



## Welcome to Pottstown!

**Whether you're expanding, relocating, opening a satellite or just starting out, we've got the know-how, the resources and the great people that will help you get started making "big things" happen.**

The Borough of Pottstown presents unique business opportunities for commercial space and industrial operations. Located on the Schuylkill River in western Montgomery County, Pennsylvania, our vibrant community is home to approximately 22,000 residents. Within the 5.5 sq. mi. you will find diverse, established neighborhoods and institutions with well-deserved reputations for innovation and excellence including Montgomery County Community College, The Hill School, and Pottstown Hospital/Tower Health.

PAED provides services to businesses and organizations seeking to invest, expand or relocate including assistance with site selection, commercial and industrial real estate development and redevelopment, financing, and workforce development.

With years of experience navigating the various processes within economic development, PAED has the expertise to come alongside you and your business. The businesses here, the residents, PAED's Board of Directors... all picked Pottstown and we are confident you will too.

Sincerely,

Peggy Lee Clark  
Executive Director  
Pottstown Area Economic Development



PAED's mission is to create, coordinate & implement an overall economic development strategy for the Borough of Pottstown, designed to stimulate investment which will maintain & enhance the tax base; retain & create job opportunities; & restore & utilize or remove under-utilized buildings.



152 E. High Street, Suite 200  
Pottstown, PA 19464  
610.326.2900

[ipickpottstown.org](http://ipickpottstown.org)



# Top 15 Reasons to Pick Pottstown



1. **Centrally located** between Reading, Allentown and King of Prussia, as well as Philadelphia and New York City, with **proximity to major highways** including Rte. 422, and Rte. 100.

2. Industrial history spans centuries and has produced an **infrastructure** with recent and planned multi-million dollar renovations, continuing to make the Borough a great location for conducting business in today's global economy.

3. **Tax Incentives** including: Local Economic Revitalization Tax Assistance (LERTA), a 7-year, Borough wide tax abatement on approved properties with completed improvements; Three identified Qualified Opportunity Zones in the Borough of Pottstown offer "deferral of, reduction of, or elimination of future" capital gains taxes to investors.

4. **Central business district** features historic architecture, walkable tree-lined streets and a growing list of shops, restaurants, and bars.

5. **Diversity of space** across the 5.5 miles includes industrial, warehouse, commercial and suburban office parks, in addition to the traditional downtown.

6. Situated along the **Schuylkill River**, with direct access to the **Schuylkill River Trail's** 120 miles and **40+ acre Riverfront Park**, with a free community bike share program managed by the Schuylkill River Heritage Area. Bike Pottstown is for ages 16 and older to enjoy Pottstown's bike- lane friendly Borough, or ride the Schuylkill River Trail.

7. **Arts & Cultural Organizations** including **Steel River Playhouse**, originated in 2001, relocated and re-imagined In 2008 after a \$2.4 million transformation of a 20th century vacant department store into a performing arts center.

**Montgomery County Community College** houses its North Hall Art Gallery in a former 19th Century industrial space that is a work of art in its own right, with exposed brick walls and gleaming wood floors- re-opening in early 2022, and featuring an array of art and local artists with exhibits changing throughout the year.

8. Abundant recreational activities at **17 parks/facilities across 118+ acres**, within the 5.5 sq. miles, including 45+ acre Memorial Park with Veterans' Island, Trilogy BMX & Skatepark, Bark Park dog park, Fountain of Youth Spray Park, Manatawny Green miniature golf, The Carousel (the 2nd oldest working wooden carousel in the U.S. with an impressive story of finding its way to Pottstown) tennis courts, ball fields, playgrounds, and a community center. The 18th Century Colebrookdale Railroad provides visitors an authentic rail experience across 35 miles of historic, beautiful, geologically-unique, and naturally-unspoiled valleys between three counties.



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## Top 15 Reasons to Pick Pottstown (cont'd)

9. **Proximity to retail shopping** including Philadelphia Premium Outlets, Upland Square Shopping Mall, Home Depot, Costco, Giant, Target, Staples, Walmart, and the Borough's many specialized Downtown shops such as Agnes Edmunds, Dani Bee Funky, Once Upon a Time Consignment Boutique, and Deliah & Dean Food Market... and many more...

10. **Pottstown Municipal Airport**, a general service airport with a 2700 foot long runway, owned by the Borough of Pottstown. Nearby privately-owned Pottstown Limerick Airport has a 3400 foot long runway. Philadelphia International Airport is a one hour drive from Pottstown.

11. A **Class 1 railroad, Norfolk Southern's Harrisburg Freight line**, runs along the Schuylkill River through Pottstown. In recent years, Norfolk Southern has made significant investment in modern intermodal facilities within the Borough. This rail line is double-stack capable, providing more efficient transportation services for Pottstown manufacturers.

12. Opportunities to stay overnight, including the 119-room/suite **Fairfield Marriott** and **Three Daughters Inn**, a three suite Bed & Breakfast.

13. **Pottstown Tower Health Hospital** with 232-licensed beds, nearly 400 physicians, specialists and providers, Accredited by the The Joint Commission; Accreditation with Commendation by the American College of Surgeons, Commission on Cancer; Certified Primary Stroke Center; Certified in Hip/Knee Replacement; Get with the Guidelines - Stroke Gold Plus Quality Achievement Award (American Heart Association/American Stroke Association); American College of Cardiology Accreditation Services- Chest Pain.

14. Exceptional **education institutions** including **Pottstown High School's Career and Technical Education** programs, enabling students to train in state of the art facilities within 10 fields of study; **Montgomery County Community College's Pottstown Campus**, opened in 1996 as a second campus (Across 2 campuses, MC3 offers 100+ programs, boasts 78,000 graduates and carries an average annual enrollment of approximately 11,000+ students); **The Hill School**, accredited by the Middle States Association, and the Ten Schools Admission Organization (TSAO) is a private preparatory boarding high school on 200 acres, with students enrolled from 31 states and 31 countries.

15. A variety of **community annual celebrations and seasonal/monthly activities and events** that attract thousands of visitors to town including the monthly summer Cars Shows, the Schuylkill River Sojourn, Volleyball Rumble, BMX National Event, Parades for holidays such as Memorial Day, Halloween, etc., Go Fourth Festival, Pottstown FARM, Fete en Blanc, Annual Holiday Stroll & Tree Lighting, New Year's Polar Bear Plunge... and many more...



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## Tax Incentives

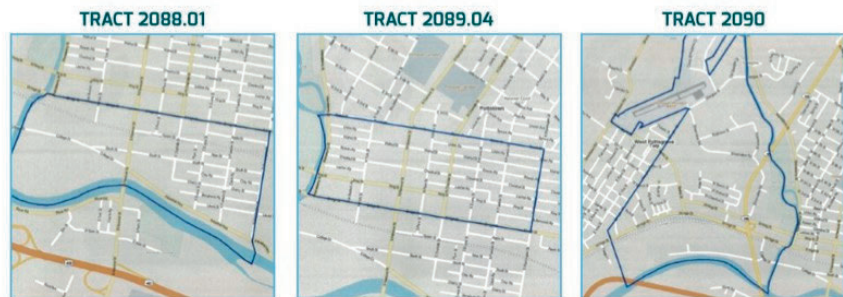
### Qualified Opportunity Zones (QOZ)

The Tax Cuts and Jobs Act, which passed at the end of 2017, enabled governors to nominate certain census tracts to be designated as Qualified Opportunity Zones (QOZs). A QOZ is an economically distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. The tax incentive is designed to spur economic development and job creation in distressed communities by providing these tax benefits to investors.

The program benefits individuals who have sold stock and are looking for capital gains relief. Qualified Opportunity Funds (QOF), are investment vehicles created specifically for investing in QOZ business and property assets. The amount of benefit ultimately recognized depends on the holding period of the investment. There are primarily three benefits available to investors that invest previously realized capital gains into a QOF: the deferral of capital gains taxes, the reduction of capital gains taxes, or the elimination of taxes on future gains. These benefits increase the longer the investment is held in the QOF. If the investment is held for five years prior to Dec. 31, 2026, 10% of the original gain is eliminated. If the investment is held for seven years prior to Dec. 31, 2026, 15% of the original gain is eliminated. If the investment in the qualifying fund is held for at least 10 years, any appreciation on the investment can be permanently excluded from taxation at the election of the taxpayer.

The Borough of Pottstown was approved for three designated QOZs.

The Borough's 3 QOZs are ideally situated within the 5.5 miles, home to a Pottstown's Municipal Airport, Industrial sites, a commercial corridor, office parks, the KEEP district, and tourism and attraction sites.



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## Tax Incentives (cont'd)

### Local Economic Revitalization Tax Assistance (LERTA)

7 year tax abatement on value  
new construction; Borough-wide

Borough Pottstown and the Pottstown School District have each adopted ordinances to provide for a beneficial investment incentive for local properties. This real estate tax abatement program applies to the increased taxes that would result from an increase in the assessed value of a property due to improvements that are completed through the permitting process. You must apply for the LERTA program before the improvements of the property have been completed. The property owner will continue to pay existing real estate taxes on the property, but they will not be fully taxed on the improvements until the abatement time period ends.

Pottstown's LERTA provides tax relief to approved properties over seven years. In the first year, after an investor improves his/her property, the owner receives a 100 percent exemption on the taxable value of the improvements; by the seventh year, the reduction is 10 percent, and after that the LERTA relief ends and the owner pays the full amount of the taxes.



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## Business Resources

Economic development is a collaborative effort requiring coordination among many organizations to leverage resources and expertise for the benefit of the community. PAED works very closely with a number of other economic development service providers and government entities.

### **MONTGOMERY COUNTY COMMERCE DEPARTMENT**

PO Box 311, Norristown, PA 19404-0311

610.278.3000 | [montcopa.org](http://montcopa.org)

### **MONTGOMERY COUNTY HEALTH DEPARTMENT**

1430 DEKALB STREET, NORRISTOWN, PA 19404

610.278.5117 | [MONTCOPA.ORG/513/HEALTHDEPARTMENT](http://MONTCOPA.ORG/513/HEALTHDEPARTMENT)

### **REDEVELOPMENT AUTHORITY OF MONTGOMERY COUNTY**

104 WEST MAIN STREET, SUITE 2, NORRISTOWN, PA 19401

PHONE: 610.275.5300 | FAX: 610.275.5145 | [MONTCORDA.ORG](http://MONTCORDA.ORG)

### **PA DCED (PENNSYLVANIA DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT)**

Commonwealth Keystone Building

40 North Street, 4th Floor, Harrisburg, PA 17120-0225

833.722.6778 | [dced.pa.org](http://dced.pa.org)

### **PA DEPARTMENT OF STATE**

302 North Office Building, 401 North Street

Harrisburg, PA 17120

717.787.6458 | Fax: 717.787.1734 | [dos.pa.gov](http://dos.pa.gov)

### **GREATER VALLEY FORGE TRANSPORTATION MANAGEMENT ASSOCIATION (GVFTMA)**

1012 West Eighth Avenue, Suite A, King of Prussia, PA 19406

610.354.8899 | [info@gvftma.com](mailto:info@gvftma.com)

### **SCORE MENTORS TRICOUNTY**

244 E High St Suite 102, Pottstown, PA 19464

610.327.2673 | [tricounty.score.org](http://tricounty.score.org)

### **TRICOUNTY AREA CHAMBER OF COMMERCE**

152 E. High Street, Suite 200, Pottstown, PA 19464

610.326.2900 | [tricountyareachamber.com](http://tricountyareachamber.com)

### **VALLEY FORGE TOURISM & CONVENTION BOARD**

1000 First Avenue - Suite 101, King of Prussia, PA 19406

610.834.1550 | Fax: 610.834.0202 | [info@valleyforge.org](mailto:info@valleyforge.org)

### **CONGRESSWOMAN MADELEINE DEAN**

Pottstown Office

1200 E. High Street, Suite 105

Pottstown, PA 19464

Phone: 610-382-1250

### **PA STATE SENATOR TRACY PENNYCUICK**

Red Hill Office

56 W. 4th Street, Floor 2, Red Hill, PA 18076

215.541.2388 | FAX: 512.541.2387

### **PA STATE REPRESENTATIVE JOSEPH CIRESI**

146TH District

Royersford Office - Park Towne Plaza

301 N. Lewis Road, Suite 140C, Royersford, PA 19468

484.200.8265 | Fax: 484.200.8275

Additional Resources can be found on the Borough of Pottstown's website at [pottstown.org](http://pottstown.org)

<https://www.pottstown.org/BusinessDirectory>



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## STEP-BY-STEP GUIDE to Starting a Business in the Borough of Pottstown

Because each project is different depending on the plans and the zoning district, no two projects will have the same requirements. This worksheet is intended to serve as a general guideline to help you better understand the process.

### STEP 1

**SUBMIT A STARTING A BUSINESS FORM** - Submit a *Starting a Business/Zoning Review Application* along with the required fee to the Borough of Pottstown's Licensing & Inspections Department.

**(OPTIONAL) Request an On-Site Visit** - **AFTER** submitting the *Business/Zoning Review Application*, as a courtesy and upon request, the L&I team will meet with you on-site to do a walk-thru. This will NOT be an official inspection, rather, it gives us a chance to hear about your vision, see the space and discuss your concerns. While your design professional will be responsible for preparing your plan, we can discuss what you might expect should the space meet the renovations, fire alarms, sprinkler requirements, accessibility concerns, etc.

### STEP 2

**ZONING REVIEW** - Your form will be reviewed by the zoning officer and **a zoning determination letter will be sent to you**. The goal is to issue the determination letter in less than 2 weeks. If more information is needed to issue a determination, you will be notified with instructions on how to remedy the issue. After the determination is made, new business owner can be comfortable buying or leasing their business space.

**AFTER A FAVORABLE ZONING REVIEW, THIS IS THE TIME YOU SHOULD BE MAKING YOUR DECISIONS ABOUT SIGNING A LEASE OR PURCHASING THE PROPERTY.**

### STEP 3

**APPLY FOR PERMITS** - (This step can be done in conjunction with Step 4 listed below.)

Any renovations and physical changes will require you to **engage with a registered design professional to prepare signed and sealed engineering drawings of the projects**. Please refer to the Borough of Pottstown Permitting Checklist to aid you through this process. **Signs will require a permit** and are regulated/limited by number of signs and their size depending upon type. Applicants may request a pre-plan submittal meeting. A vast majority of commercial projects will require that you hire a design professional. If no renovations are required for your space, proceed to Step 4.

### STEP 4

**SCHEDULE COMMERCIAL OCCUPANCY INSPECTION & PAY FEES** - **Once zoning is approved**, you must **schedule a commercial occupancy inspection** with the Borough of Pottstown's Licensing & Inspection Department to ensure the building meets all health and safety regulations. **You must complete and submit a Commercial Occupancy inspection Application along with the required fee**, before an inspection can be scheduled.

### STEP 5

**OPEN FOR BUSINESS** - **Once the commercial occupancy inspection and all other permit inspections have passed you must obtain an annual Borough Business License**; then you may open for business. The Borough of Pottstown and its residents are grateful that you decided to pick Pottstown for your new business. Contact the TriCounty Area Chamber of Commerce at 610.326.2900 to schedule a ribbon cutting ceremony to celebrate your opening.