 18th
- Sunday morning series
"A Charlie Brown Christmas"
December 24th
~ Victorian Christmas Eve Service
Join us for the most festive time of the year for a gathering that includes carols, candlelight, live Celtic music and more.