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Phoenixville Borough Manager

Since 2004 the Borough has seen a continued and sustained economic resurgence. In 2004, the population was estimated to be 14,600 and the assessed valuation was approximately \$575 million. Today those number are surged to 17,300 and \$765 million a 16 percent and 25 percent increase respectively. These numbers will continue to rise based on current growth projections.

To achieve these results several things had to happen. Borough Council, Staff and the business community came together to form a Community Development Corporation with a dedicated manager. They began with cleaning up the streets and investing in streetscapes thereby creating a more family friendly downtown. On the heels came downtown events such as First Fridays, Firebird Festival, Arts and Entertainment even to include a return of the Fourth of July Fireworks Celebration. Phoenixville was becoming cool.

With the cool came the desire to live in the Borough. Recognizing any new development was hamstrung by archaic governing rules, the Borough wrote a completely new Comprehensive Plan followed a complete rewrite of its Zoning Ordinance and Subdivision and Land Development Ordinance. A review of permit fees and hook-up charges resulted in the lower of most of those. This got the attention of the Development Community which saw the Borough as an affordable place to do business. Over the past few years approximately 1,000 residential units, mostly apartments, were built. An additional 2,000 are either approved or in the planning process at this time.

With that kind of growth and an emerging generation of the craft industry, thanks to changes in the laws, Phoenixville was seen as the place for these entrepreneurs to start up their brewer, distiller or vintner professions. The variety of products and the number of establishments has not created an overload of venues. Rather, the venues are thriving because of the variety.

Over these past several years, new offices, new restaurants, new shopping, new residential units , arts and entertainment and the Schuylkill River Trail have symbolized the next wave or the Borough's economic vitality.