

Streetscape Design Guidelines and Master Plan



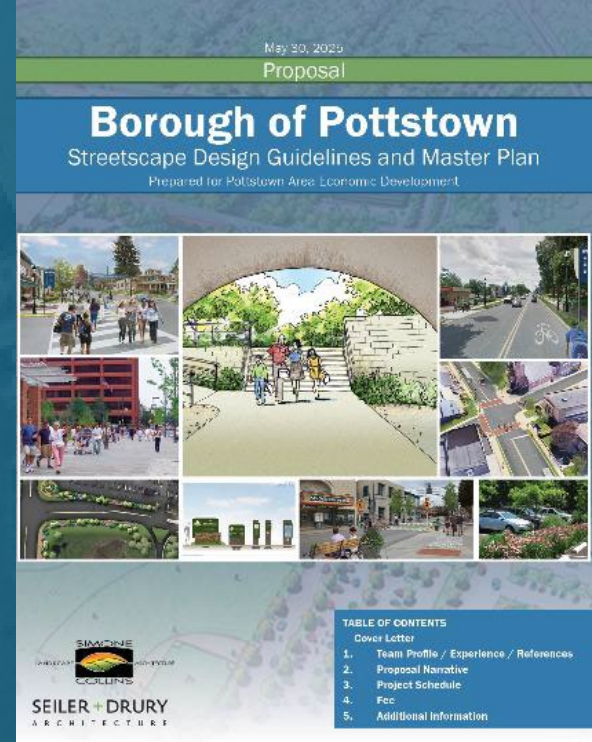
SIMONE COLLINS LANDSCAPE ARCHITECTURE
AND SEILER + DRURY ARCHITECTURE

Pottstown Area Economic Development (PAED) is seeking to develop a comprehensive Streetscape Plan & Design for Pottstown's downtown.

The improvements are intended to elevate the perception of the downtown commercial core, West High Street, & the Circle of Progress areas.

Our tasks are focused on **PHYSICAL IMPROVEMENTS**.

Façade and streetscape recommendations should be realistic and financially feasible.



Schedule

Mon, Jul 14	3:00 PM	PAED staff Project Kickoff	online	
Thu, Jul 17	10:00 AM	Borough staff	online	
Mon, Jul 21	2:00 PM	PAED BID Board	in-person	@ The Alley
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Optional		Borough Council Final Plan presentation	in-person	

Thank you for your time this evening!

Our team brings nearly 3 decades of work experience in Pottstown married with “fresh eyes” to recommend some next steps in Pottstown’s continuing story of revitalization.

Project Team

Peter Simone, RLA, FASLA

Doug Seiler, AIA , LEED AP

David Bender, IDSA, Associate ASLA

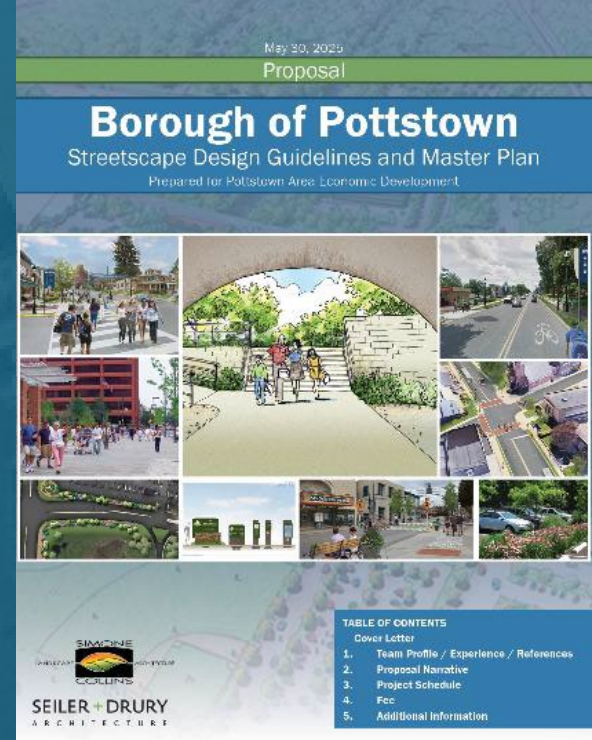
Audrey Gusick, Architect + Preservationist

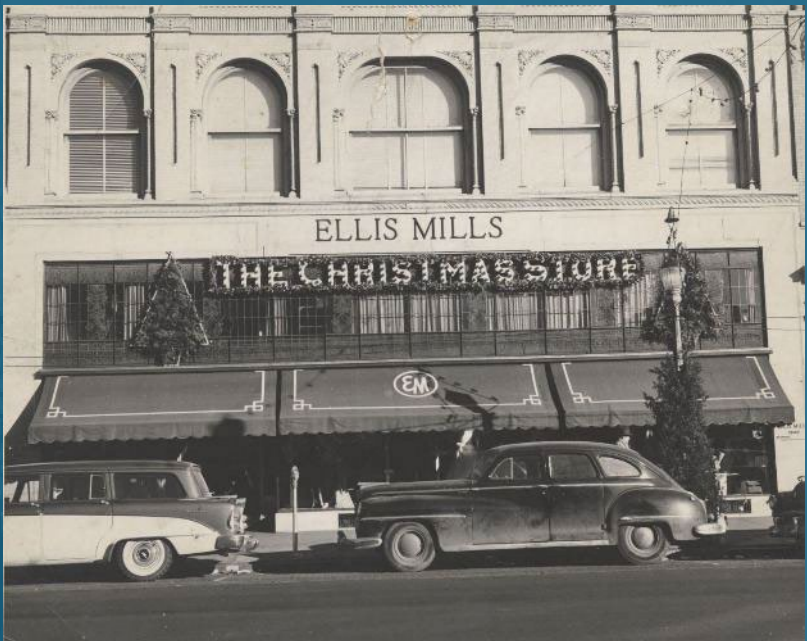
Devon McLaughlin, Landscape Architect

Guest Collaborator

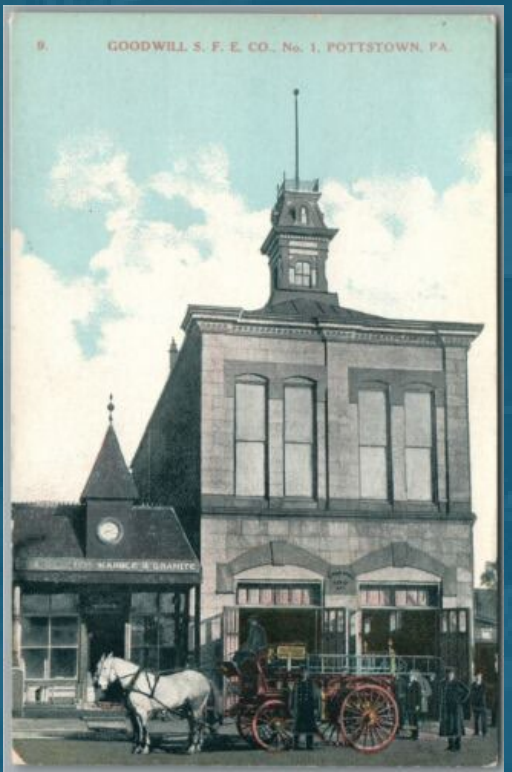
Andrew Svekla, AICP – Delaware Valley Regional Planning Commission (DVRPC)

This will be a partnership collaboration between our team and the community

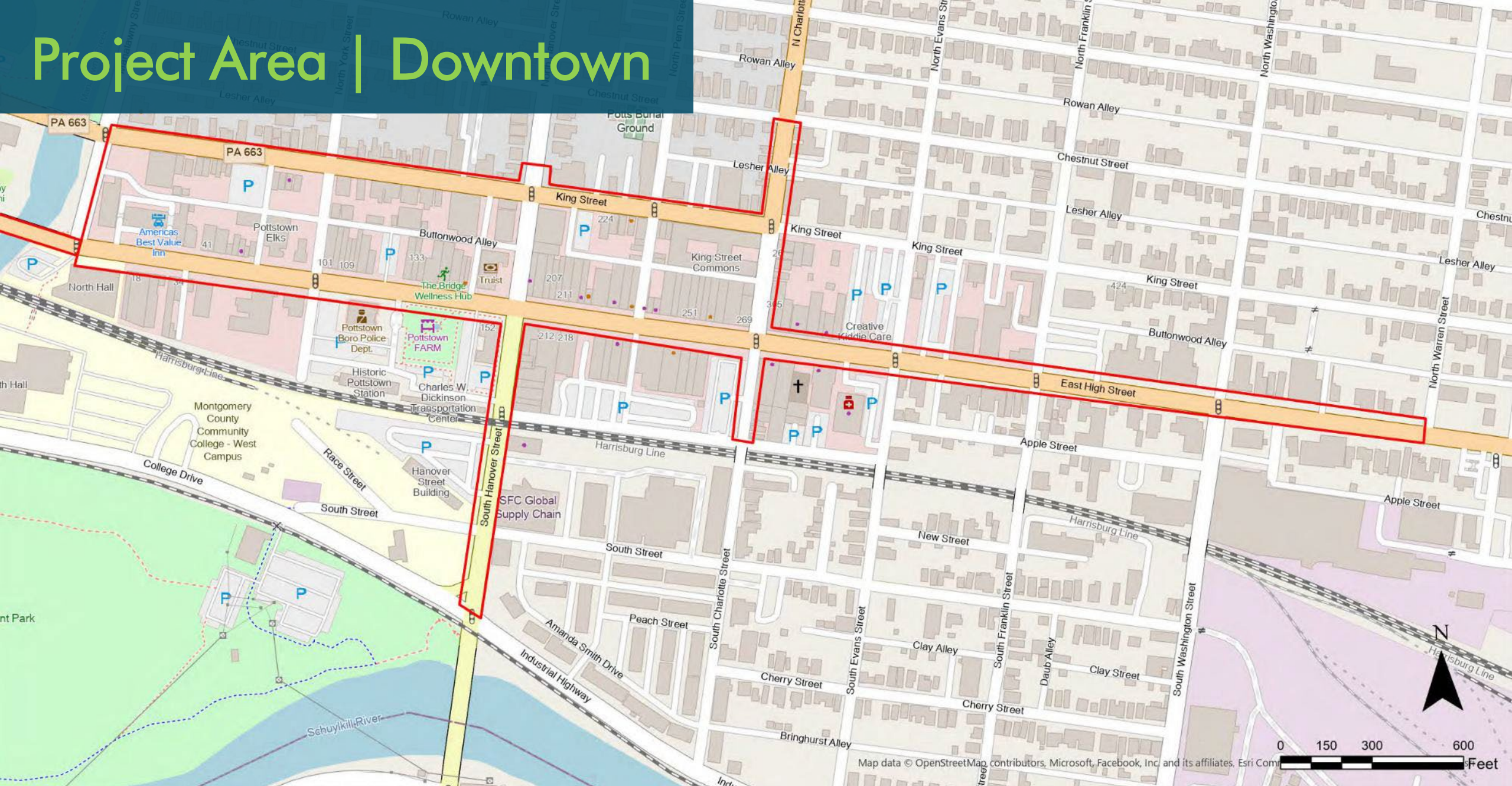




Pottstown has impressive, historic, streetscape “bones”



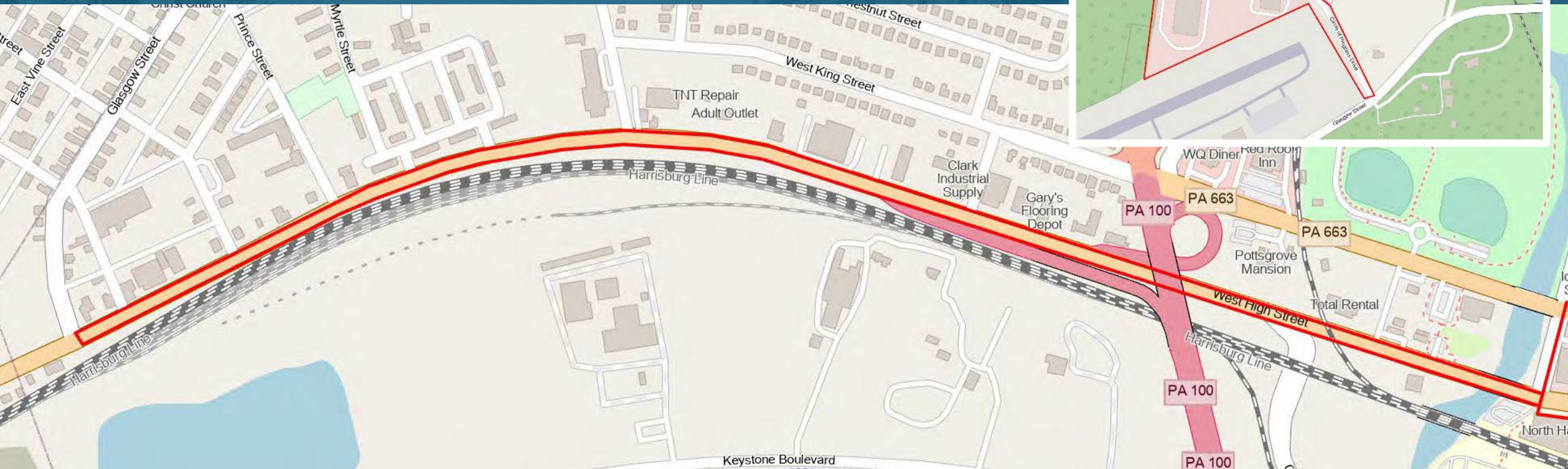
Project Area | Downtown



9/18/2025

SIMONE COLLINS LANDSCAPE ARCHITECTURE
AND SEILER + DRURY ARCHITECTURE

Project Area | West High St + Circle of Progress



Project Approach

Scope of work:

- Document existing conditions / photo inventory
- Recommendations for enhanced streetscape & facades
- Identify priorities & projects applicable for grants



Project Approach

Likely Improvements / Possible Approaches

- Explore areas to expand outdoor dining



Project Approach

Likely Improvements / Possible Approaches

- Identify community gathering spaces: “mini plazas”, new parklets



Project Approach

Likely Improvements / Possible Approaches

- Add street trees



Project Approach

Likely Improvements / Possible Approaches

- Consider green median on High St.
(beautification, traffic calming, easier pedestrian x-ing, stormwater mgmt.)



Project Approach

Likely Improvements / Possible Approaches

- Gateways to define downtown



Project Approach

Likely Improvements / Possible Approaches

- Street Art: Identify local artists, painted “cow” model?
- Public Art/Murals



Project Approach

Building Façade Improvements – Recommendation Types

- Signage, vacant storefront displays



Project Approach

Building Façade Improvements – Recommendation Types

- Façade lighting



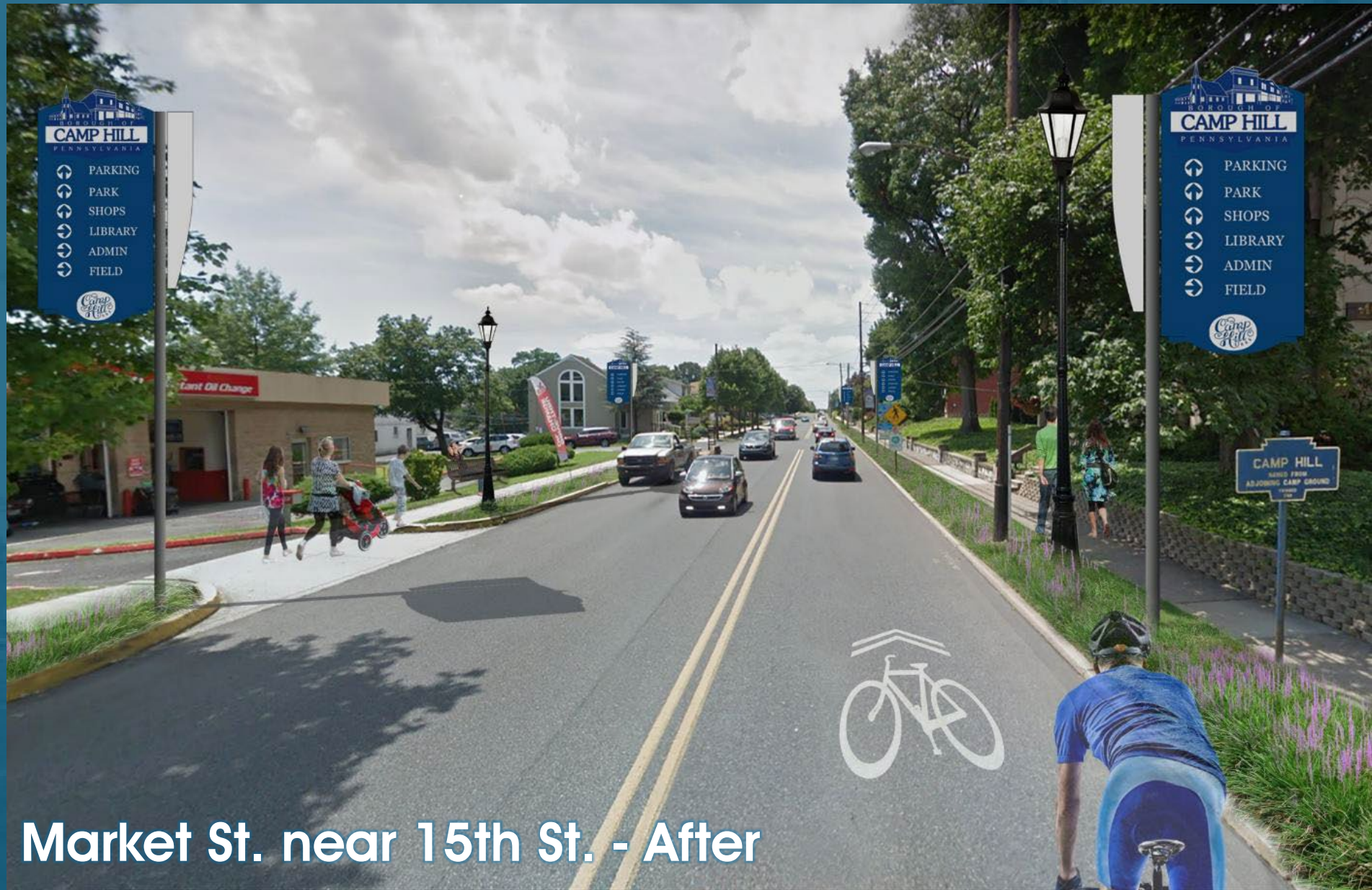
Communication | Photo Simulations

A minimum of
15 photo-
simulations /
renderings



Market St. near 15th St. - Before

Communication | Photo Simulations



Market St. near 15th St. - After

Communication | Photo Simulations



Google Earth

Image Landsat / Copernicus

Market St. at 21st St. - Before

Communication | Photo Simulations



Market St. at 21st St. - After

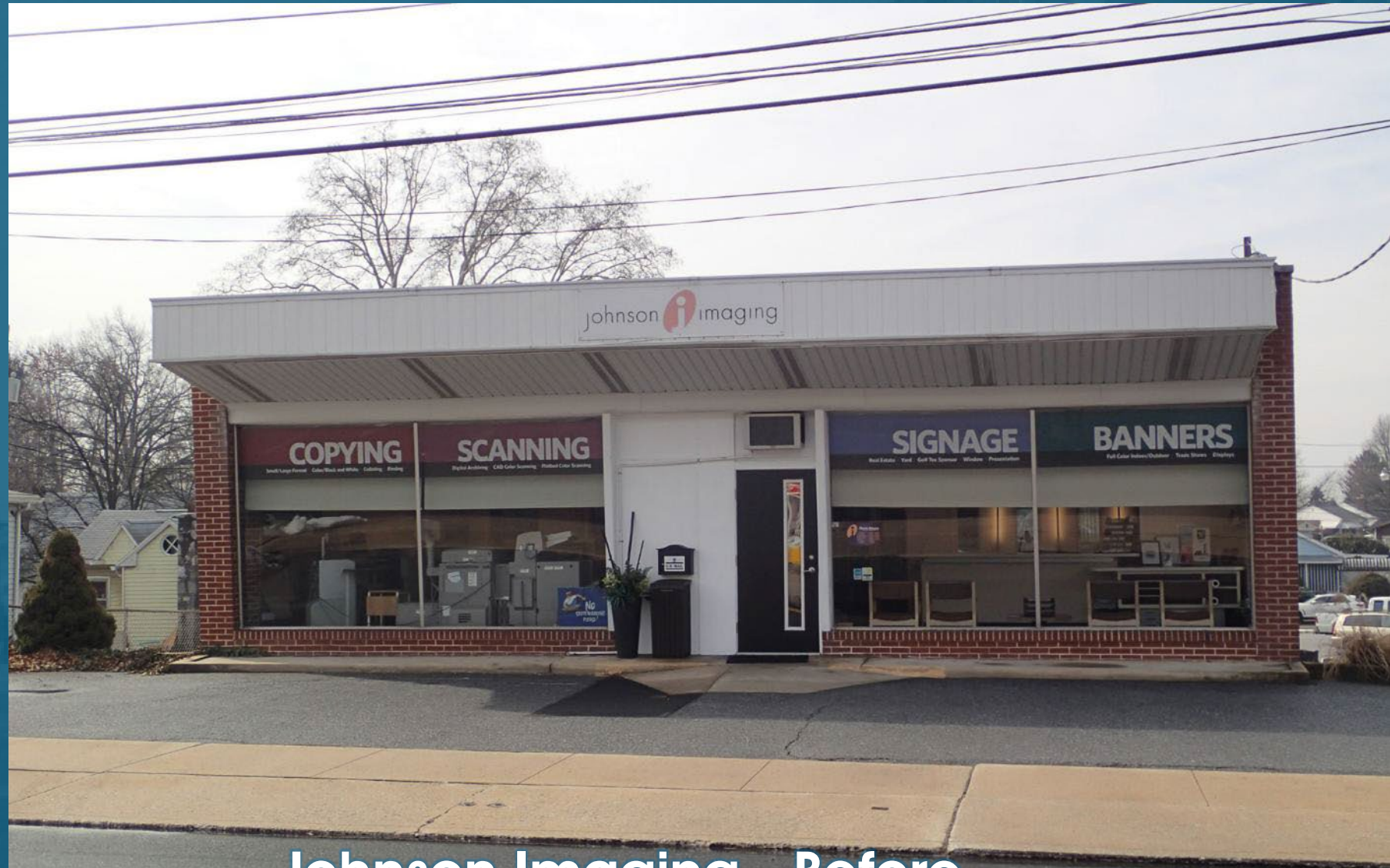
Communication | Photo Simulations



Communication | Photo Simulations



Communication | Photo Simulations



Johnson Imaging - Before

Communication | Photo Simulations



Johnson Imaging - After

Communication | Photo Simulations



2102 Market St. - Before

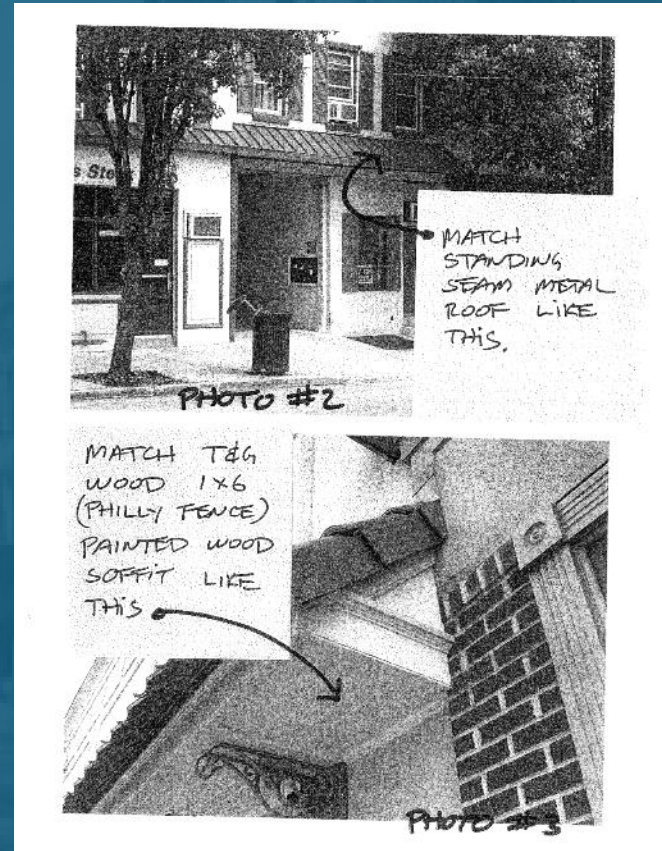
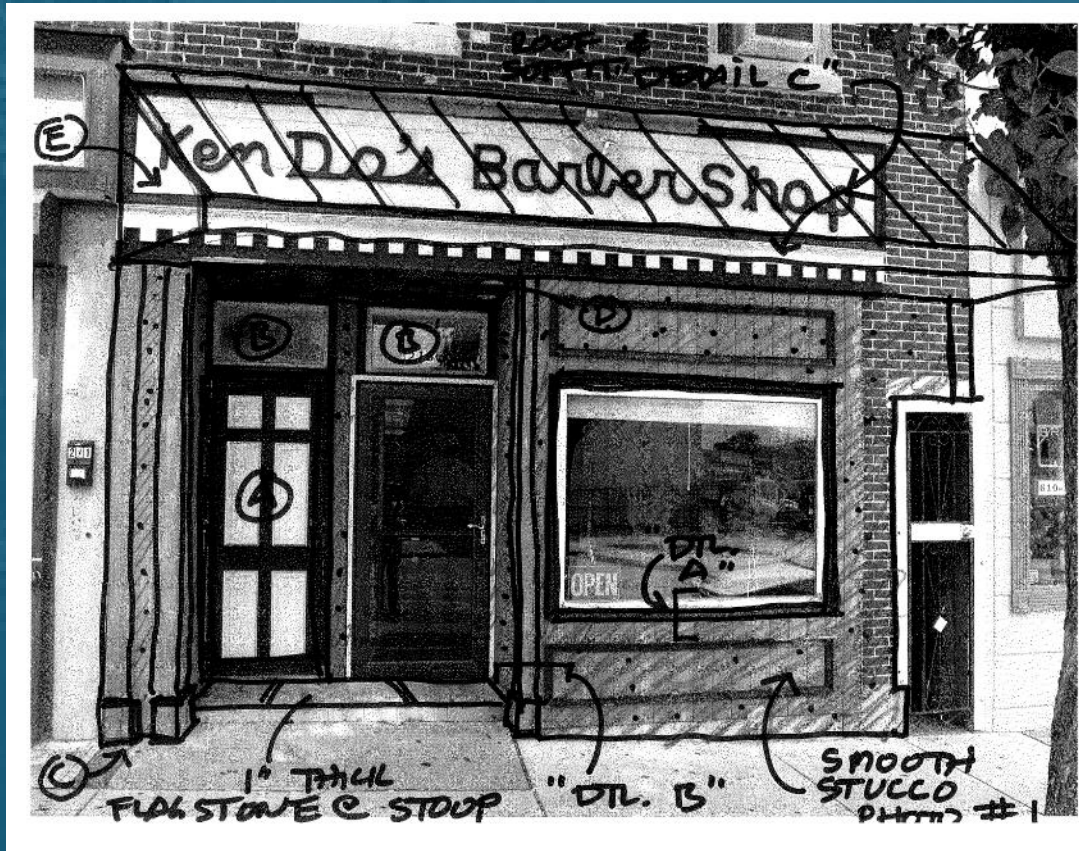
Communication | Photo Simulations



2102 Market St. - Before

Communication | Before & After

Norristown Barber Shop



Communication | Before & After

Laundromat



SIMONE COLLINS LANDSCAPE ARCHITECTURE
AND SEILER + DRURY ARCHITECTURE

Project Approach

Public, Stakeholder, & Agency Coordination

- 4 meetings with PAED
- 2 meetings with Property and Business Owners
- 2 public meetings (this is #1)
- 1 meeting with Borough Staff
- 1 meeting with PennDOT
- 6 key person / key agency interviews



Project Approach

Coordination with Ongoing Borough Studies & Initiatives:

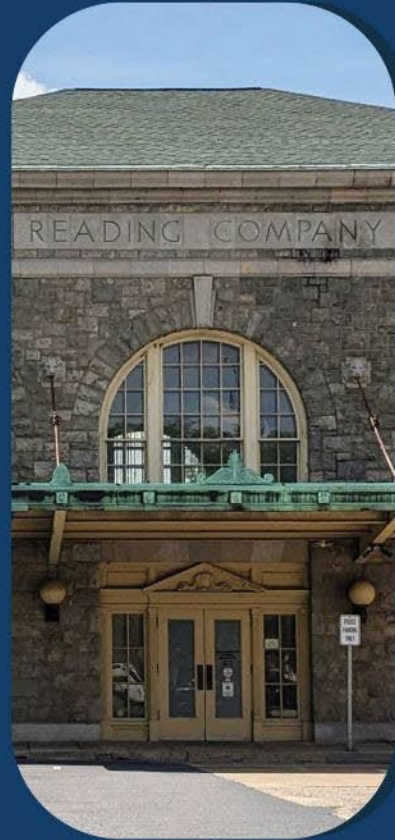
- **Signage Ordinance Update** (Montgomery County Planning Commission)
- **Sidewalk / Street Trees Improvements** (Pottstown Borough)
- **PART Bus Shelter Replacements** (PART)
- **Lighting Initiatives** – “Light Up High Street” (Pottstown Borough)
- **Stormwater Management** (MS4 Credits) – porous paving in alleys
(Pottstown Borough)
- **Train Station Area Plan** (DVRPC)

STREETSCAPE IMPROVEMENT PLAN | 09.18.2025

Next Stop: Pottstown

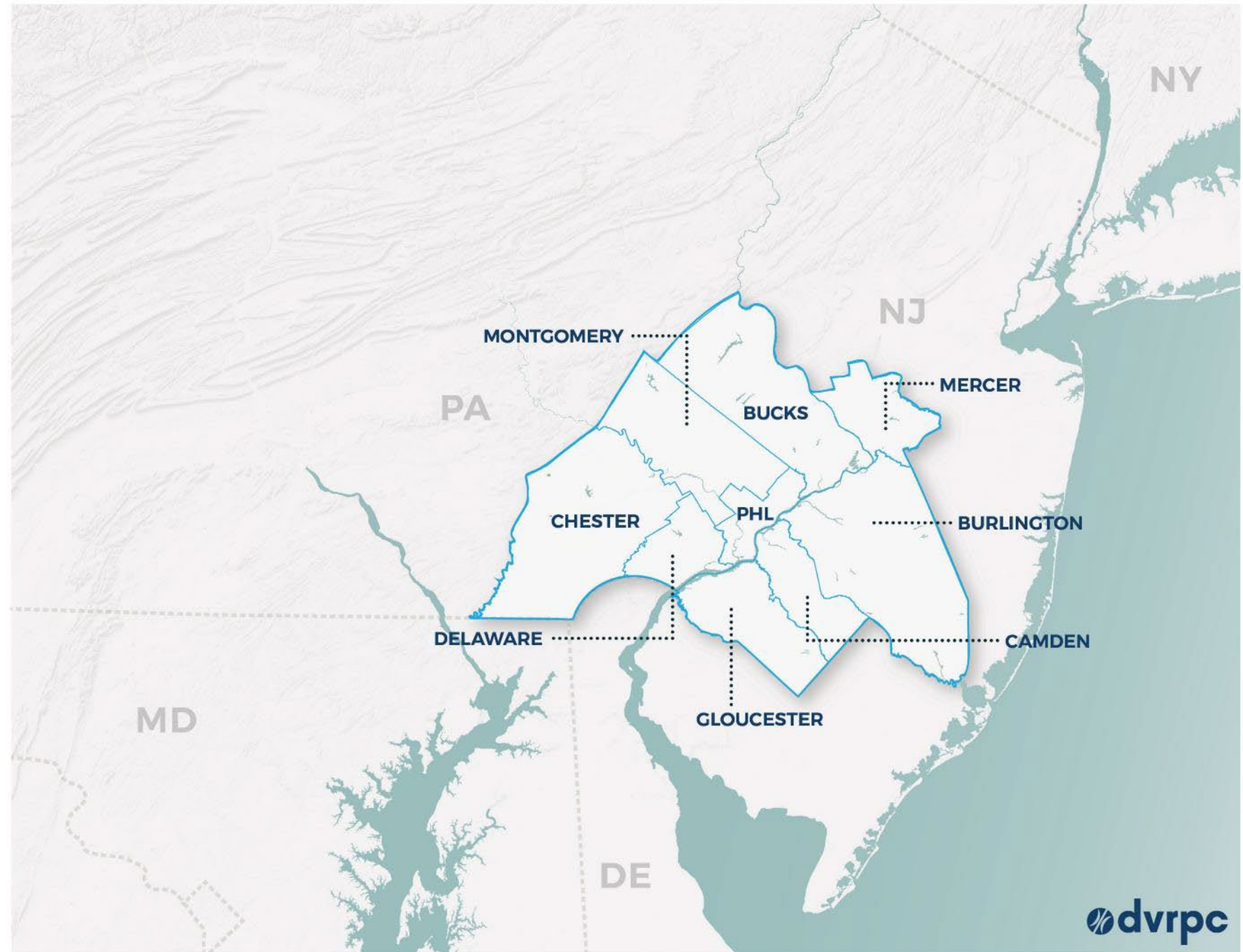
PLANNING FOR THE RESTORATION OF
PASSENGER RAIL IN POTTSTOWN

Andrew Svekla, AICP
asvekla@dvrpc.org



THE GREATER PHILADELPHIA REGION

- 2 States
- 9 Counties
- 1 Large City
- 3 Smaller Cities
- 350 Municipalities
- 1000s of Neighborhoods



DVRPC Roles and Responsibilities

DVRPC acts as a mix of government agency, planning consultant, and foundation.

1 PLAN

Conduct Regional Goal Setting &

- Convening
- Educating
- Planning

2 INFORM

Provide Informational Resources

- Compiling data
- Mapping
- Creating publications

3 SUPPORT

Support Partners in Achieving Regional Goals

- Technical Assistance
- Pass-through funding
- Project Managing



[The Authority](#)[The Process](#)[The Benefits](#)[News & Updates](#)[Meetings](#)[FAQ](#)[Resources](#)

Moving Forward... TOGETHER.

The SRPRA's purpose is to work with various rail companies, local governments, and state and federal agencies to facilitate the return of passenger rail service connecting the communities of Reading, Pottstown and Phoenixville, Pennsylvania with Philadelphia and beyond

— Meet the Authority

READING

POTTSTOWN

PHOENIXVILLE

PHILADELPHIA

READING

POTTSTOWN

PHOENIXVILLE

PHILADELPHIA

PROJECT GOAL & OBJECTIVES

GOAL

Assist the Borough of Pottstown and its planning partners to prepare for the restoration of rail service.

OBJECTIVES

- 1 Evaluate local station infrastructure needs and opportunities
- 2 Collaborate with stakeholders to help establish a shared vision for the future of the Pottstown Station Area



PLANNING FOUNDATIONS

THRIVING COMMUNITIES

The **Thriving Communities Program** is designed to address long-standing disparities in housing, transportation, and economic opportunity.

Pottstown's plan is grounded in Equitable Transit-Oriented Development, a strategy that connects people to services, jobs, and resources by integrating transit access, affordable housing, and inclusive economic growth.

PARTNERS

- Pottstown Borough
- Pottstown Regional Community Foundation
- Montgomery County Planning Commission



**Pottstown Regional
Community Foundation**

Connecting Generosity with Community Needs



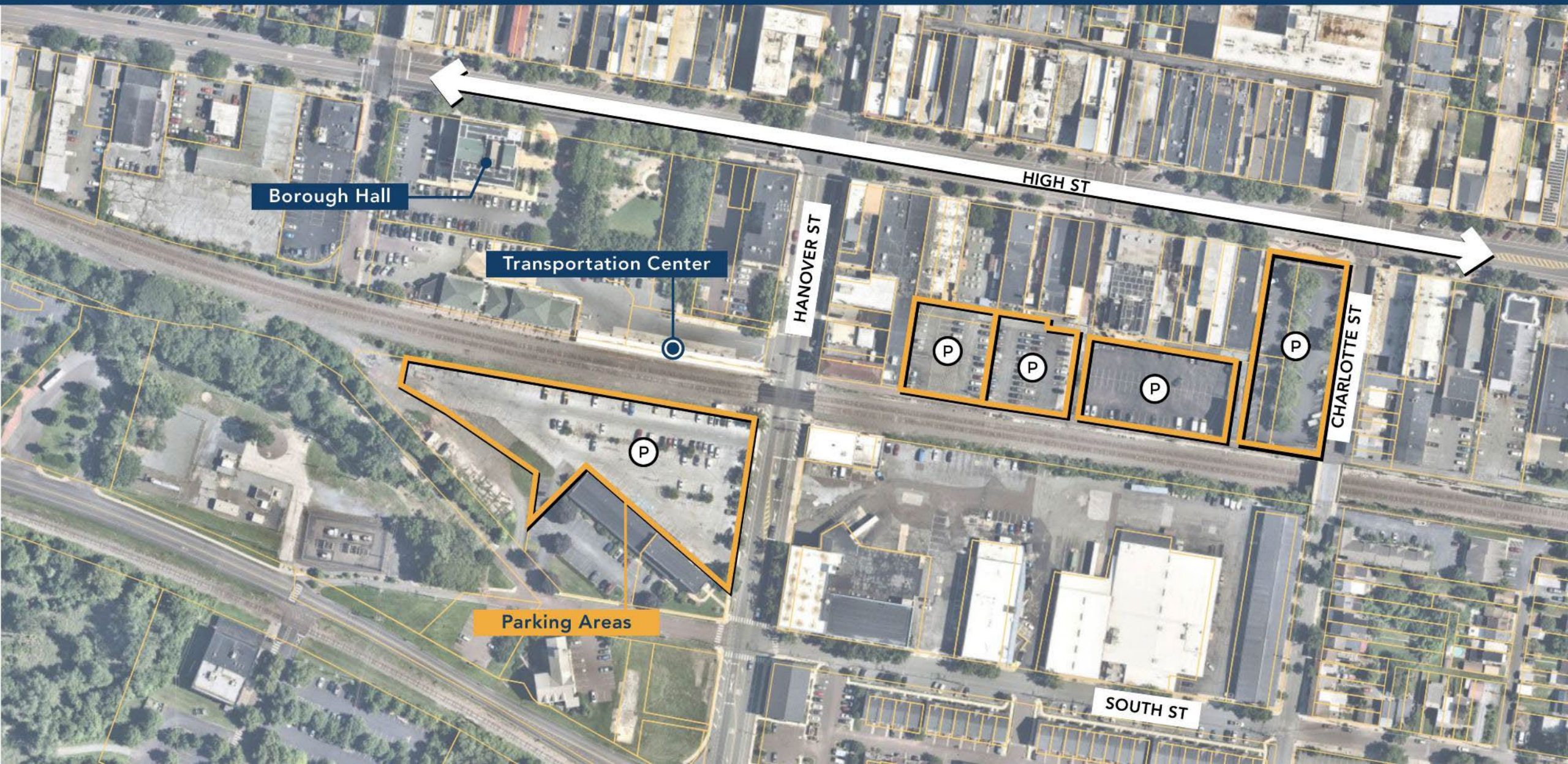
NEXT STOP: POTTSTOWN

1. ASSESSING STATION INFRASTRUCTURE NEEDS



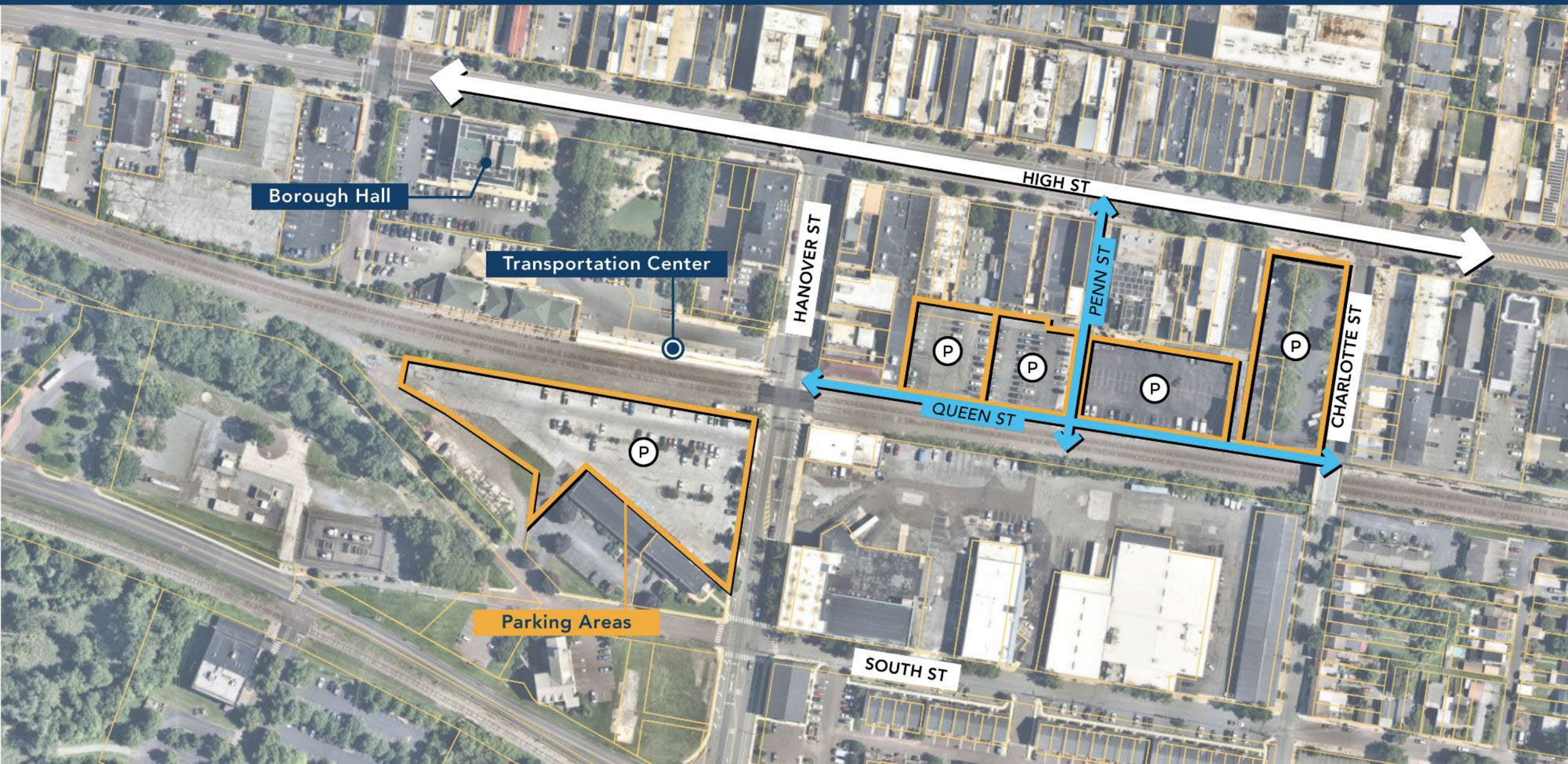
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NEXT STOP: POTTSTOWN

1. ASSESSING STATION INFRASTRUCTURE NEEDS



Borough Hall

Transportation Center

HIGH ST

HANOVER ST

PENN ST

QUEEN ST

CHARLOTTE ST

SOUTH ST

KEY ISSUES

1. Rightsizing station facility
2. Enhancing multimodal access
3. Managing parking
4. Optimizing PART connectivity

Parking Areas

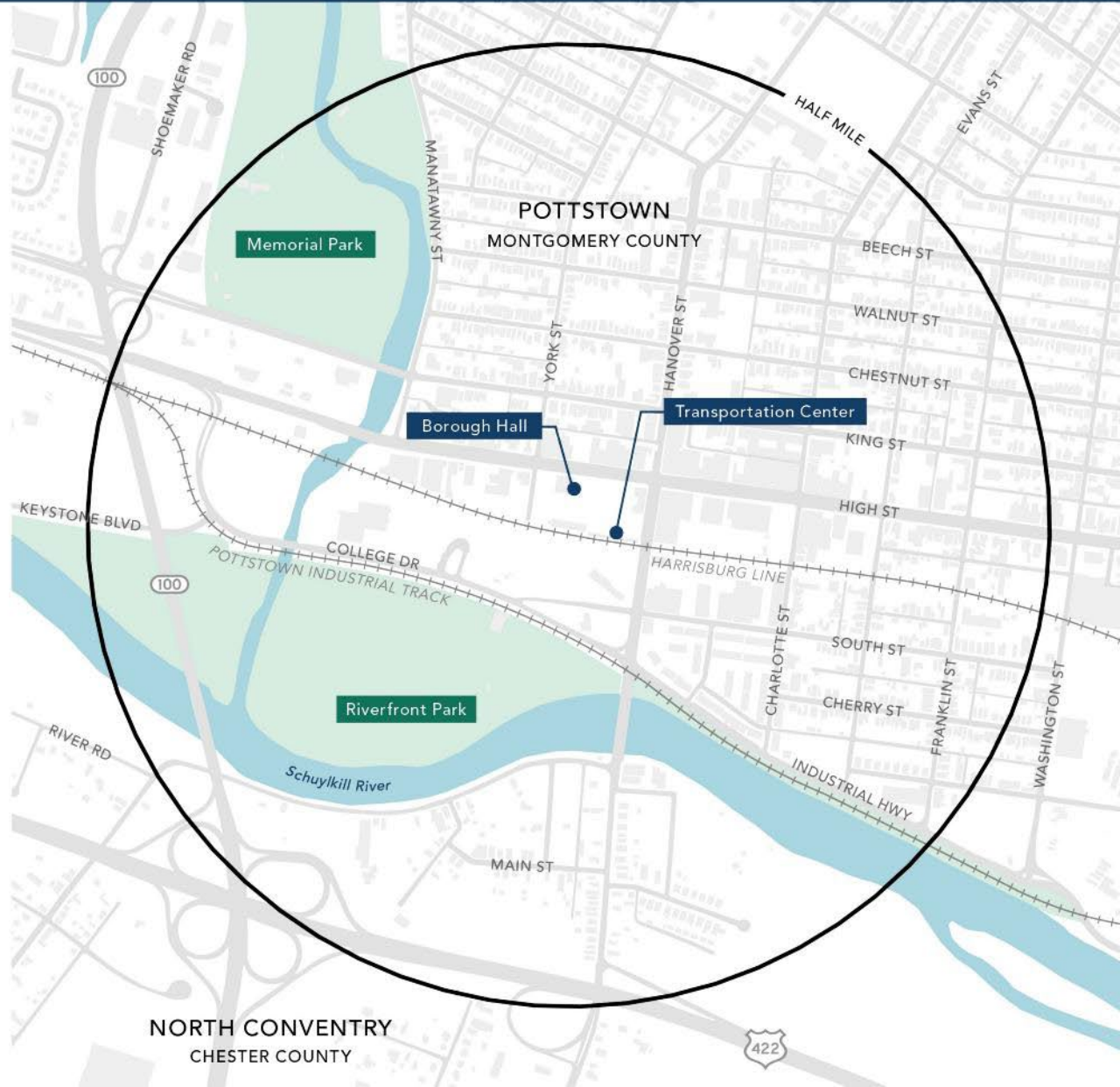
2: CRAFTING A STATION AREA VISION

THEMES

- Multimodal transportation and access
- Equitable Transit-Oriented Development
- Housing supply
- Local Economic Development

COORDINATION

- Pottstown Borough
- Montgomery County Planning Commission
- SRPRA
- Pottstown Area Economic Development (PAED)
- Pottstown Regional Community Foundation
- Pottstown Institutions
- Local Business Community



NEXT STEP: POTTSTOWN | 09.18.2025

What are the potential impacts and opportunities created by new passenger rail service in Pottstown?



ONGOING WORK

- Documenting existing conditions
- Monitoring travel trends in the station area
- Conducting stakeholder interviews
- Planning engagement opportunities

GET IN TOUCH

Andrew Svekla, asvekla@dvrpc.org

Baxter Barrett, bbarrett@dvrpc.org

High St. (west of Rt. 100)



Opportunities & challenges along West High Street

- Bike Lanes in place – good start
- Opportunities for Street Tree Plantings in right-of-way
- Some lots have unlimited curb cuts – rectify for safety
- Gateway signage on bridge? / or other location
- Work with PennDOT District 6-0 to understand constraints (also for Downtown)



Circle of Progress Opportunities & Challenges

- Good street trees
- Met with property owners
- Entryway landscape enhancements

Brainstorming

- Where are the opportunities in the project area?
- What are the primary physical concerns to be addressed?
- How best to position recommendations for funding?
- What are the low hanging fruit to implement soon?

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